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Nine More Organizations Join Golf Foundation

Nine new members have joined the National Golf Foundation since June 1, making a total of 61 companies participating in the golf market development program carried on by the Foundation, according to Henry Cowen, pres., McGregor Golf Co., and chairman of the membership committee.

New members are; Par Aide Products Co., Triangle Conduit & Cable Co., C. M. Hill Co., Jackman Sportswear Co., Davis Felt & Carpet Co., Golf Digest, Arland Miniature Courses, Will-Tee Company, Golf World and Golfing Publications, Inc.

The current membership campaign, first in which all golf playing equipment and

GOLF

MARKET

GROWTH

and what it means to YOU...

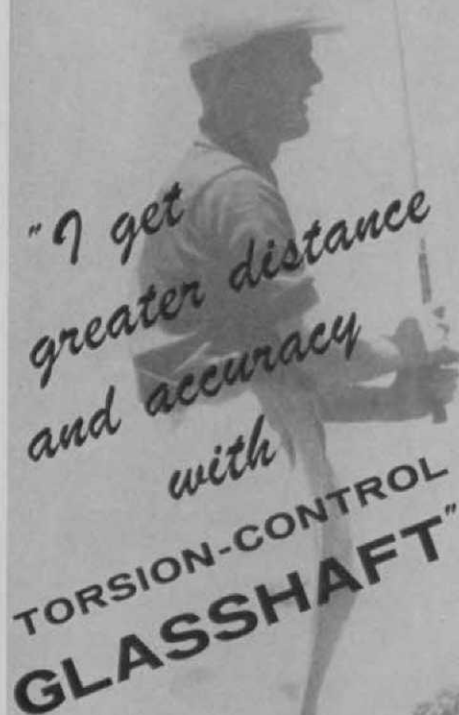
course maintenance equipment manufacturers have been invited to help develop this growing market, hit the mails the first week in June when more than 200 companies were sent the colorful six-page brochure on golf market growth shown here.

The brochure shows the growth in playing facilities, in total investment, and in sales, lists products and supplies in demand, and graphically presents the market potential and sales opportunities that lie ahead. Anyone interested in becoming a member of the Foundation may write for a copy of the brochure.

As of August 1, new regulation courses

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and additions opened for play in 1957 total 76, courses under construction total 340 and better than 700 courses are in some stage of planning.

Those companies which are benefitting directly from the golf market's growth will further aid in meeting the heavy demand for the Foundation's materials, services and field assistance by taking a full membership now.

Complete information can be obtained from the National Golf Foundation, 407 South Dearborn St., Chicago 5, Ill., or by contacting any of the following members of the membership committee: Chairman Cowen, Bill Kaiser, Hillerich & Bradsby Co.; G. L. "Plug" Osborne, Wilson Sporting Goods Co.; George McCarthy, U. S. Rubber Co.; and Dan Sheehan, Burke Golf Co.

Swinging Around Golf

(Continued from page 22)

Anonymous assistant said he had to work 11 hours a day, half hour for lunch, six days a week . . . His salary is about \$12 a week and he gets 50 per cent of his charges for lessons.

Howard L. Hall, jr. named mgr., Elcona CC, Elkhart, Ind., construction of which is expected to be completed this fall . . . James Wolfe now mgr., Fort Dodge (Ia.) CC . . . Lester Lynk now managing Fairfield (Ia.) CC.

J. Fred Smith, veteran of club management who recently resigned as mgr., Hartford (Conn.) GC, has been succeeded at the Hartford club by Theodore J. Vignaux . . . Jack Smith to be pro at new Riverbend CC, Houston, Tex. . . . More than 150 events are planned and conducted each year by Texas sectional golf organizations . . . Ted Huffman now pro at Sunningdale CC, Toledo dist.

Francis Gallett, Blue Mound CC pro, in 15 minute weekly program over Milwaukee television station and is doing sparkling job of instruction and showmanship . . . Mike Pavela moves from Washington County CC, Washington, Pa., to Nemaocolin CC, Beallsville, Pa., as pro and was succeeded at Washington County by his brother, John, who had been his asst. Willard (Bud) Gaskill left Nemaocolin to go as pro at University of Pittsburgh course.

Congratulations to Midwest Golf Course Supts. Assn. on 10th anniversary of its monthly bulletin, The Bull Sheet . . . Norman Johnson, now supt. at CC of Florida, was its first editor, then Don Strand, Westmoreland supt. took over, and now Bill Stuppel, Exmoor supt., maintains the lively, useful tone of the publication.

Claude A. Hastings retiring from Wilson Sporting Goods Co. . . . Migosh, and we've been thinking that Walking Stick was about 25 or maybe 26! . . . He certainly has been a boy to sell golf balls and apparel through