

Mrs. Harold Sargent at the Masters and mighty lucky to be there . . . Mary was just out again after hospitalization following critical surgery . . . George S. May had close competition in winning Golf Writers' "Man of the Year" award . . . Writers gave Patty Berg a lot of votes as the one who'd done most for golf in 1956 . . . George was to receive Bill Richardson memorial award from Writers during the Masters but important business deal compelled him to change his plans.

Central Plains Turfgrass Assn. and Kansas Turfgrass Assn. to have meetings at Topeka in June . . . Boca Raton club to get back on major tournament calendar next winter with amateur mixed foursome event previously held at Everglades club, Palm Beach, being transferred there . . . Jack McAuliffe, chairman of the annual event, has very interesting plans for making it biggest amateur and social event of winter golf . . . Boca Raton under Arthur Vining Davis ownership and probably new management will be scene of several other big golf events next winter, according to vp, Jim McGoldrick.

Rumors but nothing official by April 25 from Boca Raton or Tommy Armour on whether or not Armour would be at Boca Raton as golf pro next season . . . Armour's been there since the late Clarence H. Geist established the club as the most luxurious private golf club in the world . . . Notables from all over the world have come to Boca Raton for Armour instruction . . . Morris McLemore, Miami Daily News sports editor says Boca Raton without Armour would be like the Louvre without the Mona Lisa . . . Ben Hogan has made a deal with British Broadcasting Co. to tell two main points of difference between American and British pros with the telecast being about the time Hogan and Snead are in London to play as U.S. team in John Jay Hopkins' Canada Cup and International Trophy matches June 24, 25, and 26 at Wentworth . . . Hogan decided to play again in U.S. Open but hasn't said (April 25) whether he'll enter British Open . . . Sam Snead says he'll play in British Open at Royal Liverpool, July 2-6.

British sports writers made announcement of Hopkins international event for Wentworth top line news . . . Fred Corcoran put on press party in London releasing the information . . . Writers say Hopkins bringing pros from 26 nations to England will give England the golf Olympics.

Glenn E. Miller, Madison, Wis., building contractor, buys Mt. Horeb (Wis.) CC and plans extensive improvement . . . Roselle (Ill.) CC, 27-hole semi-private layout, sold for \$332,500 . . . Loud cheers by day and night in home of Leo McNamara, Wilson New York salesman, for and by the new son . . . Roy Hunter now pro at Bel-Mar CC, Belvidere, Ill.

Concession business at Masters tournament included 6000 sandwiches for Thursday, 8000

for Friday, 20,000 for Saturday and 22,000 for Sunday . . . About 72,000 bottles of soft drinks, mainly the wine of the country, Coca Cola, sold during the Masters . . . No figures on sale of the five kinds of beer, oceans of milk, eight brands of cigarettes, two of cigars, seven kinds of candies, cookies, etc . . . Prices are fair at the Masters concessionaire stands.

Paul Hahn's new Universal short "Swing High, Swing Lo" showing Paul's new trick shots and a quick lesson, in Technicolor, had world premiere at Augusta during the Masters . . . It's the most interesting, entertaining picture job of the many the brilliant Hahn has done.

NEW BOOKS

BETTER GOLF IN FIVE MINUTES.
By J. Victor East. Published by Prentice Hall, Inc., Englewood Cliffs, N.J. Price \$3.95

Victor, an old-timer as pro, club designer and promoter (he brought Joe Kirkwood to the U.S. and got Joe started in trick-shooting) gets down to what he calls "The Basic Movement" in this book he'd had in preparation for years.

The "basic movement" is the performance in what's usually called "the hitting zone." There are many variations in the ways experts take the club back and swing down but all the good ones look about the same from the point when they get close to hitting the ball until it's well on its journey. East begins his "five minute plan" of basic training by instructing the reader "to brush the sole of a golf club squarely along the floor, grass or other level surface for three inches." He says "Do this with a half swing; never mind how you swing—just keep brushing the surface squarely until you get the feel of it."

East long has specialized in club design and this accent is reflected in his book which urges letting the club do the work for which it was designed. He tells more about club design and the details of properly fitting clubs than has appeared in any other golf book. This club material makes very interesting and helpful reading for the vast majority of golfers and presents information that can be used profitably by many professionals in their merchandising of clubs.

East's book is easy to read, easy to understand and easy to apply. When he writes "the key to good golf is in the club" he is expressing a selling invitation to the pro shop.