

ideas, the best methods of making pro shop repairs and other helpful hints are featured.

Each of the more than 3,000 portfolios distributed will be personalized, with the professional's name embossed on the outside cover in gold. They will be in binder form, loose leaf with an attractive, special flexible brown cover.

Concerning this presentation, Walter Hagen commented, "This is the first time such a booklet has been prepared for professionals. Bearing in mind there are many young professionals who are relatively new at the business, we have given some advice that will not be needed by the professional of long experience. Since all golf goods bearing my name are sold through the professional's shop, I feel our company must be of service in every way to the golf profession."

#### SPALDING OFFERS HOLE-IN-ONE GOLF CERTIFICATE



Spalding Hole-in-One Golf Certificate will be sent to those who score an ace. To receive one send the certified score card together with the proper information to A. G. Spalding & Bros. Adv. Dept., 161 Sixth Ave., New York 13, N. Y. The certificate has a simulated gold design background with the descriptive material printed in black and green.

#### GOLF MARKET FOR SOFT DRINK SPOTLIGHTED BY HARKINS

Jack Harkins, who recently resigned as pres., Professional Golf Co. of America, Chattanooga, Tenn., to become pres., Lime Cola Co., also got a close-up on the golf field as a beverage market while he was doing right well in selling First Flight personalized clubs. Harkins, likewise, has been a highly successful investor in soft drink companies and recently left active management of the Professional Golf Co. to head the Lime Cola Co.

Harkins made a tie-up with Walt Disney Productions of Hollywood to use the Donald Duck name on Lime Cola and soft drinks of 11 other flavors. The advertis-

ing and merchandising campaigns are getting under way with strong accent in the golf field. Investigations of Harkins' marketing staff showed adults and juniors at golf clubs account for remarkably high per capita consumption of soft drinks. Kids at the clubhouses, club pools and caddying do considerably above average purchasing and soft drink trend among adults has been increasing rapidly at clubs. There's also a decided trend toward cola drinks as mixers, the investigators found.

#### SOILAIRE MAKING NEW POWER ROLLER



Soilaire Industries, 1200 Second ave., S., Minneapolis 3, Minn., has its new Rollpac power roller in production. The roller is of all-steel construction; built of formed steel channels and plates. Engine is Briggs & Stratton, 5 hp. Clutch is twin disc. Toro planetary transmission is used. Hollow rollers are built of 3/16 in. plate. There is a double seat position for forward or reverse operation. Weight can be varied from 720 lbs. light to 1725 lbs. loaded with operator.

#### 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.

*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.*

**Pro**—nationally known for tournament play as amateur and pro, seasoned as pro businessman as asst. to fine pros and on own pro job at smaller club, wants club connection where teaching ability, promotion of golf interest and club interests, dependability, resourcefulness and cheerful industry are required. Married; two children. Prefers midwest but will go anywhere. Address Ad 423 % Goldfom.

**WANTED — ASSISTANT PRO AND CADDIE MASTER IN MIDWEST. FOR FURTHER PARTICULARS ADDRESS AD 421 % GOLFDOM.**

**GOLF PRO — CLASS A P.G.A. MEMBER — AGE 35 — EXCELLENT REFERENCES — AVAILABLE NOW — ADDRESS D. G., 610 BENNINGTON DRIVE, ROCHESTER, NEW YORK. PHONE — CHARLOTTE 2941-M.**

**Pro desires appointment** — P.G.A. Member, 34 years of age, married, excellent instructor, knows all phases of golf. Available on three weeks' notice. A-1 credit rating and can furnish many references. Prefers Eastern section or New England. Address Ad 422 % Golfdom.

**For Sale** — Private golf club, individually owned. Nine beautiful bent grass greens. Three wells and springs. Clubhouse, that has to be seen to realize its value, including porch dining room (100 ft. long) winter dining room, two cocktail bars, kitchen, pro shop, men and ladies shower and locker rooms, laundry and freezer rooms. Liquor and beer permit. Two Jeeps, new Toro fairway and greens mower, Jacobsen greens mower, sprayers, trailer, etc. Connecting farm, 40 acres, barn, garage and machine shop. Club operates year around, with gross profit near selling price. 240 members. If you like to promote, and have an expectative imagination, look into this safe living and business opportunity. Located between two prosperous cities, in wealthy farming and mining area of Southern Wisconsin, on two major highways. Selling price \$60,000, two-thirds of total value. Because of health, will give very suitable terms. Address Ad 401 % Golfdom.

**Greenkeeper and Construction Supt.** — desires connection with 9 or 18 hole club. Thorough knowledge of turf and maintenance. Prefer New England states. References. Address Ad 402 % Golfdom.

**For Sale** — one Otis Green Aerator used very little. Minnesota Valley Country Club, 6300 Auto Club Road, Minneapolis 20, Minn.

**CLUB MANAGER** — thoroughly experienced. 20 years high class caterer. Sober, reliable, hardworking. Married, no children; wife capable assistant if desired. Efficient business management of town and country club. Available short notice. Address Ad 403 % Golfdom.

**WANTED: WELL RATED GOLF DRIVING RANGE IN CHICAGO AREA. ADDRESS AD 404 % GOLFDOM.**

**Wanted** — salesmen calling on golf professionals to represent outstanding line of fine sports headwear. Sunbeater Manufacturing Co., Box 6000, Dallas, Tex.

**GREENKEEPER** — wanted for new course now under construction on East Coast. Write qualifications to Ad No. 405 % Golfdom.

**PRO-MANAGER — WIFE CATERESS** — now employed desire change to club active the entire year. Thoroughly experienced in all departments of clubhouse and golf course maintenance. Fine teacher, manager, golf course supervisor. Wife capable manager and cateress with outstanding reputation for dining room operation. A-1 ability, character, and credit references. Class A member P.G.A. Address Ad 406 % Golfdom.

**VETERAN — GOLF PRO, EXCELLENT TEACHER, THOROUGH KNOWLEDGE OF CONSTRUCTION AND MAINTENANCE, P.G.A. MEMBER, BEST OF REFERENCES, DESIRES CHANGE FOR THIS SEASON. CAN TAKE OVER WITHIN TEN DAYS. WILL GO ANYWHERE. ADDRESS AD 410 % GOLFDOM.**

**FOR SALE:** Nine-hole Golf Course and Country Club, grass greens, fifty-two acres, large Clubhouse with separate locker rooms, showers, concrete swimming pool. Good adjacent Arkansas town about five thousand. Selling price around fifteen thousand; couldn't build today for four times this amount. Good investment for Pro to buy and operate; present membership wishes to continue as Country Club. Address Ad 411 % Golfdom.

**PRO CLASS A MEMBER P.G.A. GOOD INSTRUCTOR. SOBER, A-1 CREDIT. WISHES CLUB IN THE EAST. ADDRESS AD 412 % GOLFDOM.**

**Wanted For Cash** — Good sound golf balls retrieved from lakes or out of bounds on or around golf courses. Bill Perry, Golf Pro. Mailing address: 1340 Prescott Rd., Memphis, Tenn.

**EXCEPTIONALLY WELL QUALIFIED GOLF PRO WANTS POSITION WITH A LARGE GOLF CLUB. ADDRESS AD 414 % GOLFDOM.**

**Assistant Wanted** — Ambitious, clean cut young man at large active midwest club. Experienced, or who is interested in learning from the ground up. Joe Brown, Des Moines Golf & C.C., West Des Moines, Iowa.

**Golf Pro** — Scotch, middle aged, single. Knowledge of greenkeeping. 30 years experience as expert instructor with private clubs and ranges. References. Address Ad 415 % Golfdom.

**For Sale** — Beautiful lakeshore Golf Course, Clubhouse, and equipment. Northern Minnesota tourist town. For full details write HEDMAN'S RESORT EXCHANGE, Grand Rapids, Minnesota.

Would like to contact a good club looking for a capable Manager and wife. Excellent qualifications and references. Middle age; no children. Address Ad 416 % Golfdom.

**FOR SALE — 9 HOLE GOLF COURSE — TEXAS. BENT GRASS. ONLY CLUB IN COUNTY 15000 POPULATION. CENTER INDUSTRIALIZED AREA-GROWING. LIVING QUARTERS IN CLUBHOUSE. \$35,000 WILL HANDLE. ADDRESS AD 417 % GOLFDOM.**

**CHEF-STEWARD — WHITE — AVAILABLE FOR CLUB WITH LARGE FOOD VOLUME. MORE THAN TWENTY-FIVE YEARS EXPERIENCE. CAN FURNISH EXCELLENT REFERENCE. ADDRESS AD 418 % GOLFDOM.**

**MANAGER — AVAILABLE FOR TOWN OR COUNTRY CLUB. MARRIED, NO CHILDREN. AGE 45. CLUB WITH LARGE FOOD VOLUME. CAN FURNISH A-1 REFERENCE. EXCELLENT CATERER. ADDRESS AD 419 % GOLFDOM.**

**Pro position wanted.** Golf shop and course maintenance experience. Honest, conscientious, capable teacher, age 35. Married, two children. Address Ad 420 % Golfdom.

**Pro-Mgr.-Golfdom** — 14 years present position desires change. Accustomed administrative duties. Long time member P.G.A. Private club preferred. Finest possible references. Address Ad 407 % Golfdom.

**WANTED: GREENKEEPER 9 HOLE COURSE LOCATED NORTHWESTERN OHIO. IF MARRIED, POSSIBLE OPENING FOR WIFE IN CLUBHOUSE. ADDRESS AD 408 % GOLFDOM.**

**USED GOLF BALLS WANTED**

Highest prices paid. Write us

for quotations.

**WITTEK GOLF PRODUCTS**  
5128 W. North Ave., Chicago 39, Ill.

**Pro or Greenkeeper or combination.** Long experience, competent, agreeable. Moderate income satisfactory. Eastern or Southern location. Address Ad 409 % Golfdom.

**RANGE BALLS** wanted. Highest prices paid. Sunset Fields Fairway, 4000 W. Santa Barbara Ave., Los Angeles 8, Calif.

**For Sale:** One of California's finest Golf Fairways, 75 tee range & 1200 yd. Pitch & Putt Course, 25 acres all in grass. Has well, pump and underground sprinkling system. Nice clubhouse, pro shop and lunch room. Located at the edge of San Jose on 101 Hiway. Five years to run on present land lease. \$20,000. \$12,000 down, terms on balance. San Jose Fairways, N. 1st & Bayshore, Rt. 2 Box 1026, San Jose, Cal.

**WANTED FOR CASH**

Old golf balls retrieved from ponds or out of bounds on or around golf courses.

**Outs and Bumps** 60¢ per doz.

**Off brands & synthetic** \$1.50 per doz.

**Round & perfect \$1.00 brands**

for refinishing \$2.40 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**

Your old cores recovered with the new type paintless cover material. Tested and proven to be the

best process in rebuilding for driving range use.

Guaranteed 100% against seam splitting.

Price per doz. on exchange \$2.65

Circular and information on request.

**NORTHERN GOLF BALL CO.**

3441 N. Claremont Ave. Chicago 18, Ill.