

AUGUST, 1941

# BACKSTAGE AT THE P. G. A.

Cherry Hills Club and Denver Again Perform  
100% in Presentation of Major National Tourney

By **HERB GRAFFIS**

**T**HE PGA 1941 championship held at Cherry Hills Club in suburban Denver, Colo., was by considerable margin the most successful of all PGA championships financially.

For the championship period of July 7-13 inclusive the gate was unofficially reported at \$30,000 by officials of the Denver Junior Chamber of Commerce, which sponsored the event. Experienced estimators of tournament gates reckoned the report as possibly \$3,000 too high. Final figures will not be known until returns are in on the season ticket sales made through various city and country clubs in the Denver area. That sale was not especially high. It seldom is in any city. The advance sale for this year's National Open at Fort Worth probably hit the all-time golf tournament high. Uncertainty of weather offsets reduction in season ticket prices with the majority of habitual tournament customers.

It's a certainty though, that the \$15,000 guarantee of the Denver Jaycees to the PGA was far exceeded by the gate, which has not been a usual experience with the PGA tournament.

Denver established itself firmly as one

of the prime golf gallery cities of the country in adding its 1941 PGA showing to its 1938 National Open financial performance. Award of the 1942 Public Links championship to Denver is evidence that the USGA has the Mile High City in top regard.

Cherry Hills again handled a big championship perfectly.

Lawrence Marrin, mgr., Henry Hughes, greenkeeper, and Rip Arnold, pro, handled the club's departmental operations. Jaycee committee heads handled the gallery marshalling and caddies. Caddies were selected from the best lads at each club in the Denver district.

A few of the caddies wanted to trade players instead of retaining their assignments; otherwise the kids handled themselves exactly and competently as assigned.

One constructive criticism of the PGA and every other major tourney that pros and amateur stars should heed, was made by a caddie at Cherry Hills in commenting that the pros were indifferent to the replacement of divots. This bad example was brought to the attention of PGA officials who assigned caddies to replace divots in

A money-saver too rarely seen in golf course supt. offices is a map showing accurately the water supply, irrigation, and drainage system of the course.

One of the best any member of GOLF-DOM's staff has seen lately is the map on a wall in the office of Jim Haines, Denver CC supt. It was prepared by a local surveyor and map-maker from data taken from former surveys and information furnished and checked by employees of the club.

matches from the quarter-finals on, the job being difficult for the players' caddies because of the gallery rushes after the shots.

The course was eased up from its 1938 status by trimming grass for about a two foot strip around the greens instead of leaving it fairly shaggy and providing one of the most baffling shots in golf, as has been generally the case in the past 4 or 5 National Opens. The rough at Cherry Hills also was much milder than in the 1938 Open.

The boys generally conceded the course with its yardage of 3628-3620-6848 and par of 36-35-71 played a stroke or two easier than in 1938 and the scoring tended to confirm that statement. Snead got two 69s to be medalist of the PGA championship. In 1938 Guldahl's winning performance was 74-70-71-69-284.

#### Greens Alibi Gone

The greens were pronounced excellent, even by the lads who got 3-putt greens here and there. One reason for the judgment was that the greens were notably true and even. Another reason was that the old custom of bellyaching and alibiing about the greens has become virtually extinct in fast-time pro golf.

Greens were not watered heavily. As the morning wore on rapid evaporation hardened the surface of the greens, but the boys played approaches short and let them bounce and roll on. Brief and light showers fell every afternoon but one of the tournament.

Cups, except on the final day, were generally placed in wide-open locations. The final day the cups mostly were placed where a trap provided a grave risk to the player who shot boldly for the pin. It's this observer's hunch that Nelson, always a great boy to take a chance, blew his opportunity to beat Ghezzi out of the PGA title by banging for those pins and dropping several chances to pick up or halve holes. Guldahl won in 1938 over the same

course, with the pins in tough spots, by playing safe for the greens and depending on long putts now and then. However Nelson's putting in the finals wasn't up to his usual sparkling consistency so his tactical procedure in attempting to drop his long approaches next to the pin may have been the very smartest policy under the circumstances.

The 38th and final hole of the Ghezzi-Nelson match for the title was another reminder of the importance of knowing the rules of golf. In view of the extent and complexity of the game's rules it wouldn't be a bad idea for every playing and teaching pro to re-read and study the rules of golf at least twice each year.

Nelson lost the match and the title on the 38th green under Rule 18. Nelson missing a putt of approximately 40 inches, and Ghezzi holing one of identical length on this hole, after Nelson's left heel had moved Ghezzi's ball, was purely a post-mortem.

#### Reminds of USGA Ruling

The PGA was fortunate not to have let itself in for the same uninformed attacks the USGA suffered from application of the rules of the game when the disqualification incident occurred in the 1940 National Open.

Another point that came up in this incident was a reminder that the Women's Western Golf Assn. is away ahead of men's organizations in careful officiating of golf matches. No Women's Western match official goes to her assignment without a steel tape measure to accurately determine which putt is away. That equipment and a rule book should be standard with all golf match referees.

Rule 22's note concerning order of play was flagrantly disregarded by a prominent pro, whose opponent also, apparently, was ignorant of the proper order of play.

The USGA numerical draw was followed in making the PGA pairings for match play. It happened in this case to make one bracket's competition tougher than the other's, but no complaints were registered by players. In the PGA all matches are tough.

Publicity on the tournament was extensive. Newspapers locally gave the tournament big space and the press services filed heavily. Due to time lags of Denver behind Eastern cities press service coverage was used instead of staff coverage by most

*(Continued on page 35)*

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## Cherry Hills Clicks Again!

*(Continued from page 10)*

leading newspapers in the east and central states.

Broadcasting was shared by Columbia and National, Columbia splitting with NBC the exclusive rights it has bought from the PGA.


The scoreboard was handled in masterly, legible fashion by Howard Dupont and his staff. Notes on leading contestants' past performances and other incidental information of news value was supplied by PGA tournament manager Fred Corcoran and prominently posted. Due to lack of telephone tie-ups with various parts of the course as extensive as those usually used at recent National Opens there was a slight lag in posting of scores but not enough to noticeably handicap the writers. Hole-by-hole detail of important matches was posted for reference.

Other Denver clubs allowed Cherry Hills members privilege of playing their courses during the PGA without green fees, and the courtesy was returned by Cherry Hills after the championship.

Buffet luncheons, dinners and drinks were of excellent standard and reasonably priced. Service was speedy, courteous and neat. Extra help was borrowed from staffs of other Denver clubs.

For some reason mint juleps are in high favor in Denver. Cherry Hills served this drink closely approximating the top rating of the mint juleps at the Pendennis Club of Louisville, where the juleps are one of the prize siders to the Kentucky Derby. Those who bought mint juleps at Cherry Hills were allowed to keep the glass specially engraved as a souvenir.

Despite showers that fell intermittently during the championship instant policing of the Cherry Hills clubhouse kept it immaculately clean. Vicinity of food and



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drink concession tents also was kept remarkably neat.

Ground tanbark protected turf in heavy-traffic areas near the clubhouse.

Club and Jaycee officials and members and municipal and other regional government officials were characteristically hospitable during the event, and as one result the contestants outdid themselves in working for the various radio and other publicity tie-ups.

The Cherry Hills Club, the Denver Press Club, Mayor Ben F. Stapleton, Manager Fred Woods of the Denver Athletic Club, Manager Howard Mehlman of Lakewood Country Club, M. R. Latimer, former Jaycee official, and others were hosts at parties that sent tournament visitors to their homes as Denver boosters.

Cherry Hills gave quite a few pros some unexpected consolation. Pros who think they have shops poorly located and too small to properly serve a fine club should see the Cherry Hills shop, an architectural short count in an otherwise well designed club building. The shop is a very small one at an end of the men's locker-room, a location that's seldom advisable where there is traffic of women and children players.

It adjoins the caddie yard where space and facilities are not up to the standard of Cherry Hills in other respects. Pro Rip Arnold has done the best that can be done in making the cramped quarters attractive and serviceable but not much can be done. Incidentally, Arnold would appreciate the return of three putters that were taken by players for trial and accidentally kept in the bags, without payment being made.

There's one great point about the Cherry Hills layout that many pros will envy and that's a big practice and instruction fairway, with an approach-practice green and trap handy to the pro-shop and clubhouse.