Golf's newest, finest shirt — AIR-FLO — has the features that win quick sales.

Compare the AIR-FLO with any other golf shirts near its price range. You'll quickly see, as your players will, that no other shirt holds a candle to its new design advantages, smart tailoring and fine fabrics. Sizes to assure true fitting. Retails from $6 to $9 to assure quick turn-over. Write for full description of AIR-FLO’s complete line.

Exclusively through HOWARD SCOGGINS GOLF CO. DUNEDIN, FLA.

oversize" to Gene Sarazen is 3/16 of an inch; to Jim Turnesa it is 1/32 of an inch. Once again, this brings out the importance of factory terminology.

This completes our order for a set of woods placed by the staff member. You can easily see the impossibility of the task facing the factory in trying to build this set of woods accurately.

Iron Orders Also are Hazy

A typical iron order causes less confusion than the companion order of woods. However, we quite often receive an order of this type: "One set of irons, same as Pete Cooper's, same swingweight, same head weights, etc., only make clubs 1/2 inch longer and step up irons a little, and also make a little upright."

It is quite important to know that when a club is lengthened 1/2 inch, the swingweight automatically increases approximately three points. To keep the same swingweight on this set, we would have to remove 3/16 of an ounce from the head. A sixteenth of an ounce placed in the head or removed is equivalent to adding or subtracting one swingweight point. Of course, this same principle holds true in shortening a club; for every 1/2 inch that the club is made shorter,
three swing points are lost. Then, in order to compensate for the loss of head feel, obtained by shortening the club, we would have to add 3/16 ounces.

In making this club ½ inch longer, the pro undoubtedly felt that because his customer was tall, the clubs should be made upright. All well and good, but how much is upright? In knowing the factory terminology he would know that the standard lie on the No. 1 and No. 2 irons is 58 degrees and as we progress we change 1 degree for each club, becoming more upright, of course. The No. 8 and No. 9 irons, as a rule, have the same lie—64 degrees, and the pitching iron and sand iron have the same lie—65 degrees. Now that we know the factory specifications, and also remembering that on a 38 1/2 inch No. 2 iron deflection of ¾ of an inch is equal to 1 degree, why then it should and would be a simple matter to build the clubs exactly to specifications.

In asking for the irons to be “stepped up a little,” we really run into a tough one. Our factory remains constant in our lofts on iron clubs: 17 degrees on the No. 1 iron, 21 degrees on the No. 2 iron, and 4 degrees between each club, right down to the sand iron. At present, the competitive race of the club manufacturers, which is always a good thing, has led to a little confusion as to the lofts on irons.

Some brands believe that reducing the lofts on the irons will aid in more distance, which is true, and also swing Mr. Average Golfer and the pro into using their particular brand or brands. We remain constant on our lofts at present, choosing to allow the merits of the club to sell itself. Once again, in the final analysis, it is the home pro who will give the factories the answer as to what is the most desirable loft on an iron.

SUCCESSFUL SUPT.
(Continued from page 58)
become more important in their eyes, and again that is exactly what we are trying to accomplish with this sales campaign of letters.

Learn to Speak

Anyone who finds it difficult to talk to groups should take one of the many courses offered in all communities to aid people to more easily and forcefully express themselves. Remember that the members of your committees are business men and will give more consideration to and have more respect for your proposals and suggestions if they are properly voiced, and in respecting the proposal will
in turn have greater respect and regard for the man who made it. This salesman superintendent of ours is now taking on the aspects of quite a fellow, so let us not neglect that phase of salesmanship which any successful salesman will tell you is of extreme importance, that is personal appearance. It is not necessary that we become fashion plates, but if we are going to be classed as supervisors we are going to have to look the part. A successful salesman must look successful and a successful superintendent must look like a superintendent. If we are ever going to command respect and believe me that will not happen as long as the players on our course cannot identify us from the men who work for us.

All of this adds up to quite a bill of goods and I am quite sure that none of us will ever accomplish all of it, but if we honestly try we are going to be amazed at the results, and we will have contributed our share in helping to elevate our profession. The same relations that have done so much toward gaining recognition for our fine golf courses will again pay off in gaining personal recognition for ourselves and the profession as a whole.

As an old school teacher of mine used to say, "When building air castles build them high enough so when they fall there will be something to the ruins."

Let's be respectful, but let's also be respected.

**SABAYRAC ISSUES NEW CATALOG**

Ernie Sabayrac, 7104 Sheridan Rd., Chicago, recently mailed to professionals his new catalog of pro shop apparel and accessories. The catalog, entitled "The Tops for Pro Shops," has a marginal index for ready reference and is loose-leafed to permit future addition of pages devoted to new styles and items. Professionals may have a copy by writing Sabayrac at address above.

About 250 golf course, park, cemetery and highway superintendents were guests of Roseman Tractor Equip. Co., Evanston, Ill., early in May at Chesterfield GC, Niles, Ill. The affair, climaxed with a buffet dinner, featured demonstrations of Roseman gang mowers and Park Challenger mowers, together with Ford tractors and attachments.
PRO FINISHED PERSIMMON HEADS
WOODS HAND MADE TO ORDER
WON-PUTT ALUMINUM PUTTERS
Quick Service on All Types of Repair Work.
Bert Dargie Golf Co.
2883 Poplar Avenue, Memphis 11, Tenn.

WINNERS OF ETONIC’S CONTEST
Winners of the Daffy Golf Shot Contest, sponsored by Etonic All-Weather golf shoes recently, by virtue of the novel shot which rolled up the jacket sleeve of Johnny Lisk (L) after he had hit it with some degree of force but not too squarely, enjoy an all expense paid week at Pinehurst, N. C. With Lisk is professional John Davis, who shared in the prize winning week. Both hail from Oswego, New York.

GLASS SHAFTS FOR NEW PUTTERS
Pros are showing lively interest in the new Levings Velvet Touch Putters recently announced by Acme Golf & Tackle Co., 801 8th St., Los Angeles. The complete line of 18 putters and a chipper, made for Acme by Fred Matzie Golf Co., features woven fibre, tubular glass shafts, said to impart more sensitive touch than hickory and definitely resist weather conditions. Each putter is scientifically balanced and comes in either brass or aluminum heads.

SCOGGINS HAS NEW GOLF SHIRT
Air-Flo, a newly designed sports shirt embracing many attractive features in comfort, appearance and tailoring, is being offered as a pro shop popular price leader by Howard Scoggins Golf Co., Dunedin, Fla. Air-Flo is 2½ in. larger at elbows, has larger armholes, patented side seam gussets, larger bi-swing back yoke and underarm Air-Flo vents for easy comfort and swinging. In regular sleeve lengths and neck sizes. Complete details from Scoggins at Dunedin.
PLACE MAT FOR 19th HOLE REPLAY

A distinctive design for cocktail napkins and place mats created specially for your club is now available from the Milwaukee Lace Paper Co., 1306 E. Meineck, Milwaukee. The company has added new presses that permit economical printing in one and two colors.

The art department creates special designs, by working with photographs, menus and other advertising submitted by you. Some designs have illustrated actual course layouts—a clever conversation sparkler for the nineteenth hole.

A number of economical stock designs are available and can be imprinted with your club name.

ROBERT TRENT JONES
Member: American Society of Golf Course Architects

Golf Course Architect
20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

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Member: American Society of Golf Course Architects

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Tel: Rector 2-2258
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GOLF PRINTING
Score Cards -- Charge Checks
Greens Maintenance Systems
Caddie Cards -- Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.
Fibre and Paper Tags
Envelopes -- Stationery
Samples on request.

VESTAL CO., 701 S. LaSalle
Chicago 5 Phone: HArrison 7-6314
Established 1912

SENSATIONAL
Sun-Ray & Ivory
16 Inch Golf Award
$15.10
We are featuring America's Largest Sports Figures
Write for Free Trophy Catalog.

SPORTS AWARDS CO.
Box G
429 W. SUPERIOR ST.
CHICAGO 10, ILL.

GOLF PRINTING
Score Cards -- Charge Checks
Greens Maintenance Systems
Caddie Cards -- Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.
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ROBERT TRENT JONES
Member: American Society of Golf Course Architects

Golf Course Architect
20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

ALFRED H. TULL
Golf Course Architect
209 E. 49th Street
NEW YORK 17, N. Y.

CALDERWOOD USES PUBLICITY TIE-IN WITH HOGAN FILM
Cliff Calderwood, Brownwood (Texas) CC professional uses display in local theater a week before showing of the Ben Hogan film, "Follow the Sun." Professional Cliff Calderwood (L) and J. T. Hughes, Mgr. of the Bowie Theatre in Brownwood, Texas, stand beside display Cliff set up in lobby during run of the Ben Hogan film, "Follow the Sun." Clifford reports he ran several "Follow the Sun"
tournaments at the club a week before the picture opened giving away theater passes as prizes and was on hand at the exhibit in the lobby every evening during the run of the film.

**GOLFER'S CRYING TOWEL**

For good natured ribbing as well as serving a practical need, the Trophy & Medal Shop, 10 S. Wabash, Chicago, offers the "GOLFER'S CRYING TOWEL." Measuring 17 x 22 in., with red and blue color-fast lettering on a white background, this washable towel should find many uses. Write for additional information.

**TOMMY BOLT JOINS KROYDON STAFF**

Tommy Bolt, a youngster on the major golf tournament circuit, has been added to the sales staff of The Kroydon Co. of Maplewood, N. J., according to an announcement by Sales Mgr. Frank Mitchell. Tommy has finished well up among the leaders in several large tournaments. In 1951 he finished 3rd in the Miami Beach Open and 2nd in the LaGorce Pro-Amateur. Bolt is from Houston, Texas, but currently makes his home in Durham, N. C. He started tournament play on the winter circuit in 1946 finishing in the money four times out of eight tournaments entered in 1946 and 1947. Tommy stayed in Houston in 1948 and 1949 working on a construction job to build himself up physically as well as financially for a return to top tournament play. Until such time as a regular sales territory is available, Mitchell says Bolt will play the summer circuit and act as a field salesman and promotion man for the Kroydon Co.
Buyers' Service

Check off your Supply & Equipment Needs. Tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago 5, Ill., or use convenient card. You'll get prices and literature direct from the sources of supply.

Golf Course

Aerifying equipt.: ☐ green ☐
Architects (course — house)
Ball washers
Ball Washing Compounds
Bent grass stolons
Brown-patch preventives
Compost mixers
Crabgrass control
Drinking fountains
Fencing
Fertilizers
Flags (greens) ☐ Flag poles ☐
Flood lights
Fungicides
Gasoline engines
Golf Course Const'n Engineers
Hedge trimmers
Hole cutters
Hose, 3/4" ☐ 1" ☐
Humus
Insecticides
Lapping-in machine
Miniature Course Const'n ☐
Mowers: putting green ☐
whirlwind ☐ tee ☐
    fairway ☐ rough ☐ hand ☐
Mower grinders
Compost, prepared
Peat Moss
Pipe
Playground equipment
Pumps
Putting cups
Refuse containers
Rollers: power ☐ water filled ☐
Root cutter
Scythes (motor driven)
Seed: fairway ☐ green ☐
Sod cutter
Soil screeners ☐ Soil shredders ☐
Sprayers: power ☐ hand ☐
Spikers: greens ☐ fairway ☐
Sprinklers: f'way ☐ green ☐
Stiles (over fence)
Sweepers (power or hand)
Swimming Pool equipment
Swimming pool cleanser
Topdressing
Tractors
Tractor wheel spuds
Trap sand
Water systems, fairway
Weed chemicals

Pro Shop

Bags: canvas ☐ leather ☐
Bag carts, for players
Balls: Regular ☐ Range ☐
Ball markers ☐
Ball retriever
Bandages, adhesive
Buffing motors
Calks, for shoes
Caps and hats
Club cleaning machine
Clubs: Woods ☐ Irons ☐
        Putters ☐
        Club head covers
Club repair supplies
Club separators for bags
Cushion-sole Inserts
Dressing for grips ☐ bags ☐
Golf gloves
Golf Grips: Leather ☐
    Composition ☐
Golf Practice Devices ☐
Golf Practice Glove
Golf shoes
Grip preparation for hands
Handicap racks ☐ cards ☐
Luggage (leather)
Mech. Range Ball Retriever
Pencils
Portable motor tool
Practice driving nets
Preserver for leather
Printing
Pro accounting book
Rubber-spiked overshoes
Score cards
Shoe spike wrench
Sportswear: Shirts ☐ Socks ☐
    Sport jackets ☐ Rain jackets ☐
    Windbreakers ☐ Slacks ☐
Tees (wood) ☐ plastic ☐
Tee & Score Card Holder
Tee mats ☐
Tees (rubber) for driving mats
Teeing device (automatic)
Tennis nets
Trophies

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
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 ____________

June, 1961
LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1951

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below so we can get them "on the beam".

FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

<table>
<thead>
<tr>
<th>Name of club:</th>
<th>Private</th>
<th>Daily Fee NUMBER</th>
<th>Many</th>
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Zone ( ) State ........................................ By ........................................

President's:
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Secretary's:
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name ..................................................... (Zone )
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State: ........................................

78 Golfdom
"Pinky" BRINGS SHOWROOM TO PRO

Golf professionals and buyers throughout the eleven Western States can do their buying and make purchases without interruption when M. (Pinky) Pencovic, Oakland, Calif. calls on them with his new mobile bus-showroom. Permanent, built-in display racks eliminate sample cases and ample storage space permits on-the-spot delivery of items carried in stock. The mobile bus-showroom is a remodeled Dodge bus originally built for the Army during World War II which later became war surplus and was finally turned into this novel display room after a first-class face lifting job by Pencovic.

A large rack on one side of the bus is devoted to Pencovic's basic lines of golf equipment — Bristol clubs. On the other side are carried such accessories as carts, gloves, balls, spikes, hoods, books and wearing apparel including caps, hats, sport shirts and ties.

"Pinky" reports business on tryout runs has been exceptional which he attributes to the novelty of his new idea but mainly to a quiet business atmosphere where there are no distractions or waiting for sample cases to be opened.

CYANAMID APPOINTS TURF SPECIALIST

F. S. Washburn, Dir., Agricultural Chemicals Div., American Cyanamid Co. announces appointment of W. E. Zimmerman as turf specialist. Zimmerman will promote the use of potassium cyanate for crabgrass control in turf and develop the possibilities of calcium cyanamide in the establishment and maintenance of fine turf. Formerly general agriculturalist with Cyanamid, Zimmerman's wide experience with turf and the rapid acceptance of potassium cyanate for crabgrass control necessitated the appointment. His headquarters are at Bloomfield, N. J.
LIVELY PRO SALES IN COLVER PUTTER
Art Colver, Dallas, Tex., designer and maker of the new reverse goose neck, aluminum head putter bearing his name, announced in April GOLFDOM, reports pro orders from all sections of the U.S. and from Hawaii. The putters are available in either leather or Goodwin Flange-Wrap Grips.

BRITISH GREENS MOWERS AVAILABLE TO U.S. GOLF COURSES
Atco Power Mowers, 67 Broad St., New York 4, N. Y., representing Charles H. Pugh Ltd., mower manufacturers of Birmingham, England, announce that Atco Greens Mowers, 'Britain's finest', now are available to golf clubs in the U.S. In 17” and 20” models, Atco greens mowers have high-speed, nine-blade, quick reel adjustment and finger-tip controls. The cutters are of Sheffield steel and, the makers say, the cutter reels require no periodic lapping in. For catalog, prices and information write: Atco Power Mowers at above address.

A novel idea in golf scoring systems developed by Wilbur H. Thomas, 2028 Newport Blvd., Costa Mesa, Calif. is the Golf Picture Score, a 3” x 5” book containing 18 outline pictures of tee, fairway and green of each hole, listing the number, yards, par and score. The player fills out his score on each page, showing the direction of his shots, and the number of shots on each hole. Space is provided on the back page for the total score, number of puts, and number of drives.

CLASSIFIED ADS

Rates: Minimum insertion $4.00 for 20 words; additional words 20¢ each. Bold face type, 25c. Classified cols. reserved for help or services wanted and for sale of used equipment.
UNDER NO CIRCUMSTANCES ARE WE PERMITTED TO DIVULGE THE NAME AND ADDRESS OF THOSE PLACING THE BLIND ADVERTISEMENTS. RESPONSES TO ALL BOX NUMBER ADS SHOULD BE ADDRESSED TO THE BOX NUMBER AND MAILED TO GOLFDOM; REPLIES ARE PROMPTLY FORWARDED TO ADVERTISERS.

VERTICALLY BEAUTIFUL HOLE ROLLING 18 HOLE GOLF COURSE: 20 ACRES WOODS, WITH STREAM. $50,000 DOWN, TERMS ARRANGED. ADORNED BY STUNNING BRICK CLUBHOUSE. ATTRACTIVE, EXCELLENTLY LOCATED IN MIDWEST NEAR LARGE CITY. MANAGER available for town or country club. WITTEK GOLF PRODUCTS—STURDY, BEAUTIFUL COUNTRY CLUB WITTEK GOLF PRODUCTS

WANTED—USED GOLF BALLS and RANGE OUTS
Highest prices paid. Write WITTEK GOLF PRODUCTS
5128 W. North Ave., Chicago 39, Ill. for quotations.

FOR SALE
BEAUTIFUL COUNTRY CLUB
LOCATED IN MIDWEST NEAR LARGE CITY. BRICK CLUBHOUSE, ATTRACTIVE, EXCELLENTLY EQUIPPED. EXCEPTIONALLY BEAUTIFUL ROLLING 18 HOLE GOLF COURSE: 20 ACRES WOODS, WITH STREAM. $50,000 DOWN, TERMS ARRANGED. ADDRESS AD 607, % GOLFDOM.

WANTED—USED GOLF BALLS and RANGE OUTS
Highest prices paid. Get our prices before selling. EASTERN GOLF CO.
244 W. 42nd St., New York 18, N. Y.

PRO or GREENKEEPER OR COMBINATION. LONG EXPERIENCE. COMPETENT, AGREEABLE. MODERATE INCOME. EASTERN LOCATION. ADDRESS AD 605, % GOLFDOM.

FOR SALE —300 No. 2 Irons, 150 No. 5 Irons, Men's or Ladies', 15 Ladies' Sand Irons, 15 Juniors' 9 Irons and 20 Left Hand Irons. Top pro brand clubs all in perfect condition. Retail $6.50 to $10.00 each. Close out price $2.75 per club or $2.50 per club in lots of ten or more. Dixie Fairways Golf Range, P. O. Box 38, Shively, Ky.

CONSTRUCTION. ADDRESS AD 602, % GOLFDOM.

EXPERIENCED PROFESSIONAL DESIRES POSITION FOR COMING SEASON. HIGHEST CHARACTER AND BUSINESS REFERENCES. ADDRESS AD 602, % GOLFDOM.

WANTED FOR CASH
Old golf balls retrieved from ponds or out of bounds on or around golf courses. Cuts and Bumps 72¢ per doz. Off brands & synthetic $1.80 per doz. Round & perfect $1.00 brands for refinishing 3.00 per doz. Note- No golf driving range cull throw-out balls wanted at above figures. Send for shipping tags and instructions.

DRIVING RANGE MEN—REBUILDING
Get your cores in early while we have the new type paintless cover material available for you. Test proofs given to the best process in rebuilding for driving range use. Circular and information on request.

NORTHERN GOLF BALL CO.
3441 N. Claremont Ave. Chicago 18, Ill.

MANAGER—with executive ability and thoroughly experienced wishes to enter into negotiations with first class club for position now or in the Fall. Prefers Midwest or East. Presently employed but available, if necessary, on reasonable notice. 45 years old with wife and one son. Wife does NOT assist in club operations. Address Ad 608 % Golfdom.

PRO—Internationally highly rated, exceptionally talented and score. The player fills out his score on

Round & perfect $1.00 brands 3.00 per doz.

Note— No golf driving range cull throw-out balls wanted at above figures.

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PRO—Internationally highly rated as teacher, player and progressive professional businessman. Fine record of competent, pleasant and reliable service to finest clubs. Highest recommendations. Will accept anywhere in U. S. Address Ad 609 % Golfdom.