

*Put golf's most colorful
field in a Monterey setting
and you have . . .*



Cary Middlecoff (l) studies a shot by Paul Harney in this year's Crosby Pro-Am.

Nothing Like the Clambake

By Bill Sherman

PROFESSIONAL golf's winter tour is almost three weeks old by the time it works its way to the Monterey Peninsula for the Bing Crosby Clambake.

This year's event marked the 19th renewal of the Crosby and was the unquestioned highlight of the winter and West Coast golfing tour. It may be the best, most complete tournament yet conceived.

Why so? It has all the standard features of any good tournament: an imposing purse of \$50,000.00; a topnotch field of professionals; strong local support and smart supervision.

The Crosby is played over three courses, all of which are housed in a 15,000 acre tract of land appropriately called Del Monte Forest. The Forest is administered by Del Monte Properties, a company that has sold over \$12 million in residential real estate and which owns the fabled Pebble Beach GC, believed by many to be the most difficult links in the U.S.



Press facilities at the Crosby rank with the best. Seven volunteers help the newsmen. Jim Gaquin, PGA publicity man is at left in top photo.

The blend of homesites, golf courses, woods and surf-smashing shoreline creates a backdrop impossible to conjure, yet alone match.

Add such other peculiar Crosby facets as a field of well-known amateurs comprised of politicians, movie stars, sports personalities, military brass and business tycoons who play an interwoven best ball two-man pro-amateur handicaps competition simultaneously with a 72 hole medal professional scramble; and consider a built-in social soiree that features cocktail parties, cook-outs, whoops and hollers of all descriptions and a picture emerges of a cross between a George S. May extravaganza and a Hollywood premiere.

It lures a gallery of 75,000 spectators whose heritage runs from bluebloods to ballboys. Also on hand is a battery of newspaper magazine and TV reporters and feature writers to track down any of the 5,000 possible stories.

Too Many Stories

Jack Stevenson, Western AP Sports editor, comments: "The hardest thing to do at the Crosby is follow up the best story. There's too many newsy people with too much to cover in too short a time."

While the theme of the Crosby is relaxation, one serious characteristic prevails. This is the purpose of the tournament — of turning over all proceeds to charity. Local charities are the beneficiaries; their sharing in these monies makes the entire local area a benefactor by providing many humanitarian services.



While the Crosby maintains a rather frivolous, 'Y'all come and kick off your shoes' air, the uninitiated shouldn't presume that this attitude begets neglect. It is in order to emphasize that the Crosby is exceptionally well-administered. Its monies go to charity but are collected by businessmen.

The actual operating agency of the tournament is the Bing Crosby National Pro-Amateur Championship Fund whose pres. is Monterey's mayor, Dan H. Searle.

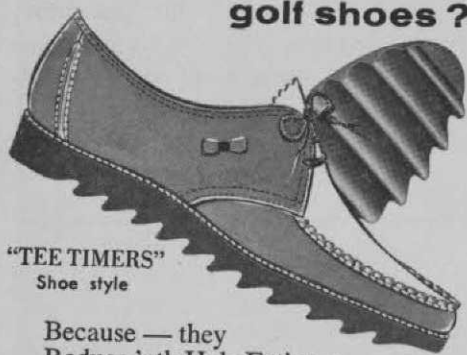
This non-profit corp. is governed by a rotating board of directors and trustees. It was conceived to relieve the Crosby family of the many supervisory and administrative tasks associated with a successful tournament. When the Fund took over from the Crosbys, more than \$350,000 had already been contributed to various pro-

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Nothing Like the Clambake

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jects including the establishment of four youth centers.

The tournament dir. is a whimsical, wispy ex-newspaperman, Larry Crosby, who is quick to point out that the success of the pro-am must be attributed to the huge numbers of volunteer workers who provide free the many services that make the Crosby a standout event.

The two chief committees are ticket sales and marshalls. A Pacific Grove haberdasher named Bud Giles has been in charge of the 60 man ticket committee for 13 years. A Monterey contractor, Joe Frantessa, heads the 90 man group of marshalls who control the roaming galleries.

Most of the volunteers are members of Cypress Point and Monterey Peninsula CCs. These people not only perform the important and the menial tasks, but most buy tickets. Few of them get the opportunity to see any tournament play.

Mrs. Gwen Graham, dir. of public relations for Del Monte Properties is in charge of press accommodations. To service this large contingent, seven special workers are recruited, most of whom keep figures on the overhead scoreboard in the sun-filled press room which ordinarily is used as a banquet hall for the lodge.

Matching Funds

With these many contributions of time, labor and brains, it is in character of the Crosby family to furnish even more than time. Bing picks up part of the administrative cost, the entire tab of the post-tournament Victory Dinner and provides the \$2,000.00 cash for the professional tour's TTT plan.

Good as the Crosby is, it has problems, too. Chief of these is the selection of amateur contestants. Many call in but few are chosen; feelings get hurt and feathers ruffled.

The 1959 applicant list totaled 6,000. So it is easy to understand why final entries are selected by an anonymous committee. Amateurs are qualified on 'some' golfing ability, outstanding character and good sportsmanship.

Another problem is the weather. Many a moisture laden sky has filled the horizon on tournament dates.

In 1959, when wonderful weather prevailed, a problem in the form of uncontrolled traffic resulted. The Forest doesn't have any large centralized parking lot nor does it have a system of through streets and highways. The tall timbers

that guard the elongated 17 Mile Drive are easy on the eyes but bad for traffic.

There always are complaints from disgruntled professionals, amateurs and gallery-trodden spectators. It has been rumored that not all of the club members have welcomed the thunderous invasion of golfers, cars, parties and other general hullabaloo.

But in spite of a few faults, the occasional complaints and some hurt feelings there is nothing, Californians will tell you, quite like the Crosby. And they'll say this within earshot of the people who run the Open, the Masters, the PGA Championship or any tournament you can mention.

1959: That Trying Year

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hold up best when play is heaviest and the bottomland weather toughest to cope with.

Now it is hoped that Baltimore weather for the next three years will be favorable so that both the Pennecross and Bermuda can become well established. Dunlop, however, had one thing working in his favor in 1959. His green committee had complete understanding of the harmful effects of the weather and did everything possible to get the membership to cooperate in preserving what was left of the course.

The West Coast didn't escape the 1959 blight, according to Elmer Border, supt. of the Los Posas CC in Camarillo, Calif., although damage to turf probably wasn't as widespread as in the east and central sections of the country.

Poor Course Structure

Where greens and fairways suffered, Border says, it wasn't so much the fault of the supt., or for that matter the weather, as it was the structure of the course. "If drainage, airflow, contouring, etc., were right," Border declares, "the supt. didn't encounter a great deal of difficulty except for occasional and temporary loss of grass. But where the architecture was faulty, the greenkeeping dept. had more than its share of headaches."

The Los Posas supt. feels that everyone in golf has much to learn from the lessons of 1959. If more attention is given to building for easy maintenance of turf and the course in general, the difficult years will be taken in stride. As for the supt., Border thinks that he is being exposed to a great deal of good research findings and reports on the causes and cures for a season like the last. If he gives them proper atten-

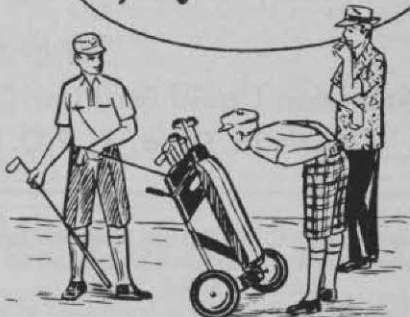


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