

PATTY BERG BUSY IN SHOWS FOR PROS

Patty Berg in a September swing through N. Y., N. J. and Conn. in matches and exhibitions for pros averaged more than one show a day—playing and demonstrating. Pros marvelled at the way the cheerful, earnest little redhead managed to keep up a high standard of play which included two 69s and numerous scores in the low 70s. Pros also were impressed by



Four visitors, Carol Diringer, Tiffin, O.; Margaret Gunther, Memphis; Peggy Kirk, Findlay, O., and Shirley Spork, National Collegiate champ, Detroit, look on as Patty Berg (left) demonstrates mechanics of swing weight scales at Wilson Sporting Goods Co. Chicago plant.

the way Patty's demonstration and clinic fitted in with their own instruction campaigns.

Jack Fox at Glen Ridge CC who developed his daughter Katherine and other women stars said he'd never seen a better performance for promotion of pro interest than the energetic Wilson emissary put on. At Albany CC Patty played with two local women stars and Mae Murray, daughter of Rutland (Vt.) CC pro and considered by Miss Berg and pros as a highly promising girl golfer.

At Race Brook CC, Patty and Eddie Burke, home pro, played an exhibition with Pat O'Sullivan, Conn. women's champion and Charlie Clare, Orange pro, in a benefit for Jimmie Norval, former Race Brook pro now hospitalized after a leg amputation. Jack Redmond gave a trick shot demonstration as another feature of the show for Jimmie. Patty added several broadcasts to her crowded schedule.

POCKET GOLF BALL CLEANER—A small, round, transparent plastic box with leakproof cover, containing a sponge for plain water for use in cleaning a golf ball any place on the course, characterized as, "The golfer's pocket companion," is manufactured by the Pocket Golf Ball Cleaner Co., 5735 Cass Ave., Detroit, Mich.

HONOR CLUB PREXY—Belmont Hills CC, St. Clairsville, O., honored Pres. Wilbert Allen Oct. 2 with an afternoon of golf and an evening of appreciation. Allen, a vigorous, cordial character, is well known to managers and greenkeepers having been a visitor to many of their national conventions with Belmont Hills department heads. After retiring from business with a large fortune made mainly in publicizing and merchandising Cascarets, Allen became a member of the Belmont Hills club when it was about ready to fold. His playmates wished upon him the job of getting the club on its feet. It now has 350 active members, an 18 hole course in excellent condition and money in the bank for extensive remodeling of the club. Initiation fee is \$250 and annual dues \$25. The Oct. 2 affair was a surprise party to Allen. Road signs leading to the club were placed on main roads. A plane dropped cards onto the course paying tribute to Allen. His picture adorned napkins, matches, cigarette packages, bar bottles, stogies, souvenir ash trays. A special front page of the local-newspaper was set up for distribution at the banquet. Golf balls were used as place cards at the banquet. It was the most thoroughly engineered party of its sort GOLFDOM ever has covered. Allen had it coming to him. His job for the club has been outstanding in smaller town golf.

SPALDING'S 1948 LINE—A new exclusively pro line of woods will feature the Spalding 1948 line. The driver will have an extra deep face. The brassie, spoon and short spoon will have narrower faces. Spalding also will introduce plastic woods in ny-sel in the pro exclusive model and the Bobby Jones, Jimmy Thompson and Lawson Little registered woods. Spalding has been testing the plastic wood in play and laboratory for about four years to meet the acute and increasing scarcity of good persimmon heads. There will be, according to present indications, a large production of Spalding irons in men and women's models. Kroflite, Topflite and Airflite balls will be available in quantities Spalding hopes will be large enough to enable pros to meet the demand but supply of Dots will be short of supplying the tremendous demand just as the Dot supply in 1947, although larger than ever before, couldn't supply all who wanted the ball. Spalding pro departments all over the country are impressing on pros now that they'd better get orders in early for 1948 needs as it looks certain that the demand again will tax Spalding's increasing plant capacity to the limit.

ANNUAL MEETINGS

19th GSA annual meeting—**NATIONAL TURF CONFERENCE and SHOW**, Book-Cadillac Hotel, Detroit, Mich., February 9-13, 1948.

Annual Meeting — **Professional Golfers Assn.**, Morrison Hotel, Chicago, Illinois, November 17-19, 1947.

Annual Convention, **Club Managers Assn. of America**, Radisson and Nicollet hotels, Minneapolis, Minn., March 14-17, 1948.