

FOR YOUR CONVENIENCE—GOLFDOM'S

Buyers' Service

Check off your Needs, tear out and mail this sheet to *Golfdom, 407 S. Dearborn St., Chicago 5, Ill.* You'll get prices and literature direct from the sources of supply.

Golf Course

- Aerifying equip.: Fairway green
- Architects: course house
- Ball washers
- Ball Washing Compounds
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Crabgrass control
- Divot fixer
- Drinking fountains
- Fencing
- Fertilizers
- Flags (greens) Flag poles
- Flood lights
- Fungicides
- Gasoline engines

- Golf Course Const'n Engineers
- Hedge trimmers
- Hole cutters
- Hose, 3/4" 1"
- Humus
- Insecticides
- Lapping-in machine
- Miniature Course Const'n
- Mowers: putting green whirlwind tee fairway rough hand
- Mower grinders
- Compost, prepared
- Peat Moss
- Pipe
- Playground equipment
- Pumps
- Putting cups
- Refuse containers

- Rollers: power water filled
- Root cutter
- Sand (for greens, tees)
- Scythes (motor driven)
- Sedge peat
- Seed: fairway green
- Sod cutter
- Soil screeners Soil shredders
- Sprayers: power hand
- Spikers: greens fairway
- Sprinklers: f'way green
- Stiles (over fence)
- Sweepers (power or hand)
- Swimming Pool equipment
- Swimming pool cleanser
- Topdressing
- Tractors
- Tractor wheel spuds
- Water systems, fairway
- Weed chemicals



Pro Shop

- Bags: canvas leather
- Bag carts, for players
- Bag supports
- Balls: Regular Range
- Ball mfg. equip.
- Ball markers
- Ball retriever
- Bandages, adhesive
- Buffing motors
- Calks, for shoes
- Caps and hats
- Club cleaning machine
- Clubs: Woods Irons Putters

- Club repair supplies
- Club separators for bags
- Cushion-sole Inserts
- Dressing for grips bags
- Golf gloves
- Golf Grips: Leather Composition
- Golf Practice Devices
- Golf shoes
- Grip preparation for hands
- Handicap racks cards
- Mech. Range Ball Retriever
- Portable motor tool
- Practice driving nets

- Preserver for leather
- Printing
- Pro accounting book
- Range ball washer
- Rubber-spiked overshoes
- Score cards
- Sport seats
- Sportswear: Shirts Socks Sport jackets Rain jackets Windbreakers Slacks
- Sun glasses
- Tees (wood) plastic
- Tee & Score Card Holder
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies



Club House

- Air conditioning equip.
- Athletes foot preventives
- Badges (caddie and guests)
- Bath mats
- Bath slippers
- Bars
- Deodorants
- Disinfectants

- Floor coverings
- Folding Table (Banquet)
- Kitchen equipment:
 - Dish washers
 - Frozen food storage
 - Ice cube machines
 - Slicing machines
- Link Type Mats
- Lockers

- Management Service
- Men's toilet items
- Menu Service
- Movies of golf subjects
- Playing cards
- Printing
- Runners for aisles
- Rugs
- Showers Shower mixers
- Step treads
- Towels: bath face

Send information
to: Name

Club
Title

Club Address

Town Zone (.....) State

LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1952

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the *right men* at your club do the *job right*. Send in the form below so we can get them "on the beam".

— FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club: Private Daily Fee Muny NUMBER OF HOLES.....
Address Town:.....
Zone () State..... By..... Club Position.....

President's:
name (Zone.....)

Add:..... Town:..... State:.....

Secretary's:
name (Zone.....)

Add:..... Town:..... State:.....

Manager's:
name (Zone.....)

Add:..... Town:..... State:.....

Green Chrnm's:
name (Zone.....)

Add:..... Town:..... State:.....

Course Superintendent's:
name (Zone.....)

Add:..... Town:..... State:.....

Professional's:
name (Zone.....)

Add:..... Town:..... State:.....

ideas, the best methods of making pro shop repairs and other helpful hints are featured.

Each of the more than 3,000 portfolios distributed will be personalized, with the professional's name embossed on the outside cover in gold. They will be in binder form, loose leaf with an attractive, special flexible brown cover.

Concerning this presentation, Walter Hagen commented, "This is the first time such a booklet has been prepared for professionals. Bearing in mind there are many young professionals who are relatively new at the business, we have given some advice that will not be needed by the professional of long experience. Since all golf goods bearing my name are sold through the professional's shop, I feel our company must be of service in every way to the golf profession."

SPALDING OFFERS HOLE-IN-ONE GOLF CERTIFICATE



Spalding Hole-in-One Golf Certificate will be sent to those who score an ace. To receive one send the certified score card together with the proper information to A. G. Spalding & Bros. Adv. Dept., 161 Sixth Ave., New York 13, N. Y. The certificate has a simulated gold design background with the descriptive material printed in black and green.

GOLF MARKET FOR SOFT DRINK SPOTLIGHTED BY HARKINS

Jack Harkins, who recently resigned as pres., Professional Golf Co. of America, Chattanooga, Tenn., to become pres., Lime Cola Co., also got a close-up on the golf field as a beverage market while he was doing right well in selling First Flight personalized clubs. Harkins, likewise, has been a highly successful investor in soft drink companies and recently left active management of the Professional Golf Co. to head the Lime Cola Co.

Harkins made a tie-up with Walt Disney Productions of Hollywood to use the Donald Duck name on Lime Cola and soft drinks of 11 other flavors. The advertis-

ing and merchandising campaigns are getting under way with strong accent in the golf field. Investigations of Harkins' marketing staff showed adults and juniors at golf clubs account for remarkably high per capita consumption of soft drinks. Kids at the clubhouses, club pools and caddying do considerably above average purchasing and soft drink trend among adults has been increasing rapidly at clubs. There's also a decided trend toward cola drinks as mixers, the investigators found.

SOILAIRE MAKING NEW POWER ROLLER



Soilaire Industries, 1200 Second ave., S., Minneapolis 3, Minn., has its new Rollpac power roller in production. The roller is of all-steel construction; built of formed steel channels and plates. Engine is Briggs & Stratton, 5 hp. Clutch is twin disc. Toro planetary transmission is used. Hollow rollers are built of 3/16 in. plate. There is a double seat position for forward or reverse operation. Weight can be varied from 720 lbs. light to 1725 lbs. loaded with operator.

CLASSIFIED ADS

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

Pro—nationally known for tournament play as amateur and pro, seasoned as pro businessman as asst. to fine pros and on own pro job at smaller club, wants club connection where teaching ability, promotion of golf interest and club interests, dependability, resourcefulness and cheerful industry are required. Married; two children. Prefers midwest but will go anywhere. Address Ad 423 % Goldfom,

WANTED — ASSISTANT PRO AND CADDIE MASTER IN MIDWEST. FOR FURTHER PARTICULARS ADDRESS AD 421 % GOLFDOM.

GOLF PRO — CLASS A P.G.A. MEMBER — AGE 35 — EXCELLENT REFERENCES — AVAILABLE NOW — ADDRESS D. G., 610 BENNINGTON DRIVE, ROCHESTER, NEW YORK. PHONE — CHARLOTTE 2941-M.

Pro desires appointment — P.G.A. Member, 34 years of age, married, excellent instructor, knows all phases of golf. Available on three weeks' notice. A-1 credit rating and can furnish many references. Prefers Eastern section or New England. Address Ad 422 % Golfdom.

For Sale — Private golf club, individually owned. Nine beautiful bent grass greens. Three wells and springs. Clubhouse, that has to be seen to realize its value, including porch dining room (100 ft. long) winter dining room, two cocktail bars, kitchen, pro shop, men and ladies shower and locker rooms, laundry and freezer rooms. Liquor and beer permit. Two Jeeps, new Toro fairway and greens mower, Jacobsen greens mower, sprayers, trailer, etc. Connecting farm, 40 acres, barn, garage and machine shop. Club operates year around, with gross profit near selling price. 240 members. If you like to promote, and have an expectative imagination, look into this safe living and business opportunity. Located between two prosperous cities, in wealthy farming and mining area of Southern Wisconsin, on two major highways. Selling price \$60,000, two-thirds of total value. Because of health, will give very suitable terms. Address Ad 401 % Golfdom.

Greenkeeper and Construction Supt. — desires connection with 9 or 18 hole club. Thorough knowledge of turf and maintenance. Prefer New England states. References. Address Ad 402 % Golfdom.

For Sale — one Otis Green Airtour used very little. Minnesota Valley Country Club, 6300 Auto Club Road, Minneapolis 20, Minn.

CLUB MANAGER — thoroughly experienced. 20 years high class caterer. Sober, reliable, hardworking. Married, no children; wife capable assistant if desired. Efficient business management of town and country club. Available short notice. Address Ad 403 % Golfdom.

WANTED: WELL RATED GOLF DRIVING RANGE IN CHICAGO AREA. ADDRESS AD 404 % GOLFDOM.

Wanted — salesmen calling on golf professionals to represent outstanding line of fine sports headwear. Sunbeater Manufacturing Co., Box 6000, Dallas, Tex.

GREENKEEPER — wanted for new course now under construction on East Coast. Write qualifications to Ad No. 405 % Golfdom.

PRO-MANAGER — WIFE CATERESS — now employed desire change to club active the entire year. Thoroughly experienced in all departments of clubhouse and golf course maintenance. Fine teacher, manager, golf course supervisor. Wife capable manager and cateress with outstanding reputation for dining room operation. A-1 ability, character, and credit references. Class A member P.G.A. Address Ad 406 % Golfdom.

VETERAN — GOLF PRO, EXCELLENT TEACHER, THOROUGH KNOWLEDGE OF CONSTRUCTION AND MAINTENANCE, P.G.A. MEMBER, BEST OF REFERENCES, DESIRES CHANGE FOR THIS SEASON. CAN TAKE OVER WITHIN TEN DAYS. WILL GO ANYWHERE. ADDRESS AD 410 % GOLFDOM.

FOR SALE: Nine-hole Golf Course and Country Club, grass greens, fifty-two acres, large Clubhouse with separate locker rooms, showers, concrete swimming pool. Good adjacent Arkansas town about five thousand. Selling price around fifteen thousand; couldn't build today for four times this amount. Good investment for Pro to buy and operate; present membership wishes to continue as Country Club. Address Ad 411 % Golfdom.

PRO CLASS A MEMBER P.G.A. GOOD INSTRUCTOR. SOBER, A-1 CREDIT. WISHES CLUB IN THE EAST. ADDRESS AD 412 % GOLFDOM.

Wanted For Cash — Good sound golf balls retrieved from lakes or out of bounds on or around golf courses. Bill Perry, Golf Pro. Mailing address: 1340 Prescott Rd., Memphis, Tenn.

EXCEPTIONALLY WELL QUALIFIED GOLF PRO WANTS POSITION WITH A LARGE GOLF CLUB. ADDRESS AD 414 % GOLFDOM.

Assistant Wanted — Ambitious, clean cut young man at large active midwest club. Experienced, or who is interested in learning from the ground up. Joe Brown, Des Moines Golf & C.C., West Des Moines, Iowa.

Golf Pro — Scotch, middle aged, single. Knowledge of greenkeeping. 30 years experience as expert instructor with private clubs and ranges. References. Address Ad 415 % Golfdom.

For Sale — Beautiful lakeshore Golf Course, Clubhouse, and equipment. Northern Minnesota tourist town. For full details write HEDMAN'S RESORT EXCHANGE, Grand Rapids, Minnesota.

Would like to contact a good club looking for a capable Manager and wife. Excellent qualifications and references. Middle age; no children. Address Ad 416 % Golfdom.

FOR SALE — 9 HOLE GOLF COURSE — TEXAS. BENT GRASS. ONLY CLUB IN COUNTY 15000 POPULATION. CENTER INDUSTRIALIZED AREA-GROWING. LIVING QUARTERS IN CLUBHOUSE. \$35,000 WILL HANDLE. ADDRESS AD 417 % GOLFDOM.

CHEF-STEWARD — WHITE — AVAILABLE FOR CLUB WITH LARGE FOOD VOLUME. MORE THAN TWENTY-FIVE YEARS EXPERIENCE. CAN FURNISH EXCELLENT REFERENCE. ADDRESS AD 418 % GOLFDOM.

MANAGER — AVAILABLE FOR TOWN OR COUNTRY CLUB. MARRIED, NO CHILDREN. AGE 45. CLUB WITH LARGE FOOD VOLUME. CAN FURNISH A-1 REFERENCE. EXCELLENT CATERER. ADDRESS AD 419 % GOLFDOM.

Pro position wanted. Golf shop and course maintenance experience. Honest, conscientious, capable teacher, age 35. Married, two children. Address Ad 420 % Golfdom.

Pro-Mgr.-Golfdom — 14 years present position desires change. Accustomed administrative duties. Long time member P.G.A. Private club preferred. Finest possible references. Address Ad 407 % Golfdom.

WANTED: GREENKEEPER 9 HOLE COURSE LOCATED NORTHWESTERN OHIO. IF MARRIED, POSSIBLE OPENING FOR WIFE IN CLUBHOUSE. ADDRESS AD 408 % GOLFDOM.

USED GOLF BALLS WANTED

Highest prices paid. Write us

for quotations.

WITTEK GOLF PRODUCTS
5128 W. North Ave., Chicago 39, Ill.

Pro or Greenkeeper or combination. Long experience, competent, agreeable. Moderate income satisfactory. Eastern or Southern location. Address Ad 409 % Golfdom.

RANGE BALLS wanted. Highest prices paid. Sunset Fields Fairway, 4000 W. Santa Barbara Ave., Los Angeles 8, Calif.

For Sale: One of California's finest Golf Fairways, 75 tee range & 1200 yd. Pitch & Putt Course, 25 acres all in grass. Has well, pump and underground sprinkling system. Nice clubhouse, pro shop and lunch room. Located at the edge of San Jose on 101 Hiway. Five years to run on present land lease. \$20,000. \$12,000 down, terms on balance. San Jose Fairways, N. 1st & Bayshore, Rt. 2 Box 1026, San Jose, Cal.

WANTED FOR CASH

Old golf balls retrieved from ponds or out of bounds on or around golf courses.

Outs and Bumps 60¢ per doz.

Off brands & synthetic \$1.50 per doz.

Round & perfect \$1.00 brands

for refinishing \$2.40 per doz.

Note — No golf driving range cull throw-out balls

wanted at above figures.

Send for shipping tags and instructions

DRIVING RANGE MEN — REBUILDING

Your old cores recovered with the new type paintless cover material. Tested and proven to be the best process in rebuilding for driving range use. Guaranteed 100% against seam splitting.

Price per doz. on exchange \$2.65

Circular and information on request.

NORTHERN GOLF BALL CO.

3441 N. Claremont Ave. Chicago 18, Ill.

GOLFDOM • APRIL, 1952

Acushnet Process Sales Co.....	2nd Cover	Lamkin Leather Company.....	59
All Makes Equipment Co.....	86	Langford, William B.....	100
American Agric. Chemical Co., The.....	4	Lewis Company, G. B.....	12, 29
American Playground Device Co.....	86	Lexol Corporation, The.....	33
Arland.....	97	Link's Nursery, Inc.....	8
Ashland Rubber Mat Company.....	95	Lumex.....	28
Associated Chemists, Inc.....	94	MacGregor Golf Company.....	46, 47
Atco Power Mowers.....	15	Mallinckrodt Chemical Works.....	61
Balanced Golf Bag.....	18	Manufacturer's Specialty Co.....	97
Bell & Son, William P.....	98	Master Enterprises.....	20
Berrien Tool & Die Co., Inc.....	14	May Company, George S.....	3rd Cover
Bishop Co., Ted.....	83	Melflex Products Company.....	25
Brearley Company, The.....	75	Merchants Tire Company.....	32
Briggs & Stratton Corp.....	24	Mineralized Products, Inc.....	92
Buckner Manufacturing Co.....	87	Mock Seed Company.....	4
Burgett Company, K. L.....	20	Monroe Company, The.....	94
Burke Golf Sales, Inc.....	82	Morrison Glove Company.....	90
C S I Sales Company.....	18	Murdock Mfg. & Supply Co., The.....	98
Chamberlin Metal Products.....	79	National Die Casting Co.....	73
Chipman Chemical Co., Inc.....	88	Northern Golf Ball Company.....	95
Cleary Corporation, W. A.....	12	Old Orchard Turf Nurseries.....	100
D. B. A. Products Co.....	31	Page Fence Association.....	93
Dargie Golf Company, Bert.....	95	Par, Inc.....	28
Davis, Inc., George A.....	16	Par Tube.....	85
Demling Golf Products, John.....	26	Pennsylvania Glass Sand Corp.....	45
Dolge Company, The C. B.....	8	Perry's Greens Spiker.....	91
Dubow Sporting Goods Co., J. A.....	22	Peterson Mfg. Co., A. E.....	21
Dunlop Tire & Rubber Corp.....	69	Phillips, Inc., F. C.....	27
duPont deNemours & Co., Inc., E. I. Semesan Section.....	54-55	Pro-Shu Company.....	77
Eastern Golf Company.....	97	Roseman Mower Corporation.....	11
Eaton Shoe Co., Charles A.....	71	Royer Foundry & Machine Co.....	6
Ederer Co., R. J.....	84	Schendel, A. C.....	87
Electromatic Tee Company.....	32	Scott & Sons Co., O. M.....	6
Fate-Root-Heath Company, The.....	10	Sewerage Commission, The.....	93
Fawick Flexi-Grip Company.....	67	Skinner Irrigation Company.....	88
Fonken Manufacturing Co.....	23	Smith, Kenneth.....	27
Fulname Co., The.....	100	Soilaire Industries.....	10
General Bandages, Inc.....	29	Southern Turf Nurseries.....	92
Godwin, Hiram F.....	94	Spalding & Bros., Inc., A. G.....	38, 39
Golf Ball Spray-New.....	90	Sports Awards.....	96
Golf Cart Supply Company.....	79	Standard Manufacturing Co.....	24
Golfcraft, Inc.....	51	Superior Rubber Mfg. Co., Inc.....	85
Goodyear Tire & Rubber Co., Inc.....	5	Toro Manufacturing Co.....	9
Gordon, William F.....	99	Trija Golf Club Corp.....	95
Graham & Co., Inc., John H.....	89	True Temper Corporation.....	34
Great Lakes Golf Ball Company.....	96	Tull, Alfred H.....	98
Hagen Division, Walter.....	63	United States Rubber Co.....	4th Cover
Hahn, Paul.....	96	Universal Sports & Awards.....	98
Harris, Robert Bruce.....	99	Vestal Company, John H.....	97
Harrison, James G.....	99	Wagner's Golf Sales Co.....	96
Henderson-Stumpff & Walter Co., Peter.....	89	Westall Company, Henry.....	91
Hillerich & Bradsky Co.....	41	Western Golf Sales.....	33
Horner, R. S.....	94	West Point Lawn Products.....	16, 17
Ideal Power Lawn Mower Co.....	25	Whitney Seed Company.....	94
Jacobsen Manufacturing Co.....	13	Williams Distributing Co., E. K.....	26
Jones Mower & Equipment Co.....	92	Wilson Sporting Goods Company.....	42, 43
Jones, Robert Trent.....	99	Wittek Golf Range Supply Co.....	19, 22
Keast Enterprises, Inc.....	30	Woodruff & Sons, F. H.....	14
Klearflax Linen Looms, Inc.....	66	Worthington Ball Company, The.....	65
Kroydon Company, The.....	31	Worthington Mower Corporation.....	7
Kunkle Industries.....	30		

GOLFDOM, The Business Journal of Golf. Published monthly, except November and December. Subscription rate—\$2.00 per year, Canadian and Foreign \$2.50. Herb Graffis, Editor; Rex McMorris, Managing Editor; Joe Graffis, Advertising and Business Mgr.; Joe Graffis, Jr., Asst. Adv. Mgr.

Publication Offices—407 So. Dearborn St., Chicago 5; Phone Harrison 7-5941. Eastern Representative—Albro Gaylor, 20 Vesey St., New York 7; Phone, Cortland 7-1668.

CONTENTS

Front Cover

Front Cover: Fourth hole at Lakewood course of Grand Hotel, Point Clear, Ala. Hole is 163 yards. Perry Maxwell was architect. The course, now in its fourth year, is an astonishing job of attaining fine turf in short time. Magnificent grooming, beautiful setting and pleasant testing layout, have made the place the most talked-about new course in the U.S. Ted Booterbaugh is supt., and Andy Mortimer, pro.

Swinging Around Golf.....	By Herb Graffis	3
The Professional Must Star at Public Relations Work.....	By Andy Mortimer	35
Maintenance Changes from Art to Art and Science.....	By Hank Miller	40
Course, Airport and Erosion Projects Thriftily United.....		48
From Caddy-master to Owner — Syron Is A Businessman.....	By Joe Graffis	50
U. of Mass. Meet Pays Tribute to Dickinson.....	By Geoffrey Cornish	57
Long Island Club Officials Join in Finance Study.....	By John M. Brennan	60
Why Our Club Has Star Caddies.....	By James D. Fogerty	68
Research Results Reviewed at Purdue Conference.....	By Fred Berggren	72
Golf Students Learn About Turf Maintenance at UCLA.....		76
How to Properly Maintain Mowing Equipment.....	By G. P. Carson	80

SWINGING AROUND GOLF

(Continued from page 33)

golf manners to some guys you know.

They're sure getting out pretty invitations for golf events . . . the etching of a scene of the new Club de Golf Mexico on the first page of the invitation to the First Pan American Open Invitation is a numbered proof and a most unusual and attractive item . . . The view of the dogwood in bloom on the front page of Druid Hills' Dogwood Invitation is an enchanting view.

Big party for Freddie McLeod at Columbia CC, Washington, D. C., celebrating Freddie's 70th birthday and his 40th year as pro at Columbia . . . Freddie still shoots his age, hitting some shots better than he did in 1908 when he won the National Open . . . Club members are giving him a visit to Scotland as a birthday present . . . Robert Thuris, new mgr., Echo Lake CC, Westfield, N. J. . . . Name of Gedney GC, White Plains, N. Y., has been changed to Ridgeway CC . . . Pat Cirelli is pro there.

Lashe Meyers gives us a round-up on changes in the Western Pa. and Ohio territory . . . Lashe straightens us out on one we blew . . . We referred to Had Langdon going to Colonial CC, Harrisburg, Pa., as pro . . . Doug Orr is pro at Colonial . . . Langdon goes to Baldoc Hills CC, Irwin, Pa., to assist Johnny Capebianco . . . Red Blaskovich, formerly asst. to Capebianco, pro at Pleasant Valley CC, Connellsville, Pa.

Allen Alex, formerly pro-supt., Apollo (Pa.) Elks CC, goes as supt. to Lost Creek CC, Lima, O. . . . Irvin M. Kleinelder from Mauh Nah Tee See CC, Rockford, Ill. to pro job at Trumbull CC, Warren, O. . . . Charley Whipperman from Meadowview CC, Ravenna, O., to be pro at Arrowhead CC, Canton, O. . . . Rudie Weber, asst. to Bob Gutwein at Sunnehann, Johnny Connolly, asst. to Eddie Rogers at Stanton Heights, and Stanley Wiegoleski, asst. to Ted Luther, going into uniform as assistants to Uncle . . . Uncle gets three good lads trained under three good pros.

Anthony Conn replaces Sam Haycock as supervisor at Sylan Heights GC, New Castle, Pa. . . . Tony Joy now at Poland CC, Youngstown, O., formerly known as Boardman CC . . . Bob Hillis, last year pro at Big Ben course, Uhrichsville, O., now at Madison CC, Richmond, Ky. . . . Walter Phillips, pro at Butlers GC, Buena Vista, Pa., recovering from recent operation.

Spring meeting of Tri-State PGA will be held April 14 at Roosevelt hotel, Pittsburgh, Pa. . . . Ted Lutheran, pro at South Hills CC (Pittsburgh dist.), has begun 14 week TV golf instruction program sponsored by Pittsburgh brewery . . . Allegheny County (Pittsburgh dist.) commissioners do away with season permits on county courses . . . Everything now on daily fee . . . Change made to meet rising maintenance charges . . . Weather's been retarding the start of play in Pittsburgh district.

\$200,000.00 SAVED

... on One Operation!

**MARATHON
ELECTRIC**



Manufacturing Corporation

WAUSAU, WISCONSIN

January 19, 1952

George S. May Company
205 Wacker Drive
Chicago, Illinois

Gentlemen:

Your Engineering specialists have completed an extensive analysis of several phases of our business, at our Wausau and Erie plant. In reviewing the results of their work, we are indeed satisfied that our investment in your services has returned in tangible savings much more than the cost of this service, and that in the future many other benefits will accrue as each recommendation is adopted and put into actual operation.

One specific recommendation which has been adopted will result in an annual savings of over \$200,000.00.

We appreciate the manner in which the assignment has been handled and we expect to continue using your services whenever consultation is desired.

Yours truly,

J. J. Wall
J. J. Wall
President

"You've Got to Spend Money to Make Money"

GEORGE S. MAY COMPANY

Business Engineering

ENGINEERING BUILDING • CHICAGO 6

122 E. 42nd St.
NEW YORK 17

660 St. Catherine Street, West
MONTREAL, QUEBEC, CANADA

291 Geary Street
SAN FRANCISCO 2