



Member Profile Tad Moore Selma, Ala., USA

Since 1963, Tad Moore has been designing custom golf clubs for amateur and professional golfers. We know him through his hickory golf club designs and through his Southern 4-Ball Hickory Championship. What many don't know is that Tad is recognized around the world as a premier club designer.

Born in 1941 in Toledo, Ohio, Tad was born into an avid golfing family. Parents, Thad and Hazel, members at Sylvania Country Club, and older brother, Bill, saw to it that Tad learned the game practically as soon as he could walk. No pool or other facilities. Only golf. And only the putting green was available to the fledgling golfers. Tad, as you might suspect, has always been a great putter.

He won the Sylvania Club Championship in 1972, 1975 and 1977. He won the Toledo District Golf Association Team championship and Fourball Championship and in 1970 the TDGA Stroke Play Championship.

After moving to Georgia in 1978 Tad won several Senior Georgia State Golf Association championships. He served on the Board as well as the Executive Committee and in 1988 established what today is called the Yates Scholarship program. This was modeled after the Evans Scholars program in which Tad was active before moving.

Tad was one of the founders of the Society of Hickory Golfers and has won many hickory championships across the USA. He is a respected authority in the equipment and game. He currently serves on the SoHG's executive committee.

He and his wife, Carol, make their home in Selma, Ala.

A word about Tad's golf design career.

Tad's golf club designs are distinguished by their classic and timeless shape. He's parlayed his playing experience and his many friends in the game, at all levels, into his clubs. The list of his innovations and designs is a long one. The following is a vastly abbreviated summary.

An early partnership with Dunlop/Maxfli/Slazenger Corporation, produced several winning designs and putters. Time and again, his designs for putters and clubs produced winners on the PGA tour and elsewhere. In June of 2003 Tad and Dunlop ended their partnership and Tad resumed independent design work. Since then he's worked with Cosmo Golf of Canada, and, with Dick's Sporting Goods, reintroduced a Walter Hagen line of clubs.

In 2005 Tad introduced a line of hickory shafted clubs similar to early MacGregor and William Gibson clubs. His Tad Moore line of hickory clubs are popular on the hickory tour and approved for play by the SoHG.

Tad currently designs clubs for Direct Golf UK. In the USA he is preparing to launch a Tad Moore Designed by Putter Series at the 2013 PGA Show in Orlando.

Prior to Tad's golf design career, he designed and manufactured the shaft seals that were used on the axles of the Lunar Rover that landed on the moon.

How often do you play hickories?

Boy, that's a good question. If I had to say, I probably average three or four times a month.

What's in your play set?

Victor irons-3-9, D0 weight
Dominie Sand Wedge D6 weight
3-Star Driver, 12 degrees, D0 weight
Tad Selma Star Spoon, 15 degrees, D0 weight
3-Star Cleek, 22 degrees, C9 weight
Brass Chicopee putter
All clubs are R+ shafts and mid-size Tad Moore leather grips.

Favorite club?

My driver. It's a good, accurate driver, it gives me good distance, I've worked on it quite a bit and got it dialed in real good for me. I get about 215 yards or so... maybe 220 if I get some roll!

What ball do you play?

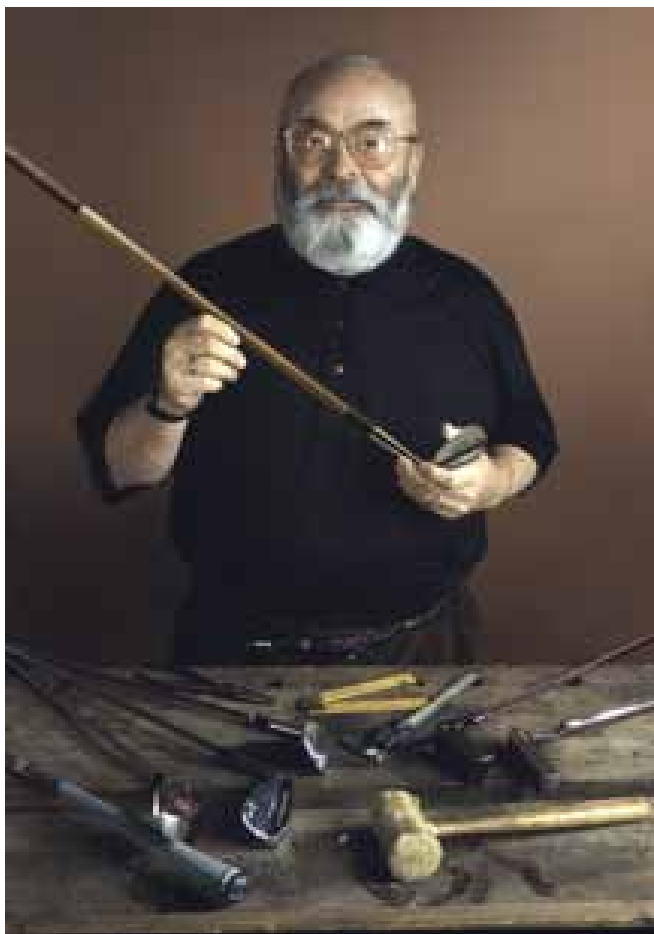
The Srixon Soft-Feel. I've tried others but I keep going back to that one. It has a great feel and performs OK for me.

Favorite course for hickories?

Mid Pines. I think it's a wonderfully fair, yet tough, course and represents the hickory era really well.

Favorite hickory tournament?

The Southern 4-Ball is, of course, real special to me cause I've been doing it for years and I get to see all my good friends. But Mid Pines is also special for me because I actually was instrumental in starting it. I was contacted by Rob Pilewiski, who was the head pro at the time, and he and I met at a PGA merchandise show in Orlando and formulated plans for a hickory event there. It got started and is now one of the best in hickory golf. I think it has also been instrumental in the growth of the Carolina hickory group.



Tad is shown at his workbench with some of his favorite designs as well as modern hickory classics.

Any particular player or aspect of golf history you especially enjoy?

What was so intriguing for me early on as a collector of wood shafted clubs was the fact that as you look at the old clubs you can see how everything had been tried at one time or another. Things we thought were new had already been done. We were just improving on them and using them as basis for design. Once I started playing hickories and ultimately manufacturing them, the aspect of how the club is made and how the shaft is made got really interesting. You'd think the manufacture of a shaft is easy, that you just put it on a lathe and turn it and you've got a shaft, but it's not that simple. It has taken me years to perfect this. I think I make the best shafts in the world, but it has taken a great deal of time and research. I've researched and dug and gone through as many old documents as I can find about how the old companies made shafts, but few of these exist. Most were thrown away. Designing a club head is easy, but a shaft is a different animal and a driver shaft is different all over again. I went from collecting and looking at a club on a wall and thinking how beautiful it looked, to taking it down and wondering how you make this. That was a real challenge.

Best thing about hickory golf?

You know, the development of reproduction clubs has brought into the game a lot of nice people, people who not only enjoy playing the clubs but, for the most part, will learn and enjoy a bit of the history of the game from that era. That's been the great thing for me is bringing people to the game who become more educated on the hickory era and understand the game a little bit better. And now they are searching for answers about how did Jones or Vardon do this or that and I think that is great. The modern game... young people don't even look back to Tiger's early beginning. They just don't have interest in history of the game. Why? I don't know. It's foreign to them and not available to them so they don't think about it. It must be there's not an app for it.

Ideas to promote SoHG, hickory golf?

We need to, as a Society, as it continues to mature and grow to importance, to get the word to people through the Wee Nip and website about the need for them to support the Society as it is the number one organization promoting hickory golf and keeping hickory game in front of the golf world. We need support of membership just like the USGA needs support of people through membership. It is important that people consider that. The annual dues are very small but that has great meaning to us just like it does the USGA. Tournaments and the Championship Series are great, but people need to know that they help the Society, and hickory golf, when they send in their dues.

Most recent book on golf that you read?

I am just starting the new James Dodson book about the "American Trimuverate" of Hogan, Snead and Nelson.

Note: Tad is one of the original "rock stars" of modern hickory golf. He is the first president of the Society of Hickory Golfers and a tireless promoter of the sport. Along with Frank Boumphrey, he was the first honoree of the Society's Mike Brown Award.