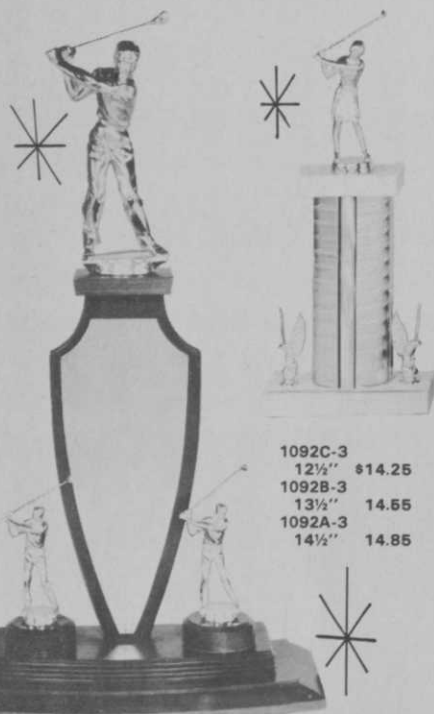
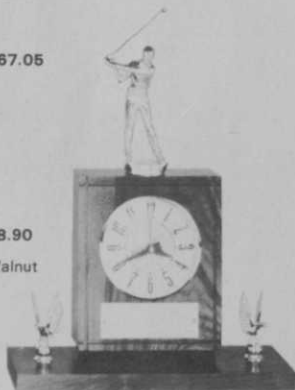


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Harry Adams—the last of his kind

Harry Adams has retired after 35 years as MacGregor's chief pro salesman in the Chicago and adjacent territory.

There won't be many more—if any—of Harry's type coming along to continue the job he and his kind of pro salesmen did in building golf business. Harry is the kind of guy who stayed late at night with a kid who was in his first or second year on the job and was having credit and other problems. He would help the lad get in the clear with MacGregor and other manufacturers and give him tips on rearranging his shop. Adams is an expert on fitting club inventory to a membership. He long has had a tremendous acquaintance among club-buying amateurs in his territory. He watched players at the clubs where he was visiting the professionals.

Harry was one of six brothers; three of them successful in golf and three successful in other businesses. Brother Jeff was a star caddie around Chicago before he graduated to professional status. He caddied for Chick Evans whenever possible, and Chick credited Jeff's uncanny reading of greens with restoring Chick's confidence in putting. Jeff was Chick's caddie in the 1914 National Open at Midlothian when The Haig, with John Reuter Jr., inventor of the Bull's Eye putter, beat Chick by a stroke. Jeff for years was professional at Laurel (Miss.) CC and was a frequent winner in SE PGA tournaments. Brother Frank was professional at Beverly CC and Westward Ho in the Chicago district and at St. Charles in Winnipeg.

The boys grew up as expert club-makers. Harry continued his work in this field of art and science by his association with Lysaght, Custenbrod, Nelson and Toney Penna and other experts at MacGregor, and

with Al Link and Macdonald Smith when he was selling Macdonald Smith clubs and Acushnet balls in the Chicagoland area after serving 10 years as professional at Hickory Hills. Harry was associated with Bob Macdonald in that early pro-only selling operation. Claude Hastings went ahead of the show with the Acushnet driving machine and X-ray outfit in a truck. From that selling Harry went to Medinah CC where he, with Charley Penna, were Tommy Armour's assistants. He was with Armour for nine years, then went with MacGregor.

Armour was even more emphatic about the fine art of well-fitted clubs than was Macdonald Smith or Bob Macdonald, although Mac was almost a fanatic on the subject. Mac Smith had a feel so delicate that he once bawled out Paul Runyan, when Paul, a lad in a pro shop put a thin listing under a grip after Mac had said to omit it. Armour didn't know clubmaking, but he was a master at appraising club design and at club-fitting for himself and his pupils. He maintained that good-fitting clubs were the only part of a golf game that could be bought, and unless a professional knew how to study a golfer's needs correctly and fit clubs accordingly he wasn't qualified to hold a good job.

Few in golf realize how the veteran salesmen boosted pro golf to its dominating position. Tom McNamara, after starring as a pro contestant, turned pro salesman with Wanamaker's and was a leading force in the organization of the Professional Golfers' Assn. His son Leo is head of the Hagen division of Wilson now. Matt Kieran, head of Spalding's pro sales department for years was practically employment agency, credit schooler, merchandising advisor, public relations counselor and family friend of hundreds of professionals. "Pat" Patterson of Wilson was a key man in

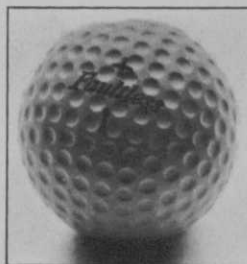
getting the PGA organized and going strong in Southern California. Doug Tweedie, son of a Scot who was a golf pioneer around Chicago, was Spalding's pro salesman, then Chicago branch manager and figured in getting the PGA established in that part of the country. Tweedie became a major official of Spalding. Harry Colburn, a successful pro salesman for Wilson in New England, now is a Wilson vice president. Ed Rankin, once a Wilson pro salesman became general manager of the Hagen division, then went with Ben Hogan Company as general manager, then became an official with the PGA-Victor Golf Company.

Harry Adams was the founder and often the host at a Monday noon lunch and discussion group of professionals who met at Binyon's restaurant on Plymouth Street in Chicago. The assembly praised, censured and ate with such gusto, it became known as the Binyon's Basement Ballyhoo and Bellyaching Society.

An admirable man who died working to make golf better was **Norman Kramer**, last year's president of the Golf Course Superintendents Assn. of America and superintendent at Point O'Woods G & CC, Benton Harbor, Mich. Kramer died of a heart attack on the job. In his early 40s, he had done a tremendous job in making superb a Robert Trent Jones design that had congenital defects in soil, drainage and erosion. Kramer must be credited with having made Point O'Woods the outstanding course to be developed in the Midwest in the past 10 years. He had the cooperation of considerate, golf-wise gentlemen as officials and members.

Something else about Norman Kramer was the way that he coordinated judgements and made decisions and directives as president of the GCSAA. A strong, foresighted man is bound to get into clashes in confrontations with fellows as forceful as the striving leaders in golf course maintenance. Kramer met those conflicts head on and came out with respect. He had to take time off from his job at Point O'Woods to serve his colleagues in maintenance and their clubs in various associations. So in effect his club made of gift of Norman Kramer to the betterment of golf. But I never saw or heard him away from his club when he wasn't looking and thinking about something that would help the club. □

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