

Shot-by-Shot of Open's Triple-Tie in Diagram

By JOSEPH W. DRAGONETTI

Golfers saw something new in tournament coverage in the pages of the Philadelphia (Pa.) Sunday Bulletin after Ben Hogan, Lloyd Mangrum and George Fazio finished in the triple tie for the National Open championship at the Merion CC, Ardmore, on June 10.

A two-page spread of aerial photographs, one of the most unique stunts of its kind ever attempted at a sporting event, showed all 18 holes of the Merion course with the leaders' shots on the final round diagrammed from tee to cup.

The idea behind this unusual layout, which attracted wide interest among golf fans and thousands of spectators at the tournament, was born last summer when The Bulletin used similar aerial photographs and diagrams to show the play of two key holes in the final match of the National Women's Amateur.

The reaction was so favorable that Walter Lister, managing editor, Charles Elfont, picture editor, and Ed Pollock, sports editor, laid plans immediately for the 18-hole coverage of the Open. Lister is an ardent golfer and conceived the idea for the thorough coverage of the Open.

Months of preparation were required for the stunt, waiting for favorable weather to take the aerial photographs.

A week before the Open started, Russell Hamilton, Jr., Bulletin photographer, shot his pictures from a Cub plane, making sure the green of each hole was in the foreground.

Then Charles W. McElfresh, head of the art department, and a golfer himself, personally spent days retouching the photographs to bring out the highlights of each hole.

On Saturday, June 10, when the final round began, ten Bulletin staffers, all with a thorough knowledge of the game, followed the golfers with the lowest scores at that point. Each man had a full set of prints of the 18 holes and a red grease pencil.

As each shot was played, each reporter charted the location of the ball.

At the end of the first 13 holes, motorcycle messengers sped the rough diagrams to the Bulletin office in downtown Philadelphia from the suburban golf course at Merion, and charts of the final five holes

followed as fast as each golfer completed his round.

By the time it was apparent that none of the late finishers could catch Hogan, Mangrum and Fazio, complete charts on these three were in the hands of the art department.

Six artists worked steadily on the job, pasting on the various lines—white arrows on black for Hogan, black on white for Mangrum and solid black for Fazio—with numbers showing each shot the golfer made as illustrated in the full newspaper page layout of the last nine holes shown at the right.

Five Hours After Finish

Golf fans were enthusiastic over the stunt because five hours after Hogan putted out on the 18th green, The Sunday Bulletin's issue of June 11 was on the street with the diagrammed photos.

Use of the pictures not only caused wide comment among fans but resulted in commendations from USGA officials and the players. Many of the spectators carried the layout as a guide on the next day's playoff won by Hogan.

Harry Radi of Chicago, who followed Hogan throughout his five rounds, including the playoff said, "I have watched every National Open in the last 28 years and I've never seen better coverage of a tournament in all that time. The pictures were superb and in Hogan's case, at least, since I followed him, they were perfectly accurate." Similar comments were heard about the diagrams for other players.

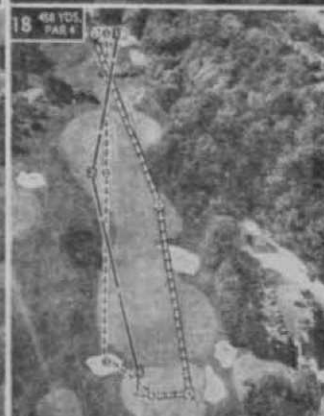
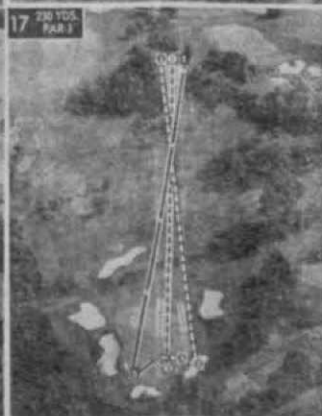
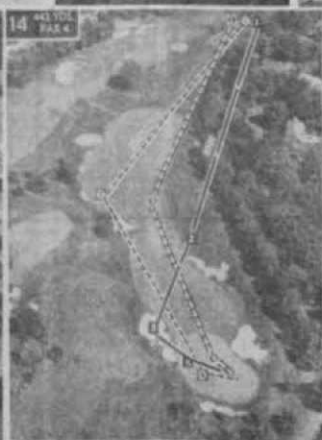
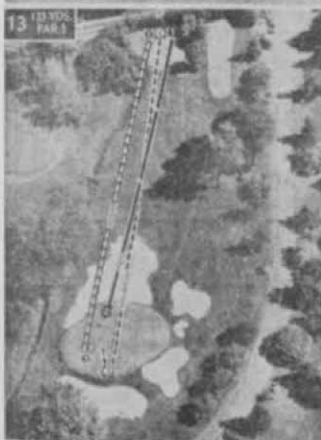
One of the Bulletin's "machine gun cameras," operated by Vincent Gonzales, caught several good action shots of the play. One showed a boxer dog seizing and running off with Johnny Bulla's ball on the 14th tee. Another sequence strip pictured Cary Middlecoff writhing as a putt just missed the cup on the 18th hole.

The Open attracted sports writers from all sections of the country, but the Bulletin's stunt of diagramming the triple tie on aerial photographs was the highlight of the press coverage.

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Airphoto-Diagrams Picture Round That Ended in Three-Way Tie



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The George S. May Company, business engineering organization which annually stages the biggest prize event in championship golf, is offering free of charge for showing to golf clubs, business, athletic and social groups, a full color film of their 1949 world championship tournament. The 45-minute film dramatically presents an exciting story of last year's battle of golf's greatest for the record purse, in sound with musical background. To arrange for a showing of the film simply write: George S. May Co., Attention—C. A. Posson, director of advertising, Engineering Bldg., Chicago 6, Ill., specifying date on which you wish to schedule your showing. Because of the film's popularity it is suggested you get your request in early.