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1 THE BEST MAT FOR DRIVING TEES!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

2 BEST IN LOCKER ROOM, ENTRANCE & SHOWER

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matter of color in the clothes of the man before the camera. The clothes should be in contrast to the background and preferably contain some pattern rather than a solid color. This makes it much easier to follow the pro on the TV screen.

During the session in which golf rules were explained on a black and white illustration of a typical golf hole, a neat trick was used with great success. In place of what normally would be the golf ball lying on the fairway, white thumbtacks were used. From the viewer's seat, they looked like the whitest, roundest golf balls made.

One of the important features of the programs was a three-minute section at the end of each show entitled "The Shag Bag." During this time, Lawson would answer questions sent in by the fans. And he did get a lot of questions, some from as far away as Indianapolis, sixty miles to the north.

During all these shows, a procedure was followed that saved the TV cameraman a lot of nervous sweat and made for a better presentation. Immediately before each show, Lawson would go over the program's sequence with the cameraman. Between these two men they would decide where the best place for the camera would be in order to focus at the proper spot of attention.

When Lawson was showing a grip, naturally the camera would be focused on his hands. When he was going through the motions of a swing, the cameraman would have advance warning to get his camera back in order to take in all of the swing. It was the close cooperation between the cameraman, the program director, and Lawson that produced a smooth show.

Altogether, this six-weeks series of "Tips On Golf" proved to Lawson and the people of Bloomington what many other pros and television stations are just beginning to realize. That is, it doesn't require elaborate equipment to stage such a golf series. The interest in this type local "live" show is tremendous. Television is presenting the golf world with a wonderful opportunity to stir up the golfing spirit in those marginal fans and get them out on that course.

Grip Expert Dies

Dan Zabinski, for 25 years with Wilson Sporting Goods Co., died of a heart attack recently in Chicago. Dan was regarded as one of the top club grip experts and did much special work for pros and amateurs. He is survived by his widow and son Richard.

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