Second in US Seniors was Prescott Bush, former USGA pres. and Yale athletic star ... Bush's 66 in second round set senior golf record ... It included a ball out of bounds.

**Pabst Scores with Tourney**

Pabst beer’s Blue Ribbon tournament at North Hills CC, Milwaukee, was definite promotional success for the brewing outfit. The $20,000 purse plus expense of excellent promotion was comfortably offset by good gate for initial event. Association with country club atmosphere and market was especially good in view of adverse public reaction to Blue Ribbon’s television programs getting the product associated with unappetizing fights. Reputable brewery sponsorship is OK with PGA tournament bureau but whisky sponsorship is unacceptable. Kefauver committee condemnation of big whisky interests as team-mates of organized mobsters makes the whisky money undesirable for golf tournament purses. Seagram’s connection with Canadian Open is an exception that couldn’t prevail in the U.S. Whiskey interests are having other embarrassing difficulties with golf clubs due to treating club managers about the same as B girls who hustle drinks in dives.

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