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GOLFDOM

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JUNE, 1970

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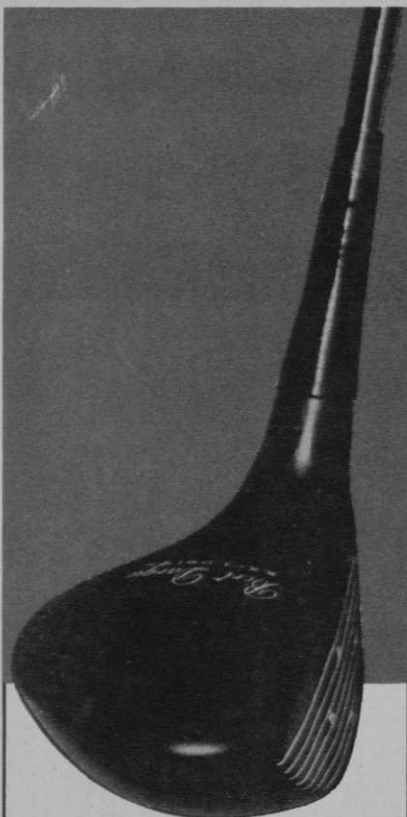
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by Herb Graffis

SWINGING AROUND GOLF

Corcoran begins a new chapter

Fred Corcoran's retirement as a manager of professional golfers and other athletes in order to concentrate on tournament and club development closes one chapter of golf history and brings his experience and talent to help solve new and growing problems.

Fred created the world-wide competitions when he planned the World Cup for the late John J. Hopkins, founder of General Dynamics. He has operated this affair so successfully that its 18th annual tournament will be played at the Jockey Club in Buenos Aires, Argentina, November 12 to 25. There will be pros from 44 countries playing.

When **Juan Trippe**, Pan American Airways head, became one of the International Golf Assn. family that Hopkins and Corcoran brought together, world-wide amateur golf competition really began growing up. **Jim Linen** of Time, Inc., **Sid James** of Sports Illustrated, the **American Express Company's** high command and a select few of the international big business golfing executives came into the lineup. Then, new golf promoters got passionately hungry to chew on the big money, but the money men laughed. They didn't

get rich by being pushovers.

Corcoran says the conflict of interests between managers with strings of golfers and tournaments they want to control has got to mean somebody gets cold-decked, and Corcoran doesn't work that way.

Corcoran never took any part of the prize-winnings of his clients. He thought each of his clients was entitled to all that he won with his clubs.

Sam Snead was the first golfer millionaire by the way bankers count money. Corcoran was agent for the deals that made Sam the initial Croesus in this game. Fred got the great Babe Didrikson going in pro golf and founded the girls' tournament circuit and their international events.

The Corcoran promotion of the golf writers' tournament tour of Ireland got more travel copy printed than any other publicity operation. It definitely established Eire as a highly popular golf tourist area. Now Corcoran is working on a senior pro circuit as part of his consulting job for the Professional Golfers' Assn. There's a picture deal for Ted Williams, another of his early clients, that is going and a couple of new golf projects in the making to enrich professionals. Fred still is young for being around so long and certainly age has not withered his genius.

Eberhard R. Steiniger, at famed Pine Valley since 1927, superintendent there since 1933, and winner of the USGA 1970 Green Section Award, pioneered in painting grass, a treatment that enabled Pine Valley members and their guests to play on beautiful green turf in fall and winter when cool and warm-weather grasses were naturally a dead tan. **John Arthur Brown**, president of Pine Valley since it started, encouraged Steiniger's experiment.

Guests went home from the Clementon, N.J., course talking about its beauty and the unexpectedly warm weather. Steiniger's painted grass had a pleasant psy-

(Continued on page 14)