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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.

importance of factory terminology.

This completes our order for a set of woods placed by the staff member. You



Wilson's Russell Dreher (R) shows Joe Wolfe (L) and Dr. Cary Middlecoff finished club head he has just polished on factory buffing machine.

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 ½ inch longer and step up irons a little, and also make a little unright"

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 ½ 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 ½ inch that the club is made shorter,

golf clubs putting courses DRIVING RANGES

PLASTIC COVER GOLF BALLS FOR DRIVING RANGES \$3.25 per doz.

YOUR OLD CULLS COVERED WITH THE PLASTIC PAINT-LESS COVER — \$2.50 per doz.

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534 TENTH STREET, SANTA MONICA, CALIFORNIA
EXBROOK 31689 formerly of Chicago



Send for catalogue No. G12

UNIVERSAL SPORTS AND AWARDS
Division of
Universal Bowling & Billiard Supply
Chicago S, Ill.





12 CHURCH STREET

COLFAX, IOWA

Constructed of Tire Casings for Heavy Duty—Longer Wear THE BEST MAT FOR DRIVING TEES! Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you. BEST IN LOCKER ROOM, ENTRANCE & SHOWER Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

three swing points are lost. Then, in order to compensate for the loss of head feel, obtained by shortening the club, we

Immediate delivery on popular sizes, send specifications.

MERCHANTS TIRE CO. 2710 WASHINGTON AVE. ST. LOUIS 3,

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 38½ 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

PRO GRIP LIQUID ROSIN and Pro Grip Rejuvenator Just What You've Been Looking for to Get That Tacky Feeling.

Sold through all Country Club Pro Shops
MANUFACTURER'S SPECIALTY CO., INC.
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LOWER OPERATING COSTS with RANGE BUILT PRODUCTS!

New Paintless Ball—White For Life
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NOW Available in Limited Quantities

NEW — Dow Metal — Long Life Range Driver

TEE MATS

4' x 5' — Golfer Approved — No black smudge on clubs or balls. The only Trouble Free Mat in the business.

NEW — TEE QUEEN — Foolproof "Automatic" Tee
NEW — LOW PRICE Automatic Ball RETRIEVER

Write for New Money-Saving Illustrated Catalog

Wittek GOLF RANGE SUPPLY CO. S128 W. North Ave. Chicago 39, III.



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 the salaries we expect and to which our knowledge and experience entitle us we are definitely going to have 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

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.

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PRO FINISHED PERSIMMON HEADS

WOODS HAND MADE TO ORDER **WON-PUTT ALUMINUM PUTTERS**

Quick Service on All Types of Repair Work.

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Congo SUNSHINE HEADWEAR



Write today for the latest catalog of 1951 models il-lustrated in smart solid, two-tone, and plaid colors. Congo is the leading line of caps, visors, and hats for golf, tennis and other outdoor activities. Make your relections now to insure deselections now to insure desired delivery.

us for Catalog . . . Order From Your Jobber UNDER THE SUN DON'T YOU WEAR ONE? BREARLEY CO., ROCKFORD,

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 de-



gree 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 21/2 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.

GOLF BALLS, CLUBS & EQUIPMENT

DRIVING RANGE MINIATURE OR PITCHING COURSE RETAIL SALES.

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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 sparker for the nineteenth hole.

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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 Ho-



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."

gan film, "Follow the Sun" to get a lot of good publicity for himself and at the same time build up interest in the movie. Cliff reports he ran several "Follow the Sun"

ROBERT TRENT JONES

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544 Sierra Vista Avenue Pasadena 10, California

tournaments at the club a week before the picture opened giving away theater passes as prizes and was on hand at the exihibit 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

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.

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Golf Course Architect

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American Society of Golf Course Architects

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R. D. #3, Box 372 Phone — Valley 3225 Turtle Creek, Pa. Suburb of Pittsburgh

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Acrifying equipt.: green Architects (course — house) Gall washers Gall Washing Compounds Gall Washing Compounds Grown-patch preventives Grabgrass control prinking fountains Greening Gertilizers Gall Washing Greens Flag poles Gall Greens Gall	Hedge trimmers Hole cutters Hose, ¾" □ 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 markers	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 Decodorants 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
	Address	Club Title
OWII	Zone () State	

77

June, 1951

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

Name of club:		Private Daily Fee NUMBER Muny OF HOLES
Address		Town:
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Manager's:		(Zone)
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"PINKY" BRINGS SHOWROOM TO PRO

Golf professionals and buyers throughout the eleven Western States can do their buying and make purchases without interrup-



"Pinky" Pencovic rolls mobile bus-showroom (above) to convenient spot and is in business when he opens door to display room (below).



tion 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 busshowroom 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



W. E. ZIMMERMAN

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.

CREEPING BENTS

C-1 C-19 C-52

Branch Nurseries Farmington, Ia., Slocum, R. I., Winnsboro, Texas
Main Nursery & Office Madison I, Wisconsin P. O. Box 350

Old Orchard Turf Nurseries

R. R. Bond, Prop.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

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 reels, quick reel adjustment and finger-tip controls. The cutter blades 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 putts, and num-

ber of drives.

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

For Sale — 300 No. 2 Irons, 150 No. 4 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 1 Doz. or more. Dixie Fairways Golf Range, P. O. Box 38, Shively, Ky.

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Outs and Bumps 72¢ per doz.
Off brands & synthetic \$1.80 per doz.
Round & perfect \$1.00 brands
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Note — No golf driving range cull throw-out balls
wanted at above figures.
Send for shipping tags and instructions

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player and progressive professional businessman. Fine record of competent, pleasant and reliable service to finest clubs. Highest recommendations. Will go any-where in U. S. Address Ad 609 % Golfdom.