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Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

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Whitehall 4-6530

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

*Golf Course
Architect*

20 Vesey Street

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NEW YORK, N. Y.

**See Sell-O-Matic As Boon
to Pro Sales of Golf Shoes**

A new selling idea designed to give pros a complete retail golf shoe dept. in a minimum of space is being introduced this fall by Field & Flint Co., Brockton 68, Mass. makers of Foot-Joy shoes. The innovation is a merchandising unit, the Sell-O-Matic, that requires less than 5 sq. ft. of floor space and offers golfers a planned assortment of sizes and styles with a minimum inventory. The Sell-O-Matic can be used effectively in small, medium or large pro shops.



Since the average pro doesn't have the time to operate an adequate shoe dept., Field & Flint feels that through the new unit it

will do a large part of the selling job for him. Sell-O-Matic will display one major style of men's and women's shoes in a full range of sizes and also carry many popular styles in at least one important size. The new setup is expected to do away with the system whereby the golfer places an order and then has to wait for delivery. The Sell-O-Matic displays 36 pairs of men's and 12 pairs of women's Foot-Joys. Small shops should get along with one unit, medium with two and large ones with three.

Molded-In Color in Diving Boards

Diving boards with molded-in color, including two-tone finishes are being produced by S. R. Smith & Co., Canby, Ore. The boards are surfaced with polyester resins supplied by American Cyanamid Co. All four models made by Smith are slip-preventive and have permanent waterproof finishes.

Delaware Swimming Pool Co., Inc., 811 River rd., Wilmington, Del., is using a combination of embossed vinyl and urethane foam, supplied by E. I. Du Pont, as coping around concrete block pools to prevent slipping and provide cushioning. The material can be easily applied, is tear resistant and retains resiliency indefinitely.

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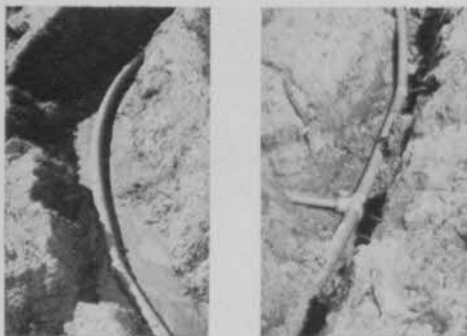
49 Woodruff Avenue, Wakefield 4, R. I.



40-Mile Plastic System Installed at Torrey Pines

Plastic pipe — 40 miles of it — will help keep fairways green at San Diego's new Torrey Pines Mesa GC.

The long stretch of pipe is the main section of an underground sprinkler system for



Bending Kralastic offers no problems; Triangle supplied special couplings (right) to join mains to lines.

the two 18-hole courses at the California club. It is thought to be the largest plastic sprinkler system ever installed at a club. More than 100 clubs have installed buried sprinkler systems over the past few years.

Plastic pipe is tough, corrosion-resistant and easily installed. Since it is light and because it needs no special trenching and can be quickly joined by solvent cement welding, the supt. and a few helpers often install it.

Plastic used in the California installation is Kralastic, a blend of rubber and plastic produced by the Naugatuck Chemical div., United States Rubber Co. It was formed into pipe by Triangle Conduit and Cable Co. It was selected by the city of San Diego for its course after thorough testing proved its durability. In addition, it was guaranteed by Triangle, and that company also provided engineers to assist in planning the installation.

Main lines for the sprinkler system are ceramic. Special couplings, supplied by Triangle, join mains to plastic lines which fan out across the fairways. The plastic pipe was made in 20-foot lengths with slip couplings cemented to one end of each length. Joints were made by solvent welding the lengths together.

Pop-up sprinkler heads of metal were installed along the plastic lines with plastic-to-metal couplings. Lengths were cut with hacksaw to position sprinkler heads or fit a length to the sprinkler pattern laid out by the architect. The ease with which the pipe could be cut speeded the installation and also minimized scrap. Less than 100 ft. of the total of 40 miles of plastic pipe installed had to be scrapped.

Among the many other clubs that have installed Triangle's Kralastic pipe are Blue Hills CC, Canton, Mass.; Baltusrol GC, Springfield,

N. J.; Coral Ridge GC, Fort Lauderdale, Fla.; Hempstead (N. Y.) GC; and Sanford (N. C.)

Triangle presently is making plastic installations at Dickinson (S. D.) GC and Lyford Cay GC, Nassau, Bahamas.

Shull Is New Sales Promotion Manager at Spalding

The appointment of Robert W. Shull as sales promotion mgr. for A. G. Spalding & Bros. Inc. has been announced by J. Robert S. Conybeare, marketing director. This is a new position in the expanding Spalding organization, and Shull will work under Harry Amtmann, director of advertising and promotion.

Shull comes to Spalding from Aluminum Cooking Utensil Co. Inc., New Kensington, Pa. where he held the position of sales promotion merchandising mgr. He served with the U. S. Navy from 1943 through 1946, holding the rank of Lieutenant at the time of his release from active duty. He was graduated from Yale University with the class of 1944.

New Golf Car "Recharjer" Fully Automatic, Self Regulating

The LaMarche golf car Recharjer is a new type of battery charger designed to overcome the problems of short battery life and incorrect handling of the charging cycle. The device is fully automatic and self-regulating, supplying correct current whether the battery is completely or partly discharged. This feature permits booster charging of the battery at any time the golf car is not in use. All data on the new Recharjer can be had by writing LaMarche Mfg. Co., 49 Woodruff ave., Wakefield, R. I.



Gets Lawn Mower Cartoon

Oscar T. Jacobsen, pres., Jacobsen Manufacturing Co., Racine, Wis., dean of the Power Lawn Mower Industry, receiving autographed original of the "lawn mower" cartoon by famed cartoonist, Joseph Parrish, which appeared in Chicago Tribune recently. Ken Ring, executive vp, Wesley Aves & Assoc., Inc., the Jacobsen advertising agency, made presentation with Don Smith, Public Relations director of the agency, at a recent meeting with the Jacobsen staff to review advertising campaign.

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is pleased to present the famous white cap worn by Dick Mayer, National Open World Champion and member of the U.S. Ryder Cup Team. The cap is English drape style, beautifully tailored, made of 100% wool serge.

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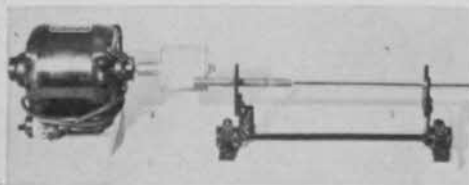
THE Monroe COMPANY

12 CHURCH STREET COLFAX, IOWA

"Do-All" Club Repair Kit Saves Work, Time, Space

The equipping of a golf club repair shop has been simplified by the Golf Pride "Do-All" kit, offered by the Fawick Flexi-Grip Co., Box 8072, Akron 20, O.

The kit consists of a "Do-All" power unit



with 1/3 hp motor and adjustable cradle. It also has buffing and polishing wheels, vice clamp for holding shafts without damage, sanding block, pro's knife, arbor, bit chuck, sanding belt and other essentials.

The kit is claimed to be a great saver of work, time and space in any golf club repair shop. Price list and further details are available from Fawick, maker of Golf Pride "traction action" grips.

Release New Ditzen Birthday Cards

Barker Greeting Card Co., P. O. Box 2177, Cincinnati, O., has released four new birthday cards designed by the famous sports artist, Walt Ditzen.

These cards should appeal to the golfer for they speak his language. Walt Ditzen, long famed for the sports cartoons "Fan Fare," that appears in most of the large newspapers throughout the nation, designed these cards in the popular tall slim shape and they are laugh riots.

They are on sale at better retail stores everywhere.

Management Group Cites Toro

Toro Manufacturing Co., Minneapolis, Minn., has been cited for "excellence of management" in a special audit report of the American Inst. of Management. Especially praised were Toro's workmanship, distribution system and employment of young men with great potential executive ability.

Jacobsen Manufacturing Co. has announced appointment of Donald J. Strever as district sales mgr. for Iowa and Neb.

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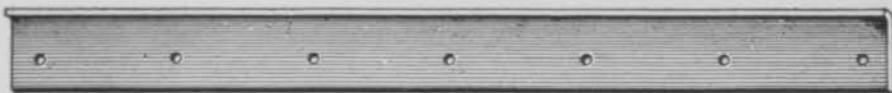
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JOBS WANTED

Pro — seeking new location for 1958 season. Top teacher and player. Class "A" credit rating. Diplomatic, energetic. Undoubtedly the man you are looking for. Address Ad 1001 c/o GOLFDOM

Assistant Pro Position wanted for 1957-58 winter season. Top teacher and player. Can operate efficient shop; diplomatic, energetic. Would be an invaluable player. Address Ad 1002 c/o GOLFDOM

P. G. A. Pro-Mgr. — well experienced all phases clubhouse-Pro Shop-Grounds Maint.-purchasing and budget control handling 60,000 golfers seasonally while running clubhouse facilities on yearly basis catering to banquets-parties and operating as fine restaurant. Must leave present club after many years as being sold for land development. Will travel. Prefer large club operation. Address Ad 1003 c/o GOLFDOM.

CLASS A PROFESSIONAL — AGE 34 — 20 YEARS EXPERIENCE IN ALL PHASES. PRESENTLY EMPLOYED AT EXCLUSIVE NEW YORK CLUB AS PLAYING AND TEACHING ASSISTANT. DESIRE OWN CLUB. ADDRESS AD 1004 c/o GOLFDOM.

Professional or Pro-Supt. — 25 years experience, nine years present club, desires change, 48 years old, married. Considered excellent teacher, capable in all lines of club service and course maintenance. Class A P.G.A. member. Highest credit, character and professional references. Address Ad 1005 c/o GOLFDOM.

PRO — 25 YEARS EXPERIENCE. EXPERIENCE ALSO INCLUDES COURSE AND CLUB MANAGEMENT. CONSIDERED EXCELLENT PLAYER AND INSTRUCTOR. GOOD CREDIT RATING. ADDRESS AD 1006 c/o GOLFDOM.

Class "A" P.G.A. — Available Oct. 15 for Winter and/or position with longer season. College graduate, excellent instructor and promoter with good appearance and personality. Successful in promotion, sales, business management. Excellent credit rating. Prefer West or Southwest area. Address Ad 1007 c/o GOLFDOM.

Ass't Pro — Age 31, college graduate, conscientious, excellent experience with top clubs and professionals, desires small club or operate and teach at range. References. Address Ad 1012 c/o GOLFDOM.

Golf Course Superintendent — desires change. Honest, sober, conscientious. Married, 25 years experience, 10 as Supt. of present 18-hole course of a Midwest country club. Desire a permanent position. Present age 42. Address Ad 1017 GOLFDOM.

ASSISTANT PRO — 24 YEARS OLD, COLLEGE GRADUATE, VETERAN, DESIRES POSITION AT PRIVATE CLUB. BEST REFERENCES. WILL SETTLE ANYWHERE. ALL REPLIES ANSWERED. ADDRESS AD 1018 c/o GOLFDOM.

PRO-Supt. Had over 25-years experience in the golf business, 46 years old. Considered excellent teacher. Prefer situation with smaller club where expert and dependable service will develop the club and the earning possibilities of the job. Can furnish highest character, bank, credit and professional references. REPLY: F. Lanier Reed 113 Covington Road Decatur, Georgia.

Wanted: Position as professional in private or resort country club. Experienced in both kinds club work. Now employed as professional at 18-hole private club. Age 32, Married, no children. Professional for 6 years. Address Ad 1023 c/o GOLFDOM.

JOBS OPEN

Wanted: Experienced grounds superintendent for nine hole watered course in good condition — private country club in Midwest. Address Ad 1008 c/o GOLFDOM

SUPT. WANTED — EXPERIENCED — GERMAN BENT GREENS — 18 HOLES. INTERVIEW NOV.-DEC. EMPLOYMENT MARCH 1958 IF ACCEPTED. ADDRESS AD 1009 c/o GOLFDOM.

Rep Wanted — to sell line of golf balls on commission basis to pros in So. W. Protected territory. Give present lines carried. Address Ad 1010 c/o GOLFDOM

WANTED — Man & wife to operate country club bar and dining room on concession basis. Middle West, 6000 pop. 400 members. Experience necessary. Prefer couple without minor children. Will also give consideration to pro-manager and wife. Modern house for living quarters. Year around operation with vacation in January. Apply in writing enclosing pictures if possible. Address Ad 1019 c/o GOLFDOM

Commission salesmen visiting golf courses wanted for line of grass seed, peat moss, and outstanding line of organic, chemical fertilizers. Many Eastern territories open. Write details, experience, background, area desired, Box 68, Spring Valley, N. Y.

GREENKEEPER WANTED — 9 hole course. Northern Illinois. Eight month job with work available during off season in local factories. Good equipment. Greenkeeper is expected to do the work himself with the help of an extra man. Address Ad 1044 c/o Golfdom

Country Club Food Service Operators: Are you looking for an excellent opportunity and location to completely operate a Country Club Dining Room? Silver Lake Country Club located in Lake County, near Leesburg and Mt. Dora, Florida offers the following: Dining and service rooms rent free. Operator to furnish other equipment than what is available. Would also consider lease of bar concession. New men's and ladies' air conditioned and heated locker rooms. Present membership is approximately 200. 18 holes of watered fairways of championship quality. Club open year 'round with a Professional. Management desires dining service year around. Would consider December through May. A new swimming pool is planned for Spring. Applicants must be top quality food operators and able to furnish bona fide recommendation of character and ability to prepare and serve top grade food and service. For information write or phone — J. H. Frisch, P. O. Box 257, Solon, Ohio. Phones — Day: CHurchill 8-6575; Nite: CHurchill 8-5067 Cleveland, Ohio

GOLF PRO for private country club, active golf-social membership, Ohio city (10,000), 9 holes, prefer package contract pro, greens, manager. Address Ad 1014 c/o Golfdom.

Pro — Illinois' finest nine hole golf course. Must be aggressive; good teacher. Address Ad 1015 c/o Golfdom

Manager—500 members, golf course and country club. Aggressive, experienced, qualified manager. Address Ad 1016 c/o Golfdom

Caddymaster — Experienced, competent, sober, conscientious man. Wife able to assume responsibility office or concession. Available immediately South or West. References. Address Ad 1021 c/o Golfdom

GOLF PROFESSIONAL WANTED—Middle West. Excellent proposition for the right man. Pro shop open April 1 to September 31. Good golfing membership in active club. Small town, private club. Apply in writing enclosing picture. Address Ad 1050 c/o Golfdom

Wanted: An aggressive, capable and experienced golf club manager who can build up membership and income for 18-hole course located in a fast-growing community in east-central Florida.

McAllister Succeeds Hatch as Shell Sales Division Head

S. H. McAllister has been appointed to succeed F. W. Hatch, who is retiring, as manager

of Shell's Chemical Agricultural Sales div. A Stanford University graduate, McAllister has been with Shell since 1930 and after doing research work for 12 years, took over as director of the company's pilot plant in Emeryville, Calif. From 1946 until 1955 he was associate director of petroleum technology. In the latter year he was named director of the Chemical div.'s research project in



S. H. McAllister

Denver, Colorado.

da. Willing to sell on an attractive basis an equity to the manager who can show profit results. Excellent opportunity for the right man. Give references experience age and salary expected. Address Ad 1022 c/o Golfdom.

MISCELLANEOUS

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Driving Range for lease or sale. In fast growing area near popular lake in Southern Wisconsin. Address Box 377, Walworth, Wisc.

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Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.

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NOTE:—Golf range balls, picked over lots, and cut deep into the rubber types wanted, but not acceptable at above figures.

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WANTED: Golf Range Equipment, lights, mats, ball picker-uppers, etc. Establishing new golf range. **ROMEO GOLF & ATHLETIC CLUB**, 14550 Thirty-two Mile Road, Romeo, Michigan.

For Sale: Model K Royer Compost Mixer. Purchased new Aug. 1947 for \$355.00. Will sell for \$150.00. In excellent shape. H. & E. Sod Nursery, Inc., P. O. Box 140, Tintley Park, Illinois

FOR SALE — **DRIVING RANGE WITH 20 TEES**—Established 17 years in large Mid South city on leading highway. Ideal for Pro with family. Address Ad 1020 c/o Golfdom

Wanted to Lease — golf course or golf driving range for Winter season in South, preferably Florida. Robert W. Dayton, 1300 Huntington Ave., Alexandria, Va.

Grant Robbins Collaborates with Detroit Paper on Golfwear Story

Grant Robbins, Detroit rep for Ernie Sabayrac, Inc., Hialeah, Fla., collaborated with the Sunday Pictorial staff of the Detroit News recently in a feature on sportswear. The front cover of the magazine section was given over to a colorful shot of golf hats and caps while the accompanying story, entitled "Tee-off Togs," showed golfer and non-golfer as well as the large and resplendent sportswear wardrobe he can now select from. The article concluded, and without regrets, that the day is passed when the golfer can feel comfortable playing in T-shirt and baggy slacks. Photo models included Robbins, Wally Burkemo, Franklin Hills, Warren Orlick, Tam O'Shanter CC, Orchard Lake and Jack Hoffmann, Edgewood CC, Walled Lake. Hoffmann's stunning wife also appeared as a model.

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- Hose
- Hose clamps
- Humus
- Incinerators
- Insecticides
- Lapping-in Machine
- Leaf pulverizer
- Miniature Course Const'n
- Min. putting surface (felt)
- Mole Killer
- Mowers: putting green
- whirlwind tee
- fairway rough hand
- Mower Grinders
- Peat Moss
- Pipe
- Pine, tile ditching
- Playground equipment
- Putting cups
- Rakes (worm cast & clean-up)
- Rakes (mechanical)
- Refuse containers
- Rollers: power water filled
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- Sand: fairway green
- Shoe Spike Cleaner

- Sod cutter
- Soil conditioner
- Soil screeners Soil shredders
- Sprayers: power hand
- Spreaders, fertilizer, seed, topdressing
- Spikers; greens fairway
- Sprinklers; f'way green
- Swimming pool equipment
- Swimming pool cleanser
- Swimming pool paint
- Thatch removing machine
- Tractors
- Trees
- Turf sweepers
- Water systems, fairway
- Weed chemicals

Pro Shop

- Bags: canvas leather
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- Bag supports
- Bag racks
- Bag Tags—Guest Tags
- Balls: Regular Range
- Ball Markers
- Ball retriever
- Caps and hats
- Cash Registers
- Charge books — for pro shops, green fees, etc.
- Club Cleaning Liquid
- Club cleaning machine
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- Putters
- Club head covers
- Club repair supplies
- Display equip.
- Dressing for grips bags
- Electric golf cars
- Golf bag covers
- Golf club protectors
- Golf gloves
- Golf Grips: Leather
- Composition

- Golf Car Batt. Recharger
- Golf Practice Devices
- Golf shoes
- Golf Shoe Spikes
- Handicap Computer
- Handicap racks cards
- Mech. Range Ball Retriever
- Name labels, for clubs
- Practice driving nets
- Practice Golf Balls
- Preserver for leather
- Score cards () Charge checks ()
- Score card & pencil Tee Box
- Score counter (watch type)
- Seat attachment, for carts
- Sportswear: Shirts Socks
- Sport jackets Rain jackets
- Windbreakers Slacks
- Ladies' Bermuda shorts
- Tee mats
- Tees
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Trophies

Club House

- Athletes Foot preventives
- Bars (portable)
- Bath mats
- Bath slippers
- Cash Registers
- Deodorants
- Disinfectants
- Floor coverings
- Folding Table (Banquet)
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Add.: Town: State:

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name (Zone)

Add.: Town: State:

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Add.: Town: State:

Course Superintendent's (Greenkeeper)

name (Zone)

Add.: Town: State:

Professional's:

name (Zone)

Add.: Town: State:

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Swinging Around Golf

(Continued from page 107)

who proposed the award in memory of the beloved Bob, former PGA tournament bureau mgr. and founder and editor of *Golf World* . . . Frank Sprogel's return to PGA work as pro mgr. of the PGA National GC, it is believed, will produce harmony between the PGA and Dunedin residents . . . Dave Hendry will continue as PGA National course supt. . . . Sprogel says that Hendry's year has brought the course into its best condition.

Len Kennett, pro at Marine course, Camp Pendleton, Calif., for 6½ years, selected from hundreds to succeed Harry Pressler as pro at San Gabriel (Calif.) CC . . . Kennett's asst. at Camp Pendleton, Bill Hartley, a young ex-Marine officer, probably will be moved into the Marine pro job . . . Burglars get \$1400 golf equipment from Tony Mierzwa's pro shop at Maple Bluff CC, Madison, Wis. . . . Betty Hicks to be on pro staff of new \$2,500,000 Los Coyotes CC, Buena Park, Calif. . . . Al Renzetti named golf coach at New York university.

Paul P. Sheeks says that the 92 kids in the Great Lakes Invitation Pee Wee championship observed rules of golf etiquette better than most adults . . . Kids came from 6 states . . . Tournament was played at Barberton (O.) Brookside GC . . . Tri-County Golf Proprietors sponsored the event and put up 16 prizes.

Col. Lee S. Read, prominent Louisville, Ky., realtor who has been great promoter of junior golf, is retiring from active work on USGA Junior committee . . . The genial Col. Read

also has been active in Southern Golf Assn. for many years, a director of the Western Seniors and a director of the Southern Seniors . . . He has been busy at most of the USGA Junior Boys' 10 championships and has done a lot of work at the National Amateur . . . He is one of golf's best known executives . . . His son, Lee S., jr., was on a Notre Dame golf team.

Dale S. Bourisseau, sec., National Amputee Golf Assn., awarded Admiral Ernest B. King memorial trophy as the one who has contributed most to amputee golf program . . . The amputee national championship, developed by Dale, started in 1949 with 12 participants and this year had 105 entries . . . The National Amputee Golf Assn. 375 members are expanding their program to take into golf kid amputees and finance scholarships for these youngsters . . . Joe P. Mayo replaces Ed Tuffteller as supt. at Oakmont CC in Glendale, Calif.

Jimmy Smoot named pro at Dellwood CC, New City, N.Y. . . . Bergen Evans, Northwestern university's noted professor of English who stars on TV and writes interesting textbooks on correct use of English, is another authority who laughs at the frequency with which "invitational" is used by people who have been exposed to some education . . . No more need to add "al" to "invitation" than there is to add "al" to "open" or to "amateur" in describing the nature of a tournament . . . Another grammatical error common in golf is reference in instruction writing or talk to "basic fundamentals." . . . The term is redundant . . . Basic and fundamental have the same meaning.