



Jim Beattie



Wes Cornetta



Bob Slocum



Bob Haggerty, Jr.

**BEATTIE
SAYS HE
HAS AN
ALL-STAR
STAFF FOR
WILSON**



Bob Cordiano



Leo McNamara



Jimmy Blassi

James Beattie, who succeeded the late Bob Haggerty as manager of Wilson's pro department at New York, now rates as one of the younger old-timers. Jim came over from Scotland in 1923 and has been with Wilson since 1933.

He's got together a fine young team. Bob Haggerty, Jr., Leo McNamara (Tom's son), Wes Cornetta, Bob Slocum, Jimmy Blassi and Bob Cordiano provide Beattie with the sort of lads he was when he was fresh in selling to golf pros.

Jim's been around golf since he was 12 and went to live with an uncle who was manager of a golf club in Scotland. He caddied for David Kinnell, then the Scottish professional champion, and for another top man of the Scotch pros, Charlie Hunter.

When World War I came Jim, still in his teens, became one of the pioneer military fliers. He was going into aviation as a career but after due deliberation switched to four years as a student at Edinburgh university. Right after he graduated he came to the U. S. at the urging of Bill Potts, who served as pro at Apawamis and Pinehurst.

Jim had a variety of jobs before he decided that golf was his inescapable destiny. He went with Jim White and White's old Allied Golf Co. Those were the days when George Braid, Johnny Miller, Tom

Frainey, Tom Robbins and others were conducting an informal and briskly competitive salesmen's training school out of their Chicago headquarters, and lectures in salesmanship at Minkley's drugstore were the golf pro salesmen's antecedent of today's sales conferences.

The depression hit Allied and the rest of golf business and Beattie left Allied to go with Worthington Ball Co. With those companies and with Wilson Jim got acquainted with practically all the pros from Nebraska to the Atlantic and the Canadian border to somewhere south of the Mason-Dixon line. Among the pros on his beat were relatives of his two idols in the old country; Harry Kinnell at Princeton and Dave Hunter who now is in Florida.

Jim is a better than fair talent scout. Julius Boros is one of the fellows he picked for the Wilson staff when The Moose generally was regarded merely as a nice and possibly promising member of the host of young golfers.

Where Jim loses all of the traditional Scotch reserve is in talking about his all-star team. He says that Bob Haggerty taught, helped and inspired him to working on every idea that possibly could help pros' business. Jim deeply feels that he owes an obligation to Bob's memory in continuing the constructive influence Bob had on pro golf business.

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Bob, Jr. covers New Jersey for Wilson. Leo McNamara, scion of one of the finest of the pioneer homebreds and one who was with Wilson for many years, covers Westchester and lower Connecticut. Leo, by the way, has a remarkable collection of old clubs and balls and other items of golf historical interest.

Beattie counts himself very lucky in having Jimmy Blassi as his assistant, a responsibility Blassi also filled with Bob Haggerty, Sr. Blassi has been in charge of all the inside work for Wilson's N. Y. pro department. Beattie, the salesman and the pros in the territory say that if Blassi hasn't got the answers the answers ain't.

Blassi's assistant is Wes Cornetta, a baseball star who is rapidly learning the pro golfers' problems and their solutions.

Bob Slocum, a golfer since his caddie days, came to Wilson after service in the Air Force and graduation from Ithica college. Bobby Cordiano, a Brooklyn lad, came with Wilson when he got out of the Army. Cordiano was educated by the complete inside treatment, coming up from shipping room, stock room, office and floor selling jobs to take over the Long Island beat, succeeding Beattie.

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George Gelhar now is covering Illinois, Wisconsin and Minnesota for Stan Thompson of Los Angeles on Stan's custom-made clubs.

Eddie Williams, pro at Louisville (Ky.) CC, has wall cards of Jack Redmond's nine suggestions of "How to Become Unpopular on the Golf Course" which have on the bottom an ad of the Williams' Developar instruction device. These wall cards will be supplied free on request to pros.

ORGANIC SOIL CONDITIONER AVAILABLE FOR GREENS

Of interest to superintendents is the announcement by David R. Smith, agronomist of Jaffee Cotton Products Mfg. Co., Dallas, that their organic soil conditioner, Flo-Crop, used for years by a selected group of horticulturists, is now available to quantity users.

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