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For more information circle number 199 on card

Swinging around golf

by Herb Graffis



There's nobody in golf today like the glamorous warrior and sportsman, Tommy Armour, who died in New Rochelle (N.Y.) hospital Sept. 11, two weeks before his 72nd birthday . . . The Silver Scot was born in Edinburgh and won minor amateur championships as a schoolboy before going into WW1 . . . He was badly burned, lost one lung and temporarily his sight, in an early gas attack . . . He regained sight of his right eye . . . He won the French amateur in 1920, came to the U.S. and turned pro in 1924, won the National Open in 1927, the British Open in 1931, the PGA in 1930, the Western Open in 1929, Canadian Open in 1927, 1930 and 1934 and numerous other titles . . . He was pro at Medinah CC and at Boca Raton when it was a private club and had club jobs at Congressional in Washington and Tam O' Shanter in Detroit . . . At Boca Raton in the winter he got \$50 for an hour lesson . . . He raised the standard and rates for golf instruction and got recognition for competent pro instructors . . . His instruction feature "Play Better Golf" ran 11 years for the Chicago Tribune-New York Daily News Syndicate . . . His books, *How to Play Your Best Golf All The Time*, *A Round of Golf with Tommy Armour* and *Tommy Armour's ABC of Golf* set the sales record for golf books . . .

His widow, Estelle, did detailed planning and correspondence that got the tournament circuit established . . . His brother Alexander (Sandy), long in pro golf, also survives him as do his sons, Ben and John and Dr. Thomas Armour.

Split will hurt Players, not club pros

To the golfing public, the Professional Golf Assn.'s split between the home club pros and the touring pros is something like the sex of a porcupine: It is of no interest except to another porcupine.

Since golf is primarily a playing sport, the golf spectator gets the worst deal of any sports customer. He has to run for position, is crowded and corralled in back of ropes, is forbidden to use his camera and pays a stiff admission fee and high prices for food and drinks on the course . . . Sometimes he is barred from the clubhouse of a first class club that is hosting a tournament. Sometimes he sits on a plank bordering a green. He sees perhaps two or three dozen shots by all the contestants in a tournament. He's charged a dollar for parking a long way from the course, gets sunburned, chilled or drenched, and then is sternly rebuked for sneezing by a haughty player. If his club hosts the tourney, he is also expected to sell tickets, devote considerable time to tournament affairs, buy a program and tournament uniforms for both his wife and himself, volunteer his wife to chauffeur players and give up his course for a week.

So you shouldn't expect the Good Provider from Whom all blessings flow to the playing pros to wail in anguish and share the sorrow of performers who have been so badly treated by the PGA that a wandering boy can get only \$5,000 to \$50,000 for four days' work a week. In the past 10 years, 15 underprivileged, touring PGA members have won from \$350,570 to \$981,941. Tough!

The home pros, who established and built the PGA, also built the

golf merchandise market, which accounts for a considerable amount of the star playing pro revenue. With few exceptions now, the playing pro names are on the cheaper store lines of golf merchandise and are even on cheap T-shirts for kids.

Annual revenue at pro shops is 20 times the purse, exhibition and testimonial income of the playing pros. It'll be interesting to see what effect, if any, the PGA split has on the sale at pro shops of goods endorsed by players who have split away from the PGA. Home pros maintain they have far more control of the quality club and ball market than the tournament pros, regardless of how much testimonial advertising is done on what tournament winners wear and the equipment they use. This issue is getting hot.

Nobody's sure what the split is about, and both sides to the mysterious controversy have been secretive, in a little boy sort of way. They didn't know enough about first class business to issue informative publicity, and so missed a chance to make friends among the amateur golfers, who pay the bills, the tournament sponsors and the press. And the split was badly timed. It was announced the day after a sports page feature about the beating the networks were taking on the televising of pro football, and that time is being sold at cut prices. Outside of Shell's Wonderful World of Golf, the Masters and the National Open, golf hasn't had much of an audience rating. So if football's action isn't paying on TV, tourney golfers can't expect to get rich on television.

Now the tournament group has greater responsibilities and risks than before and will be held accountable to the paying public. The home pro's money-making position is unaffected.

Continued on page 14



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Los Angeles municipal course rates have increased to \$4 for 18 holes and to \$2.25 for nine. The \$4 includes 50 cents for phone reservation and a 50-cent surcharge to pay for new courses . . . Golf car rentals are now \$7, recently raised from \$6. Golfers in Los Angeles howled at the rate hikes, which Mayor Yorty said were required because the city council had cut \$400,000 from the department of recreation and parks' budget.

No need to use federal money to build municipal course at Cody, Wyo. Glenn E. Nielson, chairman of the board of an oil company, and his wife are donating land and paying for the course. They told architect Bob Baldock to give the folks the best.

George Turpie, 88, who died recently in New Orleans where he'd been pro at New Orleans, Audubon and City Park courses, came from St. Andrews, Scotland, in

1898 to join his brother, Harry, who was pro at Glen View Club in suburban Chicago. George went with his brother to Edgewater in the Chicago district and later got his own pro job at Calumet. George had gone with Harry to build the New Orleans CC, but didn't move there until 1915. He was a fine teacher. His daughter Marion was 1928 Women's Southern champion. He is survived by sons George, Jr., John and Thomas S. Sr., and by daughters Mrs. Marion McNaughton and Mrs. H.P. Beardman, six grandchildren and two great-grandchildren . . . George played in his first U.S. Open in 1900 at the Chicago GC, which was won by Harry Vardon for whom George caddied when Vardon won the 1896 British Open at Muirfield.

Gerald F. Dearie, superintendent Medinah, Ill., died recently following a bee sting or other insect sting while he was supervising work on Medinah's three courses. He was one of the very

best in every way: as a friend and citizen, a family man, an expert and helpful man in his profession . . . Jerry Dearie went to Medinah from Edgewater in Chicago where he'd been eminently successful. He is survived by his widow, daughters Debora and Nora, son Gerald, Jr., his father, mother and three sisters.

This certainly has been a boom year for irrigation installations at small-town, nine-hole courses. Improved plastic pipes, moderately priced, reliable pumps and fast trenching machinery have cut installation costs . . . Course equipment and supplies salesmen and pro salesmen say some of the layouts changed from sand greens to grass with the new watering and are so far ahead of the old cow-pasture design that they are nearly metropolitan class. But think of the fellow who has to maintain the course with a staff of member volunteer workers or a kid, and a budget of nickles.

Gary Player, telling about winning the 1968 British Open at Carnoustie, said he had his wife bring from Johannesburg a blade putter he used in 1965 when he had a great year. He paid \$50 for the putter in the United States, but didn't say to whom. The seller sure was the Golf Club Merchant of 1965 . . . Two weeks after Tommy Armour won the 1931 British Open at Carnoustie, his winning putter was missing so many putts, he gave it away. He forgot to whom he gave it, but mysteriously the putter turned up in his locker at Boca Raton, Fla., years later when he was pro there.

Big party at Salt Lake City CC honoring Tee Branca for his 25 years as club's pro. Tee has been with the club for 40 years, starting as a caddie under Alex Hutton. Branca's wife and two sons shared in the festivities. A great column on Branca, written by Hack Miller in *Deseret News*, included a cute poem by a woman club member. The lady rated Tee as more important to the club than the first 50 tourney circuit money winners.

You can never tell about kids who win golf scholarships. Some who've won Western GA Chick

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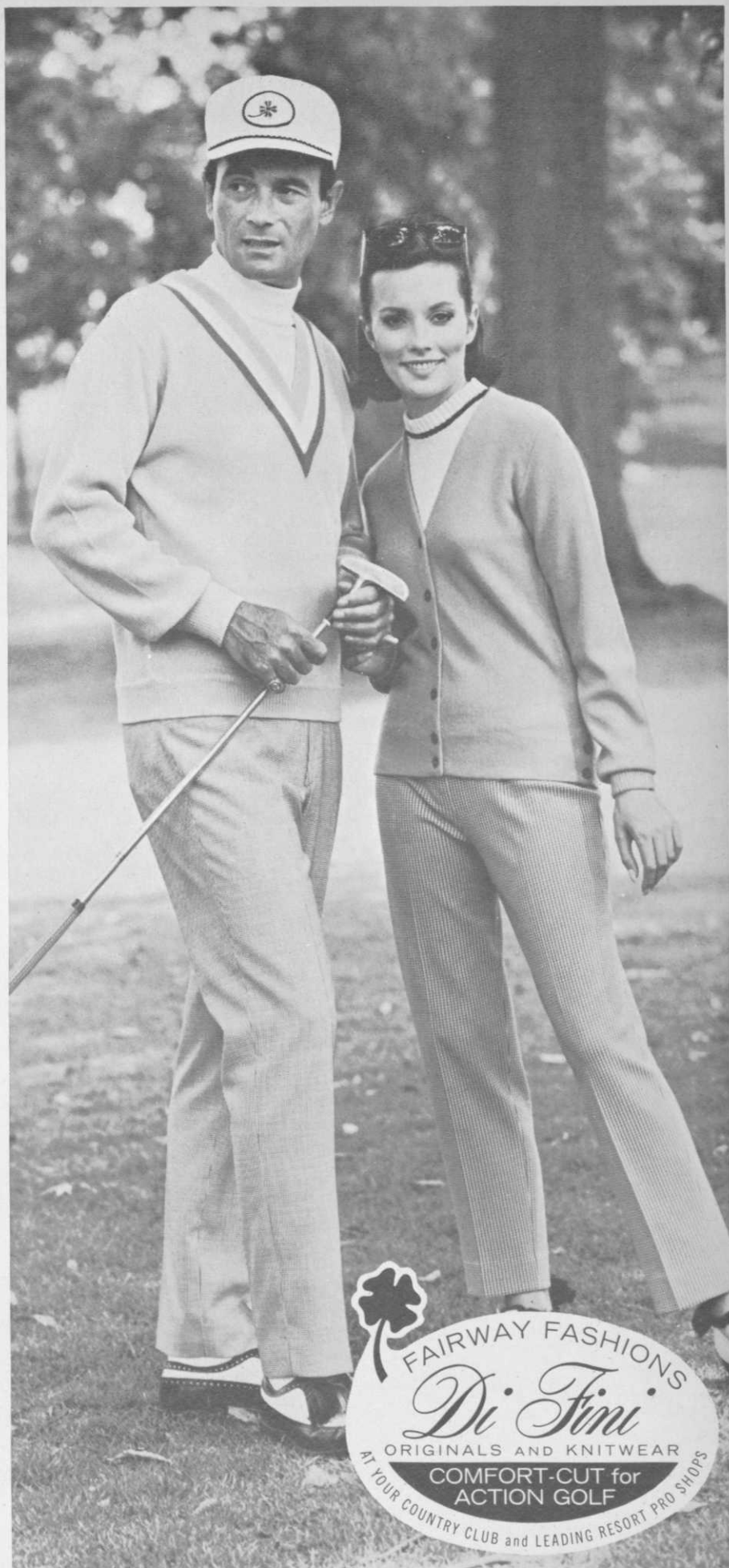
Evans caddie scholarships now are highly successful in business, the professions and sciences, although not ballyhooed in print. Duane Monick, Sparta, Wisc., four-letter athlete, on Luther College golf team, Decorah, Iowa, twice golf champion in his conference, was awarded \$1,000 NCAA post-graduate scholarship to attend University of Iowa medical school.

PGA Seniors championship now is sponsored by Ford division, Ford Motor Company. The pattern of sectional qualification will be unchanged, and Championship will be played at PGA National course January 26-29. Ford is also sponsoring PGA stroke play championship at PGA course, January 6-9. Seniors' purse from Ford is \$40,000 and the stroke play purse \$10,000.

Fred Corcoran was awarded the Walter Hagen trophy for 1968 by Golf Writers Assn. of America and British Golf Writers Assn. The annual award is made to the person who's done most in furthering American-British relations . . . Corcoran is tournament director of International Golf Assn., which began the Canada Cup (now World Cup) international pro team and individual annual championships in 1953. He arranged a Ladies' PGA team tour of Britain and international golf writers' contests in Britain and Ireland and was a tournament bureau manager for the PGA. As manager of Sam Snead, he developed the first playing pro millionaire. He is publicity counselor for the PGA, tournament director of the \$250,000 Westchester Classic and has promotion interests in golf and other sports.

Men who are not very old in golf may remember when FDR won an election on sneers at the "country club" set. Nobody could do that now because the government is involved in the financing of enough country clubs to swing an election. During the past few years, golf courses built with government finances on FHA loans or other sources are in the largest class of new golf projects. Next are courses built in connection with real estate develop-

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For more information circle number 270 on card

Accent on management

by Ken Emerson



Where does attire fit in With a club's prestige?

Does a turtleneck in the main dining room or shorts on the porch affect a club's prestige?

If a miniskirt is acceptable in the lounge, can a micro be far behind?

Style changes in sports clothing usually bring only mild comment in the club world. However, recent rapid shifts in street and evening fashions—both men's and women's—have presented the governing bodies of many clubs with a major decision.

At what point does dress begin to affect a club's prestige?

Although a club directorate sets the height of a hemline, it ultimately falls on the club management to enforce the rules.

In recent months, whenever two club managers have met, one of the first questions has been, "What's your club doing about turtlenecks?" and, "Do you really think it affects prestige?"

One recent discussion involving a half dozen managers from a cross section of clubs ranging from very small to larger than usual, and from minimum budget to very wealthy, lasted for the better part of two days. It turned up some interesting conclusions.

While some definite opinions, and conclusions, were expressed about today's styles, they led to even more valuable conclusions concerning "club prestige." In fact, a good deal more was said about what club prestige is, and how it is acquired, than about whether a Nehru jacket was appropriate evening wear in the formal dining room or what people are apt to wear to dinner.

In fact, the opinion seemed to be

that unless clothes are the only criteria for judging a man's eligibility to membership in a country club, it is difficult to see just what they *do* have to do with prestige.

Of course, what many people are really talking about is "status," in the classic sense of author Vance Packard's *The Status Seekers*. A sort of "I'm better than you because my club has more prestige than yours" approach.

While it is undoubtedly true that some clubs still operate with status as their objective and find people to join them, most of today's successful clubs have set *service and fulfilling the membership's common purpose* as their objectives. In so doing they are creating "prestige" of the second and other sort.

The club administrators, both professional and volunteer, who are able to analyze the wants of their membership and to develop services that can fill those wants will earn the "prestige" label for their clubs that most nearly fits the modern definition.

In order to do this clubs must develop first, the *means* to determine what people want in a club and, second, a *method* to change its services to meet the changing needs of its membership.

If a golf club is to draw any worthwhile conclusions about its membership's needs, it has to have a measurement that can be applied to the golfing activity on a regular basis. One such method being used is to divide the membership into its most obvious groupings. These might be professional people, seniors, women, juniors (men and women) and teens. Some clubs also use immediate neighborhood and city resident groups.

Each of these groupings is then

reviewed to answer the following.

1. What is the frequency of golf course use?
2. Is the use increasing or decreasing?
3. Should provisions be made to increase, decrease, eliminate their use or should they be left alone?
4. If we change a group's use of the course, will it affect another group? If so, how?
5. Will any changes under consideration be within the framework of the club's policies and objectives?
6. Does the course now fulfill the club's financial objectives? Will it do so if changed?

The same six yardsticks can also be applied to the club's other services; swimming, tennis, and social affairs.

Applied regularly—annually or biannually—these yardsticks will enable the club to be sure that it is both meeting the needs of the entire membership and fulfilling the objectives for which it was organized. The result will be prestige.

And *that* can be measured by the size of the waiting list.

And what of the turtleneck sweater in the dining room?

The consensus was that, regardless of the rules that the club's administrators might make, some members would see fit to at least try to break them. If the rule breakers are accepted by the majority of the members, then changes in the rules are in order. If the style is generally unacceptable, it was the unanimous opinion of the managers that the members themselves would take steps to see that the recalcitrants got the necessary message.

For the record, a survey that started with those present at the

discussion, and has continued informally since, would seem to indicate a general trend toward acceptance of the changes in men's wear.

In actual practice, clubs vary widely in what they will now accept. Most draw no hard line in the daytime. Some, including many "prestige" clubs, now permit turtlebacks and Nehru jackets in the evening as well; this is more frequent in the West. A few permit turtlebacks only if worn with full dress evening wear. It depends on what the members consider "prestige." ☐

Graffis

Continued from page 15

ments. Private country clubs and privately financed fee courses trail.

Those Big Men you hear or read about as Great Promoters can take lessons from the charming and brilliant businesswoman Carol McCue, who is executive secretary or director of something of the Chicago District G.A. President Lennox Haldeman, Ralph Peterson, Merritt Lovett, Bill Pailey, Morton Eldon, Jim O'Keefe and other male officials of the CDGA, when the association's eight-day golf junkets for Spanish golf were discussed as a service to its members, said, "Let's see what Carol can do." Already 20 of the planned 25 charter plane trips, from October 11 to March 28, are filled. The \$350 price tag includes transportation, hotels, meals and golf. Looks like our Carol has made golf business history. She's not only smart, but very pretty. She arranges the CDGA annual air trips to the Masters.

Arnold Palmer winning the Radix trophy for PGA tournament scoring low average for 1967, and for the fourth time, with a

Continued on page 107

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Answers to turf questions

by Fred V. Grau



Need: Cool-season Turf for fairways

Agronomists are being asked to design cool-season fairway turf that will be as close to perfection for the players as possible. BUT, there will not be an abundance of water for consistent operation of the irrigation system. In regions of water shortage it is known that fairway and lawn watering will be the first to be banned. Water will be denied when the turf needs it most.

This situation demands clear thinking in the selection of fairway grasses which will be specified and planted. It should be obvious that all bent-grasses must be eliminated from the specifications. Nothing is more unsightly, or poorer to play from, than a lush dense carpet of bent that has been denied water when temperatures soar.

Inevitably we turn to Kentucky bluegrass as one which can tolerate long periods of drought and bounce back in the fall when rains fall and temperatures drop. But, which one or ones? And what sort of a mixture? Should red fescue (chewings or creeping red) be included? Do we need a "nurse" or companion grass? Should we consider a tall fescue, straight or in a mixture?

Among the several bluegrasses on the market (seed available) that can tolerate close fairway mowing, which have good performance records, and which can be expected to develop dense turf include:

Merion Kentucky bluegrass. Should be included for its color, its tolerance to leafspot and to close mowing. Weaknesses of Merion can be masked by other varieties; are not likely to be so severe during dry periods.

Fylking (0217) Kentucky bluegrass. Tolerates close mowing, provides good density and is less susceptible than Merion to strip smut and Fusarium.

Certified Common Kentucky bluegrass, Dakota or Kentucky grown. By including certified common one avoids getting Newport which is flooding the market as "common."

Supposing we blend these three varieties to form the working base of our fairway mixture. Each agronomist conceivably could devise a different blend

containing these three (or other) bluegrasses in varying proportions and still develop good turf. Without research data we must proceed with an educated approximation. My choice would be something like this:

	lbs. per acre
Merion	20
Fylking	15
Common	15
	<hr/> 50

Assuming that we would like to plant about 100 lbs. of seed to the acre for a thick initial stand, what do we add to this blend that will enhance the total result and not prove to be detrimental or objectionable? We are assuming that one pound (slightly more) of bluegrass seed (over 2,000,000 seeds) to the thousand square feet (2,000 seeds per square foot) is adequate. What we need to add is a quickstarting grass that will not be excessively competitive to the bluegrass. My vote goes to the new perennial ryegrasses that have texture similar to the bluegrass. One that has worked well is Pelo. By adding Pelo ryegrass at 50 lbs./A, we have over 100 pounds and, hopefully, have met all requirements. (Another is Manhattan).

But, you say, what did you do with the fescues? Frankly, I eliminated them. Red fescue is not really a good companion to these elite bluegrasses. It is not one of the best heat-tolerant grasses and it has vastly different fertility requirements. Tall fescue is out of a mixture like the one we are developing because it doesn't fit. Tall fescue, where it is to be used, must be used alone and must be seeded at very heavy rates to develop turf density and finer blades.

Some of you may take exception. You may design your own mixture. (When it is available we will include Pennstar.) This one that we have assembled here on paper will produce excellent turf if it receives generous seedbed fertilizer and adequate maintenance fertilization applied intelligently. Irrigation when water is available, spring and fall, will produce dense turf that can be cut closely (3/4 inch). When water is denied during summer shortage, the turf will carry through and still provide a good playing surface, ready to bounce back when water again is supplied. □