

First Flight

Personalized Fitting Chart

REMEMBER: Golf Clubs are like shoes—
THE MOST IMPORTANT THING IS A CORRECT FIT

First Flight CLUBS

are not sold in stores
because a Golf Professional
is the only one who is qualified
to determine the correct
specifications for improving
your game.

This chart is void unless signed
by your pro.



Professional Registered
Swinging Weight
Woods \$16.50 each



Professional
Registered
Swinging Weight
Irons \$10.50 each

Pro's Name _____ Date _____

Address _____ Customer's Name _____

City _____ Zone _____ State _____ Man _____ Lady _____
Righthand _____ Lefthand _____

1. Customer's Height _____ Weight _____ Age _____ Handicap _____

2. Distance from fingertips to floor when standing erect _____

3. Shaft: Stiff (S) _____ Medium (T) _____ Swing (A) _____ Lady _____

4. Length of clubs: Standard _____ Any amount shorter or longer than standard _____
(Standard driver 43", No. 2 iron 38 1/2") _____

5. Swinging Weight: Woods _____ Irons _____

6. Size of Grip: Small _____ Medium _____ Large _____ Extra Large _____

7. Type of Grip: Flexi-Grip ☐, *All Weather ☐, Tournament ☐, Permagrip ☐, Leather ☐, *Goodwin ☐

8. Wood Faces: Standard _____ Closed _____ Open _____ No Bulge _____ Slight Bulge _____ Extra Bulge _____

9. Wood Loft: Standard _____ More Loft _____ Less Loft _____

Remarks _____ WOOD MODELS

_____ No. 7, Medium Head _____

_____ No. 8, Large Head _____

_____ No. 9, Semi-Pear Shaped _____

*Small additional charge for All Weather and Goodwin Grips.

Prices subject to Change Without Notice

Golfers playing Production-made Clubs Sold in Stores usually remain in the duffer class

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PROFESSIONAL GOLF COMPANY OF AMERICA, Inc.

CHATTANOOGA, TENNESSEE

Material for the Pro's Public Speaking

By REX McMORRIS

Radio programs, lunch and dinner speaking engagements, television shows and other public speaking of the pro now are becoming a fairly important part of his personal selling job.

If the pro hasn't a radio or television program of his own he is fairly certain to figure as a guest on some program and can make that an opportunity to identify himself widely as a lively, interesting character who knows his business and who is a guarantor of golf enjoyment. These presentations to the public beyond the boundaries of his club are advertising opportunities for the pro. They develop reputation and self-confidence in a way that is reflected at the club.

A pro is not expected to be an actor or an orator. The gay genius of Tommy Armour, Sarazen's gift of exciting locker-room controversy and the talent Snead has developed in becoming a golfing version of Will Rogers are rather exceptional performances. But by being himself and simply handling himself as he would in keeping a small group in the locker-room interested, the pro will do all right on the air or at a lunch or dinner talk.

GOLFDOM often gets requests from pros and club officials for new golf stories to use in talks. There aren't any new golf stories; only variations of a few basic ideas and practically all of the tales call for a knack of story telling that most men haven't got. You can skip the funny stories. Most of them that are suitable for public presentation have been dulled by years of use.

But there are many amusing incidents that you've observed among golfers—pros, amateurs, men and women—that fit into any talk to illustrate a point or to remind the listeners that they are kin to all golfers in having some unexpected happening in the game bring laughs.

Names Make News

In a pro's talk, as in a newspaper, "names make news." When you run in some comment or story on a noted pro or amateur that takes the listeners behind the scenes of golf you always interest those who are hearing you.

A sure-fire detail for the pro is to talk about points of various star players' styles. If you can illustrate this with a club during speeches or on television; so much the better. Everybody who's in your

audience wants some tip to help his own game or to enable him to gossip with some understanding, about the way the stars play.

The five fundamentals of form that the PGA Instruction Committee recently publicized make excellent material for a talk, or for a series of five radio or television shows. In presenting this material, refer to slight variations that some stars use in the endorsed fundamentals. Or, if you happen to know how some star apparently doesn't adhere to one of the five points, tell how the player makes the necessary adjustment.

Another feature that always interests golfers is a talk on common errors and how to correct them. Particularly does the average golfer want to hear expert close-ups on errors of judgment the stars have made at critical points. This, of course, has to be diplomatically handled with reference to almost anybody being able to second-guess. The very interesting part of golf is in so much of it being played between the golfer's ears. Trying to determine what a player has been thinking about—if anything—is good exercise in research and dramatics.

This subject of mistakes brings up a matter on which not much has been said in pro talks to the public: how to play a course. Harold Sampson's article in April *GOLFING* on lowering scores by playing the simplest shots the conditions permit received surprisingly large and favorable comment from the magazine's readers and made plain that it's a phase of golf in which average golfers need and want more instruction.

Blackboard Illustrations

In putting on a talk about this subject a blackboard is desirable so the pro can sketch conditions and be understood clearly. The blackboard always is very helpful when the pro is making a talk on the rules of golf. The rules can be made a highly interesting and entertaining subject. The fact that the British Open championship was lost last year by misunderstanding of the rules shows how much drama there is in them. The U.S. Open of 1928 in which Roland Hancock misplayed a critical shot because he thought he was not allowed to sole his club on a small mound which a mower had scalped is another example of costly misunderstanding of the rules.



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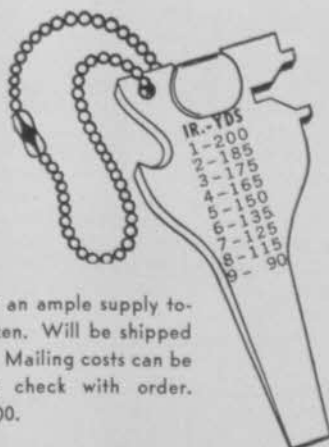
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— yet fits in your watch pocket! Many pros and greens committees have purchased one for each member to encourage players to fix ball pits on the green. It saves much work, time and money.

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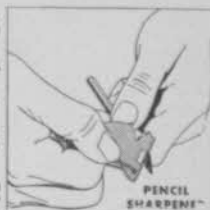


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MET PGA ELECTS INGLIS PREXY, 23rd TIME

Johnny Inglis, Fairview CC, was elected pres. of the Metropolitan Section of the PGA for the 23rd time at the section's 1950 annual meeting at the Park Sheraton hotel. Johnny's superb judgment, unselfishness and knowledge of every phase of golf and golf business, are rated by his teammates as giving them the best guidance any group of pros can get. With Inglis were re-elected: First vp Al Brosch; Second vp Ben Roman; Treas. Ralph Leaf, and Sec. Jack Sabol. The Met. section has 221 members; 140 of whom are Class A. The meeting endorsed the five points the PGA national instruction committee recently named as features common to most stars' playing.

References to situations at the pro's own course or other well-known local courses, also make the talks on wisely playing a course, or a talk on the rules, helpful as well as interesting.

In collecting interesting historic material the pro may have to go to the local library or may be able to get some information by getting permission to visit a newspaper sports department library or "morgue." However the pro who is doing much of this radio, television or other speaking work, ought to have his own library or reference works.

The United States Golf Assn. (73 E. 57th St., NYC 22) record book of championships and international matches and its year book probably are around the pro's club, if it's a USGA member. The PGA Tournament Record Book may be secured from the PGA, 134 N. LaSalle St., Chicago 2, for \$1. There hasn't been a 1950 edition of the Golf Officials Guide but the 1949 edition which may be bought for \$1 from A. S. Barnes & Co., 101 Fifth Ave., NYC 3, contains much valuable information. Barnes also published Frank G. Menke's "New Encyclopedia of Sports which contains considerable historical material on golf. Barnes' new book, "My Greatest Day in Golf," edited by Darsie L. Darsie, has a great deal of close-up material from many great players.

The Golfers Handbook, published at 56 Annandale St., Edinburgh, Scotland, although detailed on British golf, has a

great amount of historic and statistic information.

The best book on American golf history is H. B. Martin's Fifty Years of American Golf. That now is out of print, as is another very interesting American book, Scotland's Gift—Golf, by Charles B. Macdonald. That great old Badminton Library book on golf, also is out of print. Second hand book dealers, such as Jack Level, 42-05 Layton St., Elmhurst, N.Y., who specializes in golf books, may be able to secure copies of these out of print books at reasonable prices.

Snead "Shooting Par" On London Record

"Shooting Par Golf with Sam Snead" has been produced by Frank Nichols for London Records and is getting big sale at record shops. Sam is interviewed by his assistant Garry Nixon and goes thru details of a lesson tee session with recitals of some tournament experiences as a change of pace.

It's a good job in Sam's direct and simple hill-billy delivery. He puts a strong plug for his fellow pros into the record and the leaflet which accompanies it. He says, "I've had golfers come to me thinking they were doing exactly as they'd been told but they'd gone astray in following instructions. Every other professional has had the same experience. There are times when we in pro golf discover we ourselves are not doing what we think we're doing with our stance, grip and swing."

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New 18-hole Course Ready At Univ. of Illinois

University of Illinois new 18-hole course is the latest of the major midwestern university courses meeting the demand for championship golf facilities that also will handle a large volume of play of average golfers. Stretched out to the backs of the long tees the course will play nearly 7000 yds. The new layout replaces a 9-hole course which will be converted into base-ball diamonds and a field for other sports.

The Illini course presented an interesting problem to the architect, C. D. Wagstaff, as it was 169 acres of flat farmland and, barring convenience, not a likely looking spot for a first class course. Golf architecture and landscaping requirements were met in excellent shape by the construction of a 7 acre rambling lagoon which supplied earth for constructing rather high, but natural-appearing, greens.

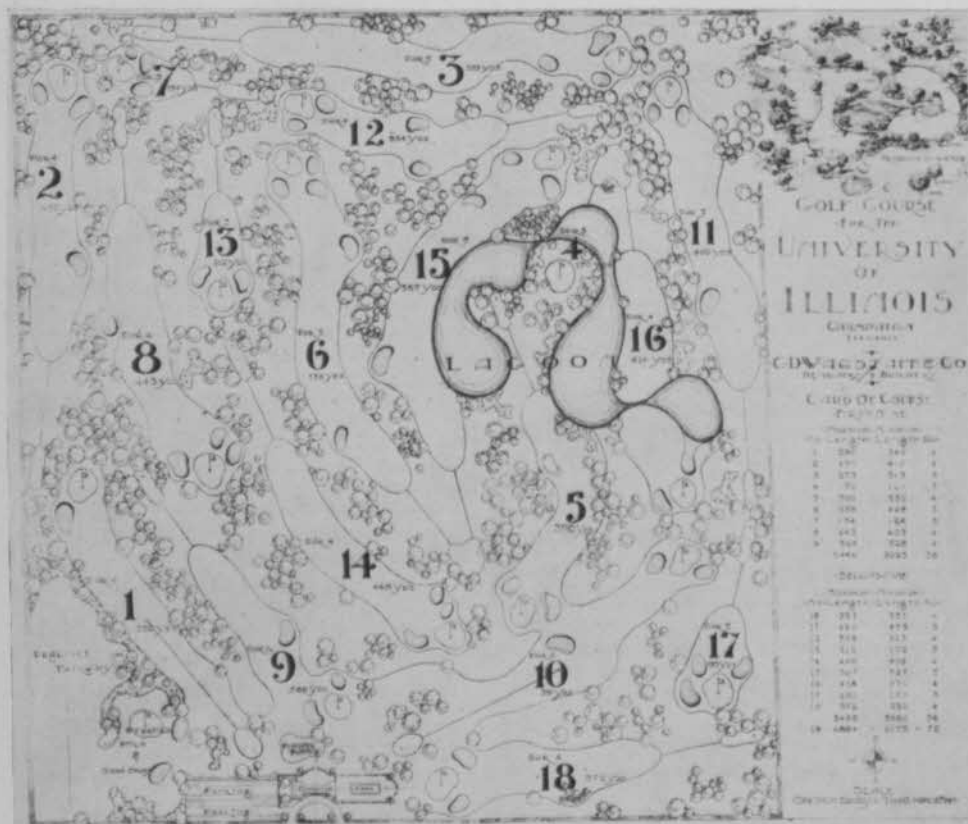
The lagoon serves as a testing hazard on



C. D. Wagstaff

two holes of the first nine and three holes of the inward-bound nine. It also functions as a reservoir. Considerable planting of trees and shrubs also has transformed the prairie area into a scenic site.

Wagstaff, an alumnus of Illinois, designer of a number of courses and responsible for some notable landscaping jobs, planned a big task of earth handling in changing the Illini site into a finished golf



General circulation plan of new 18-hole course at Univ. of Illinois which transforms 169 acres of flat farmland into beautiful 6800-yd. landscaped golf plant including 7-acre man-made lagoon.



Engineers and operators with earth moving equipment used in excavating lagoon which provided earth for raised greens and serves as a reservoir for water supply which comes from deep wells.

course. The great advance in equipment and methods of moving dirt that began with wartime jobs is impressively reflected not only in the appearance but in the cost sheets of the job at the University of Illinois course.

The new course gets play from the 19,500 undergraduates and graduate student body of the university and about 4,500 of the

faculty and staff and citizens of Urbana and Champaign to whom course privileges are made available after university play is handled.

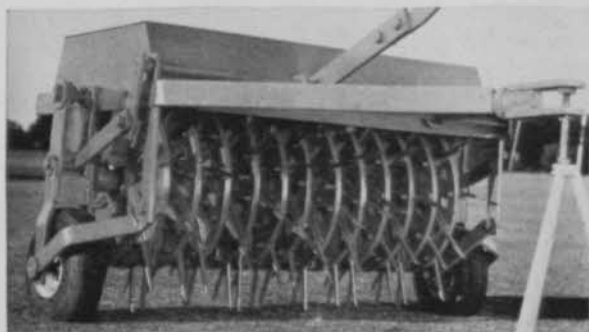
Design features of the course include No. 5 and No. 14 greens being located near the clubhouse for the convenience of those who have time only for playing a few holes. First and 10th tees, 9th and 18th greens,

BETTER TURF - THE NATURAL, ECONOMICAL WAY

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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.

An indispensable implement especially designed for properly, quickly loosening and aerifying soil to encourage abundant, healthy turf development and watering efficiency. In every four sq. ft. 100 hollow, high carbon spoons of lasting durability remove $\frac{1}{2}$ in. plugs of compacted soil to an adjustable depth up to 4 inches — without injury to the turf.

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.

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At Last!

LOW COST CRAB GRASS CONTROL

10% TAT C-Lect controls crabgrass and fungus in putting greens.

13% TAT C-Lect Fortified simultaneously controls crabgrass and weeds on fairways, aprons, tees.

Accept No Substitutes!

These outstanding concentrates meet all your requirements, spell real economy. With 10% TAT C-Lect you keep a 5,000 sq. ft. green crabgrass-free

at only 57c per treatment!

With 13% TAT C-Lect Fortified you *kill crabgrass and weeds simultaneously* on fairways, aprons, tees, for only 25c per thousand square feet per treatment—

less than \$11.00 per acre!

10% TAT C-Lect is a new high concentration of solubilized phenyl mercuric acetate—at new low cost. 13% TAT C-Lect Fortified is the *only* product containing phenyl mercuric acetate and a specially coupled 2,4-D weed killer *in the same solution*. Check these prices—see how they fit into YOUR course maintenance budget!

10% TAT C-Lect

Single gallon	\$ 13.90
4-gal. case	11.12 per gal.
5-gal. drum	9.45 per gal.

13% TAT C-Lect Fortified

Single gallon	\$ 16.00
4-gal. case	12.80 per gal.
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TAT CHLORO #8

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of course, are convenient to the clubhouse as is the practice putting green. The first and second nines are intermingled and no two consecutive holes are parallel. There is a practice fairway and a practice green for pitch shots, also close to the clubhouse.

A road running through the course is laid out to facilitate maintenance. The



Mounds of earth piled high form the foundation on which the architect has been able to build interesting and varied contours for fairways and greens that otherwise would be flat.

road connects the clubhouse with the university airport which adjoins the course on the southwest.

Water supply is from a well which provides 650 gals. per minute. A complete watering system is installed.

There is parking area for 135 cars. Buses run to the course every hour from three terminal locations on the university cam-



Natural sloping greens and newly planted trees and shrubs overcome disadvantage of original prairie as U. of Illinois' new golf course takes final shape.

pus. The buses provide free transportation to students and faculty from 6 a.m. to 6 p.m., daily except Sunday.

Douglas R. Mills, director of athletics for the university, was in charge of the university's end of the project. C. W. Lyon, business mgr., University of Illinois Athletic Assn., is teamed with Mills in conducting the operation of the new golf plant.

Etonic Shoe Offers Prizes For "Daffy" Shots

Charles A. Eaton Co., Brockton, Mass., makers of Etonic All-Weather golf shoes, is conducting a "daffy" shot contest to award prizes to amateurs making the screwiest golf shot between May 15 thru Sept. 15, 1950. The contest should stir up plenty of excitement as a goodly percentage of the shots made by average golfers are decidedly daffy. GOLFING Magazine ran a similar contest some years ago, and without the valuable prizes Eaton offers, and the magazine's editorial staff almost went daffy going over the entry letters.

Details of the Eaton contest are simple: First a golfer must have made a peculiar, funny or ridiculous golf shot. Then he describes the shot in a letter to the Eaton company and states that he owns a pair of Etonic All-Weather golf shoes. There are no essays to write, and neatness does not count.

The amateur golfer winning first prize will be awarded a 21-jewel Hamilton watch. His home club professional will be awarded a full week trip to Pinehurst, N.C., and he will be allowed to bring a guest of his own choosing. This is a pro-amateur type of tournament and is just in reverse of the usual pro-amateur play. In this one, the amateur carries the load, if he wins, his pro also receives a prize.

Some of the other prizes to be awarded are a deluxe Zenith portable radio, custom-made doeskin slacks, a full shoe wardrobe of Etonic All-Weather dress shoes, consisting of a pair for fall, spring and summer, and a handsome cowhide "Two Suiter" suitcase.

Monthly winners are also eligible for the prizes. The monthly winners will receive an unique cigarette lighter. It's a trick combination of loving cup fitted with an Evans cigarette lighter.

The prize entries will be judged by Herb Graffis of GOLFING and GOLFDOM, Robert Harlow of Golf World, Aileen Covington of Golf News, and Fred Baker, pro at the Maplewood (N.J.) CC.

Troon Club, British Open Host, 72 Years Old

Troon GC on whose 6,583 yd. championship Old course this year's British Open will be played, July 3-7, is 72 years old. Troon's first course was 6 holes, fairways of which were nibbled out by sheep in pens that were changed according to fairway architectural requirements. The Portland course of the Troon GC is newer and shorter (6,024 yds.) and no push-over. Sarazen took 85 on it in the 1923 British Open and failed to qualify. Hagen took 84 on it that year and tied for 80th among those who

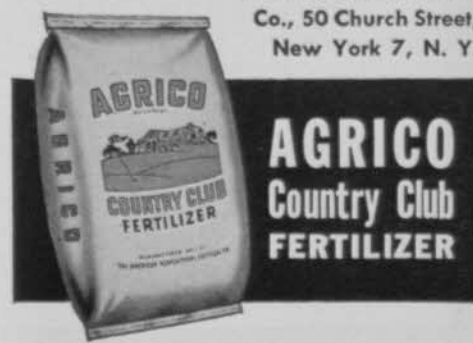
"AGRICO-GROWN TURF —FED FALL AND SPRING *Really Stands Up!*"



"IT is my practice to use AGRICO COUNTRY CLUB Fertilizer both in Fall and Spring, on my fairways as well as my greens," writes Frank Grandolfi, for 27 years greenkeeper at Elmwood Country Club Inc., Elmsford, N. Y. "By feeding both Fall and Spring, instead of just once a year, my fairways always respond beautifully and keep in excellent condition throughout the playing season. I heartily recommend AGRICO COUNTRY CLUB Fertilizer and suggest that fairways be fed twice yearly."

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qualified. That was the only previous time the British Open has been played at Troon. The club also has a children's 9-hole course now recovering from damage done by use as a war training ground.

Charles Yates of Atlanta won the British Amateur of 1938, the only time that event has been played on a Troon course. Hector Thomson and Chas. Gibb, Jr. share the amateur record of 68 on the Old course at Troon. The pro record of 69 was made by Joe Kirkwood and the late Mac Smith.

There are also three municipal courses at Troon; one of them a course for boys and girls under 16.

Central NY PGA Holds Spring Meeting

Central NY PGA held its annual spring meeting and business conference at Onondaga CC, Syracuse, N.Y., April 17, with Bill Mitchell as host pro.

Majority of the section's members attended. Members of neighboring sections and many club officials attended the afternoon clinic at which Horton Smith was the headliner. Horton's presentation of swing theory and reality was rated very high by pros and officials. The Central New York pros report that Horton brought them a great round-up of instruction methods and PGA information and say that any section which can get him on a date when he's loose will benefit greatly.

The section will again give its teaching and show program for Disabled Veterans at Bath Veterans Hospital, Bath, N.Y. This is a repeat performance of last year's work. It will consist of a big golf show with 20 pros taking part. Then the pros will take turns going over there for teaching and demonstrating work. Hospital sports officials are very enthusiastic about the good that has come from this work there and they are highly desirous of having the section do the same this year.

The Section unanimously nominated for National Office for the 1950 PGA meeting: Joe Novak, Pres.; Horton Smith, Sec., and Harry Moffitt, Treas. The Central N. Y. boys feel that these fellows are giving decisive action and are really getting on the ball.

In addition to the regular business the section also set up the following resolutions to introduce at the 1950 Annual Meeting of the PGA:

1. To allow resolutions to be amended and redrafted for clarity at the annual meeting, providing the subject and provisions of the resolutions are not changed. This has been needed for a long time. As now written, nothing can be changed.