

Ed Furgol Wins Hogan Trophy

U. S. Open Champion Ed Furgol received the Hogan Trophy from its famous namesake at the annual meeting of the Metropolitan Golf Writers at the Plaza Hotel, New York City, January 27. Furgol was selected by a nationwide poll of golf writers for "... overcoming a physical handicap to play golf and proving an inspiration to others. ..."

Golf immortal Bobby Jones presented the Metropolitan Golf Writers Association Gold Tee award to Billy Joe Patton as the "outstanding golfing personality of 1954." This presentation was highlighted by a congratulatory telegram from President Eisenhower which lauded Patton on: "... combining a mastery of golf with a never-failing sense of humor. ..."

Other golf champions of 1954 who received awards from the golf writers included: Mrs. Mildred (Babe) Zaharias, U. S. Women's Open Champion; Chick Harbert, PGA Champion; Ellis Knowles, U. S. Senior Champion; Frank Strafacci, metropolitan amateur champion; Otto Greiner, metropolitan open champion; Barbara Bruning, women's New York State champion and Mrs. Sophie Untermyer, women's metropolitan champion.

SUPTS. AND PROS EXHIBITS FORECAST BIG BUYING YEAR

Exhibits at the Golf Course Superintendents' Assn. at St. Louis and at the PGA National GC during PGA Seniors' week received buyer interest indicating 1955 may be record year in golf business.

At the GCSA exhibits it was obvious that aerification of golf turf now has become almost standard practice and that chemical treatments are extending rapidly and widely to become as routine procedure as watering, fertilizing and mowing.

One of the healthiest signs was increase in course fertilization. For some reason, or lack of it, this primary element in good maintenance hasn't been getting the attention it requires, in many budgets.

At Dunedin the outdoor exhibits set up near the clubhouse showed pro shoppers getting an early start on ordering their requirements, particularly apparel items.

A factor frequently mentioned was the increasing pro shop business with women and, in some cases, the necessity of revision of pro buying procedure to get to quality apparel items to sell at strictly competitive prices.

A decided trend toward wider price range in women's clubs at pro shops often was commented on by pros and manufacturers' salesmen.

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