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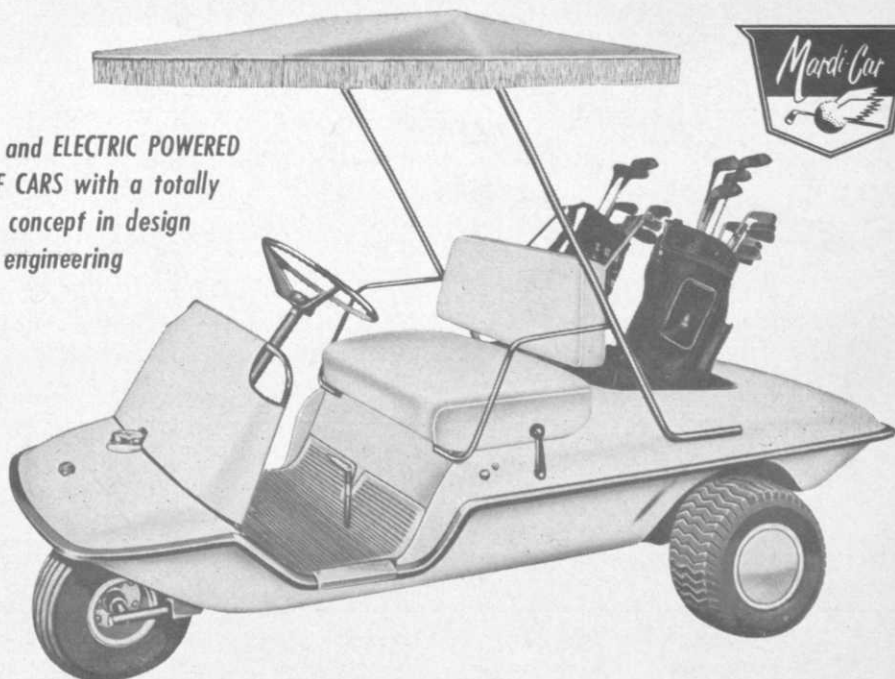
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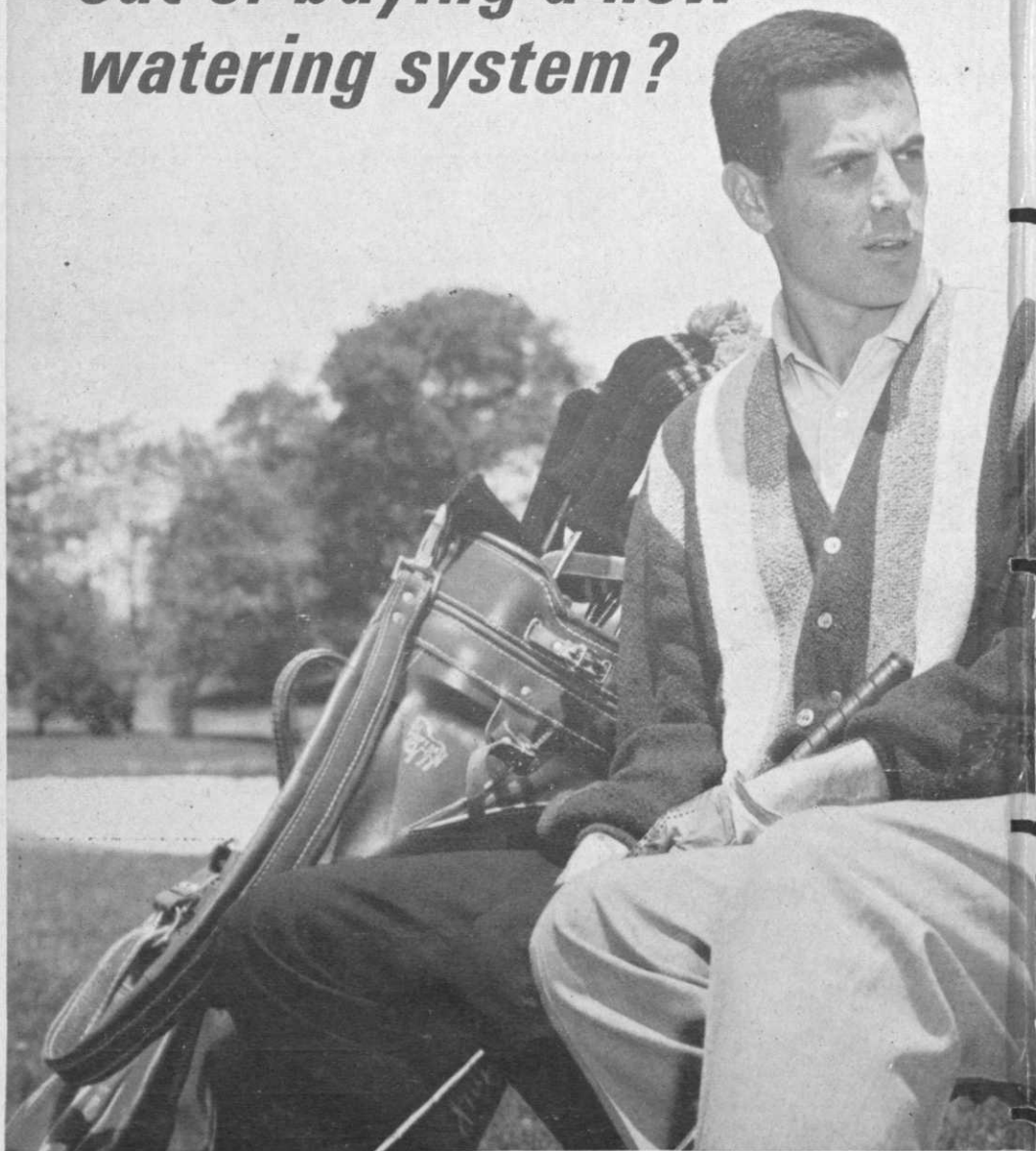
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# GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 41. NO. 3

MARCH 1967

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COVER: *The Greenbrier, White Sulphur Springs, W. Va., By Leonard Kamsler*

GOLFDOM, Incorporating GOLF BUSINESS, March Issue, 1967. Published monthly January through October by Universal Publishing and Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 41, No. 3. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; John M. Ross, Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1967. Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right of reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazine Publishers Association, and National Golf Foundation. Subscription rates:   Domestic \$3.00, foreign, \$4.00 per year.



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# Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



Orders placed at the PGA Merchandise Show and at the GCSA Conference and Show indicate this will be the biggest year thus far in sales of golf playing and course maintenance equipment . . . PGA's show sales were mainly of apparel as major clubs buyers in pro golf place orders in fall to be sure of delivery of sales leaders . . . However, club and ball orders were higher than usual at the show . . . The show was put on by Chairman John Vasco of the PGA committee and his teammates as a businesslike production justifying its expense in manufacturers' selling costs . . . **Charles E. (Chuck) Cumming** of Charles A. Eaton Co., was elected president, Golf Manufacturers and Distributors' Assn., during the PGA Merchandise Show at the PGA National GC . . . **John P. Murray, Jr.**, Atlantic Products Co., was elected vice-president, **Robert P. Hornung**, Hornung's Pro Golf Sales, secy-treas.

Labor shortage, demand for top standard of turf at public courses as well as at expensive and exclusive clubs and attractive "housekeeping" on courses accounted for record sales by many of the 100 exhibitors at the Supts.' show in Washington . . . At the Green, Chairman-Superintendent's lunch, during the GCSA meeting, the labor cost factor in the over-all operating cost of old equipment was mentioned several times as making purchase of adequate modern maintenance equipment urgently advisable.

**William Ward Foshay**, re-elected president of USGA, led the organization over the \$1-million mark for the first

time in its 73 years . . . USGA income for 1966 was \$1,117,750 . . . Tournament revenue was \$666,640 . . . Subscriptions to Green Section Visiting Service were \$149,697 . . . From member club dues; \$142,215 . . . Income over expenses in 1966 was \$186,540, compared with \$5,077 in 1965.

National Open prize money this year will be \$175,000 . . . It was \$150,000 last year . . . First prize will be \$30,000 . . . Green Section Visiting Service reported 928 courses as subscribers and an operating deficit of \$50,564 . . . This visiting service of what might correctly be described as the Golf Course section of the USGA is of direct and immense value in promoting increase in golf play.

**A**nnual Report of the Executive Committee of the USGA, prepared for the 73rd annual meeting, Jan. 28, 1967, was the usual practical, comprehensive model of what a golf club and golf association report should be . . . It is an informative classic that should be read by every golf club and association official . . . The PGA and GCSA will get into major league class of information and service to members and golf in general when their annual reports are of the USGA Executive Committee type.

National Golf Fund which allots income from National Golf Day to golf welfare and educational operations made grants totaling \$80,000 at its annual meeting, Feb. 6 at PGA National clubhouse . . . In its 15 years, National Golf Day has raised \$1,180,000 which has been

continued on page 10



G-10 With optional High Floatation Tires.

# **G-10** *The tractor designed with turf in mind!*

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## GRAFFIS SWING

*continued from page 8*

distributed approximately 27 per cent to caddie scholarships through the 22 major golf associations financing such scholarships . . . Golf charities such as PGA Benevolent and Relief funds, women's services operating at military hospitals and the National Amputee GA have received about 25 per cent of the Golf Day revenue . . . Educational programs such as the Turf Research and scholarship funds of the USGA and the GCSA, and the PGA educational operations have received about 48 per cent of the dollar entry fee paid by golfers who play in the Golf Day competitions at their clubs . . . More than two-thirds of the GCSA grants to turf scholars comes from National Golf Day . . . *Harold A. Moore*, former Western GA president, declined reelection as National Golf Fund president and *Herb Graffis* was elected . . . New members elected are *William M. Jennings* of New York and *Charles Stewart* of Lost Tree Village, Fla.

"Bobby Jones on Golf" is a selection of the newspaper syndicate pieces Jones did twice a week when he was at the top of his game . . . *Charley Price* picked out the columns then Bob went over them meticulously and Golf's Gospel According to Jones is available as a classic aid to the aspiring . . . The price is \$5.95 . . . Doubleday and Co., is the publisher . . . Bob played with Vardon, Hagen and the elder stars and at the Masters has seen, studied close-up and appraised, all the younger ones . . . Jones played intermittently like a businessman golfer when he was compiling the greatest championship record in the game . . . Older pros who played with him and were instructors at East Lake have told me Bob was the brightest, deepest scholar of golf they'd ever met and the Number One Learner . . . This collection of the Jones examination and report on simply playing good golf is sure to be recommended by a lot of wise pros to their promising pupils.

*Paul Hahn*, trick shot star, changes

*continued on page 14*