

## OLD TOM MORRIS AWARD



61st INTERNATIONAL  
GOLF COURSE CONFERENCE & SHOW  
FEBRUARY 19-26, 1990

# Hey, Sherwood! Do you remember the time we...?

### Old Tom Morris Award Winners

Arnold Palmer  
Bob Hope  
Gerald Ford  
Patty Berg  
Robert Trent Jones Sr.  
Gene Sarazen  
Chi Chi Rodriguez  
Sherwood Moore

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Sherwood Moore, right, and his greens chairman in the 1950s, Bob Jacobson, renewed old times at Jacobson's "winter" club, Banyan GC in West Palm Beach, in 1988.



SHERWOOD MOORE COLLECTION

presentation of the award is the highlight of the banquet that ends the annual international golf course conference. Morris also won the British Open four times and was a noted ballmaker, clubmaker and golf course architect.

"They got the right guy, make no mistake about that," says Bob Jacobson, New York stockbroker and greens chairman at Banyan GC in West Palm Beach.

Jacobson was Moore's greens chairman when Moore came to Hollywood GC in Deal, N.J., in 1955. The former had just retired from competitive golf after 20 consecutive club championships and the latter was just entering the world of private golf clubs.

"Sherwood taught me to respect a golf course as a natural thing and you can't always control Mother Nature," says Jacobson. "I taught him public relations with members. It's really tough when you have 150 bosses and each one of them thinks he knows how to do your job better than you do."

"Bobby Jacobson is the finest greens chairman that I have ever had the pleasure to work with," responds Moore. He always went to bat for me and was one of my greatest supporters.

As for his former boss's knowledge of nature, Moore says, "I remember when we were touring the course one spring and he remarked that the poa annua seemed more prominent than usual.

"'Not really, Mr. Jacobson,' I said. 'It's

*(Continues on Page 54)*

*Sherwood Moore aboard his homemade bunker rake at Hollywood GC in Deal, N.J., in September, 1955. "We should have had it patented," he says.*

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just that now you know what poa annua is!"

Both men point to the growing dominance of science and technology as the biggest change to the art of golf course management in the past four decades.

Moore was an early advocate of using technology wherever possible. In fact, Jacobson recalled, he invented

what may have been the world's first powered bunker rake.

"Hollywood was a Dick Wilson course," said Moore, chuckling at the memory prodded by Jacobson. "We had something like 250 bunkers.

"So we put together this contraption that consisted of three components lifting and lowering off the hydraulic system of the tractor. The rake worked like a charm and we used

it extensively.

"Should have had it patented."

The two men were last together in 1988, when Moore toured Jacobson's winter course, Banyan.

They'll be reunited on the dais at the Old Tom Morris banquet.

"I think it's great for Sherwood," said Jacobson. "I am really looking forward to it. They certainly picked the right guy."

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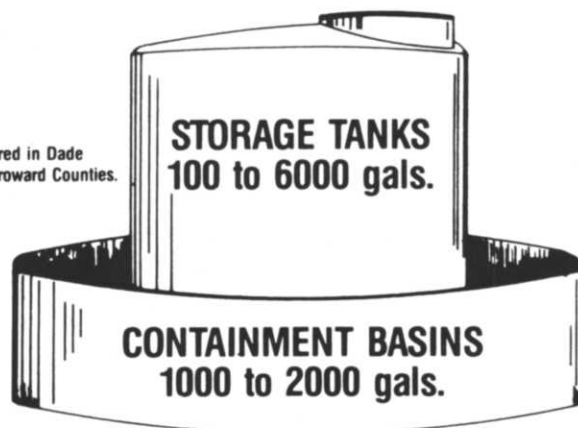
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