

# The Great Compression MYSTERY



**Acushnet Process Sales Company**  
NEW BEDFORD, MASSACHUSETTS, U.S.A.

March 22, 1950

Mr. T. Hand, Jr.  
Humphrey Company  
121 Statler Building  
Boston, Massachusetts

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

Compression (at least the popular conception of it) is to be the latest "abracadabra" pitched into the ears of Mr. John Q. Public (meaning the run-of-the-mine golfer) to make him even dizzier. The poor guy is already groggy from trying to understand the "double atomic dry liquid core", "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, he says, is obtained by putting a heavy weight (200 or 300 lbs.) directly on a golf ball without a cover and measuring the decrease in the vertical diameter in thousandths of inches. He does not think it can be done by pushing a finished ball against a spring and calling the amount the spring has been distorted the compression of the ball. He knows such determinations are greatly affected by the size of the ball, cover thickness or even the amounts of glue or resin put 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 for the player (having confidence in its performance) and shows the player will come back for more Acushnets. He can't get them anywhere else.

Yours very truly,  
*Fred W. Bommer*  
Fred W. Bommer

H. B. Humphrey Company  
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Fred W. Bommer  
Net Process Sales Company  
Bedford, Mass.

Herb, I am just a simple minded ad-man. I am not a manufacturer, a golf pro, nor even a golfer. You call 121 for 18 holes playing golf. I get up advertisements which are full of technicalities. I would like to know what this yackity-yack about compression is all about? - What does it do? - Why?

Yours very truly,  
*Herb*

**ACUSHNET**  
GOLF BALLS

Sold the World Over Through  
Pro Shops Only

# MAKING *the* SWING

By  
HERB GRAFFIS

## THE GOLF NEWS IN BRIEF



Michigan PGA spring meeting addressed by Prof. Orr on psychology of teaching and playing. . . Meeting held at Warren Valley CC confirmed state PGA Executive Board decision that meetings held at a club instead of a hotel would ease strain of the boys during long indoor sessions. . . Michigan PGA fall meeting to be held at Hillcrest GC, Mt. Clemens, Mich. . . State's PGA qualifying May 22 at Oakland Hills, host to 1951 National Open. . . Michigan's 1950 PGA championship at Midland (Mich.) CC, Hal Whittington, pro, 36 holes on Sunday, July 9.

Ed Gantz new pro at Lansing (Mich.) CC where state pro-am will be played July 23. . . Michigan Open at Lenawee CC, Adrian, Mich., Aug. 11-13. . . Horton Smith selects Elmer Hightower and Bill Adams as new assts. . . Lou Powers, Tam o'Shanter CC, Orchard Lake, Mich., conducted golf clinics at Pontiac, Mich., high school for city's Recreation Dept. . . John S. Orlick and Don Soper opening new ranges at Royal Oak and Wyandotte, Mich. . . Don has another range in the Detroit district.

Pros won't be asked to wear numbers at George S. May's \$75,000 Tam o'Shanter tournament in August. . . There'll be no PGA clinic at the Tam event as George is running the top money event without a PGA tournament bureau contract. . . George decided to remain out of range of fire of PGA family arguments.

As forecast in this column last month, the PGA controversy was washed out and everybody's playing house pleasantly again. . . George Schneider 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 Heafner 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 Augean 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 chipping 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 Pietzcker, 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

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**MILORGANITE** produces vigorous, healthy, weed- and drought-resistant turf that keeps your Club membership and guests both happy and enthusiastic.

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estate magnate at Miami Beach. . . He looks in fine condition and is well into his 60s. . . Clean living pays. . . Other All-American boys of about Civil War days who convened at the Masters were Fairway Bill Wallace, O. B. Keeler and Kerr Petrie. . . Petrie had charge of the press tent.

Horton Smith, after staying up late on the PGA tournament debate shot 70 in the first round of the Masters. . . The exhibition by previous winners of the Masters and U. S. Open and other stars was by a long way best show of this sort ever put on. . . School kids were admitted free. . . Ralph Hutchinson did a superb job of announcing during the Masters play and with Demaret, Thomson and Harbert at the exhibition. . . Lawson Little won the driving contest with 284 yards against a quartering wind.

Augusta National's 190 yd. 16th has a stream-fed lake to the left. . . Tossing a vegetable dye up stream converted this pond, ordinarily a muddy-looking mess, into a beautiful blue water hole. . . It didn't look pretty to the many who went into it. . . Dutch Harrison batted a couple into the pond and withdrew. . . Herman Barron splashed four in the third round and kept on for an 82.

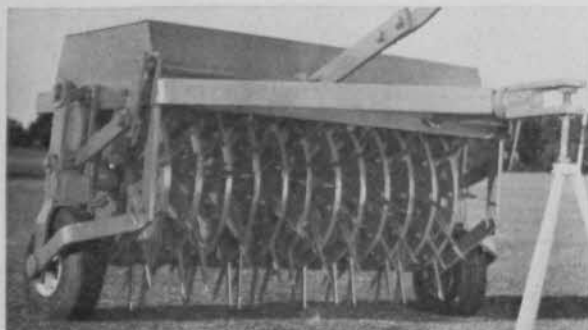
Fred Bowman, Wilson Sporting Goods Co. vp, named associate director of West-

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Encourages deeper, healthier, more extensive root growth; permits more efficient, economical water and fertilizer use; keeps greens softer without waste and injury of over-watering. An essential of modern turf maintenance.

The spiking assembly is quickly detached from the frame by removing four bolts. Spoons easy to replace. The tractor drawn Perry's Greens Spiker is transported on its heavy duty rubber tires with lift bar handy for operation from driver's seat.



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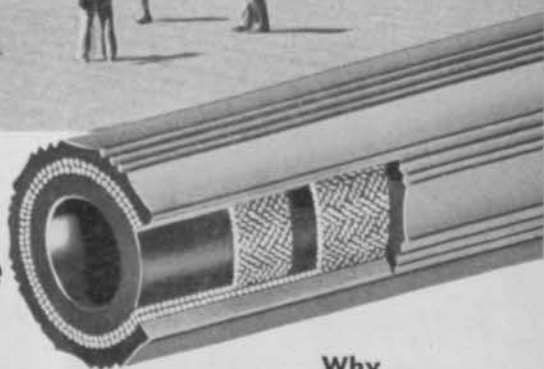
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## buy **Emerald Cord Hose** built with Rayon

Long-lasting EMERALD CORD—Goodyear's super-quality hose for country club and estate use—will measurably outlast any other hose you can buy. That means lowest cost in the long run. Available at your dealer's in 25-, 50- and 100-foot lengths, coupled, in  $\frac{3}{8}$ ",  $\frac{1}{2}$ " and 1" sizes.

### High Quality at a Lower Price **WINGFOOT Garden Hose**

Tested at 12 times average city water pressure. Won't kink, snarl or "fight" user. Extremely flexible and lightweight for ease of handling.



### Why **EMERALD CORD Gives You Lowest-Cost Hose Service**

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**PROTECTS GREENS**—Rounded rib cover of emerald green won't cut, scuff or mark greens or lawns.

**HIGHEST QUALITY**—backed by Goodyear's long experience in building hose for every kind of service.

# GOOD YEAR

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ern GA. . . Bowman is director and former  
pres., Sunset Ridge CC (Chicago dist.). . .  
Randolph Scott, screen star and Bel Air  
CC, also made WGA director. . . Jack  
Jolly 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 Techny Fields fee  
course northwest of Chicago. . . Techny  
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 Camp-  
bell 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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**Thrifty on installation**—Transite's light weight cuts handling costs; its quickly assembled Simplex Couplings speed installation. Your irrigation system is ready for use in a minimum of time.

**Thrifty on pumping**—Non-metallic, Transite Pipe does not corrode internally to retard water flow. Its smooth interior assures high

flow capacity, helps keep pumping costs low.

**Thrifty on water**—Transite's factory-made Simplex Couplings provide tight, flexible joints that stay tight in service, safeguard against costly underground leakage.

**Thrifty on maintenance**—Because Transite underground mains are rustproof, highly resistant to soil corrosion. Thousands of installations in water supply systems throughout the country testify to the dependable, economical service you'll get when you install a Transite Pipe irrigation system.

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This tool promotes root development and relieves compaction of greens. Ideal for use before adding soil conditioners.

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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 supts. 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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ROSEMAN Roller Drive Mowers trim both fairways and roughs. Perfectly follow the ground contour . . . cutting fairways without scalping, gouging or bobbing. Neater roughs in 1/5th time over sickle methods . . . smoother, improved fairway playing surfaces that give a perfect lie to every shot. No need to purchase two gangs with ROSEMAN combination rough and fairway mowers.



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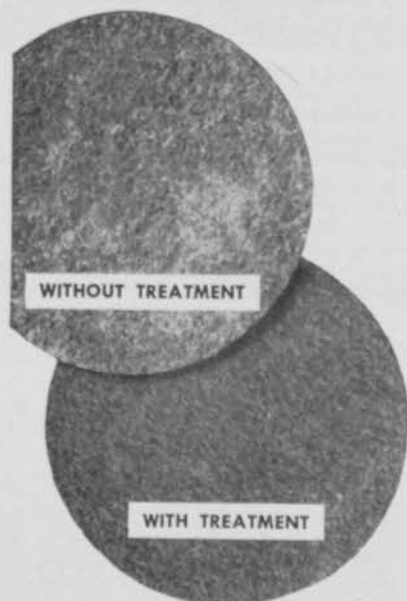
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# DOLLAR SPOT?

stop it now with

**CRAG TURF FUNGICIDE**



*Only CRAG Turf Fungicide gives you these "balanced benefits":*

- Economical
- Easy to apply as spray or dust—even by inexperienced labor
- Non-corrosive to metal equipment
- Doesn't discolor fine turf grasses
- Regular treatments for *dollar spot* will give bonus value by aiding in the control of *snow mold*, *pink patch*, and *green scum* (algae)

Prevention is the surest cure for *dollar spot*. But if this turf destroyer has caught you unawares, you can still stop it and save valuable greens by applying CRAG Turf Fungicide NOW!

CRAG Turf Fungicide is the cadmium compound that has proved the best answer to *dollar spot* problems. As little as 3 oz. per 1,000 sq. ft. permits early recovery of the grass *even after dollar spot damage*.

BUT—the sooner you get after it, the faster the cure. So don't delay. Call your dealer for CRAG Turf Fungicide today—or write now to our Consumer Products Department.

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an organic cadmium fungicide

The proven cure for...

**DOLLAR SPOT  
PINK PATCH  
COPPER SPOT**

PROVEN to be the leading fungicide for dollar spot control in the 1949 turf fungicide trials.

MOST INEXPENSIVE—only 21c to treat 1000 square feet of turf.

## **✓ CHECK THESE FACTS:**

Used effectively for 4 years by greenkeepers everywhere.

Odorless; non-irritating to the skin.

Easily applied as dust or spray.

May be applied with fertilizers for easy, 2-in-1 application.

Non-injurious to turf.

The only fungicide to exhibit long residual protective action against dollar spot—complete control for 60 days after last treatment.

A single application eliminates dollar spot within 7 days.

Aids in the prevention of large brown patch.

Will not corrode equipment.

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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

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