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## Pro Business Good

(Continued from page 40)

to retirement and insurance funds for these builders of the game. In 1958 the pro will have to face serious problems of increased costs of operation, competition from price-cutters and education of members in the benefits and obligations of doing business with the professional." Paul Haas, *Transit Valley CC, E. Amherst, N. Y.*

"Excellent coverage by newspapers supplementing continuous effort in pro shops to better serve members, an improved junior golf program, the Walker Cup matches and more pro exhibitions have increased golf interest and play this year in the Twin Cities area. Our problems of higher prices of golf goods and cut-price competition are going to be made tougher by the difficulty of getting and affording good help in the shop. Don Waryan, *Woodhill, Wayzata, Minn.*

"More rebuilt and new courses with more new players makes the pros' big and urgent job seeing that the newcomers get started right, not only in learning the game from a qualified PGA professional but in learning from this competent professional what to buy to enjoy the game and get the most for the money." Denny Champagne, *Dubsread CC, Orlando, Fla.*

"The most trying problem in operating a golf shop next year will be the same as it has been this year; the problem of obtaining and training capable assistant professionals." Leonard Schmutte, *Findlay (O.) CC.*

"Next year the pro is going to have to keep his overhead from rising. This means he will have to find, hire and school assistants who can help him cut costs and give high standard of service."

## GOLF BAG TAGS

CLUB MEMBERSHIP TAGS  
GREEN FEE CHARGE BOOKS  
GOLF PRO CHARGE BOOKS  
PUNCH BOARDS  
"I-D" CLUB IDENTIFICATION LABELS  
GOLF PRO STATIONERY  
CADDIE & WAITERS BADGES  
SCORE CARDS  
GOLF CLUB DISPLAY FIXTURES  
"CLUB CADDIE" CARRIERS  
GOLF COURSE SIGNS

**MILLER GOLF PRINTING**  
2053 HARVARD AVE., DUNEDIN, FLA.  
SEND FOR CATALOGUE

Southwestern Michigan Bent Grass Stolons  
Grown and successfully used on Golf Courses  
in southwestern Michigan for 25 years

By LEE DUSTIN, Greenkeeper

660 W. Napier, Benton Harbor, Mich.

## SPRINKLER SYSTEMS

INSTALLATION

REPAIR

Prompt Service

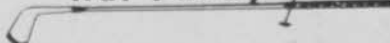
Reasonable Cost

DAVE NOSS

Morning Sun,

Iowa

**Hal Purdy**



## GOLFING FACILITIES

Design Supervision

Construction • Management

P. O. Box 215, Uptown Station

Kingston, N. Y.

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*Harvey Bunn Tualatin (Ore.) CC.*

"A critical task for the pro next year will be determining what price balance of pro shop stock is best for his market." Dan H. Langford, *Oakwood CC, Enid, Okla.*

"I am looking forward to seeing many new municipal and private courses being built in New England. The municipalities especially should be far more active in building courses. These courses improve the value of land in the area and support themselves without burdening the taxpayer. The new highway system in Massachusetts should mean more course con-

## AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE



—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

• Easy to set up—INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9' ..... \$98.00 F.O.B. Factory

8'x9' back drop and Ensolite Pad, without side nets ..... \$69.50 F.O.B.

Please enclose check, money order or purchase order.

### SOUTH BEND PRODUCTS SALES

Associates of—City Awning Company,  
1422½ Mishawaka Ave. South Bend, Indiana

struction." Eugene F. (Skip) Wogan, Essex CC, Manchester, Mass.

"Professional golf could make good use of more promotion of the game and planned advertising and merchandising of pro shop goods in each section." Leland Gibson, Blue Hills CC, Kansas City, Mo.

"I think an extensively used slogan put before the public in 1958 would help promote golf. Something like 'Go Golf.'" Ralph Morgan, Willow Brook CC, Tyler, Tex.

"The most valuable development in pro golf would be more advertising locally and nationally. We always are going to have competition and it will get bigger as the market gets bigger. What we need is to educate and win the good will of golfers and encourage them to be better customers for their own good." Joe Brown, Des Moines (Ia.) G&CC.

"Top quality pro-only merchandise that is competitive and accent on competent,

conscientious fitting of golf goods by a friendly and informed specialist, is the pro story we've got to get across. Price is hurting pros. Pros often give too much for trade-ins. However, expert service and personal contact will win for the pro." Jimmy Scott, Ulen CC, Lebanon, Ind.

### Golf Car Rentals Help

"Electric car income helps appreciably to take up the slack in revenue due to higher prices on equipment stiffening sales resistance." Bill Hall, North Fulton GC, Atlanta, Ga.

"Ball sales around here increased considerably this year, with an increase in moderate-priced balls being noted at numerous shops. Manufacturers will help pros in 1958 by holding the line on prices and pros will have to study pricing of their shop merchandise to make the strongest appeal to their golfers." Joe Donato, Norwich (Conn.), GC.

## RAIN BIRD and NELSON...

the "Top Pros" in Sprinkling Equipment!

Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity. Here's rainmaking that suits your course to a "T," for sprinklers can be adjusted to full, half or quarter circles to prevent soaking of walks or driveways. Ease of maintenance... ease of operation will have you swinging in the rain! Sprinklers and key are inserted

into valve top, and a simple turn of the key has the sprinkler in full operation.

Write for literature on the most complete line of sprinklers and valves.

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SALES & ENGINEERING CORP.  
Azusa, California

RAINY SPRINKLER SALES  
609 West Lake St., Peoria 5, Illinois



The Old Orchard C-52 strain of creeping bentgrass was originated and developed by Ralph R. Bond, owner of the Old Orchard Turf Nurseries, Madison, Wis.

No other commercial nurseryman has this strain for sale. If he claims he has — be leery.

Arlington C-1, Congressional C-19, Old Orchard C-52, Pennlu sod.

## Old Orchard Turf Nurseries

Ralph R. Bond, Prop.

P. O. Box 350

Madison 1, Wis.

Branch Nursery in Farmington, Iowa.

**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**

### Women Give Fogerty Assist in Running Junior Program

Pros who are having trouble in getting Junior programs at their clubs rolling might take a tip from Jim Fogerty of Sunset CC, Sappington, Mo., who has enlisted the aid of women members in this undertaking.

After Jim and his three assistants had conducted free weekly clinics for the young clubswingers for six weeks during the summer, the women's Junior committee took over and staged tournaments following each lesson session. Youngsters in the 11-14 class played 9-holes and those in the 6-10 class played 4 holes. The ladies also saw that not only the winners but those who did well in the tournaments received golf ball prizes.

The lesson clinics lasted one hour for each group. Putting, chipping, iron play and wood shot instruction were given in that order and each session was concluded with instruction in golf etiquette. About 80 kids came out for each lesson.

The climax of the clinic-tournament program came when Sunset staged its annual Juvenile tournament. Women served as starters and each foursome also had a woman scorer. When the match phase of the tournament was played a woman scored each match. The women's committee also handled the big Labor Day weekend Junior tournament which saw 15-20-year olds competing over 36 holes.

"I was amazed," says Fogerty, "at the interest displayed by these women in helping to conduct our children's program. Besides running the tournaments they compiled a mailing list of member's children so that all could be informed of the events we staged. Any pro who hopes to make a real success of his Junior program certainly should have women behind it."

*newest.* **HOBBY**

**COLLECTING DECORATED GLASSES FROM GOLF CLUBS**

We're swamped with orders  
... hop on the bandwagon!  
Get your order in now.  
Unique 12 1/2 oz. drinking  
glasses with Club Coat of  
Arms and Course Layout. Any  
Design, any color combination.  
For prizes, souvenirs, col-  
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from roughs, black and white  
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**PUTS POWER  
IN YOUR DRIVES**

Sold Through ALL  
Leading  
Distributors

**MANUFACTURER'S SPECIALTY CO., INC.**  
2736 Sidney St.  
ST. LOUIS 4, MO.



### Mass. Winter School Re-Opens

The University of Massachusetts's winter turf school, which was closed last year because of the lack of a sufficient number of faculty members to handle the anticipated large enrollment, will re-open on Jan. 13, 1958, according to Eliot Roberts, assoc. agronomy professor. The school had operated for 30 consecutive years before being closed down last year due to a shortage of instructors.

## Kid Golf Forecasts Growing Boom

Ralph DeSalvo of Eastern Golf Co., maker of miniature courses and range equipment and supplies, reports that its 1957 business in junior golf equipment is 20 percent ahead of 1956.

"Golf instruction and competition in high schools and colleges and the attention given to junior golf at ranges, private and public and miniature courses, points to a depression-proof boom in golf," says DeSalvo. He adds: "The birth rate for the past ten years or so would in itself be a good basis for forecasting a golf boom but when you consider that a greater percentage of youngsters now is getting golf training than ever before you see that a big growth of the game is certain."

### Jacobsen Improves Model 9A

Jacobsen Manufacturing Co., Racine, Wis., announces an improved Greens Mower Model 9A for 1958. Power has been stepped up. The Model 9A is now equipped with a 3.0 hp Jacobsen-built Hi-Torque engine to provide smoother starting and acceleration. The engine is mounted horizontally as in the past for low center of gravity and easy handling. The main clutch drive has been re-engineered completely for simplicity and durability.

Other features that distinguish the Jacobsen Greens Mower include the 5-in. dia. reel of 9 tough heat-treated chrome nickel alloy steel blades. Turf slicer attachment is available. The mower features an All Chain drive which prevents slippage and eliminates uneven cutting.

### Michigan Supt. Starts Grass Indoors in Vermiculite

New grass for the 18-hole University of Michigan GC at Ann Arbor is germinated indoors on a basement floor, according to Zonolite Co., Chicago producer of vermiculite. Supt. Bill Slack follows this unique procedure:

1. A clean sugar-sack of grass seed is dipped several times in a bucket of lukewarm water, then left to stand for about an hour. The soaking speeds germination.
2. Seed is then spread thinly over the basement floor.
3. After germination — about one week — dry vermiculite is spread over the seeds.
4. The entire mixture is then shoveled up and scattered over badly worn spots on the course.

### Cleary Points Out Advantages of New Greenzit Product

The new Greenzit, marketed by W. A. Cleary Corp., New Brunswick, N. J., contains permanent green pigment and can be sprayed to restore natural color to dormant or dis-



A rented Farmall and McCormick baler enable the park commission at Attleboro, Mass., to clear City parks of leaves in seven to eight days, a job that formerly required five to six weeks when the work was done by hand. Four to 500 bales of leaves removed each season are piled for composting and will be available for mulching trees and shrubs in the parks two years later.

colored grasses. Greenzit, it is claimed, will not wash off, wear off or fade in sunlight and is harmless to all types of turfgrass. One qt., diluted in water, will spray 1,500 sq. ft.

### Sabayrac Says Pro Shops As Quality Salesmen

Ernie Sabayrac, former pro shop salesman who has built a big business as manufacturers' agent selling what he terms "The Tops for Pro Shops," says that pros each year are strengthening their position as quality retailers.

Sabayrac is in a good position to speak as an authority. His company, doing business entirely with pros, increased its sale from last year's \$3,200,000 to the extent that volume for 1957 will be about 1/3 over 1956.

Ernie remarks that most successful businessmen pros have set the policy of providing quality lines instead of competing on price with any and every cut-price store in a town. The quality reputations are powerful silent salesmen for the pro shops. In addition to the eager acceptance and selling power of such quality brands as Foot-Joy, Izod, Palm Beach and La Coste, the value of such merchandise, Sabayrac points out, is increased by stability of the styling.

### Belts for Squire Slacks

By special arrangement with Pioneer Belt Co. of America, a complete line of men's belts styled to harmonize with Squire Slacks, will be available soon. Complete information can be obtained from Jack Lust, sales mgr., Squire Slacks, Inc., 18 W. 20th st., New York 11.

### Correction

In September GOLFDOM (page 72) it was stated that Tom Robbins, who is retiring from The MacGregor Co., was a former USGA secretary. This is incorrect. The item should have mentioned that Robbins is a former U.S. Seniors champion.

## COLBY PIONEER PEAT

Products for building and maintaining golf greens are available for prompt shipment.

**BLACK**—cultivated fine milled for top dressing.

**BROWN**—peat for building new greens.

**GREENS**—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

### COLBY PIONEER PEAT CO.

P.O. Box 115

HANLONTOWN, IOWA



## NEW PAUL HAHN golf GLOVE



Imported Capeskin. 10 rows of elastic & specially cut fingers to eliminate "Ball-rolling" and wrinkles in the palm.

Sold at Pro shops only

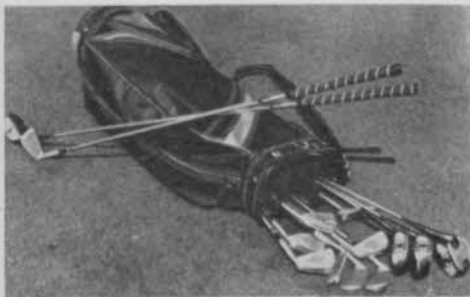
## PAR-MATE

10 W. 33 St., N.Y. 1, N.Y.

## New Design, Construction Ideas in 1958 MacGregor Line

"Pro-Pel Action," "Recessed Weight," "Velocityized," and "Sweep Flare," are the theme for the new 1958 MacGregor line of clubs, balls and bags.

MacGregor Tourney, Tommy Armour and



Louise Suggs iron models have completely restyled head designs incorporating "recessed weight" backs that are said to give extra concentrated power. "Velocityized" Tourney woods feature a new target that is claimed to give the largest hitting area of any wood now available. Woods are finished in rose-

wood, mahogany and walnut stains and black glaze. Tourney woods and irons and George Bayer driver are available for left-handers.

MacGregor's "Pro-pel Action" shaft, available in four flexes and patterned after the bull whip principle, is the result of several years of research. Men's grips in black leather with gold bead or black cord and rubber with gold bead; women's grips are 3-tone, blue, red and white bead.

The 1958 Tourney ball features high compression winding, tough cover and improved white finish. "Sweep Flare" styling and expert tailoring mark the new MacGregor bag line.

## Dunlop Has New Service Depot in Miami

The Dunlop Tire & Rubber Corp., to better serve Florida sports devotees during the coming winter, has established a Sporting Goods service depot at 615 S.W. 2 Avenue, Miami, Fla. Vincent Richards, vp in charge of Dunlop's Sporting Goods div. said the depot will stock Maxfli balls and Dunlop-Tuffhorse golf bags.

## BUYERS' SERVICE — page 127

## RYANS O.K. No. 4 SEEDER & SPREADER 4 Cu.Ft.(300 Lbs.) Capacity-3 Ft. Spread



No Holes to Clog.  
Quick Shut-off Lever &  
Adjusting Gauge  
Screw On Handle  
Spreads Top Dressing,  
Nitro-Humus, Peat,  
Commercial Manure  
& Other Materials  
Successfully.

Weights Only 69 Lbs.  
Write Dept. "G"

DEALERS WRITE FOR OPEN TERRITORIES  
H. & R. MFG. CO., Los Angeles 34, Calif.

# TEEMATS

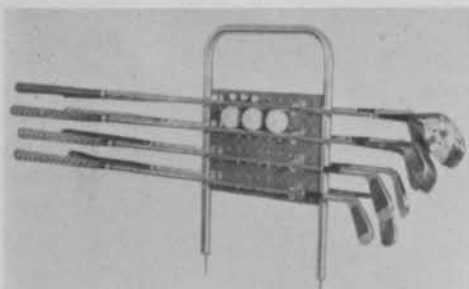
★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market!  
*Nationally acclaimed by golf clubs and ranges as the best buy.*

★ SEND TODAY FOR LOW PRICES

Merchants Tire Co., 2710 Washington, St. Louis 3

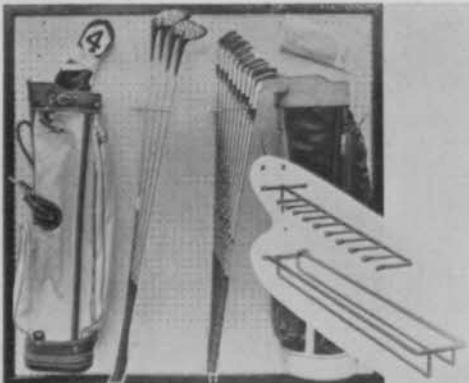
### Miller Markets Club Caddie, Pro Display Fixture

Miller Golf Printing & Supply, 2063 Harvard ave., Dunedin, Fla., has added two new



products to its line. One, for the pro's customer, is the Club Caddie and the second is a fixture for display of clubs in pro shops.

The Club Caddie (above) carries eight clubs in addition to balls and tees. It is especially useful where caddies are scarce. It is expected to get a big additional play at Par 3 courses.



The display fixture (below) is designed for pegboard and will hold up to 11 irons or 5 woods. It fans out in either right or left direction and a complete set of clubs can be displayed in two fixtures requiring only a 6-in. width of wall space.

### Development Report Tells Uses of Krilium

One of the Development Reports prepared by Monsanto Chemical Co. describes the uses of Krilium as a soil conditioner in course maintenance and can be obtained by writing to R. A. Ehrhardt, Organic Chem. Div., Monsanto Chemical Co., 800 N. 12th Blvd., St. Louis 1, Mo. The eight-page report explains how Krilium can be used to counter compaction, discusses the economies that can be effected through its use and tells how it can be used in building or rebuilding greens and tees.

### Monroe, In Business 50 Years, Publishes Largest Catalog

The Monroe Co., 12 Church st., Colfax, Ia., will celebrate its 50th year in business in 1958. Founded by W. H. Monroe, the firm which is the world's largest direct-selling folding banquet table manufacturer, has been a family-held operation since its founding. In observance of its anniversary, Monroe now has available the largest catalog it has ever published. Color printed, it shows 60 table models plus folding chairs, movable partitions, folding risers, platforms and stages. The catalog is available upon request.

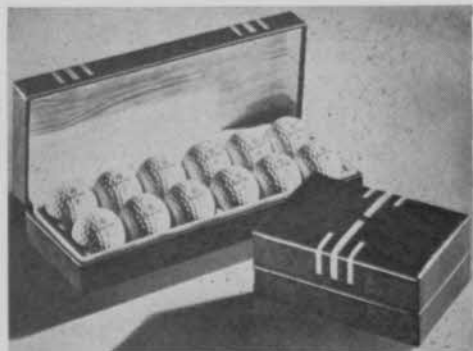
### West Point's Handbook for Chairmen Fills a Great Need

A "Handbook for New Green Committee Chairmen," a public service bulletin, is just off the press and is being distributed by West Point Products Corp., West Point, Pa. West Point writers have done a lot of sampling of opinion in getting all the facts new chmn. should be aware of. The range covers information about turfgrass, membership and employee relations and the duties of the chmn. The course budget also comes in for discussion. Copies of the handbook can be obtained free of charge from West Point distributors.

### Worthington Introduces New Golf Ball Xmas Package

A new, handsomely designed Xmas gift package which holds one doz. personalized Sweet Shot golf balls is being offered by the Worthington Ball Co., Elyria, O.

The special 1957 Xmas package, consisting



of a handsome leatherette case, and one dozen super-charged Sweet Shots, will be sold at regular price. A similar package will be available containing a half dozen golf balls. In addition, the balls will be personalized free in lots of one doz. with a name or initials up to 15 letters and spaces.

Gift boxed, personalized Sweet Shots are available only through pro shops. Orders for personalizing will be accepted until Dec. 10th.

Tell Them You Saw The Ad In GOLFDOM

**William F. Gordon**  
and

**David W. Gordon**

Golf Course Architects

Doylestown, Pennsylvania

Fillmore 8-4243

Members American Society of Golf Course Architects



**TOMMY  
ARMOUR  
golf  
GLOVE**



Imported Capeskin. Special reinforced thumb. Exclusive Club Hugger inset on palm for firm, yet relaxed grip.

Sold at Pro shops only

**PAR-MATE**

10 W. 33 St., N.Y. 1, N.Y.

**Spalding Personalized Balls  
Make Every Day Xmas Day**

Famous Dot and Double-Dot balls manufactured by A. G. Spalding & Bros. can be personalized with the player's name on a



year-round basis, it has been announced by J. Robert S. Conybeare, dir. of marketing for the firm. There is no extra charge for this service which previously has been available only at the Christmas buying season.

In his announcement, made during the company's annual national sales conference, Conybeare also pointed out that a brand new production-line system has been established at the Chicopee plant for handling these orders. These new facilities will enable Spalding to make shipments of personalized balls within 72 hours after orders are received in Chicopee.

This new year-round personalizing service applies to all top grade Spalding balls. The minimum order requirement is one doz. and the maximum character count — letters and spaces — is eighteen for any imprint.

**Jacobsen Increases Sales Staff**

In anticipation of increased volume in the power lawn mower industry, and the intro-



(Seated, l. to r.): R. R. Lehman, Eastern Pa. and Md.; D. M. Moore, New England States. (Standing): W. F. Hardaway, Dist. Mgr., Mo.; J. D. Blodgett, Northwest Pacific; B L. Logan, Calif. and Nevada; J. F. Scheer, Dist. Mgr., Indiana

duction of two new models to the 1958 line, the Jacobsen Manufacturing Co., Racine, Wis., has appointed four additional sales reps in the field and two additional district mgrs.

**Bob Baldock**

**GOLF COURSE ARCHITECT**

1505 Blackstone

FRESNO, CALIFORNIA

**ALFRED H. TULL**

**Golf Course Architect**

Larchmont, New York

## Par Aide Washer Operates Quietly Due to Helical Agitator

The ball washer, bearing the Par Aide label, works efficiently and quietly because of its helical agitator molded of tough Tenite



butyrate plastic. The ball is placed in a molded hole in the agitator and is rotated against a brush in the washing chamber, resulting in a quick and effective cleaning job. The washer has unusual resistance to weather and won't rust or corrode. Par Aide Products Co., 1457 Marshall ave., St. Paul, Minn., also markets a companion tee marker.

## Nitroform's Recommendations for Applying Powder Blue

Nitroform Agricultural Chemicals, Inc., 92 Sunnyside ave., Woonsocket, R. I., has these suggestions for applying its new "Powder Blue" Nitroform. It suggests doing it by use of a proportioner, as a topdressing, especially after spiking or aerating, or through a sprayer.

## Hogan, Sabayrac Sales Reps Meet in Ft. Worth

National sales reps of the Ben Hogan Co., Ft. Worth, recently met in Ft. Worth's Western Hills Hotel to be brought up to date on the latest developments in the Ben Hogan pro golf equipment. Meeting with the Hogan

Nitrogen in Powder Blue is said to be slightly more active than in regular Blue Chip and recommended dosages per 1,000 sq. ft., are: Hot weather - 6 to 7 lbs; Cool weather - 10 lbs.

## Johnson New Member of Fawick Staff

Fawick Flexi-Grip Co., Akron, O., has signed Howie Johnson, one of the more promising young pros, to its advisory staff for Golf Pride grips. Johnson entered pro ranks early in 1956 after compiling a very impressive record in amateur competition. In his first pro-year, he finished third in the Mexican Open, tied for first in the Gulf Coast and Seldon Opens. He was in the money at St. Paul, Akron, Ft. Wayne, Oklahoma City and Sanford, Fla.



This year he started the season with a good showing in the Los Angeles Open and has been playing steadily in circuit tournaments, usually finishing somewhere among the top 15. Most recently, using Golf Pride grips, he placed third in the St. Louis Open and tied for fourth in the Miller Open.

## McDermott Gets Dunlop Promotion

Thomas J. McDermott, White Plains, N. Y., has been appointed credit operating Mgr. Sports in the Dunlop Tire & Rubber Corp.'s Des Moines, Ia., warehouse. A graduate of Washburn University, Topeka, McDermott is an Army veteran of the Korean War. He joined Dunlop in 1955 and in 1956 was named asst. credit and operating manager of the N. Y. Div.

delegation were reps of the Ernie Sabayrac, Inc. organization, executive sales agency for the Hogan line. Also on hand were persons representing Flip It Hat Co., Alexette Bacmo Gloves, Foot Joy, U. S. Rubber, Haas-Jordan,



At Hogan-Sabayrac meeting were: (Seated, l to r): Arnold Litman, Jr., Carl Becker, Sue Thompson, Sam Baker, C. L. Wilcox, Ernie Sabayrac, Ben Hogan, Ben Stone, Dick Tarlow, George McCarthy, Ed Rankin, Bud Waltz. (Second row): Sammy Sigh, Max Baker, Bud Warring, Jack Murphy, Lyne Price, Bob Haegerty, Jr., John Hainje, Grant Robbins, Johnny Burt, Chester Kubik, Ted Longworth. (Third row): Michael Long, Les DeFino, Dan Stovall, Jack Carnahan, Joe Aubuchen, Bill Fees, Morgan Barofsky and Hal Whittington.



## WILLIAM P. BELL & SON

### GOLF COURSE ARCHITECTS

Member: American Society  
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Sycamore 3-6944 Atlantic 7-2933

## J. PRESS MAXWELL

### Golf Course Architect

Member:

American Society of Golf Course Architects

Design

Construction

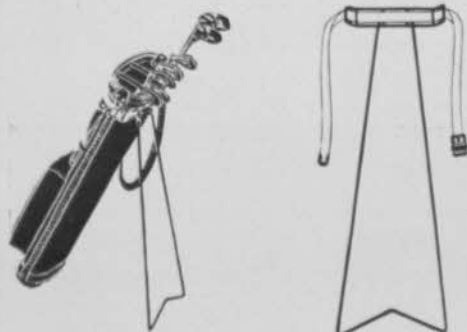
3855 WALNUT HILL LANE

DALLAS, TEXAS

Tel. Di-8889

### Stand Keeps Bag Upright

Kaddy Products, 235 Old Bergen rd., Jersey City, N. J., is distributing a kaddy stand designed for attachment to golf bags and manu-



factured for the golfer who carries his own bag. The frame, as the illustration shows, makes it a simple matter to keep the bag standing upright and does away with bending over to pick up the bag after each stroke.

For Easy Reference  
See Index of GOLFDOM Articles  
Page 111

### Pitts Gets Appointment

Fordie H. Pitts, Jr. has been appointed to the sales staff of the Pro Golf Div., A. G. Spalding & Bros. J. Robert S. Conybeare, marketing director, emphasized that this is a brand new assignment which will enable the company to better service its customers in the northern New England area.

Pitts will cover Me., Vt., N. H. and a small portion of Mass., which were previously handled by Jim Shea of the Spalding sales staff. Professional golf sales in the balance of Mass. will continue to be handled by George Weaver.

Pitts comes to Spalding from Chadburn-Gotham Sales Corp. He is an Air Force veteran and a graduate of Boston College where he majored in marketing.

### Etonic PGAs Selected as Ryder Cup Shoes

The Etonic-PGA All Weather golf shoe has been selected as the official Ryder Cup style. These shoes are available in black and brown, feature domestic and imported Softee leathers, full length foam air-cushion innersoles and glove-tanned leather linings. Sold only in pro shops, the Etonic is packaged in personalized shoe bags. Etonic is manufactured by Charles A. Eaton Co., Brockton, Mass.

## GOLF COURSE CONSTRUCTION

By CONTRACT

35 Years Experience

MADDOX CONSTRUCTION COMPANY

Phone 110

Rankin, Ill.

## James G. Harrison

GOLF COURSE ARCHITECT

Member:

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Turtle Creek, Pa.  
Suburb of Pittsburgh

## Len Wirtz, Walt Purdy Get MacGregor Assignments

Robert D. Rickey, MacGregor Co. pro div. sales mgr., announces two changes in the firm's sales force. Leonard W. Wirtz, associat-



Wirtz

Rickey

Purdy

ed with MacGregor since 1954, has been assigned to the home office sales where he will handle special assignments. Walter G. Purdy, now assistant pro at Cincinnati CC, joined MacGregor on Oct. 1. He takes over Wirtz' sales territory of Southern Ohio, Ky., Tenn., W. Va. and western Va.

Wirtz is a native of Cincinnati and a graduate of Miami (Ohio) University. Purdy, Cincinnati caddie champ in 1947 and 1948, is a 1954 graduate of the University of Arizona. He has been assistant to Head Pro Freeman Haywood at Cincinnati CC since April, 1956.

## New Turf Green Xmas Package for Par-Mate Gloves

Par-Mate Gloves, 10 W. 33rd st., New York 1, has designed a special Xmas gift package for its entire line of gloves. Turf green, it was designed by Artist Roy Goodwin, and is being made available to pro shops. Golfers can obtain it free of charge for gift wrapping purposes with purchase of Par-Mate products. Par-Mate now markets 12 different models, including the new Paul Hahn Glove. There is a large choice of sizes for men, women and cadets in addition to a wide variety of colors from which to choose.

## Five Firms Get Toro Awards

Toro Manufacturing Co., Minneapolis, Minn., recently made achievement awards to five distributors for outstanding work in 1957. The awards and firms receiving them follow: Mr. Toro of '57 - Toro Eqpt. Co., White Plains, N. Y.; Mr. Toro Service - Haverstick Toro Sales Co., Rochester, N. Y.; Mr. Toro Merchandiser - Aktiebolaget N. K. Kristenson, Stockholm, Sweden; Mr. Toro Institutional Sales - National Capital Toro Co., Silver Springs, Md.; Mr. Toro Dealer Sales - Ohio Toro Co., Cleveland.

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## Grass Catcher Integrated with Jacobsen Mower

Jacobsen Manufacturing Co. has added an 18-in. Turbo-Vac grass catching rotary power mower to its 1958 line. This is not just a rotary mower with a grass catcher but a completely integrated unit - the plastic catcher is part of the mower. This new mower actually vacuum-cleans the lawn, even to picking up litter, leaves no windrows or weed seeds. A covered plastic grass catcher prevents clippings or litter from blowing around on the lawn.



Board of directors of Jacobsen Manufacturing Co., Racine, Wis., have voted a 15 cents quarterly dividend which was payable Oct. 1 to shareholders of record Sept. 16, 1957. This continues an annual rate of 60 cents per share.



## Safety Light for Pros

Cathy Cornelius, 1956 U.S.G.A. Women's Open champion, receives a Safety Light from Art Clark, pro at the Country Club of Asheville, N. C., who presents it in behalf of Fawick Flexi-Grip Co., makers of Golf Pride grips. Professionals who tour the major tournament circuits are among most travelled people in the world. Last year six pros lost their lives in auto accidents. Touring golf pros frequently travel at night. Accordingly, Bill Junker, sales mgr. for Golf Pride grips, arranged for his firm to present personalized Safety Lights to all touring men and women pros. The Safety Light plugs into the cigarette lighter of the automobile and blinks to warn of an emergency on the highway.