



EMBARRASSING SITUATION
Again members of the Ladies Professional Golf Assn. performed admirably with their counterparts of the males' Professional Golfers' Assn. at Canterbury GC, Cleveland, in setting target scores for National Golf Day.

Kathy Whitworth and *JoAnne Carner*, *Lee Trevino* and *Jack Nicklaus* participated in a PGA operation that began in 1952 and has raised more than \$1,700,000 for welfare, educational and scientific activities associated with golf. Caddie scholarships, turf research, PGA benevolent and educational funds, course maintenance scholarships, hospitalized servicemen and mutilated victims of peacetime accidents and war, have all benefited from the annual National Golf Day charity campaign.

But all these beneficiaries of the 19 years of National Golf Day have received only about a quarter as much as the total PGA tournament prize money in one year. Most of the prize money comes off the top of tax-exempt charity, welfare, educational and hospital organizations that sponsor golf tournaments and volunteer an ungodly amount of free work to make the tournaments successful and attractive to TV money.

The LPGA's situation concerning tournament sponsorship by eleemosynary interests is about the same as that for the PGA.

It's a very embarrassing situation and doesn't fit with all the big prize money in pro golf.

The talk, with slide illustrations, that *Marcus Wilson* gave at the Southern Turfgrass Conference on "Giving Personality to Your Course" was worth a lot of

money to every club represented by a listening, looking and thinking superintendent.

Wilson is green chairman, Turtle Point Yacht & CC, Killen, Ala. He urged that every superintendent aspiring to groom his course into an attractive personality read, or re-read, the article in *GOLFDOM's* July issue by Bill Smart, superintendent at the Powelton Club, Newburgh, N.Y.

In these days of competition among private clubs for members and competition for play and more revenue among fee courses, the "personality" of a course is a decisive factor that brings in more money than it costs.

The distinction of a course depends primarily on its natural features and architecture, but much of these values can be lost unless the superintendent effectively applies his good taste, skill and management to finishing the course picture.

The character of club membership is accurately indicated by what Marcus Wilson calls "course personality." All of us have seen that. We visit a course and regardless of how well we may know or like its superintendent, we can tell from the "atmosphere," beauty and grooming of the course the class of the membership.

This matter of course personality is a responsibility the superintendent and his chairman share. How good they are shows how good the club is.

A fine family of American golf business, the *Boyd*s, bows out as *Don* and his wife *Kathryn* retire from the Columbus (Ohio) CC to their take-it-easy home alongside a golf course in Pearce, Ariz. Don's father, J.B. Boyd, was farming the

site of the Highland G & CC in Indianapolis in 1920 when a golf course was started to the plans of Bill Diddle. J.B. built the course and did so well that Diddle allowed him to build a course at Barton Hills, Mich. That, too, was satisfactorily constructed. Then Diddle got J.B. to build Sunset Ridge, west of Winnetka, Ill., 50 years ago. The Western Open is to be played there this year. J.B. remained at Sunset Ridge as superintendent for many years and groomed his sons, Mavor, Taylor and Don in golf business there. The gifted, green-thumbed J.B. Boyd was killed in an automobile accident in 1940. Taylor became superintendent of some fine clubs in the Midwest and died in December, 1970. His last post was at Camargo in Cincinnati. Mavor went to Montana, fell in love with the country and the people and showed them good golf course conditioning. Don, after course work, took to the clubhouse and met Kathryn. They were married 42 years ago. As a team they have managed the Big Ten CC (now defunct) in suburban Chicago; the Sieberling Tire CC in Akron, Ohio; Shawnee CC at Lima, Ohio; Brown's Run CC in Middletown, Ohio; Highland G & CC, Indianapolis, Ind., and the Columbus (Ohio) CC, where the PGA championship was played in 1964. The club has been host to 11 Ohio state championships and in the past two years has had two programs for charities that have made the charities richer by over \$150,000.

Don and Kathryn Boyd have made a profit in the clubhouse of every club they've managed. Their manual on clubhouse operations during a major tournament is a working classic. □