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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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# Book Reviews

## **Golf Techniques of the Bauer Sisters . . .**

*By Dave Bauer. 85 pages and index. \$2.95. Published by Prentice-Hall, Inc., 70 5th ave., New York 11.*

Papa Dave explains simply what made Alice and Marlene the child wonders of golf. The major technical point is timing and Dave sets forth interesting details of getting essentials of swing movement coordinated to attain proper timing. That's material which will be helpful to most older golfers. The psychology of getting and keeping the kids interested in golf and in constructive practice is particularly valuable in view of the great and growing interest in junior golf.

The Bauer sisters' swings are shown in very clear frames from motion pictures and significant details are pointed out by Dave. The big backswings of the kids Dave thinks may subconsciously be shortened as they grow older but now fit their timing perfectly and are natural; without tightness or strain.

The concise book is unorthodox in some respects but Dave presents positive reasons for his conclusions. It's well worth study and will stir up lively debate, which the very pleasant and competent kids will avoid serenely.

## **100 Handy Hints on How to Break 100 . . .**

*By Mike Weiss. 118 pages. \$3. Published by Prentice-Hall, Inc., 70 5th av., New York 11.*

Mike Weiss, a businessman amateur who consistently scores well, has written a helpful primer, apparently with the practical advice of pro Ross Carino and judicious use of sound instruction material written by excellent pro instructors. Among this material are adaptations of the device in Douglas Edgar's Gateway to Golf classic, now out of print; and the "turn-in-a-barrel" idea of body turn that Percy Boomer brought forth in his book "On Learning Golf."

An especially interesting chapter is on how to play a course. The chapters on practice and putting also are good first-aid to the duffers.

In advising on how to get clubs that fit and on getting pro instruction, the book is valuable propaganda for pros and amateurs alike. The book is simple and has in it about as much as the average high-handicapper can absorb and use without getting himself so snafued with technicalities he forgets to hit the ball.

The errors in the book are concerned with comment and are interesting and non-

injurious. Among them are Mike's statement that there are 19,000,000 golfers in the U.S. and crediting Sarazen with invention of the flanged sand niblic. Wish there were 19,000,000 golfers in the U.S. Wish there were even 9,000,000.

**Now I'll Tell One . . .** *By Jack Strausberg. 96 pages. \$1. Published by Wilcox and Follett Co., Chicago and New York.*

Bob Hope's introduction leads into a collection of 267 interesting and amusing incidents in golf, baseball, football, boxing, horse racing and other sports. Jack's been collecting the material for years and has given them his clever illustrations. For a fellow who has checked as many sports stories as Jack Strausberg there are some surprising mistakes but they don't diminish the entertainment of the book. Jack tells one about Joe Kirkwood deliberately slicing a great shot at Brackenridge in a Texas Open, then illustrates the amazing shot by picturing a hook. Then, in telling about Jimmy Hines knocking Snead's stymie in to halve a hole in the 1938 PGA semi-finals and Sam winning the 36 hole semi-final from Jimmy, 1 up, Jack writes: "Snead took the PGA 1938 championship crown from Jimmy Hines . . ." Can't figure that one as Runyan won the 1938 PGA beating Snead, 8 and 7, in the finals. Don't let this correction tout you off the book as "Now I'll Tell One" is by a long way the most entertaining sports book we've read in years.

## **Slot Machine Loss Bump to Clubs**

Loss of slot machine revenue is proving to be a blow that's putting some country clubs into the red. Knocking out golf ball slot machines has slowed up ball sales. In some cases pros who used machines to move slow-selling balls as well as popular brands report 30 per cent ball sales reduction.

Country clubs aren't the only legitimate operations that are hit. Charitable organizations, veterans organizations and city clubs are wailing. The politicians lumped the clubs and charitable organizations with the gorillas who were bossing the organized racket phase of the slot machines. Through political protection solely in numerous instances the gorillas were able to demand that their machines be used in clubs and the mobs get a cut.

The gorillas are still in business.  
That's politics.

## U. of Mass. Annual Ten Weeks Winter School Begins Jan. 7

The University of Massachusetts announces the dates for the 21st Annual Ten Weeks Winter School for Turf Managers, open to superintendents of golf courses, cemeteries, parks and grounds, and their assistants, to other golf course employees, lawn builders, and turf managers of airports and highway developments, will be Jan. 7 through March 14, 1952.

The course is limited to 25 men each year. All applicants are carefully screened on basis of experience and schooling. Full high school education is usually required except for mature and experienced men.

The course of study includes construction of turf areas, evaluation of maintenance equipment, characteristics and adaptabilities of turf grasses, managerial problems, use of chemicals on turf, allied courses and agricultural engineering.

Turf nurseries and greenhouse plots are maintained on the campus for class study.

Tuition fee is \$25. Estimated expense for room and board is \$170. Final selection of candidates is made Nov. 1. Requests for registration information should be mailed to Roland H. Verbeck, Dir. of Short Courses, Univ. of Mass., Amherst, Mass.

## Experimental Plots in Sight For Midwest Supts.

In early July Midwest Assn. of G.C. Supts. met with officials of the University of Illinois at the Morton Arboretum, Lisle, Ill. (Chicago district) to discuss establishment of an experimental station. Of the 70 acres under University control, five acres were selected by Midwest members as those most closely simulating conditions thought to generally exist in various sections of the State. Next move is for the Midwest Ass'n. to furnish University officials with a blue print of their suggested layout, specifications and other essential details of constructing, supervising and operating the station, which the officials of the State owned University need in submitting their request for funds from the State Legislature.

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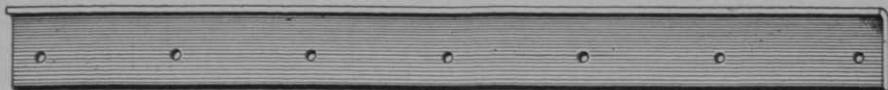
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## Deadline for Ryder Cup Point Reckoning Set by PGA

The 1951 Ryder Cup Team will be selected immediately following the Kansas City Open which ends on October 7, according to an announcement by the Executive and Tournament committees of the PGA. Under this arrangement all of the eligible tournaments on the PGA Summer schedule will be included in the computation of point standings for the team.

An official reception for members of the American and British Teams has been planned for October 22, in the Waldorf Astoria Hotel in N. Y. The British Team is expected to arrive in New York on that morning or the previous evening. Following the reception both teams will travel to Pinehurst, N. C., for the practice sessions. The matches will be played at the Pinehurst CC, November 2 and 4.

Standings of Ryder Cup point leaders (10 are selected as members of the team) on July 16 were as follows:

1. Sam Snead	1186 1/6
2. Lloyd Mangrum	924 53/60
3. Jack Burke	635
4. Jimmy Demaret	466 1/2
5. Ben Hogan	405 1/6
6. E. J. Harrison	351 1/2
7. Henry Ransom	315 1/12
8. Ed Oliver	302 1/3
9. Skip Alexander	276
10. Marty Furgol	264 23/60
11. Johnny Palmer	247 3/7
12. Chandler Harper	233 2/3
13. Clayton Heafner	220 5/12
14. George Fazio	198 1/4
15. Lew Worsham	181 1/6

## Carolina Junior Grows Up

Carolina 25th annual junior championship at Greensboro (N.C.) CC this year has a field of 233. It started with a field of 15. George Corcoran, Greensboro pro, at whose course the event has been played for the past 6 years says the field in a few years will exceed 300. Johnny Palmer, Skip Alexander, Harvie Ward and Montie Hill are among stars who got their first big competitive experience in the Carolina junior tournament. Carolina pros give the championship a lot of attention. They train the kids and accompany them to the affair. A pro's son, John Gerring of High Point, was co-medalist this year. The title was won by Lester Ward of Badin, 1 up, after 38 holes with Carter Terrell of Charlotte. The championship gets very strong coverage by Greensboro and other N.C. and S.C. papers.



## NEWS ABOUT TREES

(Continued from page 57)

house at the University of Illinois and inoculated with the virus phloem necrosis. In June, 1950, these same trees were again inoculated with the virus. One tree died in October, without conclusive evidence of cause. The remaining eight have thrived for two summers with two inoculations. Thus, basic assurance of resistance to phloem necrosis is favorable.

Now offered to the public for general planting for the first time, the Augustine Ascending Elm has been given the protective dignity of established status through copyright and a patent application. Propagation is supervised by the Association, and careful registry and study of all trees is continued.

### Conforms to Course Landscaping

Special interest of greenkeepers is aroused because of characteristics important to the enclosure rows as well as appearance of golf course landscaping.

The stately form of the Augustine Ascending Elm permits effective plantings in avenues for ornamental effects or functional wind breaks, boundary markers, etc. It is also suggested in small groves planted quite close together for massive effects, or in groups of two or three for accented landscaping, and singly for shade and beauty.

Effective landscape treatment is created against broad vistas where massive crowns might appear overly-heavy.

Clean growth of crown and absence of overhanging branches protect lawns against excessive shade, while large leaves provide ample shade for comfort of players.

The Augustine Ascending Elm has neat root habits and raises the ground very little, thus protecting turf from upheaval of the ground.

Sturdy tap roots and stout trunks insure firm anchorage and resistance to elements.

### PGA Ass't. Tourney Dir. Dies

William Shaver, 53, assistant to Howard Capps, PGA Tournament Director, died July 31, in a Milwaukee hospital of cerebral hemorrhage after collapsing on the first tee at Pabst Blue Ribbon tournament. He was ass't. to Pat Markovich, Professional at Richmond (Calif.) GC before taking up his new duties with the tournament bureau at time of PGA Championship, June 27.

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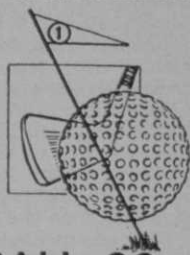
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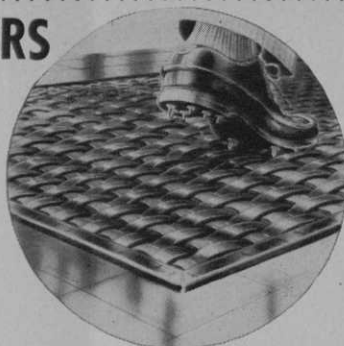
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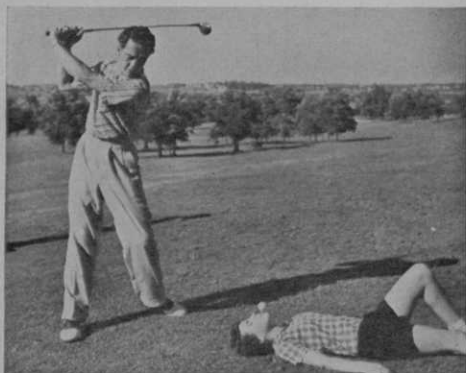
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## HAHN'S SHOW GETS MANY BOOKINGS

Paul Hahn, professional formerly at clubs in Hawaii and California, is getting fine press notices on his exhibition tour



which included more than 50 outdoor and indoor shows at golf clubs in June and July. A new-comer in trick golf, Paul winds up his programs conducting a golf clinic which has won plaudits from many pros.

## UNIV. OF MICHIGAN BUILDS

*(Continued from page 50)*

guests. The old long row bench has been done away with and in its place small benches have been used whereby we can service as many and yet maintain a more congenial atmosphere. We have also furnished the room with round tables and chairs for the convenience of small groups.

In addition to the player facilities on the first floor there is an apartment for either the manager or the caretaker. It consists of living room, kitchenette, bedroom and bath with decorations carried out in the same style as the lounge and snack bar.

Full use has been made of the basement. In addition to the utility rooms are several fine storage rooms, but most important of all is the 75 x 130 foot room underneath

the locker-room with sand floor which will provide facilities for year 'round practice. Driving cages are located at one end of the room, a composition putting surface at one side and the remainder will be used for other phases of the game. All in all the clubhouse is a valuable addition to our athletic plant.

## INTEGRATED DISPLAY

*(Continued from page 53)*

Some pros hesitate to make bold displays of merchandise for fear the merchandise might become shopworn. The answer to that is to have the shop boys keep the shop clean and the displays dusted, and to change the displays frequently. GOLF-DOM reported that one wise pro was doing unusually large business in nylon bags by keeping them where they would be handled and when a bag got slightly soiled he'd offer it at a slight reduction in price. The price reduction idea worked so well the practice of slightly soiling bags to have them bought quickly got to be quite an art.

Study your shop and discuss with your wife and your assistants how the store display and sales idea of integrated selling could be applied. Look at the way the stores and store windows use the integrated principle.

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And while you're studying this way of moving merchandise, give attention to the possibility of too much of your display being in cases and on shelves that are hard to get to and virtually discourage the purchaser. Open table selling has been the biggest money-making display operation that's come into pro shops for years. The open display enables the merchandise to sell itself and the merchandise properly and conveniently displayed often can do a better job of high-pressure selling than the pro or his shop assistants ever would dare attempt.

July and September I switch the shop around completely so when a member walks in he thinks he is in a brand new show-room. That pep's up buying.

"Our trade-in business is simple. We have 400 caddies on our list. They have fathers, brothers, uncles who are looking for good used clubs. This caddy sales force is very effective. Because of what caddies are earning now and their wide field of acquaintance there might well be some pro thought given to the sales promotion possibilities of the caddies.

"We also have a lot of office employees in Detroit looking for bargain values in used clubs.

"The shop-to-shop exchange has been great for us all in the Detroit district. It should be highly recommended to other districts as it gets the boys pulling together, selling together, exchanging goods and ideas in friendly and profitable relationship."

Jack Schneiderman, Mount Pleasant GC, Leicester, Mass., believes in closing-out merchandise that hasn't moved in the big-selling months of the season. Jack thinks the risk of changing models or styles warrants marking down any surplus or slow-moving stock and turning it into cash. His opinion is that the greater part of such merchandise is bought by people who other-

## PROS EXCHANGE STOCKS

(Continued from page 36)

moving) and send them to Uslac, Maguire, Belfore, Smith, Shannon, Rutan, Watrous or any other of the near-by pros and pick up 25 shirts he has, or exchange for balls, umbrellas, shoes — anything. He is welcome to do the same thing with me. We keep passing goods back and forth all season.

"If a man comes into my shop and we are out of what he wants, or he needs an odd size, we get on the phone, call the other boys and 9 times out of 10 we'll have what the man wants before he leaves Red Run.

"We haven't found the answer to getting big buying after mid-summer but always in

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wise wouldn't be sold and those who have bought early in the season have been satisfied by the months of use they got ahead of the late buyers.

Schneiderman also says he has no trade-in problem as all trade-ins are sold or GIVEN to his caddies. "There always is some kid or kids who can use a change in clubs and the pro can use the trade-ins to encourage the caddies," Jack adds.

### SPALDING TRU-FLITES IN NEW BOX

The new Tru-Flite golf ball box now being distributed by A. G. Spalding & Bros., Inc., with an action designed tip-up flap makes an eye-catching display for counter or shelf use.

### NEW GRIND OF PEAT FOR SPREADERS

Michigan Peat, Inc., 267 5th Ave., New York, announce a newly developed "fine grind" form of their Michigan peat, which permits its uniform flow through spreaders for top-dressing. Widely used for its moisture retention qualities in protecting turf through hot weather, the convenience and labor economy of the fine-grind form already has broadened the demand for Michigan peat in the golf course management field. Detailed information from the company's New York office.

## Johnny's Youngest Pupils Get Started Right



The veteran John R. Inglis, pro at Fairview CC and perennial president of Metropolitan PGA is starting golfers as young as 4 years of age. These youngsters, Toni Ruth Manning and Skeeter Dunn are beginners with the Bristol Cadet set of a 29-in. driver and three irons. For older children there are the Bristol Sub-junior set of 35-in. driver and three irons and the Bristol Junior set with a 39-in. driver and four irons. Inglis says the little kids with their own clubs quickly get pretty fair swings, develop a keen interest in playing and learn golf etiquette right at the start.

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## Club House

Air conditioning equip.  
Athletes foot preventives  
Bath mats  
Bath slippers  
Bars  
Deodorants  
Disinfectants

Floor coverings  
Folding Table (Banquet)  
Kitchen equipment:  
Dish washers  
Frozen food storage  
Ice cube machines  
Slicing machines  
Link Type Mats   
Lockers

Menu Service  
Movies of golf subjects  
Playing cards  
Printing  
Runners for aisles   
Rugs   
Showers  Shower mixers   
Step treads  
Towels: bath  face

Send information to: Name ..... Club Title .....

Club ..... Address .....

Town ..... Zone (.....) State .....

