

## **For Immediate Release**

**By James Dodson**

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Author of Final Rounds, American Triumvirate and Ben Hogan,  
An American Life**

One morning recently, I stopped by my friend Tom Stewart's Old Sport & Gallery and Bookshop in the Village of Pinehurst – the Old Curiosity Shop of the Golf World, as I like to think of it – with a unique item for his special Internet auction of one-of-kind golf artifacts and collectibles.

It was a copy of Howard Miller's *How To Relax*, a bestselling 1945 book that belonged to the great Ben Hogan Himself, passed along to me more than a decade ago by one of his dearest friends. As Hogan's authorized biographer, I found the book to be a useful insight into the Wee Iceman's carefully cultivated public persona and key to his success. Beneath the chilly exterior of a champion who wrapped himself in forbidding silence was a brilliant tactician who understood the importance of being able to mentally relax and perform his best under extreme conditions.

So why would I wish to let go of such an important little book?

Frankly, two reasons:

One is that such an influential artifact might fetch a tidy sum that can be passed on to the good works of the Ben Hogan Foundation, upon which I'm honored to serve. The Foundation does terrific work with young people and perpetuates the Hogan legacy in a number of important ways.

Another reason is that I think this valuable little book deserves to circulate in the wider world where it may wind up being appreciated as part of an important collection rather than squirreled away in a biographer's overcrowded home office.

To this optimistic end if ever there was a place where the little book might find a proper new home, it's likely to be Brother Stewart's Pure Golf Auctions, a rare international internet event scheduled to take place from March 1 to 15, highlighted by some of the most remarkable golf treasures to be found anywhere on the planet.

I like to call Tom the "Lord Mayor of Pinehurst" because his eccentric and wonderful golf shop (featured in every publication in the land) is essentially the cross-roads of the game, a place in the Home of American Golf where historians, collectors, investors, Tour players and ordinary hackers

like me feel right at home rubbing elbows with Arnie, Jack and other giants of the game.

As a Life Member of the PGA of America, writer and former tournament player who actively competed in several countries, Tom also served as head professional at some of the finest private clubs and resorts in the nation. His extensive travels around the world turned him into a serious collector of top golf art and rare collectibles and ultimately brought him home to Pinehurst to open the Old Sport Gallery in the Village's historical Harvard Building.

Just between us this auction began when Tom's wife Ilana suggested he conduct a comprehensive inventory of his large warehouse where years of his rare finds of artwork, books, and vintage clubs were housed. "There were so many amazing things I discovered," he says, "I decided it wouldn't be right not to make them available to collectors, organizations, clubs and individuals who want a living piece of history. The Internet makes an auction like this really possible for everyone to participate – the only one I know backed up by a bricks and mortar store."

Consider, if you will, seed merchant Samuel Ryder's actual office work desk from 1916, sent over from Hertfordshire, England, to be replicated for a line of premium quality furniture in America that never got produced. Only an exquisite one-of-kind Ryder Cup marquetry made bar complete with Ryder Cup crystal resulted – and Tom has that as well.

Besides scores of historic first editions of golf's most celebrated writers, there are original oil paintings and signed limited edition prints by Richard Chorley, Linda Hartough, Arthur Weaver, Michael Mullins, Bill Williams, Thomas LeGault and Guy Salvato among others. A rare photo taken by Henry Cotton of Hogan practicing at Wentworth in 1953 is one my favorites, as is a large sterling silver trophy, Del Monte Cup of 1899, won by C.E. Maud, who later helped developed golf in California. The auction will also offer perhaps the most extensive collection to be found anywhere of historical magazines, journals, adverts and unpublished photos dating from 1875. If you really want a conversation starter for the club foyer, consider the hand-made 1/2000-scale replica of the famous Royal and Ancient clubhouse featuring over 20,000 pieces made painstakingly by hand by a golf-mad NASA scientist.

Some of the significant items in this inaugural auction include artifacts from the estates of Richard Tufts, owner of Pinehurst and President of the USGA, Edwin Carter, who ran the PGA Tour for many years and was involved with the administration of the Masters; PGA Member George Lewis,

John Derr, CBS Sports and Masters commentator, and Morton Olman, the “Godfather” of modern golf collecting among others.

I could go on and on naming artifacts and treasures. Better yet, you can sign up now by registering at [www.puregolfauctions.com](http://www.puregolfauctions.com) and go treasure hunting at your own leisurely pace beginning on March 1<sup>st</sup>, 2016.

GOOD HUNTING MATES, YOU’RE IN FOR A TREAT

Sincerely, Jim Dodson

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