

## Henry Cowen Elected President of MacGregor

★ DIRECTORS of MacGregor Golf Inc., of Dayton, have announced the election of Henry P. Cowen to the presidency of the corporation. In addition to this appointment Mr. Cowen also has been elected to the Board of Directors of Sport Products Inc., the parent manufacturing company with plants in Dayton and Cincinnati, Ohio. Previously, Mr. Cowen had been appointed General Manager. The office of president remained unfilled for thirty days in respect to Mr. Rickey's memory.

Mr. Cowen entered the sporting goods business in Cincinnati in 1930 after grad-



HENRY P. COWEN

uating from Cornell University. Beginning in the purchasing branch of the business, he progressed into the merchandising department, later becoming actively engaged in sales work throughout the Middle Western states.

In 1936 when Sport Products Inc. purchased the Crawford, McGregor and Canby Co., now known as MacGregor Golf Inc., Mr. Cowen came to Dayton as vice president and assistant general manager in a co-executive capacity with the late Mr. Rickey. For the past nine years during this association, Mr. Cowen has shared the duties and responsibilities of all the company's activities in the manufacturing and distribution of MacGregor golf clubs, golf balls, and other golf equipment.

Mr. Cowen is well known to golf professionals from coast to coast, having on various occasions visited all of the company's offices and through the company's representatives made their personal acquaintance.

## Smaller Greens

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observation was in line with the architectural opinion I'd formed on smaller greens. Craig said: "We get on most of the par fives in two, and like it, because we like birdies and eagles." Byron said that many of the par fours hadn't much to recommend them except yardage. He also commented that many par threes are too long, even for the experts. In view of that comment you can imagine what an impossible problem for the average golfer are the par threes that have been stretched out to give the pros headaches.

The satisfaction the average golfer has had from cutting the rough to practically fairway length as a wartime ball-saving operation, may also be well worth retaining in the postwar course. Elimination of rough will demand more skill in trapping without carrying the trapping to punishing excess for the representative amateur golfer, and without adding to the maintenance costs.

Golf architecture has strayed rather far from nature in the effort to simulate the appearance of Scotch seaside establishments on American golf property. That has accounted for costly mistakes, many of which club officials have been reminded by the necessity of wartime maintenance labor curtailment. Emphasis on an American type of architecture, suitable to American conditions and retaining each basic principle of play, is bound to be the postwar trend in design of the many new courses that will be constructed.

★ BRITISH RENEW TOURNEYS — To celebrate Allied Victory in Europe the London Daily Mail is sponsoring a \$6,300 72-hole tournament to be played at St. Andrews, Sept. 19-21. The British expect to have more tournaments in 1946 but do not approve full renewal of tournament schedule until Japan is defeated.

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