

# News of the industry

## Eddy leaves Diamond Alkali



After spending 37 years in the leather trade, Ralph Bosley Eddy will retire from the Diamond Alkali Company. He is a veteran of 20 years with Diamond, producers of specialty chemicals, fine chemicals, plastics, agricultural chemicals, industrial chemicals and cement. They operate 46 plants in the U.S. and 14 in foreign countries.

## Roberto joins DiFini

Roberto de Vincenzo has joined the Di Fini Originals and Knitwear staff. He will serve as touring pro for Di Fini, who manufacture a complete line of golfing apparel for men and for the ladies.



## Hagen Company Relocates

The Walter Hagen Golf Equipment Company has moved its manufacturing and headquarters facilities to Wyoming, Michigan. The new move was planned with expectation of continued growth and, in addition to housing all new modern equipment, it becomes the largest of all factories devoted entirely to making golf equipment.

## Staff changes at Pedersen



Pedersen Golf Corporation, manufacturers of golf clubs, have made new appointments in their staff. Standing from left to right are Bob MacGregor, vice president in charge of sales; George Poydinecz, president; Stan Mosel, vice president-staff coordinator and club design, and Tom Day, vice president and general manager.

## Western Pro Golf Merchandise Show

The second annual western pro golf merchandise show, sponsored by the Rocky Mountain section of the PGA of America, was held at the Riviera Hotel in Las Vegas, November 5-8.

The show drew pros from Mexico, Canada, Kansas, New York, Utah, Colorado, Texas, Illinois, Arizona, Montana, Missouri, Nebraska, Idaho and a large group from Southern California.

The show theme, "It Pays to

Buy at the Show," had an impressive amount of response. A 1968 Buick Riviera was displayed and offered as a prize. Every \$100 of merchandise purchased at the show entitled the buyer to a drawing ticket. A great many pros held off buying any merchandise until the show so they could take advantage of this attractive offer.

The winning ticket, drawn by Shirley Spork, teaching advisor to the Ladies PGA, was won by Bob

# Coming events

PGA Business School, Colonnades Beach Hotel, Singer Island, Florida, January 14-19.

PGA Merchandise Show, Palm Beach Gardens, Lake Park, Florida, January 20-23.

Virginia Turfgrass Conference, Golden Triangle Motel, Norfolk, Virginia, January 23-24.

USGA Green Section Conference on Golf Course Management, Biltmore Hotel, New York City, January 26.

PGA West Coast Business School, Biltmore Hotel, Los Angeles, California, Feb. 4-9.

Golf Course Superintendents Conference, San Francisco Hilton, San Francisco, Calif., Feb.

Sprinkler Irrigation Association Open Technical Conference, Brown Palace Hotel, Denver, Colorado, February 25-28.

PGA Business School, Sheraton Hotel, Philadelphia, Pennsylvania, March 3-8.

Club Managers Convention, Bellevue-Stratford Hotel, Philadelphia, Pennsylvania, March 5-9.

PGA Business School, Plaza Hotel, Kansas City, Missouri, March 17-22.

PGA Retail Merchandising Seminar, Waldorf-Astoria, New York City, March 25.

Gutwein, head pro at Rancho Bernardo C.C., San Diego, Calif.

The largest purchase at the show was made by Walter Harris of Hidden Valley Country Club, Salt Lake City, Utah, whose 380 tickets represented \$38,000 of buying.

Darrel Hickock of Tucson Country Club, Tucson, Arizona won \$1250 as first place in the \$6000 18 hole tournament at the Paradise Valley Country Club, sponsored by the golf show. Darrell