

### **SPALDING TO OPEN NEW ATLANTA WAREHOUSE**

A. G. Spalding & Bros., will open warehouse at Techwood Drive and 14th Street, Atlanta, Ga., on or about March 1st. The depot will cover approximately 12,000 sq. ft., and will have plenty of parking space. It's beautifully landscaped and is a new modern building just adjacent to the new Atlanta Expressway.

This new depot will service accounts in Southeastern United States about March 1st, but until then all orders should still continue to be sent to the Philadelphia District Office. Customers will be notified of the official opening.

### **PALMER, PRO'S SON, TURNS PRO, JOINS WILSON STAFF**

Arnold Palmer, who started golf when he was 11 on the Latrobe (Pa.) GC course where his dad was and is pro, didn't wait

long after winning the 1954 National Amateur to get into pro business.

The 25-year old champion, who has won 19 championships, was twice medalist in the National Intercollegiate, played in five USGA Amateurs and the 1953 and 1954 National Open, signed with Wilson Sporting Goods Co. He will get his 6 months training under money fire on the winter circuit.

Fred Bowman, Wilson pres., says "We liked Arnold's competitive fire when we all looked at him winning the National Amateur and All-American. And from testimony of good judges who've watched him since he was a college star, and who have played against him, we are confident he will develop into one of the pro stars.

"He's got golf in his blood and is determined to make a success at his career. Add that to consistency of results with his swing and an impressive command of his putter, and the result looks very good."

### **STOCKTON PRESENTS ITS NEW PRIZES**



In the background is the new \$300,000 clubhouse of the Stockton (Calif.) G&CC, and in the foreground, Stanley Moore teed up, pro Ed Traub at the left, and Earl Rafferty, the club's president, in the new model Westcoaster golf car, made in Stockton.

The new clubhouse is three times larger than the old clubhouse, built in 1915, which the new 18,000 sq. ft. bldg. replaced.

Exterior materials are brick, various types of stone, and glass. Managers' quarters are in the building. Quarters for other help are in a new building adjacent to the new clubhouse.

Provisions are made for air conditioning thruout the clubhouse. R. L. Zimmerman and Stanley Moore, members with construction experience, acted as the club's general contractors.

A new No. 1 hole and new 18th green were necessitated by the clubhouse location.

The new Westcoaster, also one of Stockton's boasts, has larger battery capacity and a new suspension system giving stability on rough courses. It has an insulated ice box at its rear, and radio and cigarette lighter as accessories at low added cost.