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and irons you'll find*

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**LAMKIN LEATHER COMPANY**  
406 North Aberdeen Street • Chicago 22

## Egyptian Bermudagrass Strain Has Many Merits

By ZAKI MAHDI

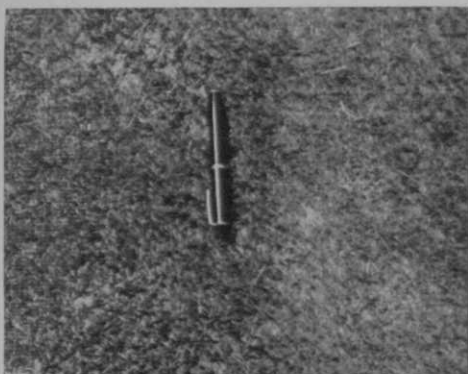
College of Agriculture, Cairo, Egypt.

UGANDAGRASS which is a strain of Bermudagrass (*Cynodon dactylon*) is not a newcomer to golf courses. It has been used in Egypt for over 50 years. Its success has proved its practical value for putting greens and fairways. Many observations indicate that Ugandagrass is far superior to the common seeded Bermuda in many aspects. This fine textured grass will compare with the putting qualities of bentgrass or ryegrass. In regions of Mediterranean climate like that of the southwestern parts of the United States, it produces an excellent turf of first rate quality. It is very aggressive and forms a fine dense sod without being spongy.

In the Gezira Sporting Club, Cairo, Egypt, which many believe to have some of the best golf turf in the world, Ugandagrass had been planted about 25 years ago and it has maintained itself against all competition of common seeded Bermuda and weeds. This is due to its rapid growth rates and its quick healing ability when injured.

The good turf of Ugandagrass in the Gezira Club is maintained on a type of soil that is far from being ideal. The soil is very compact; it has layering conditions, irrigated by surface flooding and it has a low fertility level. However, Ugandagrass is growing well in spite of these unfavorable conditions and not because of them.

To secure high-quality turf of Ugandagrass with well-developed deep root system, watering practices should be adjusted to its requirements. This grass is a warm-season grass and needs constant irrigation in moderate quantities during the summer months, which is its active



Common Bermudagrass does not invade Uganda.

growing period. It grows slowly during periods of low temperatures and cannot be forced into rapid growth by watering. Excess watering during its dormant season in winter will encourage weeds and undesirable types of grass at the expense of Ugandagrass.

Unfortunately this grass has the same undesirable characteristic of other Bermudas, turning a displeasing yellowish brown in winter, but comparatively it has a higher cold tolerance and retains green color longer than common seeded Bermuda when the low temperatures hit. No information is available yet as to the cold resistance ability of Ugandagrass and its aggressiveness compared to that of the new improved strains of Bermuda, like U-3, Everglades and Tifton. Experiments along this line will be of great interest to all regions where Bermuda is used.

High fertility level, especially nitrogen, should be maintained, especially during the spring and summer. Because of the rapid consumption and loss through leaching, nitrogen should be applied periodically, at monthly intervals. The balance of available phosphoric acid and potash to nitrogen should also be maintained, and if soil tests show deficiency of these two major nutrient elements, then measures should be taken to add them to the turf.

Ugandagrass can adjust itself to wide range of soil reaction. It can grow successfully on soils with pH around 5.0, and it is able to tolerate alkaline soils with pH around 8.2. It is growing successfully in Egypt on soils with pH around 8.0. Apparently this alkaline soil accompanied by dry climate are the main factors accounting for Egypt having almost a disease free turf without using any chemicals.

Ugandagrass is a low growing, sod-forming perennial which spreads by creeping stems, either below or at the soil surface. It requires hard brushing and frequent topdressing to prevent undesirable graininess. It is propagated vegetatively since no seed is available. Experiments have to be done to determine the degree of viability of the seeds before propagation by seeds is to be used.

---

Fred V. Grau's "Lawn Grass Letters" have won high favor with home lawn owners. Circulation of the bulletin now is in the thousands. Lot of interest to supts. in the letters. If you want to get on the list write Grau at his nursery office, P. O. Box 177, College Park, Md.

# The SCOGGINS PLAN for 1956



. . will make your pro shop sales program sparkle with fresh interest for your golfers . . . and more profit for you.

● Merchandise readily identified as outstanding values . . . a Policy designed to emphasize the superiority of modern pro shop sales and service . . . a Sales Organization experienced in helping pros increase their volume, prestige and profits.

#### **THESE SCOGGINS SALESMEN ARE READY TO SERVE YOU:**

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## **SCOGGINS GOLF SUPPLY COMPANY**

Dunedin, Florida

HOME OF PGA NATIONAL GOLF CLUB

# Club and Ball Increase Far Behind Other Price Rises

By HERB GRAFFIS

Professionals and manufacturers now are smack up against an increase in club and ball prices.

Rubber for thread has almost doubled in price and cover stock prices also have increased considerably.

Labor costs are reflected in the increased prices of raw materials for clubs and balls and substantial rises in labor costs also are shown in the manufacturing processes necessary in making clubs and balls.

There is nervousness among pros about the possible effect the club price increase may have on the market. The worry is somewhat eased by realization that the increase in pro margin and the probable increase in net income will help balance the tremendous rise in pro department operating costs. But still the pro is inclined to fear that the slightly higher prices in the better grade of clubs will reduce the volume of business.

This attitude may disclose a need for a lot of education of the golfing public and the professionals. For the truth is that few are aware that the increase of golf club prices from the end of World War II to the 1956 lines has been less than the percentage of most items in the "cost of living" statistical compilations, and decidedly lower than the percentage of increase in entertainment, automobile, public transportation, housing and other expenses that figure prominently in the American way of living.

## Slow to Raise Prices

Unfortunately, nobody in the golf business has gone into this delicate matter of reminding the golfer that golf equipment has stayed back in the matter of logical price increases.

Club members know how prices of products and services in their own businesses have jumped. They've seen the prices of liquor increased and, often, the quantity per drink reduced at their golf and city clubs and have accepted this increase in

cost as inescapable. Food prices also have been hiked.

But, although the average country club member spends far more at the bar and for food at his club than he does for golf equipment, for some curious reason there is a hunch that an increase in golf club prices may arouse painful protest.

To me as a businessman and reporter this expectation of emphatic reaction against an inevitable but quite moderate increase in club prices is baffling. Golfers, even with the broad expansion of the game to a national pastime basis, are well above the average in income. This goes from the top private club membership to the players on public courses.

## Shouldn't Pro Make Money?

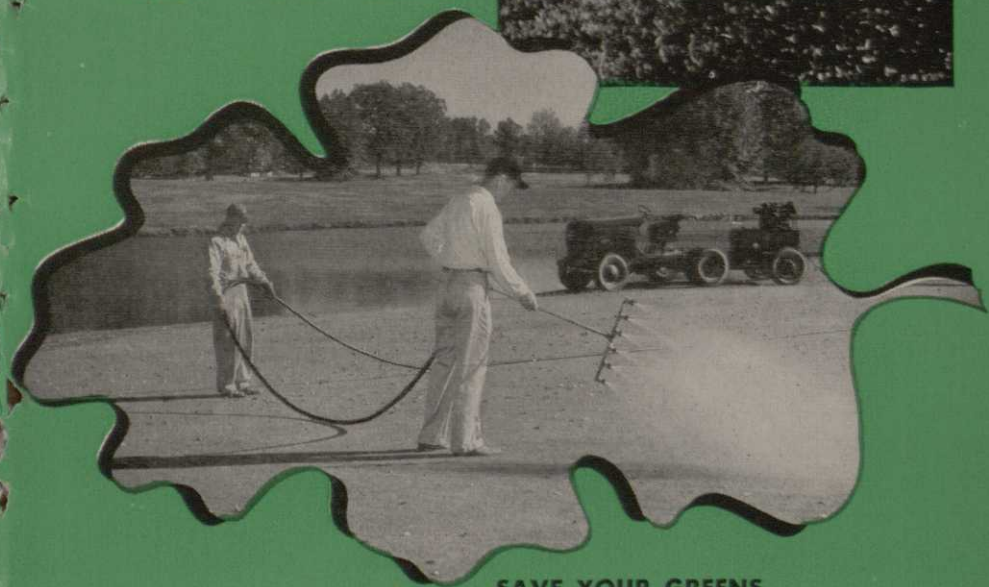
However there often is a curious attitude about the professional making money. I often have seen club members boasting of fellow members who have made millions by astute and hard-boiled operations in markets of essential commodities. But not very often have I heard club members bragging—with accuracy—about their pro making a very good income out of his job. I've heard plenty of statements wildly over-estimating the income of pros at clubs.

For some reason, lately, \$18,000 has been rather frequently mentioned to me by members of metropolitan district private clubs as the net income of their respective pros.

When I ask how many active members the club has, or how many bags are in the rack, the answer is usually about 300. Then I ask if the member thinks the pro averages a net income of \$60 a member and the reply usually is "hell, no; very few buy as much as I do from the pro shop." Then, by further questioning I learn that my friend and his family spend a whole lot less than he thinks they do at the pro shop.

Or sometimes I put the matter another way. I say that the pro is lucky if he can net 20 per cent on a seasonal business with a limited market and a lot of sal-

when winter comes snow mold strikes!



SAVE YOUR GREENS  
apply **CALO-CLOR**<sup>®</sup> before the first freeze . . .

. . . your costly turf will be safe even if the weather is ideal for snow molds: snow and freezing temperatures—followed by a thaw.

**THE COST IS LOW — THE SAVINGS GREAT!**

It costs less to treat 18 greens with CALO-CLOR than it does to repair a few spots of snow mold damage. One dose before freezing weather (only 3 oz. per 1,000 sq. ft.) keeps turf safe *all winter* in some areas. Where snow mold is extra vigorous—a mid-winter dose is recommended.

**CALO-CLOR**—recognized and relied upon by golf course superintendents for over 25 years as the most effective fungicide for snow mold prevention.

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## LIGHT MAKES HEAVY SALES

Frank Donovan, professional and owner of the Clover Hills 9-hole course at West Des Moines, Ia., makes providing golfers with equipment, apparel and supplies a strong feature of the very attractive and mutually profitable service at his club. Donovan's shop shows that light—natural and electric—sells what golfers need. Donovan brings the sunlight mood into his shop and spotlights equipment about the same way a stage manager draws attention to the stars. The north end of the shop has a display window that is kept lighted until 10:30 every evening. The window faces a well-traveled highway and plenty of business is originated by the view that motorists get of the bright shop. There's storage space under the window. That's handy for providing the right sizes or additional stock for display. The cap display suspended from the ceiling is colorful. Donovan features his "budget plan" for buying golf equipment and has many

aries, operating costs, insurance, shipping charges and other overhead that the member does know about. Then I ask if the member thinks that the pro does \$90,000 worth of business a season in his shop—which he would have to do to net \$18,000 out of the shop—or even could boost shop profits plus plenty of lesson income and club storage and cleaning up to \$18,000.

### Increases In Ten Years

Then, when a club official or member of a first class private club begins to see more about the financial facts of pro life he gets a better appreciation of the pro as a businessman.

Now on the club price situation; to

really know what the score is you might look over some comparative price figures supplied by Henry Cowen, pres., MacGregor Golf Co. The figures are representative of the price picture with other leading manufacturers.

The limitation order on club manufacturer in wartime was rescinded about in May, 1945. It wasn't until 1946 that the industry had anything like a normal production year. Even then the manufacturers couldn't get shafts, forgings and wood heads, grips, etc., equal to demand. So production naturally was heavier in the higher price brackets.

The highest priced 8-iron sets sold at retail for \$80 in 1946. Ten years later the



golfers buying top quality equipment on a "buy now—pay-later" basis. The south end of the shop has a display window that faces the first tee. While they're waiting to tee off they get an eyeful of tempting equipment. That display also is frequently changed to keep it always busy reaching for sales. This window usually features "Specials" that Donovan is pushing. The bag display rack is Frank's own design. It can be moved around. It solves a problem that has bothered many pros who have figured that there's just one place in their shops for bag display—often a rather out-of-the way place—yet know that they could sell more bags if they could keep the bag display looking always new. You'll see more good looking bags owned by players at Clover Hills than by members at many private clubs. The putter rack is of the "lazy susan" type that turns around. The movable rack in the left foreground is for approach clubs and wedges. Women's clubs are displayed in a special section not shown in these pictures. Donovan also has a special section of clubs for left-handers. There are just enough chairs to invite waiting and looking around in the shop. Flooring is rubberized tiling and like everything else in the shop is kept immaculate.

retail price is \$125, an increase of 56.25 per cent, which is less than the percentage of increase of most cost of living and housing items and a great deal less than the percentage of increase in most quality items that are not strictly essentials.

And here is something that will amaze most golfers: In 1946 the lowest priced irons sold at pro shops retailed at \$7.50 each. For 1956 the lowest priced irons are 50 cents less!

#### **Pricing Problem**

If anybody is scared that the higher prices are going to trim the pros down in the market by making golf too expensive, let him look at those lower priced iron figures again.

There is no rule that requires the pro to sell exclusively the top priced clubs. The only reason he does it is because he wants to supply his market with the best. That policy has worked out very much O.K. for the pros as they dominate the golf market and have dozens of other kinds of retail outlets fighting among themselves for the cheap business. But if a pro, after studying his market, sees that his price range should be extended to be a better fit for more economic brackets, he ought to direct his selling efforts accordingly.

It is a sure thing that the pro can—and does—get better clubs in the lower prices than most other retailers get, so if

he is sure that \$125 for an 8-unit set of irons is beyond a customer it's up to the pro to get the best at a price the customer can afford to pay.

But don't be too quick to down-grade the customer. Quality always has a strong and wide market value with a good salesman on the job.

### Wood Prices In Line

Cowen's figures on the woods also tell a story that shows golf has kept prices very much in line.

In 1946 the highest priced 4-club set of woods sold for \$70. The top 4-club wood set in 1956 models sells for \$90, an increase of 28.57 per cent—and that's surprisingly small over a ten year period.

The lowest priced woods that pros would want to handle as having value for their customers cost at retail \$10 each in 1946. A greatly improved club in the same class in the 1956 lines sells for \$10.75. The 75 cent increase means only a 7½ per cent increase in ten years.

Is there any businessman golfer who would complain about that increase as he thinks of the cost and price increases in his own business during the past decade? Or as the woman golfer thinks of her own shopping wouldn't she be happy if other items had kept prices in line with golf clubs?

Seed, fertilizer, water, maintenance equipment costs, and labor costs for golf course maintenance have felt the upward pressure of prices and the course superintendent and Green chairman know that nobody's getting rich by being forced to sell at the higher prices. Maintenance budgets will increase for 1956 at many of the better courses simply because the members want the best possible and know they'll have to pay for it.

The same condition exists in the selling of golf clubs.

### Cornwell Slated to Head Course Superintendents

Ward Cornwell, supt. Lochmoor Club, Grosse Pointe, Mich., has been selected by the Nominating committee of the Golf Course Superintendents' Assn. of America, as its choice for president of the organization. Election will be during the association's annual meeting which will be held at Long Beach, Calif., Jan. 5-10, 1956.

Other selections of the Nominating committee in naming men also to be elected for one year terms:

Vice presidents: Jack Gormley, Wolferts

Roost CC, Newtonville, N. Y., and Paul Weiss, Lehigh CC, Allentown, Pa.

As candidates for three positions on the GCSA Board of Directors, each to be elected for two years, the Nominating committee named Elmer Border, Olympic Club, San Francisco, Calif.; L. E. Lambert, Oakwood G&CC, Dodson, Mo.; Henson Maples, Pinehurst (N. C.) CC; John McNamara, Chartiers CC, Crafton, Pa.; Samuel S. Mitchell, Ponkapoag Golf Course, Canton, Mass.; and Roy Nelson, Golden Valley GC, Minneapolis, Minn.

The Mid-Atlantic Annual Turf Conference will be held January 17-18, 1956, at the Lord Baltimore Hotel, Baltimore, Md. Dr. E. N. Cory will be in charge.

### Hines Has Biggest Golf Car Operation

**J**IMMY Hines at Thunderbird GC, Palm Springs, Calif., has the biggest golf car operation of any pro department. Hines has more than \$50,000 personally invested in golf car service for Thunderbird's members and their guests.

The Hines investment includes \$25,000 in a building to garage and service the cars, and about \$30,000 in equipment and parts. There are 150 golf cars, 40 Hines-owned, garaged in the building.

Service is \$15 a month, which includes charging, normal maintenance and delivering the car to the first tee and taking it from the 18th green area. Hines has one man the year around on the car job and two men during the busy season.

Forty owners of homes bordering Thunderbird have their own cars. Some are two-car families, with the wife having a golf car of her own. Ten new homes building at Thunderbird have electric outlets in carports for charging golf cars.

Golf car rental at Thunderbird is \$8 a round for the new models.

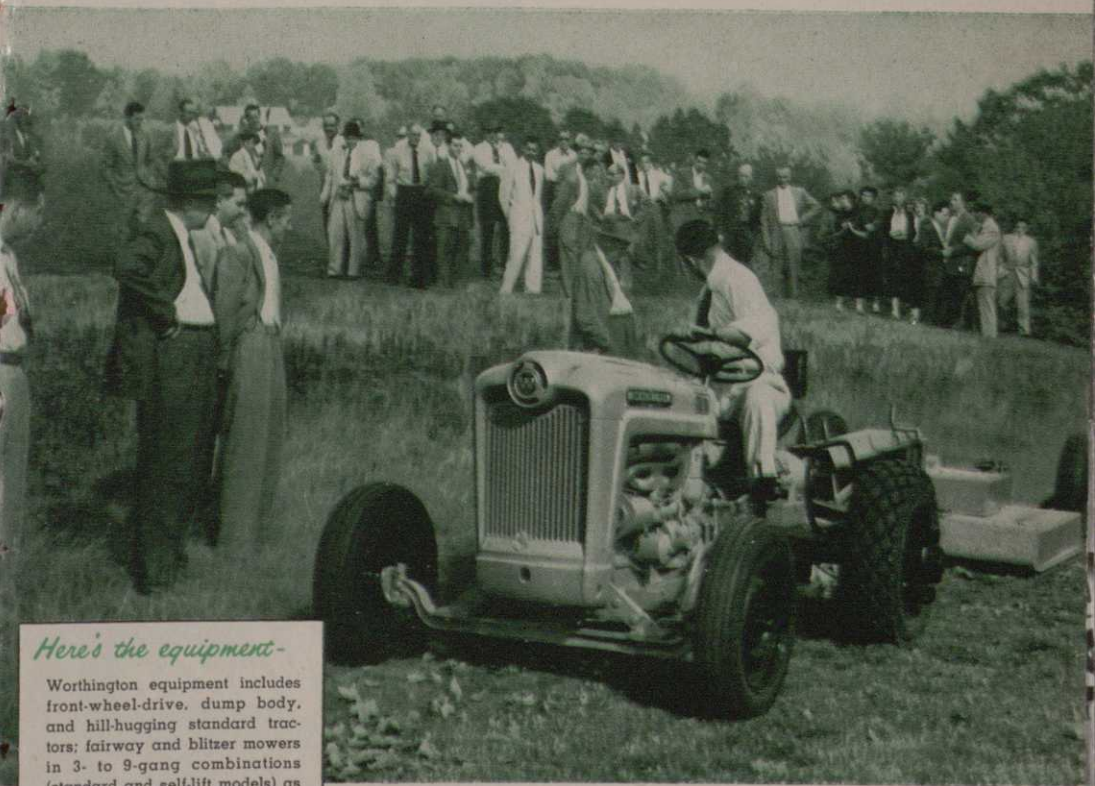
Jimmy says there's already a quite lively business growing up in used golf cars and need of care in making allowances on used cars to prevent the business getting into the risky situation of the used automobile business.

Requirements of attendants' services in handling the cars to and from the users at courses, garage and maintenance expense and depreciation involve amounts that require the pro providing golf car service to make careful study of his operating procedures, expenses and income, Hines emphasizes.



*Here's a statement you'll welcome!*

**" WORTHINGTON  
WILL DEMONSTRATE  
ANY TIME, ANYWHERE  
AND FOR ANYONE!"**



*Here's the equipment-*

Worthington equipment includes front-wheel-drive, dump body, and hill-hugging standard tractors; fairway and blitzer mowers in 3- to 9-gang combinations (standard and self-lift models) as well as self-powered and power-take-off rotary mowers.

*Here's what it does -*

Worthington units are designed for heavy-duty mowing on golf courses, parks, highways, estates, cemeteries, airports and institutions. Whatever your mowing problem may be, Worthington has the right answer with the right equipment.

*and here's the offer!*

Worthington Mower Company, through Authorized Dealers, will — with no obligation — survey your mowing needs and demonstrate the right equipment for your requirements at any time and any place. Just write us — we'll do the rest.

NOW, FOR THE FIRST TIME, you can have a "full-dress parade" and demonstration of the *right* equipment for your mowing problem. Backed by more than 30 years of experience, Worthington (*and their entire dealer organization*) is ready and willing to prove to you "how" and "why" Worthington mows more, mows better and mows *more efficiently!* Before you consider any new equipment, consider this offer— "Worthington would like to have you try *before* you buy"—then, and only then — will you know why Worthington equipment has always been preferred when quality performance is important.

*Write for your demonstration, today!*

**WORTHINGTON MOWER COMPANY**  
STROUDSBURG, PENNSYLVANIA



## SWINGING AROUND GOLF

(Cont. from page 34)

cocktails and dinner—for the teammates in club operation . . . Al Radko, NE director of Green Section, spoke at the dinner.

Union Printcraft International Golf Assn. wants to place its 1956 tournament at a resort having two 18-hole courses . . . The event will be held in early August and draws 180 . . . Timothy J. O'Leary, 8105 S. Peoria st., Chicago 20, Ill. is UPIGA 2nd vp . . . Write Tim.

Bob Russell, Chicago Daily News golf writer, says that in tournaments he's covered this summer the juniors have a long margin over the adults—amateurs and pros—in golf etiquette, general sports manners and knowledge and observance of golf rules . . . Russell impressed also by kids' good equipment and attractive dress.

Antioch, Calif. muni course enlarging from 9 to 18 . . . Wally Wallis, Daily Oklahoman (Oklahoma City, Okla.) golf writer, wrote absorbing column on Hogan "secret", citing three veterans of pro golf in Oklahoma; the late Sandy Baxter, Art Jackson and Jimmy Gullane . . . Jackson says Zell Eaton used the Hogan "secret" before Ben did . . . Reason for Ben having to alter his former method is given as basically Hogan's light weight . . . He had to use a lot of right hand power to get ball out with the big boys and was forced to experiment with left hand grip and inward wrist turn at the top to balance right hand power.

Joe Roseman, Jr., mower magnate, and pretty Mrs. Roseman featured with their seven youngsters in Chicago Tribune picture . . . Newest of the team are twins James and Patrick whose combined weight at birth, 17 lbs. 1½ oz., was an Evanston (Ill.) hospital record . . . Tom and Helen Ream making a long motor trip and having fun . . . Tom, long active in Chicago dist. club management, left Flossmoor CC, May 1 to relax for a while.

Jack Loss started with an ace and knocked in a score of 26 against par of 36 to beat pro Larry Bartoszek's record of 30 at Skaneateles (N. Y.) CC . . . New \$75,000 clubhouse opened by Kokomo (Ind.) CC . . . Has 360 lockers for men and 150 for women . . . Looks as though pro Bob Grant should be doing plenty business there.

Willie Hoare, who came from England

Here  
they  
are..

"Matched-in-Motion"  
Diatomic Clubs  
by Nadco

THE MOST IMPORTANT  
DEVELOPMENT IN GOLF CLUBS  
IN THE LAST FORTY YEARS!

So great will be the impact of DIATOMICS on your game . . . and so anxious is Nadco to bring you the complete DIATOMIC Story that a brochure has been prepared. To obtain your copy just wire Nadco . . . COLLECT! Today.

## "WOODS"

### 1. Diatomic Design . . .

"Matched in Motion" for uniform timing with every club in the set, coupled with controlled fabrication methods and materials that insure accuracy of direction—increased distance—more constant feel.

### 2. PowRlon Material . . .

Superior to wood. Impervious to moisture and has no tendency to crack, peel or chip.

### 3. Optical Face Insert . . .

Perfect target area. This PowRlon insert is thermally, chemically and mechanically bonded to head—No screws to loosen.

### 4. Balanced Sole Plate . . .

Locked in place four ways—perfectly balanced.



## "IRONS"

### 1. Vorium Material . . .

Newest advance in metallurgy—far stronger than steel, impervious to rust. Scuff proof soles in pitching irons.

### 2. Optical Face Target . . .

Contrasting face helps to line up shot. Color will not chip or peel.

### 3. Diatomic Design . . .

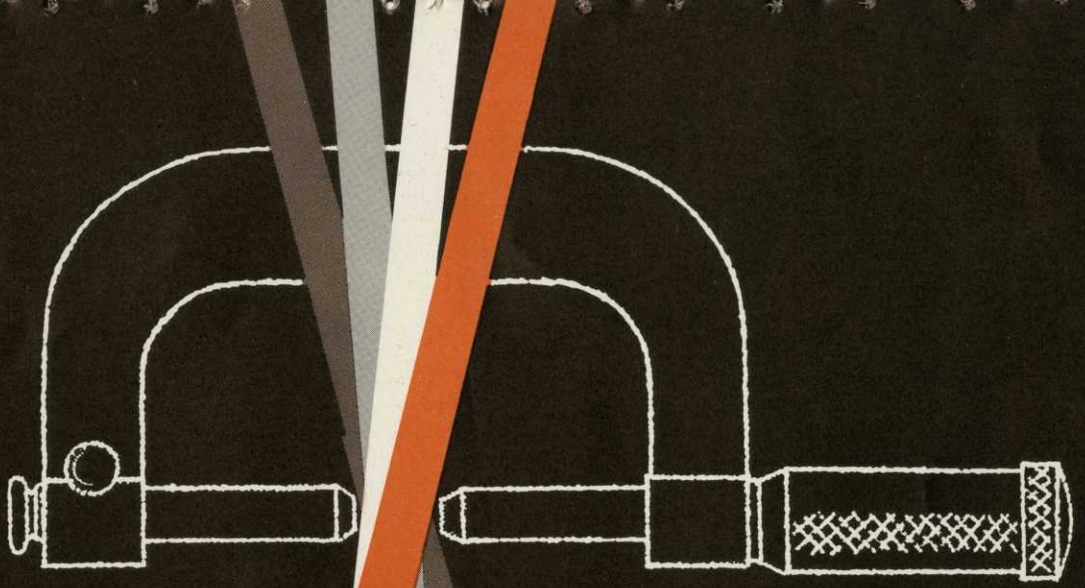
The "Matched in Motion" principle of design insures that each club plays alike.

### 4. Precision Controlled . . .

A new technique of manufacture insures that the Diatomic design is perfectly duplicated in each club.

*Nadco Sporting Goods Co.*

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# DIATOMIC

GOLF CLUBS

*sold exclusively by  
the golf professional*

*... scientific research brings new precision never before possible in golf club design*

# Diatomic Clubs "MATCHED IN MOTION"

## MODEL V-7 "IRONS"

Offering a two-toned, sandblasted face that will not tarnish contrasted with a satin-finished Vorium blade, the Model V-7 irons are as beautiful as they are functional. "Matched in Motion" for a truly identical feel, these are the most *playable* clubs ever.

Men's Right-Hand Clubs available in 38½" and 38" length and for a Light (L), Medium (M), or Strong (S) swing. Registered set of 9 (2 through wedge) — ea. club \$18.50. Putter \$14.40.



## MODEL V-11 MEN'S CLUBS (not shown)

**Woods . . .** Feature a deep navy blue head with contrasting white optical face insert. Matched and balanced to a degree never available before, these clubs are a real aid to every golfer. (Right hand only.)

Standard length, flex and weight. Registered set of 4 or 2 — ea. club, \$21.00.

**Irons . . .** Feature satin-finished Vorium blade with sandblasted straight line face scoring these precision-built irons promote sound form through their uniformity of feel and action. (Right hand only.)

Standard length, flex and weight. Registered set of 9 (2 through wedge) or Registered set of 6 (nos. 3, 5, 7, 8, 9 and putter) — ea. club, \$14.40. Putter, \$14.40.

## Ladies' Clubs (shown at left)

**Woods . . .** These superb quality clubs are in every detail the finest in women's golf equipment. Available in both Models V-7 or V-11, they are "Matched in Motion" to a woman's swing for the best playing results.

**Irons . . .** Built especially for women, these Diatomic irons are available in both models V-7 or V-11. They feature an appealing feminine color scheme coupled with the optimum design characteristics to promote sound form for the lady golfer.

Prices and number of clubs in set same as V-7 and V-11 men's clubs.

# Nadco

## MODEL V-7 "WOODS"

Feature a black ebony head contrasted with a white face insert that has been optically designed to aid in face directional control. These modern streamlined clubs are as perfectly matched as modern science can measure, and with the controllable materials used in their construction their accuracy is permanent.

Men's Right-Hand Clubs available in a 42½ or 43" length, and for a Light (L), Medium (M), or Strong (S) swing. Registered set of 4—each club \$28.00



## *Diatomic* —WHAT IT IS:

"Clubs that are *"MATCHED in MOTION"* with an actual scientifically developed centrifugal balancing machine that accurately duplicates the forces of the golfer's swing for maximum distance and accuracy — not just balanced for swing weight only."

To accomplish this, the design incorporates the optimum conditions for:

1. Increasing the moment of inertia about the longitudinal axis to reduce rotation—and thus increase accuracy of direction.
2. Simultaneously increasing the moment of inertia while moving center of gravity toward the toe of the club (increases distance).
3. Putting the centers of percussion on a proper line to intersect the ball when the club head is actually in motion. (Gives better directional qualities and a more constant "feel" of one club to the next.)
4. The application of a manufacturing process and new materials that permits accuracy of dimension and weight control never before available in a golf club. (Provides a new degree of consistency of clubs in a set that is essential to lower scoring.)

## NADCO CONTROL GRIPS

Nadco triple color tone, control grips offer:

1. Traction pattern prevents slippage.
2. Shape of grip locks club against turning.
3. Shape of grip indicates location of club face.
4. Lighter grip weight decreases overall club weight.
5. Lighter grip weight increases swing weight of club.
6. "Grippable" with all types of hands and climates.
7. Cushions the sting of steel—eliminates finger fatigue.
8. No blistering or soreness of hands.



## POW-R-FLEX SHAFTS

Because of the superior weight control in both the Vorium and PowRlon materials, it has been necessary for Nadco to have shafts of a much closer weight tolerance in order to give the golfer the full advantage of this new degree of accuracy.

Using a new type of shaft steel consisting of molybdenum, manganese, nickel and chrome this shaft has a smoother and faster action and reaction than the conventional shaft.

In recognition of the sound and well established engineering practice of minimizing changes in grain structure of all stress materials, the step-down formations of the Pow-R-Flex is in smoother flow than is the case with other type shafts—hence the greater strength and uniform flex action. The Pow-R-Flex shafts have the further advantage of being made under an exclusive process for elongation of grain structure.

The new Nadco Pow-R-Flex golf shafts are the closest weight controlled, and therefore, flexibility controlled golf shafts ever produced.

They flex more uniformly and have more consistency of feel to the golfer. This consistency of feel and consistency of equipment that has been the goal of the golf club makers has more nearly reached its peak in the Nadco clubs. This means that the golfer can take the same individual swing with every club within his set and expect optimum results from each shot—the only difference being as the lofts increase, the ball will travel higher.

No intuitive compensations need to be made for the equipment. It can be said that this equipment promotes good form by allowing the golfer to concentrate on one swing.

