



GARY GALYEAN'S GOLF LETTER

THE INSIDE REPORT ON WORLD

NUMBER 263

SEPTEMBER 2013

Dear Subscriber:

William Cammack Campbell, the most notable amateur golf champion and luminary in the post-Bob Jones era and the last bastion in the failed struggle to keep commercialism out of the amateur game of golf and the organizations that govern it, died August 30th in Lewisburg, West Virginia. He was 90.

Mr. Campbell was the only man in the long history of golf to have served both as President of the United States Golf Association (1982 & 1983) and Captain of the Royal and Ancient Golf Club of St. Andrews (1987-1988). He was one of just three Americans ever chosen to captain the Royal and Ancient, which was founded in 1754.

In 1956, Mr. Campbell received the Bob Jones Award for sportsmanship, which is the U.S.G.A.'s highest honor. He was the award's second recipient. Francis Ouimet, the first amateur to win the U.S. Open, was the first recipient.

It was Mr. Campbell's long and remarkable competitive golf career that allowed him to cross paths with the game's most storied characters from around the world for more than seven decades. His love for the game, incubated at the highest competitive levels, was what forged his determination to protect it from those seeking to profit from its expanding global popularity in the latter half of the 20th century.

Born and raised in Huntington, West Virginia, Mr. Campbell's prowess for golf developed from the age of three at Guyan C.C., where the collection of his extensive trophies and awards is now displayed. He played in his first U.S. Amateur at the age of 15.

As a teenager, Mr. Campbell was first introduced to Sam Snead before World War II. Their meeting took place at The Greenbrier Hotel in White Sulphur Springs,

West Virginia, where Mr. Snead was the golf professional and just beginning his astounding professional tour career. Mr. Snead's first words to the young Mr. Campbell were, "You look pretty strong. How many pushups can you do?" Mr. Campbell and Mr. Snead were lifelong friends and fellow competitors. Sixty-some years later, it was Mr. Campbell who delivered the homily at Mr. Snead's funeral.

William C. Campbell
May 5, 1923 - August 30, 2013

Mr. Campbell won the Eastern Interscholastic Championship in 1941 and '43 as an undergraduate at Princeton. His university education was interrupted by World War II. He served in the U.S. Army as an artillery officer in the European theater, rising to the rank of captain and winning the Bronze Star for Valor.

After the war, he returned to Princeton to complete his degree in history. He won the Eastern Interscholastic Championship again in 1946. In that same year and the one following, he captained the university's undefeated golf teams. The Princeton alumni golf trophy is named for Mr. Campbell. He was also a swimmer at Princeton and was seriously considered by Hollywood talent scouts for the leading role in the post-war Tarzan movies.

Following graduation from Princeton, he returned to Huntington, West Virginia, and entered the insurance business that had been in his family for years. It was at this point that his national and international amateur golf successes began to be compiled. Generally, he only played on weekends. Between 1941 and 1977, Mr. Campbell qualified for and competed in 37 U.S. Amateur Championships, including a record 33 consecutively.

Between 1951 and 1975, Mr. Campbell played on eight Walker Cup teams, the second most appearances by a player from the any of the competing countries

which are Great Britain, Ireland and the United States. His overall record was 11-4-3, the second most games won by an American. In singles, he was undefeated with seven wins and one draw. He captained the 1955 team and, while also being selected to compete, chose not to play, in their victory at St. Andrews. In 1975, he became the third oldest American to compete in the Walker Cup [52 years, 23 days]. He spanned the most number of years as a Walker Cup player from any country [24 years].

In 1954, Mr. Campbell married Joan Mavis Felton (née Bradford). She was an actress who appeared in Shakespearean and other dramatic roles on the New York stage. At the time of their marriage, she was widowed with four children. Mr. and Mrs. Campbell produced two children from their marriage. Mrs. Campbell was always at Mr. Campbell's side during significant championships and during all his years of involvement with the U.S.G.A. and the Royal and Ancient. Married for 59 years, they were a strikingly handsome couple and always entertaining.

Also in 1954, Mr. Campbell was runner-up in the Amateur Championship at Muirfield in Scotland. Having taken a substantial lead in the final over Australian Douglas Bachli, he was ultimately defeated 2 and 1. Most everyone on hand was astounded at the result. Mr. Campbell was so disappointed that it was some years before he returned to Muirfield. It was not often that he told the story of his return:

On an inclement day he arrived at the Club dressed in street clothes for a meeting in the Clubhouse. Before going inside, Mr. Campbell walked alone to the first tee just to ponder the place where he had come so close to winning the Amateur Championship. Seeing Mr. Campbell out of context, the starter emerged from his nearby shed. Mr. Campbell felt the necessity to explain his presence. "Please excuse me," he said. "I just wanted a look. I'm ..."

Before he could identify himself, he was interrupted by the starter, "I know who you are, laddie. You gave it away didn't you?"

Mr. Campbell won the U.S. Amateur in 1964 at Canterbury in Cleveland. In the final, he defeated fellow West Virginian, Ed Tutwiler Jr. Mr. Tutwiler and Mr. Campbell were annual opponents in the West Virginia Amateur Championship. Mr. Tutwiler won 11 times; Mr. Campbell 15. Whenever a golf exhibition was played in the sparsely-populated West Virginia, the four ball was inevitably comprised of Mr. Campbell, Mr. Tutwiler, Mr. Snead, and Joe Taylor, a professional noted for his short game artistry but whose accomplishments, while extensive, were eclipsed by the other three.

Mr. Campbell's competitive tenacity was legend. When inducted into the World Golf Hall of Fame in

1990, the following was included in his formal citation: "In the 1947 U.S. Amateur at Pebble Beach, he hit his first two drives out of bounds, but chipped in to halve the hole and went on to win the match.

Mr. Campbell won four North and South Amateurs, three West Virginia Open Championships, two Tam O'Shanter World Amateurs, one Mexican Amateur, one Ontario Amateur, and was three times runner-up in the Canadian Amateur. He kept a single-engine, tail-dragger airplane that he often piloted to tournaments on weekends.

From GOLF RULES ILLUSTRATED Rule 29 Incident

The practice putting green at the Old Course in St. Andrews lies just off the course and a short distance from the 1st tee. Paired together on the second day for the morning foursomes of the 1975 Walker Cup Match, the U.S. side of veteran William C. Campbell and newcomer John Grace reported to the tee a little ahead of time. They had already decided that Grace would drive at the odd numbered holes, so Campbell decided to use the extra time before the match to hit a few putts on the practice green some 50 yards from the 1st tee.

As the visiting team, Campbell and Grace had the honor. The wind was gusting from the west, which carried the announcement of the match's beginning beyond Campbell's earshot.

As the breeze momentarily died, Campbell heard "the click" of Grace's drive just before striking a practice putt, and he was unable to interrupt his stroke. He had practiced during the play of the hole. Instantly and instinctively recognizing his violation, Campbell walked onto the fairway and reported his violation to the referee, the U.S. had just lost the first hole [Rule 7-2 and Rule 29].

The referee for the match, John Pasquill from the Royal and Ancient Golf Club, accepted Campbell's report but made no immediate announcement to the other players. Because play of the hole had ended with the Rules violation and the loss of hole, Campbell was free to play his side's second from where Grace's good drive lay to the green, as simply more practice. Besides, he was reluctant to chill his partner's enthusiasm.

Walking across the Swilken Burn, Campbell told Grace what had taken place. "He was incredulous, to say the least," Campbell recalled.

The fact that the practice green was off the course, beyond the out of bounds marker, gave Grace reason to believe they might have a chance on appeal, though there is no such distinction within the Rules.

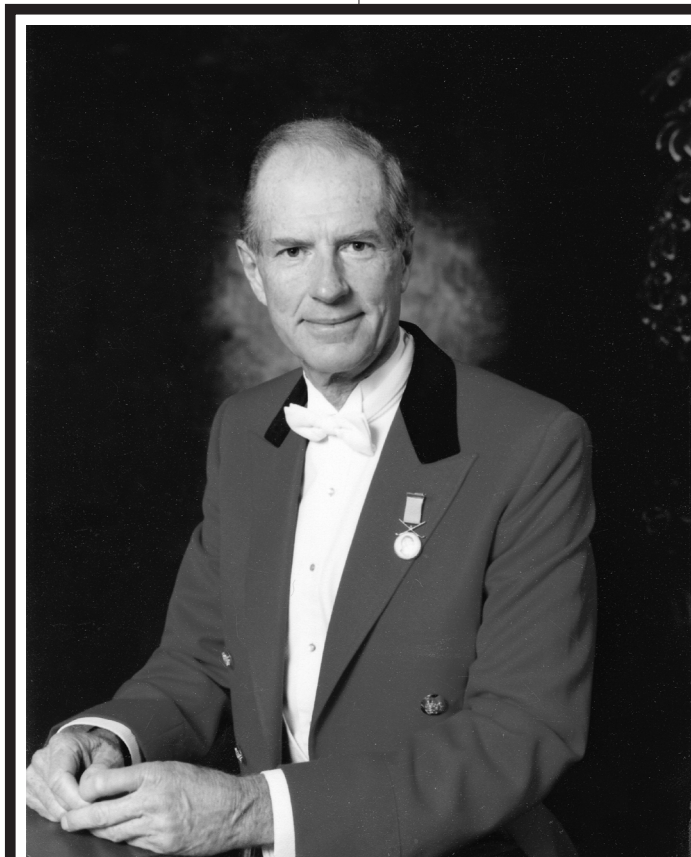
Pinehurst was a favorite destination. There he encountered Richard Tufts, grandson of the resort's founder, and they became life-long friends. Mr. Tufts was an authority on the Rules of Golf, led the U.S.G.A. as president (1956 & '57), and was an ardent defender of the amateur game. It was also in Pinehurst that Mr. Campbell befriended Gen. George C. Marshall, who had retired to the North Carolina resort.

In addition to his unrelenting competition on the golf course, Mr. Campbell was also widely known for his Scottish frugality. When arriving at the first tee of Augusta National for the first of his 18 appearances in the Masters Tournament, more than any other amateur in history, Mr. Campbell was unable to find the ball washer. This was because there was none. It was presumed that anyone beginning their round at Augusta would use a new ball that did not need washing. Out of respect for the storied and gentle Mr. Campbell, the Club installed a ball washer on the first tee.

Mr. Campbell described how he would use three different balls during practice rounds prior to important championships: one of the poorest quality for driving, a second of slightly better quality for approaching the green, and a third of the best quality for putting.

Seminole G.C. was his winter favorite. He was invited to join the board there in the early 1950s and played competitively in Club events for half a century.

By the early 1960s, Mr. Campbell entered the period of his career that was as dedicated to the protection and administration of golf as to its competition. He served on the U.S.G.A. Executive Committee from 1962 to 1965. When he won the U.S. Amateur Championship in 1964, he felt compelled to resign in order to avoid any conflict of interest. He was invited and did re-join the executive committee in 1977. This time he rose quickly through the chairs to become president in 1982 and '83. During this same period, he won the U.S. Senior Amateur in 1979 and '80 (medalist in '79, '80, and '84); and finished second in the 1980 Senior Open.



Throughout his time as U.S.G.A. president and in the years following, as a past president, Mr. Campbell openly defended the importance of the amateur game and the need for non-commercial, amateur interests to direct the operations of the U.S.G.A. It was such direction that he felt should define all of the association's motivations. During that same period, sports agencying and management was emerging as a new force for generating profits from television and merchandising.

While most of the world's leading sports organizations happily aligned themselves with organizations such as Mark McCormack's International Management Group, Mr. Campbell saw such alliances as eroding the essential values of golf generally and the U.S.G.A. particularly.

Mr. Campbell was a leading voice among the group of strong presidents who led the U.S.G.A. during the second half of the 20th century. He was chary of any who attempted, knowingly or unknowingly, to corrupt the amateur mission of the U.S.G.A. He referred to debates on administrative issues as "taffy-pulling contests." He welcomed the discussions and the ideas that often emerged from them, but

his defense of amateurism never faltered. He did not allow himself moderation in this regard.

By the mid 2000s, however, the influence of the U.S.G.A. past presidents in the nomination process for future Executive Committee members became limited. With a well-intended but less-than-cautious alteration of the U.S.G.A. by-laws restricting the past presidents came a sea change in the composition of the Executive Committee and its attitude toward commercialization. New committee members are now mostly lawyers or corporate people with little experience in the history of golf or its amateur legacy.

During a heated discussion at the 2007 U.S.G.A. Annual Meeting in Houston, Mr. Campbell was openly burked by the then-serving president. At the affront, Mr. Campbell took his leave and, as he later referred to it, a sabbatical from his official U.S.G.A. involvement. The power-that-was had shamelessly marginalized the most respected voice in the game.

As Captain of the Royal and Ancient Golf Club, Mr. Campbell travelled far and wide fulfilling his official, ceremonial duties. A life-long teetotaler, he frequently brought along a designated drinker rather than a designated driver. With an ingrained nod to his Scotch heritage, Mr. Campbell would sometimes ride the London Underground in his captain's scarlet tails with the Queen Adelaide medal on his left lapel, covered only by a flimsy overcoat, rather than pay taxi fare to the dinner where he was speaking that evening. In the year of his captaincy, at the age of 65, he became the first serving Royal and Ancient Captain since Cyril Tolley, in 1948, to play in the Amateur Championship.



lost his footing on Merion's 12th tee during his final round in the 1950 U.S. Open, Mr. Campbell could better most accounts because he was standing behind Mr. Hogan when the drive was struck.

Ultimately, his highest honor in the game was his selection as Captain of the Royal and Ancient. He was chosen, presumably, for his humility, self-effacing humor, sportsmanship, respect, achievement, longevity, and a determination to preserve the best of golf. Others have excelled in some of these areas. Mr. Campbell brought them all together in one life. In the five centuries of its history, the game will record that he was one of its great, gentle men.

Many details of such a full life must be left unexpanded when space is limited. There was Mr. Campbell's instrumental advice to the young Jack Nicklaus to turn professional; his 15 U.S. Opens; three years in the West Virginia House of Delegates; and his support of the Cammack Children's Center that was founded by his maternal grandfather.



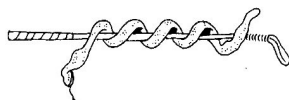
Whenever there was a question of what happened at a particularly important or historic golf moment, he could usually answer because he had been there. For example, when discussion turned to Ben Hogan having

"It is an honorable game," he said in 1987 upon assuming the Royal and Ancient Captaincy, "an honorable institution, if you will, so that people shouldn't need policemen to keep them straight. That goes with being a golfer."

Bill Campbell is survived by his wife Joan; four step children, Diana Dourif Cole, Patricia Dourif Amenta, Bradford Dourif, Christiane Dourif Friedman; two children, Victoria Campbell Collins and Colin Cammack Campbell; fifteen grandchildren; six great grandchildren; and his beloved dog and constant companion, Mindy.

A great light has gone out.

For Bill:



"Nothing that is worth doing can be achieved in our lifetime; therefore we must be saved by hope. Nothing which is true or beautiful or good makes complete sense in any immediate context of history; therefore we must be saved by faith. Nothing we do, however, virtuous, can be accomplished alone; therefore we must be saved by love."

Reinhold Niebuhr

Very truly yours,

Gary A. Galyean
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Editor & Publisher

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