

Robert Bruce Harris, intended to be one of finest many courses in the U. S.

(Continued on page 137)

Ohio Golf Salesmen Have Annual Party for Pros

Ohio's golf salesmen put on their annual party for the state's pros at Elyria (O.) CC Sept. 22 during the Ohio PGA and Seniors championship and PGA fall meeting.

More than 100 took part in the golf and festivities. The boys got an educational close-up of smart pro shop operations in the way that Elyria CC pro Clark Black and his asst. Mike Merva handle the shop. Clark is at a men's wear store in the winter and has adapted plenty of downtown retailing bright ideas in his shop set up.

Salesmen who split the tab and compared notes on how to get rich selling to and with pros were: "Red" Barton, Earl Schlax, Tim McGrath, Harry Hull, Bill Barbour, Larry Kemper, John Skinner, Ted Deal, Ed Austin, Bill Craig, Willis Cochran, Art Yann, Russ Mitchell and Bill Brown.

At the annual pro-salesmen's dinner, Herb Graffis of Golfdom spoke on the ordinary golfer's "secret"—or what makes being a pro not the world's softest job.

TRANSPARENT PLASTIC PROPORTIONER HOSE

With the cooperation of the American Chemical Co., makers of Agrico and Agrinite, the manufacturers of Cobon white plastic hose have developed a new transparent hose to use in connection with the hydraulic method of feeding turf grasses, as recommended by them.

Cobon Plastics Corp. says that the hose is non-aging, will not crack, peel or rot, and is glass smooth inside and out. Other properties include heavy duty precision machined brass couplings guaranteed to stay on, plus low drag resistance for safety on the greens. Further information may be had by consulting ad in this issue.

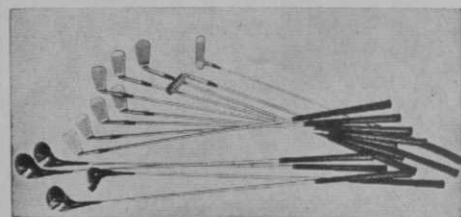
GOLF BALL WASH

DEA Products Co., Deerfield, Ill., have issued a new pamphlet for distribution to all superintendents describing the player satisfaction, economy and convenience of Liquid-Lustre golf ball wash. The manufacturers say reception of course superintendents and players alike to its concentrated cleaning action for faster, whiter washes, plus the banishment of unpleasant odors, is proof why world famous clubs such as Tam O'Shanter use it exclusively. Full information may be had by writing to the above address.

SPALDING GOES STRONG WITH XMAS GOLF GIFT ADS

Spalding's Golfers' Christmas ad will reach over three million readers in the Christmas-shopping mood this season.

The Top-Flite clubs, emphasizing Spalding's exclusive Synchro-dyned club principle, are featured in the attractive adver-



tisement. So, too, are the Dots and Top-Flite golf balls, the Spalding golf bag in a wide range of colors and prices, and the head covers.

One of the most attractive offerings is the Spalding golf ball "gift-box." Packed



in a handsome, sturdy plastic box, with attractive sleeve cover and imprinted with the owner's name—they make a welcome gift with a personal touch. Orders for personalized balls (dozen lots only) must be made before December 1st to assure delivery.

An eye-catching display which will hang on the wall and which will remind members how many days remain to Christmas is being sent to all professionals. In addition, there is a handsome calendar for 1956 which fits into the same frame.

NEW PRO SHOP DISPLAY FOR B & H FEATHER-LIGHT SHOES

As one of the focal-point features of their 1956 expanded pro shop merchandising program Bowen & Hull, 81 Masonic Ct., Pasadena 1, Calif., are offering to pros selling their Feather-light golf shoes, the attractive display unit shown below. The easily assembled, sturdy stand provides for display of up to 10 Feather-light shoes. An especially pleasing effect is obtained by the illumination of a natural-color transparency of their various shoe models in the frame at the upper left of the display. The B & H line for 1956