

# "DOC" TREACY HONORED

SOME of "Doc" Treacy's pals met with the memory of that departed comrade at Doc's old club, Woodmont, near Milwaukee, September 23d.

In the afternoon the fellows played for the Treacy memorial tournament. Butch Krueger won it. Butch has done right well in winning golf prizes in cash and trophies, but he never won another competition having the sincere sentimental value attached to this Treacy plaque.

In the evening Wisconsin PGA members, Woodmont officials and members, and several guests dined, then sat around to rejoice in the fine spirit that Treacy left behind him as his bequest to the game and its players. Arranging the affair was a spontaneous action by Wisconsin PGA officials and Woodmont members. They don't forget, up there, what Doc did for golf—and for his fellowmen—as a golf pro and a PGA official. But they are careful about not taking any individual or collective credit for remembering a duty of decent sportsmanship.

There are other memorial tournaments dedicated to pros who have passed. There's a fine one for that grand gentleman sportsman who's gone, Johnnie Golden. They had one the other day for Jim Hendry, a sterling old Scot.

## Sincerity Marks Event

This one for Doc was the finest tribute to an honorable gentleman in sports that I've ever covered. But Doc was one of the finest gentlemen any of us ever knew, so the spirit of the occasion as a tribute to the fellow, could not be other than uplifting. There was no slopping over, as

there sometimes is, when these memorial talks are made. The fellows shot the words out straight. Like Doc did, all his life.

"Blackie" Nelthorpe told of Doc's service to pro golf in Wisconsin. He reminded the fellows that Doc wasn't the one to take the easiest way, and to mind about popularity. In the first couple of tournaments after Doc came to Wisconsin, it was difficult for Doc to get a playing partner. He didn't go "on the make" after anyone. Orville Chapin, Doc's successor, told how Treacy had left his Woodmont job in such shape that he made it an asset to pro golf, and supplied a standard performance for the successor. Alex Cunningham, visiting as president of the Illinois P. G. A., spoke of what Doc had done for all pros by maintaining an honorable, intelligent standard of individual conduct.

## Recall Doc's Foresight

Tom Walsh, Treacy's successor as secretary of the national PGA, lauded Doc in family life, as well as in the integrity, wisdom and foresight of his service to pro golf. Herb Graffis detailed instances of Doc's straight-shooting, his courage, and his success in self-education. None of the fellows associated with pro golf who knew Doc, hesitated to cite specific cases in showing that Treacy had called the turn on later developments, and that his judgment and high principles constituted a paragon that pro golf could illy spare.

However, it was from friends of Doc, outside the business phases of golf, who spoke of Treacy in a manner that presented the truly high-minded professional golfer in his right light as a leader and teacher of mankind in the enjoyment of life.

Father Patrick O'Connor, wartime chaplain of the 32d division, spoke of Doc and his kind in pro golf as being not merely physical educators, but experts in character formation. He stressed the job done by Treacy in applying psychology to make happy adjustments of members, attitudes toward sport and their entire view of life.

Father O'Connor spoke of Doc as a Catholic pro at a Jewish club, in illus-

Experience of Horton Smith and Jimmy Thomson at Butler university confirmed GOLFDOM's frequently repeated statement that the PGA is missing a bet in not conducting coaches schools on the order of those run by and for expert coaches in football, baseball, basketball, track and swimming.

Horton and Jimmy appeared on the Butler coaching school program, handling golf. Athletic authorities from 150 universities and high schools in many states, Canada, Hawaii and Mexico attended the school and absorbed the Smith-Thomson plug for making golf a feature sport in school programs. The pro stars put on a strong plug for schools adding golf pros as important men on the athletic staffs.

Bowling leagues constitute the most generally employed method of keeping northern country club members in social and sports contact during the winter. It has been estimated approximately 200,000 private golf club members bowl together in league competition during the winter.

trating the pleasant, thoughtful relation of man to man as a common denominator of religion. The padre was badly gassed in the war and was on the verge of being shipped to a sanitarium, when he was prevailed upon to take up golf. He declared that he "found himself" on a golf course, and from his own experience, identified pro golfers as having opportunities for spiritual leadership of a sort the harassed and ailing men need.

Harry Apple, official of Woodmont, talked of Doc as a businessman as well as a friend, and related Treacy's services in bringing the club through harsh years. Eugene Mahler and Harry Levy, other executives of Woodmont, detailed instances of Treacy's happy genius in enlarging members' enjoyment of golf, and of living. V. H. Kadish told of Doc's study of course maintenance and designated him an outstanding practical student.

#### Lamfrom Headlines Speeches

But the most eloquent, stirring tribute to Doc was made by Leon Lamfrom, noted attorney and president of Woodmont during Treacy's years with the club.

Lamfrom's tribute to Treacy's memory was a summarization of how a pro job can be handled to make it more than one man's means of making a living; to make golf mean living to all of the pro's members.

Woodmont's former president told of his first contact with Doc, which took place when the highly-keyed attorney was hacking in futile fury at the ball. Doc came up to him and smiled. "You don't enjoy this game, do you?" Doc asked. Lamfrom confessed he was going to quit golf because it was too hard on his temper. Doc gave him a swift but easy selling talk about the whole idea of the thing being enjoyment. He got the president to come out for an inspection, and quickly told him that no power on earth could make a star out of the Woodmont chief, but that some strokes could be

knocked off and a tranquil consistency attained.

From that, and the following sessions with Treacy, Lamfrom related that there came into his life a new and healthy interest and a philosophy that had been priceless. Lamfrom revered Doc as a gentleman, a friend and as a man who knew how to handle his job.

The late, and to-be-long-lamented Doc, couldn't have stood listening to the truthful things that were said about him. He was a modest guy, and a great one, and with time providing a clear perspective of the man, it becomes evident that of him could be said the tribute that's highest; "he handled a pro job right."

**Servos Has New Book**—When a man has given more than 75,000 golf lessons in the past 40 years, he's likely to have a pretty definite idea of how to teach the game. This is very definitely true of Launcelot Cressy Servos, who laid out Miami's first golf course in 1898, and who has been active in the teaching and promotion of the game ever since.

Out of the rich experience of his career, Servos has just written "Practical Instruction in Golf" (Rodale Publications, Emaus, Pa., \$2.00) which outlines the method of teaching Servos has found "most satisfactory for nine out of ten golfers." The book is written to be studied, not read, and numerous illustrations are included to aid in the pupil's understanding of the fundamental points discussed.

If your local bookseller does not have a copy, "Practical Instruction in Golf" may be ordered direct from the publishers.

**Tom Vardon Dies**—The ranks of golf's grand old guard were thinned October 13 when Tom Vardon, brother of the late Harry Vardon and golf professional emeritus of White Bear Yacht Club, died at the age of 64 after a prolonged illness.

Vardon became a pro in England when sixteen years of age, coming to this country in 1910 to fill the pro post at Onwentsia until 1913, when he moved to White Bear. A year ago, due to his failing health and long years of service, White Bear retired him on a pension.

Surviving the grand old man are his widow, a son, Leonard, who lives in England, and a daughter, Mrs. Charles Albe, of Minneapolis.