Even for an ad-man, you do ask the most embarrassing

Compression: The latest “abra-cadabra” pitched into the ears

to be the least of the “whiz-bang” gadgetry of the golf

player. Mrs. John J. Public (meaning the run-of-the-mill golfer)

decides whether or not he should buy the “double atomic dry liquid

high voltage tension winding” and “frictionless pure

white invisible paint.”

Compression, the technician says, measures the tightness

of the rubber thread layers under the cover. It is obtained

by pushing a finished ball directly on a golf ball diameter in thousands of inches

while the spring has decreased by the pressure of the glue or resin

that is distorted by the compression of the side. He knows such

determinations are greatly affected by the glues used

in the cover. Do you get that, Herb? Never mind, neither do I!

But the Pro has more brains. He picks the proper Acushnet

ball, cover thickness or even the amount of glue or resin put in the cover.

Do you get that, Herb? Never mind, neither do I!

Yours very truly,

Herb
As forecast in this column last month, the PGA controversy was washed out and everybody’s playing house pleasantly again. George Schneller is out as Tournament Bureau mgr. and a new mgr. won’t be hired until after PGA championship. George did a good job but made one mistake in judgment and outmatched himself. Seems to be no hard feelings among those concerned. They all shook hands, kissed good-bye and left the door open. Smart, calm handling at Augusta in evenings during the Masters’ eliminated differences and made sensible compromises.

Players at Augusta elected Toney Penna, Lawson Little, Jimmy Demaret and Clayton Haefner to Tournament Committee with PGA Pres. Joe Novak, Treas. Harry Moffitt, Sec. Horton Smith. Chick Harbert was appointed to the Tournament committee by Novak. Mr. and Mrs. Howard Capps will handle tournament details on the circuit.

Masters’ tournament this year went about $3000 over previous top total attendance income of the event at Augusta (Ga.) National GC. The club added 20% to the $10,000 announced prize money. Jimmy Demaret, only three-time winner of the Masters, got $2400 for first place. USGA Green Section, USGA for Golf House, and PGA each were given $1000 by the Augusta National out of the gate.

Tremendous improvement in hotel accommodations and downward revision of prices for rooms and foods prevented yowls of pain heard from visitors to Masters last year. Improvement in Sheraton Bon Air, with young man named Frazer managing, is one of top jobs since Hercules cleaned Argusan stable.

Jim Ferrier’s flying saucer finish on last six holes at Masters one of most astonishing falls in recent golf history. Jim is not a guy to fold. His game just blew apart and up he went. Those big greens and difficulty of clipping from long grass didn’t allow Jim a chance to pull himself together and Gay James Demaret backed in two strokes ahead of the later finishing Ferrier. Demaret’s mastery of the long holes and all-around precision work showed brightly in his winning 283 at the Masters.

Hogan’s 76 on the fourth round to put him in a tie at 288 with Nelson for fourth place, showed Ben has a bit to go before regaining his characteristic keenness. Nelson looked like the great one of yesterday most of the route. Snead’s third place 287 as usual was accomplished without any sparkle in his putting. When putts fall for Sam the other boys can toss up for second place. Mangrum got better every round, finishing with a 68 and showing he is dangerously well again.

Despite a bad start of 80 the ancient Sarazen finished with 294 tying Fred Haas, Jr. for tenth place. Gene’s book, “Thirty Years of Championship Golf” went on sale at Augusta during the Masters and was talked about as a swell job. Another lively old timer, George Pielzcker, came to the Masters for a reunion. George was a great pioneer in golf photography and made all the tournaments for 25 years. He’s now a real
when it comes to the successful development and maintenance of exceptional greens and good fairway turf, specify and use more MILORGANITE than any other fertilizer. A carload a year usually takes care of the requirements for a well-kept 18-hole course.

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ern GA... Bowman is director and former press., Sunset Ridge CC (Chicago dist.)... Randolph Scott, screen star and Bel Air CC, also made WGA director... Jack Holly and Bill Entwistle, veterans of pro golf, were born the same day, April 4, 71 years ago... They came to the USA on the same boat... Jock Anderson and Miss Anita Harms have bought Bonnie Dundee CC (Chicago dist.)... Jock for many years operated Techy Fields fee course northwest of Chicago... Techy Fields lease not renewed by owners and sod of course is being sold.

Charter members of Ladies' PGA Hall of Fame are Beatrix Hoyt of New York who won 1896, 1897, and 1898 U.S. Women's championship; Margaret Curtis of Boston who won U.S. title in 1907, 1911, 1912; Alexa Stirling of Atlanta, now a resident of Ottawa, Can., who won it in 1916, 1919, 1920; the late Dorothy Campbell Hurd who came to Pittsburgh from Scotland and won the U.S. Women's title in 1909, 1910, 1924; Glenna Collett Vare of Philadelphia, who won the top title in 1922, 1925, 1928, 1929, 1930 and 1935; and Virginia Van Wie of Chicago, the U. S. Women's champion of 1932, 1933, and 1934.

PGA summer tournament schedule has 19 events with prize total of $335,000... Three weekends open on summer schedule
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with prospects they'll be filled soon. . . Special club memberships established by Western Golf Assn. for annual dues of $20. . . Memberships entitle clubs to WGA caddy services. . . Ft. Wayne (Ind.) Junior Chamber of Commerce sponsoring $15,000 Open, June 1-4, eager to put city on tourney circuit annually and hike prize money if pro stars cooperate with entries in initial event.

Bill Meyer, formerly asst. to Jack Ryan at Big Spring GC, Louisville, Ky., signs with Clarksville (Tenn.) CC as pro. . . Riviera CC (LA dist.) Women's Golf committee, makes survey of course, setting women's par and range of women's tee locations on course. . . That's a tip to course supt's on how to get themselves in strong with women golfers. . . Most of the time women's tee locations are set almost anywhere ahead of men's tees, at convenience of the green committee and supt.

Walter L. Cisco of Jeffersonville, Ind., died recently following a slip on stairs of Brown hotel in Louisville, Ky. . . He was a fine gentleman who became widely acquainted in golf when attending amateur championships in which his son, Walter S. Cisco, participated.

Entries for the USGA's 50th Open close 5 p.m., Monday, May 15 at USGA office, 73 E. 57th St., NYC 22. . . Entry fee, $7.

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Qualifying in 29 sections, with 24 sections qualifying May 29. Championship to be played at Merion GC, Philadelphia, June 8, 9, 10. Previous Open played at Merion in 1934 with Olin Dutra shooting a winning 293.

Southern California Golf Assn. changes address to 1709 W. 8th St., Los Angeles 17. Telephone DUnkirk 2-6361. Shorty Hornbuckle, pro, Odessa (Tex.) CC, announces the Odessa $5000 pro-am is to be played Aug. 10-13. Members liked the 1949 tournament so well they raised the prize money in 15 minutes during a recent meeting. Largest contribution was $500. Smallest $25. Pro Iverson Martin and Amateur Jim Simpson will return to defend their title.

Don Glover of Wilson's at Detroit, trying to determine origin of the Calcutta pool idea, got word from Racing and Football Outlook of London, Eng., that the plan was started by the Turf Club of Calcutta, India. The magazine's editor didn't know when. Annual meeting of Athletic Institute at Yale Club, New York City, May 3. Rocky River No. 1 course of Cleveland (O.) Metropolitan Park Board rearranges and lengthens layout and adds clubhouse. Eddie O'Rourke is pro, Raymond Persche is gkpr., at Rocky River.

All officers of So. Calif. PGA, headed by