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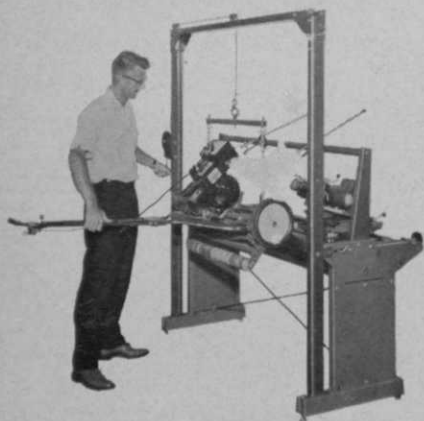
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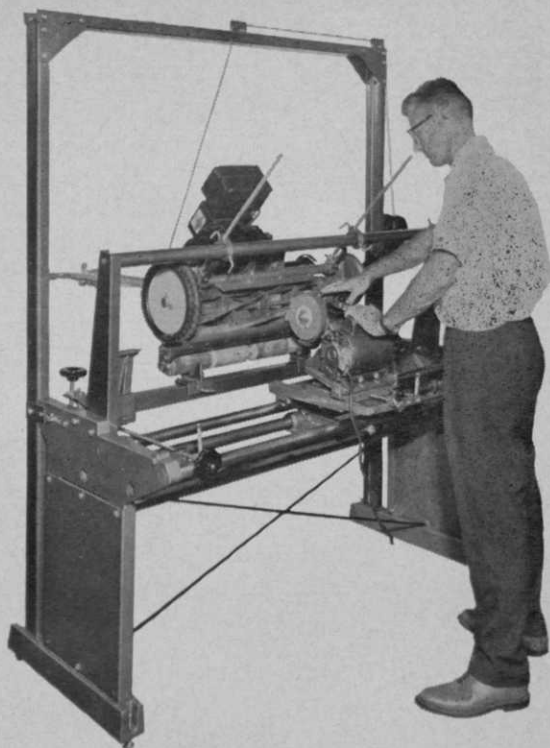
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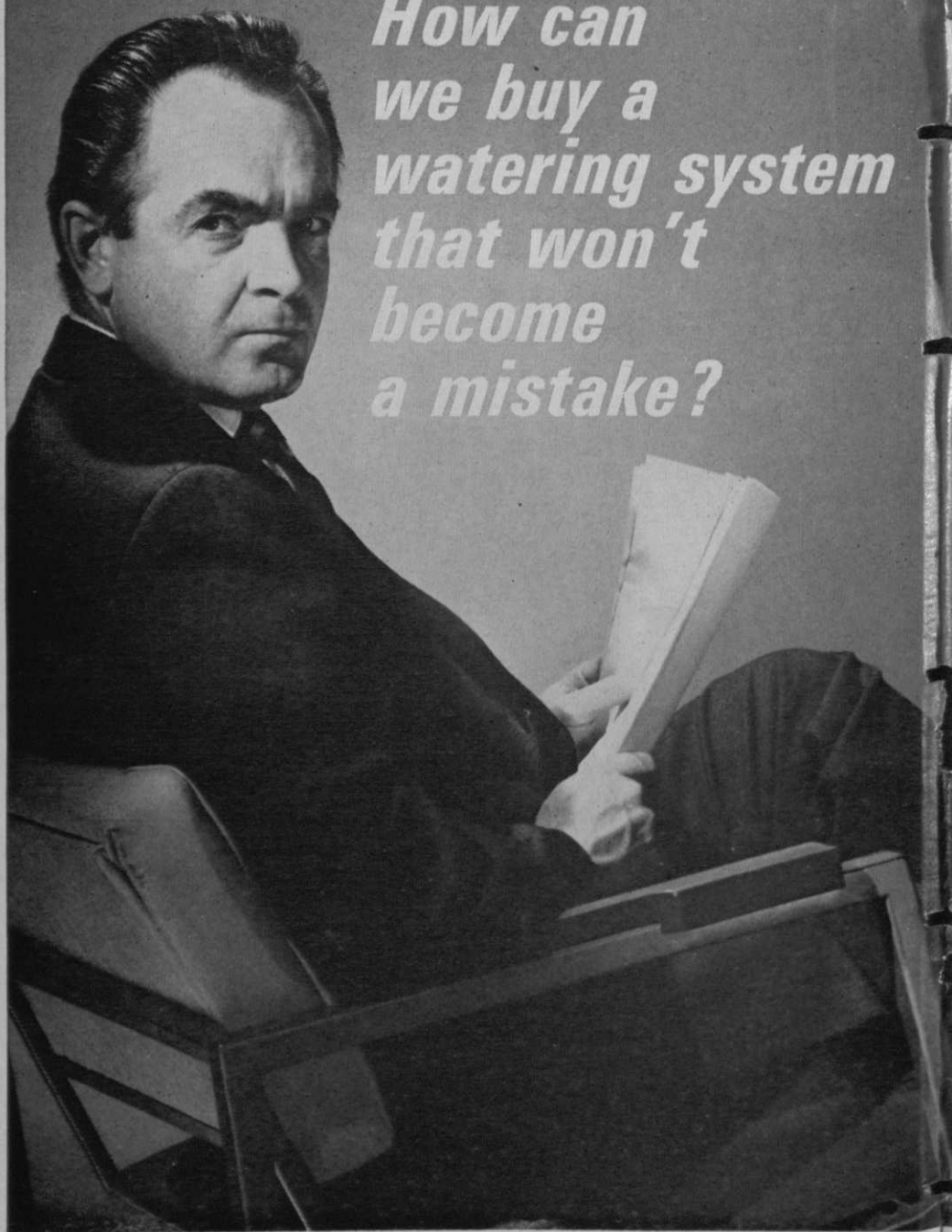
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Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



During the Canada Cup tournament at Tokyo American pro golf showed it is alert to the demands and dangers of leadership Between rounds of a tremendously successful tourney *Leo Fraser*, secretary and *Robert Creasey*, executive director of the PGA of America had informal talks with pros of many of the 34 countries involved in the competition, and jumped the language barriers to explore opportunities for worldwide cooperation of pros The aim is pro participation in the big money of the international golf boom.

The move was well timed and at the right place . . . Japan's victory in the Canada Cup tournament of 1957 began a Japanese golf boom that has far surpassed the percentages of course and player growth in the American market in the past nine years *Mike Metzger* and other golf experts were at Tokyo doing golf business in the Orient.

Fred Corcoran, International GA tournament director, played the millionaires, hand for golf in having *Matsuaro Shoriki*, newspaper publisher, TV station owner, industrialist, and owner of the Tokyo Yomiri Club where the event was played, as host with the Japan Golf Association . . . Visiting high cards were the IGA roster headed by *James A. Linen*, executive of the Time, Life, Sports Illustrated, Fortune group; *Howard Clark* and *Robert Mathews* of American Express, *Birney Mason* and *Perry Wilson* of Union Carbide, *Juan Trippe* and *Paul T. Rennell* of Pan American Airways, also *Frank Pace, Jr.*, *W. G. Walkley* of Australia, *Rodolfo Patron*

of Mexico, *Francis Brown* of Hawaii and other chiefs of business and finance . . . Men of this sort account for the immense development of the popularity and merchandising value of pro names.

Canada Cup team and individual competitions are comparatively low prize money affairs with expenses paid, nevertheless now rate as one of the top events in establishing pro fame, endorsement revenue and corollary money . . . *George Knudson* of Canada, in beating *Hideyo Sugimoto* on the second extra hole of a play-off for the International trophy, headlined himself into top layer of name pros although he's won numerous tournaments before without getting the publicity due him.

Palmer and *Nicklaus* in becoming threetime winners of the Canada Cup gave a bright international polish to their advertising and sales value when another fellow, *Bill Casper*, holds the world's loftiest title, the U. S. Open, and prize money and scoring average leadership Palmer, as partner of *Jim Linen*, tied in the Canada Cup pro-am preliminary Linen, Time magazine's president, knows an army of wealthy advertising golfers and their agents, so Arnie exposed himself to a cloudburst of testimonial and exhibition money and publicity that means big cash.

Arnold Abramson, publisher of GOLF Magazine and GOLFDOM, in speaking at GOLF's All-American awards dinner to many golfing corporation officials and their advertising agents got long, lusty applause when he said that the playing

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GRAFFIS

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pros exhibited business brains on a level with their technical skill when, at the PGA meeting, they decided to keep going along with the PGA's club pros who have made the playing pros rich, and with the club pros' work for the good of the game and its long, sound profit—instead of getting greedy as fast-buck boys.

Phil Sobin, pro at Dorset (Vt.) Field Club is bragging about **Leo Charonneau**, a 73-year-young member who shot his age recently . . . Open Elmbrook nine-hole fee course at Traverse City, Mich. . . . **Roland Pierce** is pro and **Charles Herman** is superintendent . . . **John Underwood** and **Cliff Merrick** have their new Acme course now operating at Acme, Mich. . . . **Joe Poole** is manager . . . Hiwan CC, near Denver suburb of Evergreen, Colo., and surrounding 2,000 acres bought by Jefferson Land

Associates . . . **Press Maxwell** designed the course . . . **Doug Keller** switches from Colby (Ks.) CC to be pro at Riverlawn CC, Osceola, Ark.

John A. DeJong now mgr., Greenville (S. C.) CC . . . **Denis Wailley**, new mgr. at Whispering Palms CC, Rancho Santa Fe is a Naval Academy graduate who flew jet fighters before getting into club management . . . **Tony Capuana**, pro at Washington CC, Washington Court House, O., also is the club's secretary-treasurer . . . **Laurie Blacquiére** now superintendent, Gardner, Mass., municipal course . . . **Jack Pfeiffer**, owner and manager, Lebanon (Ill.) CC nine-hole course teaches mathematics and economics at Lebanon high school.

Jack Fleck has a design patent on his "Golf Classic" basic layout of a compact golf course which makes interesting use of double greens on the St. Andrew order and calls for a wide variety of

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