

Club Clinic Script

(Continued from page 48)

loft increases. You will find the longer hitting, longer shafted clubs have a flatter lie than the short-shafted clubs. By this I mean, the shaft in a number nine iron is more upright than the shaft in a number two iron. Whether or not your clubs have the correct lie for you is important.

- If you understand my next statement you are still with me. A very short person who stands farther from the ball than normal, needs a set of clubs with a flatter than standard lie. It follows that an exceptionally tall player would stand closer to the ball and need a somewhat more upright shafted set of clubs.

- The length of shaft you should use is determined to a great extent by the distance your hands are from the floor.. If you are tall with short arms or short with long arms, some complications are introduced. Great care should be taken in measuring you for clubs. That's why we say: "See a professional."

- I feel that the shaft of the club is its most important part. Length and flexibility are equally important.

In all cases, the shafts in a professional's shop will be marked in some way to let you know if they are extra stiff, stiff, medium stiff, medium or flexible. In fitting you with clubs, a pro takes note of your strength in determining the flexibility of shafts you can handle.

- If you wear a size ten E shoe and refuse to wear a free pair of size ten A shoes, you can understand why a flexible shaft is no good for you if you need a stiff shaft. The stiffness of your shafts are just as important as the width of your shoes. The swing weight and length would be comparable to the size of your shoes

- The swing weight is, let's say, the weight of the head of the club in comparison to the weight of the rest of the club. Swing weight is expressed in measures like C7 - C8 - C9 for women and D0 - D1 - D2 - D3 and so on for men.

- How hard a golf ball is struck is determined by how fast the club head

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is moving and how heavy it is. If you'd rather be hit by a fast moving chicken feather than a slow moving brick, then you are still with me. If you get a club so heavy that you can't swing it, you defeat your purpose. If it is so light you can't feel where it is, you are in trouble.

• As far as the grip is concerned you have a choice of leather or rubber composition. If you have very large or small hands, you might need a special size grip. I feel the most important thing is to keep your grips clean, so they will not get slick.

• One club you can't do without is a putter. The next most important club is the wedge. Whenever you check an average golfer's bag, the club most often missing is the wedge. A sand wedge has a different sole than any other club. The leading edge of the sole does not protrude as much as the flange or back part. To make this more clear, if you place a dime flat on the floor and slide the sole of a No. 9 iron toward it, you will see that the leading edge catches the dime. From the same position, slide a sand wedge toward the dime and you'll notice the leading edge is high above the dime. The back part of the sole is sliding on the floor because it protrudes more than the leading edge.

• Now you will understand, I am sure, that the same part of the club that caught the dime will hit the sand early, making the wedge blast through the sand instead of continuing to dig in. You will also find that the sand wedge is heavier than your other clubs.

There are many other simple things and some not so simple about golf clubs that you might benefit from. The things we have discussed are important. A professional knows many other things that he considers before he recommends a club or set of clubs for you. Do not assume that he is trying to sell you some clubs when he compares your clubs with what you possibly should have. Like myself, he is trying to help you. Never buy a set of golf clubs — have them fitted to you!

Golf Business News

John Bean Makes A Sprayer That Runs On The Grass

The John Bean Div., FMC Corp., Lansing, Mich. 48909, manufactures the Turfkteper, specially designed,



low-silhouette, high-flotation golf course sprayer with a 28-ft., 4-in. plastic boom. The unit is available in 5, 10, or 20 gpm pump sizes with tanks up to 200

gallons. Equipped with 9.00 x 8 Terra-tires and tubes, the sprayer permits lawn and turf care without tearing, gouging or rutting of the turf. Options include PTO or engine drive.

Practice Putting Device



Tulsa Borelite, Inc., P. O. Box 2705, Tulsa, Okla. 741010, makes the Putt-A-Roo practice putting device that may be set up indoors or out. The device is claimed to simulate real cup action even though the principle is different than other practice devices. Putt-A-Roo is the same size as a regulation cup.

First Woman on Royal Staff



U. S. Rubber has named Gail Davis as the first proette to serve on its Royal advisory staff. Miss Davis, who has been a pro for three years, plays out of the Victoria CC in Riverside, Calif. She is a native of Youngstown, O.

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Lew Oehmig, president, First Flight Co.; Von Oehmig, director; John de Garmo, president, de Garmo, Inc.; Mac Walker, v-p, de Garmo; and Ken Devine, sales manager for First Flight (l to r), hold an initial marketing-advertising meeting in Chattanooga, Tenn., following the appointment of de Garmo, New York, as advertising agency for First Flight.

**Surface Suggested as Mulch
for Tree and Flower Beds**

Wyandotte Chemicals' J. B. Ford Div., Wyandotte, Mich., markets new coarse Surface for use as a mulch around trees, shrubs and flower beds. Surface improves the appearance of grounds and saves hand trimming and manual labor by retarding unwanted vegetation growth, it is claimed. In addition, it is reported to minimize the evaporation of soil moisture.



**Plastic-Metal Locker and
Travelling Shoe Tree**

Allsop Automatic, Inc., 6 Prospect Mall, Bellingham, Wash., produces the Shoe-In portable shoe tree-carrying rack for golf shoes. Made of high impact plastic and aluminum, the unit is constructed so that the shoe fits in the carrier and is held securely from the outside, allowing air to circulate freely. Any size shoe will fit the adjustable Shoe-In.

Allsop also has Shoe-In shoe trees of plastic and metal that fit on the ordinary locker door or stand up-right on the floor. These units provide the same firm holding and allow free air circulation as does the portable model.

**West Point Verti-Groove Has
Thatch Catcher Attachment**

West Point Products Corp., West Point, Penn., produces a MGV-1-Master Verti-Groove with a Thatch Catcher attachment. One man renovates and cleans in one operation with the MVG and its Thatch Catcher. All operations are hydraulically controlled from the tractor seat by the operator, including dumping of the accumulated material.

Luxury Golf Bag From Wilson Sporting Goods

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill., 60171, manufactures the

D0240—a golf bag crafted of black elk tanned leather with matching simulated alligator strap leather trim and silver welt. Features include step-down keystone top ring and a steel reinforced bottom cuff, double zippered ball pocket, clothing and accessory pockets, full length and grommeted club dividers, and a leather harness sling strap.



John Bean Sprayer Used in Mosquito Control

John Bean Div., FMC Corp., Lansing, Mich. 48909, markets the Royalette series 55 sprayer



for mosquito control. The unit has a pump capacity of 5 gpm at pressures up to 400 psi. The unit is less than five ft. long and three-ft. high, weighing only 250 lbs. Pictured mounted on

a small truck, the sprayer equipped with suitable hose can go practically anywhere.

Shakespeare Clubs Used by Player in Winning Open

Gary Player used fibrous glass shafted clubs when he won the 1965 U. S. Open. This, according to the Shakespeare Co. of Kalamazoo, Mich., was the first time a pro has used its clubs to win one of the four major U. S. tournaments. While it took many years to develop the special shafts, Shakespeare has been in the golf business only four years.

Hand Sewn Golf Glove

Izod, 489 Seventh Ave., New York, N. Y. 10018, makes the LaCoste handsewn golf glove of lightweight Cabretta leather, which is treated with silicones to preserve the finish and to resist moisture inside and out. Sizes are small, medium, large and extra-large. Colors are chamois, oyster, red and black.

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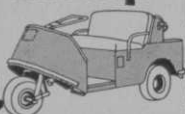
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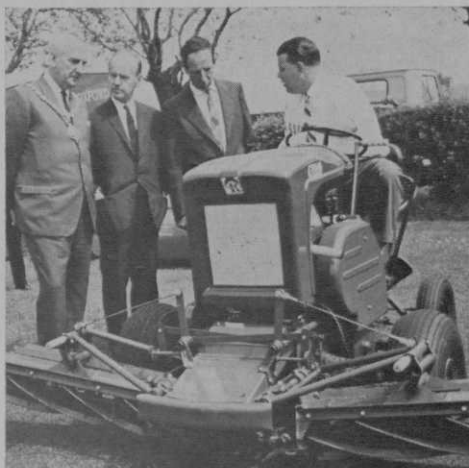
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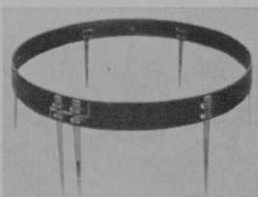
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The Mayor of Cambridge, England (l) and W. D. Akester, next to him, discuss the new Ransomes Motor Triple mower at the opening of a new showroom in the English University town. Akester is a director of Ransomes, Sims and Jefferies, Ltd., mowermakers, whose products are sold all over the world.

Steel Plate For Driveway and Landscape Edging

Joseph T. Ryerson & Son, Inc., Dept. JWA, Box 8000-A, Chicago, Ill. 60680, markets heavy



steel plate used for permanent edging, curbing and landscape border in three thicknesses. The plate reportedly will not bend underfoot, warp, splinter or rot and is painted green for added protection and blend. Adaptable to any plan, it can be used straight or bent to any angle (see picture). It can be taken up and re-located as desired.

Allis-Chalmers B-10 Tractor

Allis-Chalmers, Milwaukee 1, Wis. has added a hydraulic powerlift system option to its nine hp B-10 tractor. The lift replaces the tractor's standard manual control for raising and lowering the mower, grader blade and other mounted equipment. A gear-type pump actuates the double acting cylinder that controls the implement. The hydraulic system has a built in float position that allows tools to follow the contour of the ground over which the tractor is operating.



Pocket Secretary Scorecard

Saran Parts Co., 4501 W. 160th St., Cleveland, O. 44135, distributes a Scorecard Pocket



Secretary of rich-green embossed vinyl. The secretary folds flat to a convenient pocket size of 3 1/4 in. by 5 1/4 in. with scorecard and pencil stored in the center fold. Open, it is 7 in. by 5 1/4 ins. Scorecards are enclosed under plastic see-through windows that keep them from smudging, etc.

Wisconsin Motor Markets New 12.5-hp Engine

A new 12.5-hp, 3600 rpm cast iron single-cylinder engine is being produced by Wisconsin



Motor Corp., Milwaukee, Wis. The model, S-12D, combines increased heavy-duty power output with savings in space and structural supports for a wide range of power applications on self-propelled, portable and stationary equipment. The new engine is identical in all details

and completely interchangeable with the recently introduced 10.5-rp model S-10D. The physical twins differ only in output, displacement and torque.

Low Pressure Propeller Meter Offered by Flow Control

Heavy-gauge stainless steel saddle and U-



straps are features of a new low pressure magnetic drive, propeller meter offered by Flow Control Corp., South El Monte, Calif. 91733. The meter is designed for irrigation service up to 100 psi working pressure. The saddle and three U-straps permit installation on a wide range of steel, cast iron, asbestos and other pipe materials. The propeller is magnetically cou-

pled to the driven mechanism assembly through an O-ring sealed bronze housing.

Awards and Prizes Catalog

Edwin W. Lane Co., 32 W. Randolph St., Chicago, Ill. 60601 has published a 14-page, two-color brochure and catalog that lists its line of trophies and awards and describes its merchandising plan. The free catalog also includes accessories, novelties, and equipment.

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The Arnold Palmer Co. recently opened its Midwest office and warehouse at 5235 N. Rose St., Rosemont, Ill. (suburban Chicago). Bruce Houdek (l), Midwest office manager, R. D. Robinson (c), v-p and general manager, and Tom Brown (r), marketing and advertising assistant, are pictured in front of the facility, which assures maximum efficiency in the delivery of Palmer equipment to Midwest pros.

**New Members for Dunlop
Golf Advisory Staff**

Susie Maxwell, 1964 LPGA rookie of the year award winner, has joined Dick Sikes, who was the PGA's rookie of the year winner in 1964, as a member of Dunlop's International



Maxwell



Sikes



Masters

Golf Advisory Staff. Margaret Masters, who has been playing the pro circuit since early this year, has also been named to the advisory group.

Wilson Golf Ball

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill., 60171 produces the Top Notch golf ball. The medium-high compression ball, with features designed for the slammer, has a solid center tightly surrounded by yards of high-tension natural rubber thread winding. The balata cover has a polyurethane finish, which reportedly is chip proof and stays white.

Guardian Leasing Brochure

Guardian Leasing, Inc., P. O. Box 351, Hinsdale, Ill., has a brochure that describes the long term leasing of maintenance equipment at a reported saving. The company also has a plan for clubhouse equipment and office devices.

Brillion Seeders Handle Large Landscape and Sod Jobs

Brillion Iron Works, Inc., Brillion, Wis. 54110, manufactures new 8-ft. and 10-ft. grass seeders for large acreages. The SS1 models reportedly enable one man to prepare the seedbed and plant seed in one operation at a rate of 50 to 60 acres per day. A double set of notched rollers press down small stones into the soil, air pockets to form a clod free seedbed. The seeding mechanism accurately measures seeds at pre-set rates into furrows formed by the front rollers.



crush lumps, and eliminate air pockets to form a clod free seedbed. The seeding mechanism accurately measures seeds at pre-set rates into furrows formed by the front rollers.

Quartzlites and Lamp From Steber Division

An oval-beam-pattern Quartzlite is designed by Steber Div. of Pyle-National Co., 1334 N. Kostner Ave., Chicago, Ill. 60651, for the 500 watt quartz-iodine Par 56 reflector lamps. The unit is used for signs, small parking areas, parks, and wherever pin-pointed illumination is required. Available in narrow, medium and wide oval-beam patterns, the unit has die-cast aluminum housing specifically designed for maximum heat dissipation. The lamp is mounted in a mogul socket to withstand shock.



maximum heat dissipation. The lamp is mounted in a mogul socket to withstand shock.

New Golf Shoe Offered For Pro Shops Only



The Johnston & Murphy Shoe Co. has announced that a new line of its patented golf shoes will be introduced for pro shops only this month. The line includes 10 styles, all featuring the patented Greens-keeper spike and sole construction for reducing green damage to a minimum. The shoes, known as Levelers, use a newly designed spike with a flat collar recessed into the surface of the soles so that only the spike portion protrudes.

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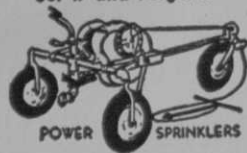
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Trade Depts

Wisconsin Motor Corp., Milwaukee, Wis. 53246, has named **Gordon Koegel** service manager for domestic and international operations . . . Prior to his appointment, Koegel had been in charge of the company's product education



Ferre



Kane



Aharonian



Scaralia



Williams



Scott

services for the past 10 years. **R. T. (Dick) Huth** has accepted the position of chief engineer with Propeller Meter Div. of the Flow Control Corp., South El Monte, Calif. 91733.

Jim Ferree has been named to the U.S. Royal advisory staff . . . Ferree, a touring pro, plays out of the Mountain View CC in Corona, Calif. . . . New York and the New England states are the territory for **Ed Aharonian, Jr.**, who has joined Morton Chemical Co. as a sales rep for agricultural products . . . **Benjamin J. Scaralia** has been appointed Northeastern regional manager of the agricultural product div. of Morton Chemical Co.

James B. Kane has been appointed Albany (N. Y.) district sales manager for Certain-teed Products Corp. Pipe Div. . . . The Sewerage Comm. of the City of Milwaukee, which has sold more than four billion pounds of Milorganite, has announced the appointment of **B. Hayman Co., Inc.** as its institutional distributor for San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange and Riverside counties in Calif.

Harley-Davidson Motor Co., Milwaukee, Wis., has appointed three new district managers to work with dealers in the field . . . **William D. Scott** has the southern Ind., Ky. and Tenn. territory . . . **Carl A. Williams** has a district that covers western Neb. and Kan., Colo., Utah, Ariz. and N. M. . . . **Jack C. Ryckman** is in charge of the territory covering Mich. and northern Ind.

Allis-Chalmers, Milwaukee, Wis., reports that consolidated net income for the first six months of this year totaled \$11 million as compared to \$6.2 million for a year earlier . . . The earnings are based on a 13 per cent improvement in sales.