

Dey left positive legacy for golf

"There was no one like him and never will be. He was a fighter who believed in doing the right thing."

That observation by William G. Bengyfield, recently retired as national director of the United States Golf Association's Green Section, perhaps best summed up longtime friend Joseph C. Dey Jr.

Dey died March 4 at age 83 at his home in Locust Valley, N.Y., after a five-year battle with cancer.

Dey turned around Bengyfield's life. In the U.S. Air Force during the Korean Conflict, Bengyfield was considering the military as a career when he received a letter from Dey inquiring of possible interest in a job with the Green Section. Bengyfield's feet have been on the ground since.

Dey, who with Richard Tufts held the Green Section together in its formative years, told Green Section personnel that a shoulder patch on their blue jackets reading "Greenspeople" might be appropriate. "You're not present to make golf rules," he admonished.

As for intervening in club disputes, Dey said the answer was simple. "Decide what is best for the game and forget the politics."

In 35 years with the USGA, Dey helped shepherd that organization from a small operation to a group respected around the world.

He took on perhaps his toughest task rather late in his career. In January 1969 he became the first commissioner of the PGA Tour. Touring professionals and the PGA of America were sharply divided. Diplomacy, some tough talk and respect for Dey's unwavering demand for fairness healed the split.

He served as secretary of the World Amateur Golf Council from its inception in 1958 until 1969.

Golf's gain was journalism's loss. Dey dropped out of the University of Pennsylvania to become a part-time sports writer with the New Orleans Times-Picayune. Next came posts at the Philadelphia Public Ledger and Philadelphia Evening Bulletin, and duty included covering football and the Philadelphia Athletics baseball team.

His specialty, though, was golf, and his reporting highlight was a shot-by-shot description of Bobby Jones completing the Grand Slam in the 1930 U.S. Amateur at Merion (Pa.) Cricket Club.

His last tournament coverage as a sports writer was the 1934 U.S. Amateur at The Country Club of Brookline, Mass. Frank Hardt, USGA secretary, recommended Dey as the new executive secre-

tary. In December, Dey began work with 700 member clubs and two secretaries on East 42nd St. in New York City.

From routine questions on rules, Dey fashioned an administration that addressed all phases of golf and created a flock of championship events involving juniors, women and seniors.

He became the undisputed authority on the Rules of Golf.

Numerous golf honors were bestowed on Dey. Last year, he was elected an honorary member of the

PGA of America. In 1975, he became only the second American elected captain of the Royal and Ancient Golf Club of St. Andrews in Scotland.

He was a newspaperman to the end.

While hospitalized last month, Dey was contacted by his collaborating editor at Golf Digest. Dey quickly cut through the chit-chat.

"Where do we stand on my next column," he demanded.

It's hard to write "30" on such a no-nonsense colleague.

Supers certainly part of building team

To the Editor:

In your February issue, Mark Hoban, president of the Georgia GCSA, questioned why a superintendent wasn't included on the initial planning team I identified in my talk in Paris.

Well, I come from a family of superintendents, and am a third-generation owner, architect and superintendent. No one appreciates the contributions of superintendents more than I. Furthermore, I can assure you that members of the American Society of Golf Course Architects work to bring the superintendent on board as soon as

possible.

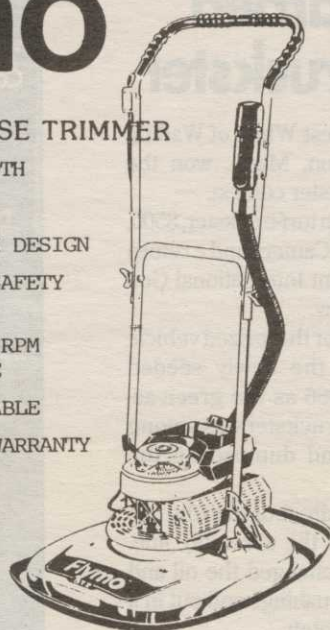
In my talk, however, I was talking about the initial planning team assembled by the owner prior to any specific discussions on the project or golf course. At this point, the architect is working with other disciplines to develop the best possible overall plan for the development. As soon as the golf course project is firmed up, we certainly look to the superintendent for expertise.

Sincerely,
Dan Maples
President
ASGCA

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Pierce said it

In a story in the February issue announcing Pioneer Peat, Inc.'s new soil blenders, president Mike Pierce commented on the machines making blending more affordable.

The quote was mistakenly attributed to Chuck Dixon of International Sports Turf Research Center.