See Sell-O-Matic As Boon to Pro Sales of Golf Shoes

A new selling idea designed to give pros a complete retail golf shoe dept. in a minimum of space is being introduced this fall by Field & Flint Co., Brockton, Mass. makers of Foot-Joy shoes. The innovation is a merchandising unit, the Sell-O-Matic, that requires less than 3 sq. ft. of floor space and offers golfers a planned assortment of sizes and styles with a minimum inventory. The Sell-O-Matic can be used effectively in small, medium or large pro shops.

Since the average pro doesn't have the time to operate an adequate shoe dept., Field & Flint feels that through the new unit it will do a large part of the selling job for him. Sell-O-Matic will display one major style of men's and women's shoes in a full range of sizes and also carry many popular styles in at least one important size. The new setup is expected to do away with the system whereby the golfer places an order and then has to wait for delivery. The Sell-O-Matic displays 36 pairs of men's and 12 pairs of women's Foot-Joys. Small shops should get along with one unit, medium with two and large ones with three.

Molded-In Color in Diving Boards

Diving boards with molded-in color, including two-tone finishes are being produced by S. R. Smith & Co., Canby, Ore. The boards are surfaced with polyester resins supplied by American Cyanamid Co. All four models made by Smith are slip-preventive and have permanent waterproof finishes.

Delaware Swimming Pool Co., Inc., 811 River rd., Wilmington, Del., is using a combination of embossed vinyl and urethane foam, supplied by E. I. Du Pont, as coping around concrete block pools to prevent slipping and provide cushioning. The material can be easily applied, is tear resistant and retains resiliency indefinitely.
40-Mile Plastic System Installed at Torrey Pines

Plastic pipe — 40 miles of it — will help keep fairways green at San Diego’s new Torrey Pines Mesa GC.

The long stretch of pipe is the main section of an underground sprinkler system for the two 18-hole courses at the California club. It is thought to be the largest plastic sprinkler system ever installed at a club. More than 100 clubs have installed buried sprinkler systems over the past few years.

Plastic pipe is tough, corrosion-resistant and easily installed. Since it is light and because it needs no special trenching and can be quickly joined by solvent cement welding, the supt. and a few helpers often install it.

Plastic used in the California installation is Kralastic, a blend of rubber and plastic produced by the Naugatuck Chemical div., United States Rubber Co. It was formed into pipe by Triangle Conduit and Cable Co. It was selected by the city of San Diego for its course after thorough testing proved its durability. In addition, it was guaranteed by Triangle, and that company also provided engineers to assist in planning the installation.

Main lines for the sprinkler system are ceramic. Special couplings, supplied by Triangle, join mains to plastic lines which fan out across the fairways. The plastic pipe was made in 20-foot lengths with slip couplings cemented to one end of each length. Joints were made by solvent welding the lengths together.

Pop-up sprinkler heads of metal were installed along the plastic lines with plastic-to-metal couplings. Lengths were cut with hacksaw to position sprinkler heads or fit a length to the sprinkler pattern laid out by the architect. The ease with which the pipe could be cut speeded the installation and also minimized scrap. Less than 100 ft. of the total of 40 miles of plastic pipe installed had to be scrapped.

Among the many other clubs that have installed Triangle’s Kralastic pipe are Blue Hills CC, Canton, Mass.; Baltusrol GC, Springfield, N. J.; Coral Ridge GC, Fort Lauderdale, Fla.; Hempstead (N. Y.) GC; and Sanford (N. C.) GC. Triangle presently is making plastic installations at Dickinson (S. D.) GC and Lyford Cay GC, Nassau, Bahamas.

Shull Is New Sales Promotion Manager at Spalding

The appointment of Robert W. Shull as sales promotion mgr. for A. G. Spalding & Bros. Inc. has been announced by J. Robert S. Conybear, marketing director. This is a new position in the expanding Spalding organization, and Shull will work under Harry Antmann, director of advertising and promotion.

Shull comes to Spalding from Aluminum Cooking Utensil Co. Inc., New Kensington, Pa., where he held the position of sales promotion merchandising mgr. He served with the U. S. Navy from 1943 through 1946, holding the rank of Lieutenant at the time of his release from active duty. He was graduated from Yale University with the class of 1944.

New Golf Car “Recharger” Fully Automatic, Self Regulating

The LaMarche golf car Recharger is a new type of battery charger designed to overcome the problems of short battery life and incorrect handling of the charging cycle. The device is fully automatic and self-regulating, supplying correct current whether the battery is completely or partly discharged. This feature permits booster charging of the battery at any time the golf car is not in use. All data on the new Recharger can be had by writing LaMarche Mfg. Co., 49 Woodruff ave., Wakefield, R. I.

Oscar T. Jacobsen, pres., Jacobsen Manufacturing Co., Racine, Wis., dean of the Power Lawn Mower Industry, receiving autographed original of the “lawn mower” cartoon by famed cartoonist, Joseph Parrish, which appeared in Chicago Tribune recently. Ken Ring, executive vp, Wesley Aves & Assoc., Inc., the Jacobsen advertising agency, made presentation with Don Smith, Public Relations director of the agency, at a recent meeting with the Jacobsen staff to review advertising campaign.
JACKMAN SPORTSWEAR
is pleased to present the famous white cap worn by Dick Mayer, National Open World Champion and member of the U.S. Ryder Cup Team. The cap is English drape style, beautifully tailored, made of 100% wool serge.

Sizes 6-7/8 to 7-5/8
Available through Pro Shops only.
Distributed exclusively by

JACKMAN SPORTSWEAR
6332 W. Roosevelt Road
Oak Park, Ill.

“Do-All” Club Repair Kit
Saves Work, Time, Space

The equipping of a golf club repair shop has been simplified by the Golf Pride "Do-All" kit, offered by the Fawick Flexi-Grip Co., Box 8072, Akron 20, O.
The kit consists of a "Do-All" power unit with 1/3 hp motor and adjustable cradle. It also has buffing and polishing wheels, vise clamp for holding shafts without damage, sanding block, pro's knife, arbor, bit chuck, sanding belt and other essentials.
The kit is claimed to be a great saver of work, time and space in any golf club repair shop. Price list and further details are available from Fawick, maker of Golf Pride "traction action" grips.

Release New Ditzen Birthday Cards

Barker Greeting Card Co., P. O. Box 2177, Cincinnati, O., has released four new birthday cards designed by the famous sports artist, Walt Ditzen.

These cards should appeal to the golfer for they speak his language. Walt Ditzen, long famed for the sports cartoons "Fan Fare," that appears in most of the large newspapers throughout the nation, designed these cards in the popular tall slim shape and they are laugh riots.

They are on sale at better retail stores everywhere.

Management Group Cites Toro

Toro Manufacturing Co., Minneapolis, Minn., has been cited for "excellence of management" in a special audit report of the American Inst. of Management. Especially praised were Toro's workmanship, distribution system and employment of young men with great potential executive ability.

Jacobsen Manufacturing Co. has announced appointment of Donald J. Strever as district sales mgr. for Iowa and Neb.

ATTENTION

Driving Range Operators and Distributors. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

WAYNE GOLF BALL CO.
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OUR 16th YEAR
of Service to Golf Professionals
Quality Awards Shipped Promptly
FOR CATALOG AND DISCOUNT WRITE
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for every miniature
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Nationally famous all-haired golf course felt is superior as a fairway for miniatur-
golf courses. It is as springy as
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COURSES BUILT IN THE U. S.
are constructed by

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Golf Ball Markers
DURAMARK DIE
Serrated surface gives better imprints.
Cincinnati 6, Ohio
LAWN MOWER STATIONARY BLADES

SINGLE (1/4”) Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. DOUBLE (1/4”) Raised Lip — Heavy Duty Blades for all Makes using this type Blade. Hand and Power Putting Green Mower Blades, Power Mower, Tee Mower and Trimmer Blades all made of the best quality knife steel and specially hardened to insure long wear and fully guaranteed to give complete satisfaction. Municipal Parks and Golf Courses, Public Courses, Golf and Country Clubs, Dealers and Repair Shops allowed special discount. You will save important money buying direct from manufacturer.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

Classified Ads

Rates: Minimum insertion $4.00 for 20 words; additional words 20c each. Bold face type, 25c per word. Classified cols. reserved for help or services wanted and for sale of used equipment. No classified ads accepted after 25th of month preceding date of issue. Under no circumstance 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.

JOBS WANTED

Pro — seeking new location for 1958 season. Top teacher and player. Class “A” credit rating. Diplomatic, energetic. Undoubtedly the man you are looking for. Address Ad 1001 c/o Golfdom

Assistant Pro Position wanted for 1957-58 winter season. Top teacher and player. Can operate efficient shop; diplomatic, energetic. Would make an invaluable player. Address Ad 1002 c/o Golfdom

P. G. A. Pro-Mgr. — well experienced all phases clubhouse: main purchase and budget control handling 60,000 golfers seasonally while running clubhouse facilities on yearly basis catering to banquets-parties and operating as fine restaurant. Must leave present club after many years as being sold for land development. Will travel. Prefer large club operation. Address Ad 1003 c/o Golfdom

CLASS A PROFESSIONAL — AGE 34 — 20 YEARS EXPERIENCE IN ALL PHASES. PRESENTLY EMPLOYED AT EXCLUSIVE NEW YORK CLUB AS PLAYING AND TEACHING ASSISTANT. DESIRE OWN CLUB. ADDRESS AD 1004 c/o GOLFDOM.

Professional or Pro-Supt. — 25 years experience, nine years present club, desires change, 48 years old, married. Considered excellent teacher, capable in all lines of club service and course maintenance. Class A P.G.A. member. Highest credit, character and professional references. Address Ad 1005 c/o Golfdom.

PRO — 25 YEARS EXPERIENCE. EXPERIENCE ALSO INCLUDES COURSE AND CLUB MANAGEMENT. CONSIDERED EXCELLENT PLAYER AND INSTRUCTOR. GOOD CREDIT RATING. ADDRESS AD 1006 c/o GOLFDOM.

Class “A” P.G.A. — Available Oct. 15 for Winter and/or position with longer season. College graduate, excellent instructor and promoter with good appearance and personality. Successful in promotion, sales, business management. Excellent credit rating. Prefer West or Southwest area. Address Ad 1007 c/o Golfdom.

Asst Pro — Age 31, college graduate, conscientious, excellent experience with top clubs and professionals, desires small club or operate and teach at range. References, Address Ad 1012 c/o Golfdom.

Golf Course Superintendent — desires change. Honest, sober, conscientious. Married, 25 years experience, 10 as Supt. of present 18-hole course of a Midwest country club. Desire a permanent position. Present age 42. Address Ad 1017 Golfdom.

ASSISTANT PRO — 24 YEARS OLD, COLLEGE GRADUATE, VETERAN, DESIRES POSITION AT PRIVATE CLUB. BEST REFERENCES. WILL SETTLE ANYWHERE. ALL REPLY ANSWERED. ADDRESS AD 1018 c/o GOLFDOM.

PRO-Supt. Had over 25-years experience in the golf business, 46 years old. Considered excellent teacher. Prefer situation with smaller club where experience and development service will develop the club and the earning possibilities of the job. Can furnish highest character, bank, credit and professional references. REPLY: F. Lanier Reed 115 Covington Road Dunbar, Georgia.

Wanted: Position as professional in private or resort country club. Experienced in both kinds club work. Now employed as professional at 18-hole private club. Age 32. Married, no children. Professional for 6 years. Address Ad 1023 c/o Golfdom.

JOBS OPEN

Wanted: Experienced grounds superintendent for nine hole water-ree course in good condition — private country club in Midwest. Address Ad 1008 c/o Golfdom

SUPT. WANTED — EXPERIENCED — GERMAN BENT GREENS — 18 HOLES, INTERVIEW NOV. 1957. EMPLOYMENT MARCH 1958 IF ACCEPTED. ADDRESS AD 1009 c/o GOLFDOM.

Rep Wanted — to sell line of golf balls on commission basis to pros in So. W. Protected territory. Give present lines carried. Address Ad 1016 c/o Golfdom.

WANTED — Man & wife to operate country club bar and dining room on concession basis. Middle West, 6000 pop. 600 members. Experience necessary. Prefer couple without minor children. Will also give consideration to pro-manager and wife. Modern house for living quarters. Year around operation with vacation in January. Apply in writing enclosing pictures if possible. Address Ad 1019 c/o Golfdom

October, 1957


We pay the postage on all orders of $15.00 and over.
Commission salesmen visiting golf courses wanted. Good physical characteristics, positive attitude, ability to travel independently. Excellent opportunity for the right person. Address Ad 1022 c/o Golfdom.

Country Club Food Service Operators: Are you looking for a challenging job in the food service industry? We have several opportunities available. Address Ad 1050 c/o Golfdom.

Golf Pro for private country club. Are you looking for a challenging position in a country club setting? Address Ad 1014 c/o Golfdom.

GREENKEEPER WANTED — 9 hole course. Northern Illinois. Eight month job with work available off season in local factories. Good equipment. Greenkeeper is expected to do the work himself with the help of an extra man. Address Ad 1044 c/o Golfdom.

GOLFP RO for private country club, active golf, social membership, Ohio city (10,000), 9 holes, prefer package contract pro, greens, manager. Address Ad 1020 c/o Golfdom.

McAllister Succeeds Hatch as Shell Sales Division Head

S. H. McAllister has been appointed to succeed F. W. Hatch, who is retiring, as manager of Shell’s Chemical Agricultural Sales Div. A Stanford University graduate, McAllister has been with Shell since 1930 and after doing research work for 12 years, took over as director of the company’s pilot plant in Emeryville, Calif. From 1946 until 1955 he was associate director of petroleum technology. In the latter year he was named director of the Chemical Div’s research project in Denver, Colorado.

Grant Robbins Collaborates with Detroit Paper on Golfwear Story

Grant Robbins, Detroit rep for Ernie Sabayrac, Inc., Hialeah, Fla., collaborated with the Sunday Pictorial staff of the Detroit News, recently in a feature on sportswear. The front cover of the magazine section was given over to a colorful shot of golf hats and caps while the accompanying story, entitled “Tee-off Togs,” showed golfer and non-golfer as well as the large and resplendent sportswear wardrobe he can now select from. The article concluded, and without regrets, that the day is passed when the golfer can feel comfortable playing in T-shirt and baggy slacks. Sport models included Robbins, Wally Burkemo, Franklin Hills, Warren Ortlick, Tam O’Shanter CC, Orchard Lake and Jack Hoffmann, Edgewood CC, Walled Lake. Hoffmann’s stunning wife also appeared as a model.
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Golf Course

Aerifying equip.: Fairway □ green □
Architects: course □ house □
Ball Washers
Ball Washing Compounds
Fert. grass stolons
Bird houses
Brown-patch preventives
Compost mixers
Crabgrass control
Divot fixer
Drinking fountains
Eradicators Solid □ Liquid □
Flags (greens) □ Flag poles □
Fungicides
Generators (gasoline)
Hole cutters
Hose
Hose clamps
Humus
Incinerators
Irrigators
Lapping-In Machine
Leaf pulverizer
Miniature Course Const'n
Min. putting surface (felt)
Mole Killer
Mowers: putting green □
Whirlwind □ tee □ fairway □ rough □ hand □
Fairway Grinders
Peat Moss
Pipe
Pipe, tile ditching
Playground equipment
Putting cups
Rakes (ornamental)
Rake (worn cast & clean-up)
Rake (mechanical)
Refuse containers
Rollers: power □ water filled □
Sand (for greens, tees)
Se-d: fairway □ green □
Shoe Spike Cleaner
Sod cutter
Soil conditioner
Soil screeners □ Soil shredders □
Sprayers: power □ hand □
Spreaders, fertilizer, seed, topdressing
Sprinklers: f'way □ green □
Swimming pool equipment
Swimming pool cleanser
Swimming pool paint
Thatch removing machine
Tractors
Trees
Turf sweepers
Water systems, fairway
Weed chemicals

Pro Shop

Bags: canvas □ leather □
Bag carts, for players
Bag supports
Bag racks
Bag Tags—Guest Tags
Balls: Regular □ Range □
Ball Markers
Ball retriever
Caps and hats
Cash Registers
Charge books — for pro shops, green fees, etc.
Club Cleaning Liquid
Club cleaning machine
Clubs: Woods □ Irons □
Putters □
Club head covers
Club repair supplies
Display equip.
Dressing for grips □ bags □
Electric golf cars
Golf bag covers
Golf club protectors
Golf gloves
Golf Grips: Leather □ Composition □
Golf Car Batt. Recharger
Golf Practice Devices
Golf shoes
Golf Shoe Spikes
Handicap Computer
Handicap racks □ cards □
Mech. Range Ball Retriever
Name labels, for clubs
Practice driving nets
Practice Golf Balls
Preserver for leather
Score cards □ Charge checks □
Score card & pencil Tee Box
Score counter (watch type)
Seat attachment, for carts
Sports: Shirts □ Socks □
Sport jackets □ Rain jackets □
Windbreakers □ Slacks □
Ladies' jackets short
Tee mats
Tees
Tees (rubber) for driving mats
Teeing device (automatic)
Trophies

Club House

Athletes Foot preventives
Bars (portable)
Bat mats
Both slippers
Cash Registers
Deodorants
Disinfectants
Floor coverings
Folding Table (Banquet)
Link Type Mats
Lockers
Name Plates
Lockers
Printing
Runners for aisles
Rugs
Showers □ Shower mixers □
Shower water control
Step treads
Wash fountains

Send information

Name

Address

City

State

Club

Title

Zone ( )

October, 1957
30th YEAR OF SERVICE
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Make use of it!

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. Keep them informed on the latest how-to-do-it ideas!

FILL IN BELOW — MAIL THIS PAGE TO
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Name of club: ................................................. (Zone ......... )
Address ........................................... Town: ........................................... State: ...........
Zone ( ) State By Position...

President's:
name ........................................... (Zone ......... )
Add.: ........................................... Town: ........................................... State: ...........
Grn. Chmm's.
name ........................................... (Zone ......... )
Add.: ........................................... Town: ........................................... State: ...........
Manager's:
name ........................................... (Zone ......... )
Add.: ........................................... Town: ........................................... State: ...........
Course Superintendent's (Greenkeeper)
name ........................................... (Zone ......... )
Add.: ........................................... Town: ........................................... State: ...........
Professional's:
name ........................................... (Zone ......... )
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who proposed the award in memory of the beloved Bob, former PGA tournament bureau mgr. and founder and editor of Golf World. Frank Sprogell's return to PGA work as pro mgr. of the PGA National GC, it is believed, will produce harmony between the PGA and Dunedin residents. Dave Hendry will continue as PGA National course supt. Sprogell says that Hendry's year has brought the course into its best condition.

Len Kennett, pro at Marine course, Camp Pendleton, Calif., for 6½ years, selected from hundreds to succeed Harry Pressler as pro at San Gabriel (Calif.) CC. Kennett's asst. at Camp Pendleton, Bill Hartley, a young ex-Marine officer, probably will be moved into the Marine pro job. Burglars get $1400 golf equipment from Tony Mierzwa's pro shop at Maple Bluff CC, Madison, Wis.

Betty Hicks to be on pro staff of new $2,500,000 Los Coyotes CC, Buena Park, Calif. Al Renzetti named golf coach at New York university.

Paul P. Sheeks says that the 92 kids in the Great Lakes Invitation Pee Wee championship shop observed rules of golf etiquette better than most adults. Kids came from 6 states. Tournament was played at Barberton (O.) Brookside GC. Tri-County Golf Proprietors sponsored the event and put up 16 prizes.

Col. Lee S. Read, prominent Louisville, Ky., realtor who has been great promoter of junior golf, is retiring from active work on USGA Junior committee. The genial Col. Read also has been active in Southern Golf Assn. for many years, a director of the Western Seniors and a director of the Southern Seniors. He has been busy at most of the USGA Junior Boys' 10 championships and has done a lot of work at the National Amateur. He is one of golf's best known executives. His son, Lee S., jr., was on a Notre Dame golf team.

Dale S. Bourisseau, sec., National Amputee Golf Assn., awarded Admiral Ernest B. King memorial trophy as the one who has contributed most to amputee golf program. The amputee national championship, developed by Dale, started in 1949 with 12 participants and this year had 105 entries. The National Amputee Golf Assn. 375 members are expanding their program to take into golf kid amputees and finance scholarships for these youngsters. Joe P. Mayo replaces Ed Tuffteller as supt. at Oakmont CC in Glendale, Calif.

Jimmy Smoot named pro at Dellwood CC, New City, N.Y. Bergen Evans, Northwestern university's noted professor of English who stars on TV and writes interesting textbooks on correct use of English, is another authority who laughs at the frequency with which "invitational" is used by people who have been exposed to some education.

No more need to add "al" to "invitation" than there is to ad "al" to "open" or to "amateur" in describing the nature of a tournament. Another grammatical error common in golf is reference in instruction writing or talk to "basic fundamentals." The term is redundant. Basic and fundamental have the same meaning.