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Roll-Aerator is specifically designed to operate perfectly on the Jacobsen and Toro greens mowers.

Roll-Aerator is easily installed with two bolts and two springs. Requires about one minute to put in or remove.

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Makes 30 holes per square foot. Maximum depth 1 1/4 inches. This will amply penetrate mat. Also very useful in preparing areas for reseeding.

Hardened steel spikes and treated wood rollers are free on shaft to rotate independently of each other.

Greens-Mower SPIKER



Comes complete with re-inforced, heavy gauge galvanized grass catcher which may be removed and replaced with one hand.



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COMPANY**

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Framingham Center,
Massachusetts



Jay White, real estate developer, spearheads rebuilding of old Winter Club near North Palm, Fla. . . . Pompano Beach to get new 18-hole semi private . . . Course under construction at King's Bay Yacht & CC, near Miami . . . City of Miami adds 9 holes to 18 at Miami Springs and will build 18 at LeJeune race track . . . Dick Wilson is the architect . . . Home pros like to have circuit tournaments played in their backyards, according to Lincoln Werden, golf writer for New York Times . . . It not only stimulates golf at their clubs, but inspires the home pros themselves to keep their games in reasonably good shape.

LPGA tournament, scheduled for Los Coyotes CC, Buena Park, Calif., Oct. 9-12, has been cancelled . . . TV's "All-Star Golf" series returning to the screen on Oct. 11 . . . New Jersey State Golf Assn. exploring ways of getting increased revenue for its caddie scholarship fund . . . USGA says 86 golf associations are using or recommending the USGA handicap system that became effective last Jan. 1 . . . World Series of miniature golf to be played at Asbury Park, N. J., Sept. 6-7.

Southern Seniors GA will open fall section of 1958 tourney schedule on Sept. 6 with a better ball of pair event preceding a 36-hole medal play tournament . . . O. J. Noer recently took motion pictures of maintenance activities at Chicago's Beverly CC for educational film being made by GCSA . . . A total of 97 supts. attended Kansas State College's 8th turf conference . . . One of the features: Buffalo grass

fairways at Manhattan CC shown by Supt. Jim Tobias.

According to West Virginia University, tests show that dew can add up to 10-ins. of water a year . . . Recently opened for play were Woodview GC (9-holes, semi private) in Weirton, W. Va., and St. James Park, Dawson, Pa.

Turf Field Days

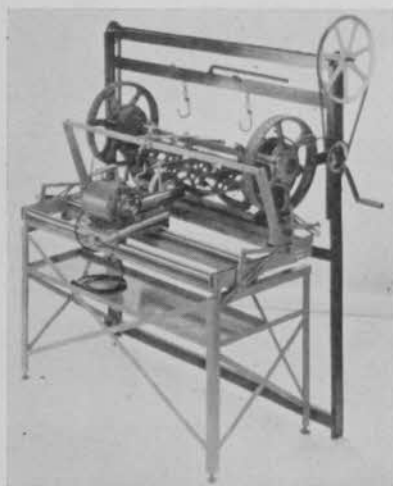
Turf field days are scheduled at the following locations:

- Aug. 26 — Rutgers University, New Brunswick, N. J.
- Sept. 3-4 — Pennsylvania State University, University Park, Pa.
- Sept. 11-12 — Rhode Island University, Kingston, R. I.

(1st 9) . . . Municipal Par 3 open for play in Clarksburg, W. Va., this month . . . Par Mar Pines, Parkersburg, W. Va., opens its first 9 with construction to start on second 9 this month . . . this will be 4th 18 hole regulation course in city of 160,000.

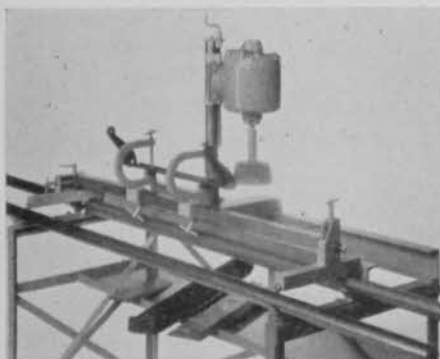
Construction on first 18 at Wilmington (Dela.) CC proceeding . . . It is part of \$700,000 36-hole project that will be completed in 1961 when Wilmington will have replaced its present setup . . . Robert Trent Jones is the architect . . . Willimantic (Conn.) Jr. C. of C. pushing plans for many recreation

MODERN Heavy Duty Lawn Mower Sharpener



Fastest most accurate lawn mower sharpener ever used. Sharpens all mowers, hand, power, greens mowers or fairway units. Bed knives may be sharpened without removing from mower. Full floating rails may be turned as desired, retain perfect alignment. Grinding head feeds in or out and will hollow or flat grind.

MODERN Bed Knife Grinder



Engineered for grinding power mower, greens-mower or fairway mower bed knives as well as most other straight edge tools. Clamps adjust to hold any length blade. Blades rest against solid base when clamping, eliminating all distortion. 100% steel, precision ground rails, 1/2 HP Motor.

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center that will include golf facilities . . . First 9 of Rolling Green GC, Washington, Pa., attracting big play . . . It was activated in May . . . Second 9 will be ready in Sept. . . . This is third course that has been opened in the area in the last year.

Bridgeport (W. Va.) CC adding 2nd 9 and putting lockerroom into clubhouse, a remodelled farm home . . . Manitto CC, semi private club near New Alexandria, Pa., will have 18 golf holes, first 9 of which are now being built, hunting lodge, lake for fishermen, riding trails and picnic area . . . William Birdseye is the owner and promoter . . . Geoffrey Cornish designed 18-hole Ellington Ridge CC, Manchester, Conn., that will have first 9 in operation in June, 1959 . . . Boone (N. C.) CC also will be ready next summer, according to J. E. Maples, the architect . . . It is part of a residential development.

Citizens of Ravenswood, W. Va. planning community 18 surrounded by 400 homes . . . Caldwell Hoerle, Plainville, Conn., converting his 55-acre farm into 9-hole semi-private course . . . It will be ready for play next summer.

Door County, Wis., which produces bigger cherry crop than any other county in U. S., will have its first Cherryland Open, Sept. 6-7 . . . Will have \$1000 for pros and many prizes for amateurs in the 36-hole event . . . If the initial event is successful, prize money will be increased next year . . . The helpful tournament manual prepared by Wisconsin PGA back in 1953 was a factor in getting Door County to put on a tournament . . . Bermuda Golf Assn., PO Box 433, Hamilton, Bermuda, issues winter tournament schedule.

Illinois Women's State Golf Assn. celebrates its 25th anniversary this year . . . The bright lasses combined the programs for their three-day stroke play championship and Junior girls' championship at CC of Peoria and for their amateur invitation amateur championship . . . Really made it a useful record book and got a goodly amount of advertising . . . The Illinois WSGA has contributed more than \$75,000 to charities in 17 years.

Lawrence Huber, who died recently in Columbus, O., was a founding member of the GCSA and one of the influential pioneers in the close association of course maintenance procedure and turf research . . . Huber was supt. of the Ohio State university courses . . . Another one of the great veterans of Ohio golf, Jack Way, died in Florida, a few days before Huber's passing . . . As pro and in course maintenance work, Jack was a highly competent man at Euclid, Willowick and Canterbury in the Cleveland district . . . Jack had a hand in remodelling Canterbury so it rates as one of the finest courses in the U. S.

Philadelphia Section PGA deserves bows for its job in putting out sectional bulletin, "Par Buster." . . . It's a newsy, informative job . . . Among fine pieces in it is one on PGA Assistants' School by Quinto Zaccanini, asst. to Ed Tabor, pro at West Shore CC, Camp Hill, Pa.

Florida West Coast GCSA's regular meeting and annual election of officers will be held at



As a feature of a Mayor's Charity Field Day, held recently in Fenway Park, Boston, Paul Hahn, the wizard of clubs, put on his famed trick shot demonstration for thousands of sports followers who attended the event.

Sunset CC, St. Petersburg, Fla., Aug. 19 . . . At the meeting, which will begin at 10:30 a.m., association will discuss plans for a scholarship and research fund . . . Tim Fenton Sunset supt.

Roy E. Canedy, owner of Meadow Park GC, Tacoma, Wash., and of Brookdale GC at Tacoma, is installing cups of $4\frac{3}{4}$ in. diameter for the Fifth Brookdale Amateur tournament and expects the players to have more fun . . . Jack Schneiderman, formerly pro at Matick (Mass.) CC, now is with the Route 1 Driving Range at Walpole, Mass. . . . Harold W. Glissman will open his Cedar Hills 9-hole, semi-private course at Omaha, in April, 1959.

North Plains CC at Dumas, Tex., where Jack Earle is pro, got out the fattest invitation tournament program we've seen for a 9-hole course in a city "where 12,000 nice people and a few old soreheads are living it up." . . . They really pushed advertising into that program.

William Dubey, for years supt. at Farmington (Conn.) CC died in mid-July as the result of an accident at the club . . . A pressure tank exploded and fatally injured Dubey . . . Prior to coming to Farmington, he was construction supt. on jobs of the late Orrin E. Smith.

Byron Harcke appointed golf director of the Chicago Park District courses succeeding Packy Walsh . . . Walsh resigned from the park pro job he held for 20 years to take charge of operations at O'Hare Field GC semi-private course which he owns with his brothers.

(Continued on page 82)

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Vertagreen®



Greens that are fed with VERTAGREEN look better, play better, stand up better. VERTAGREEN helps develop even growth and smoother turf. It produces deeper root systems that better withstand long stretches of dry, hot weather. Greenskeepers at leading golf clubs use and recommend VERTAGREEN. Order VERTAGREEN now from your dealer.

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POWDER BLUE **NITROFORM** IS THE ONLY UREA-FORM SPECIFICALLY ENGINEERED FOR LIQUID APPLICATION AND PUTTING GREEN TURF. IT SINKS QUICKLY INTO THE TURF WHERE MOWERS CAN'T PICK IT UP.

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- The greatest stroke-saving golf tee ever designed
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- 48 pkgs. of tees pre-ticketed at 39¢ pkg.
- Your investment — \$11 your profit \$7.72
- Postpaid — anywhere in U.S.A.

*Reg.

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No Excise Tax on Prizes

A recent ruling by the Internal Revenue Service may result in substantial savings to clubs. Ruling 58-125 IRD 1958-12 recognizes two federal court decisions which hold that sales of merchandise to organizations such as golf clubs for use as prizes and awards are not subject to Federal Retailers excise tax if clearly made on a wholesale basis. Most clubs buy tournament prizes on a wholesale basis and if this ruling is called to the attention of the wholesaler, he should agree not to charge the tax and should be exempt from payment under the Revenue Service ruling.

Sell Yourself

(Continued from page 38)

explains. "If we had Hogan and Jones and Snead, etc. adorning the walls, the members wouldn't look at the photos a second time. They prefer to see themselves, which is only natural. They occasionally bring their friends in to see their photos or sometimes they start reminiscing about where this picture or that was taken, the occasion for it, etc. This often keeps them in the shop a little longer than usual and whether or not they realize it, subconsciously taking note of our merchandise. Many times the photos lead to friendly conversation.

"The upshot of all this," the Hampshire pro continues, "is that it gives me or my assistants a chance to slip in some plugs about our golf equipment and sportswear. I hit on the member photo idea seven or eight years ago and I'm convinced that it has given my business a real shot in the arm. Maybe as much as an increase of 30 or 40 per cent."

P. S. Pros who complain about not being able to sell merchandise to women, might try giving one of Salerno's standby strategems a trial for a week or two. It's as simple as this: Always downgrade a woman's size. If you're sure she can't be anything but a Size 16, don't suggest it. Tell her you think she wears a Size 14. She'll not only be grateful for it, but buy the merchandise about three times out of four.

Americas Cup Team

The following amateurs have been invited by the USGA to be members of the Americas Cup team for the biennial match with Canada and Mexico at Olympic CC, San Francisco, Sept. 5-6: Rex Baxter, Jr., Charles R. Coe, William J. Patton (capt.), Hillman Robbins, Jr., Mason Rudolph, Dr. Frank M. (Bud) Taylor and Harvie Ward.

For better and more economical golf ball washing
HENRY Golf Ball WASHER

• Will dress up any course • Dirty water will not splash • Heavy gauge steel • **NEW** improved insert in rubber squeegee • Oil impregnated bearings • No brushes to rot.

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Dealers in all principal cities



**BALL
WASHER**

\$14.75

Prices F.O.B.
Waukesha, Wis.

Pro Shop Selling

(Continued from page 26)

someone may hear them. I think I solved this problem by keeping a box of bargain balls on my counter at all times with the price prominently displayed. The member sees the ball, selects two or three, signs the charge ticket and is on his way without conversation. When members learn that you, too, can supply bargain and inexpensive balls, they will not seek them elsewhere.

There are four ways a pro shop can increase its sales:

1. Sell larger quantity.
2. Sell better quality.
3. Sell associated items or things that go together.
4. Call attention to new items.

Selling by suggestion is one of the highest forms of salesmanship. Cultivate it and watch your sales grow.

Get Him to Say "Yes"

Never ask a man if he wants to buy, always ask him what he would like to buy. Always give him the choice between something and something, never between something and nothing.

For example, when a member looks at your shirt display, never ask, "would you like a shirt today?" because the natural answer to that question is "No." But if you say "Which of these two shirts do you like best?" his natural answer is this one or that one. After he has made a selection, it's pretty hard for him not to buy after showing an interest in the shirts. If he doesn't buy at the moment, he will probably buy a few days later when you call his attention to the fact that you have only one or two of the shirts he liked left. (To be concluded in September Golfdom)

Player, Crampton in GWAA

Gary Player of South Africa and Bruce Crampton of Australia, who play the PGA tournament circuit, are the first foreign newspapermen to receive invitations to become members of the Golf Writers Assoc. of America.

Player, runnerup for the Open title at Tulsa, files daily dispatches on his golf to the Johannesburg (S.A.) Star. Crampton, who finished 18th in the Open, does a daily piece for the Sidney (Australia) Telegraph.

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golf
courses



....Eliminates Leaf Removal
and Disposal!

Towed-Type. Cleans 6' 5" width at one pass—25 to 30 acres per 8 hour day. Picks up leaves by vacuum suction, thoroughly mulches and spreads them evenly over the ground. Leaf mulch disintegrates to a natural fertilizer. Does the job in hours that takes many men days.

Also available: Small self-propelled "walkie" model for obstructed areas or club-house grounds. For further information write:

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

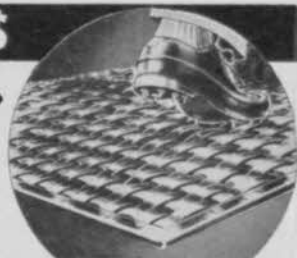
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WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.



STANDARD WIDTHS

20" - 24" - 30"
36" - 42" - 48"

Trial Section

24" x 60"

\$12.50 postpaid

Write today for illustrated folder

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Runyan and His Specialists

(Continued from page 30)

retail level, he feels the experience was worthwhile.

"I saw what a large part display can mean in retail sales," he says. "Jewelry shops that glamorized their merchandise had the largest sales."

Runyan carries an inventory of from \$17,500 to \$25,000. About 40 percent of this is in golf equipment.

He does not keep any regular pro shop hours himself. His wife helps at times and two fulltime assistants, Taylor and Mike Butler, run it at other times.

Don't Have to Be Golfers

Runyan is unusual in that he does not feel it necessary for shop assistants to be expert golfers, or to even play golf.

"I do think it is a good idea for them to know something of the tradition of golf, the famous players of the past, the great tournaments, etc.," he says.

One guarantee Runyan asked of the La Jolla directors in taking the pro shop was that the club would handle the billing and guarantee payment of bills by mem-

bers. He sends the club office a memo on the first of every month as to the amount owed by a member. The member can see the itemized bill at the golf shop.

"It is impossible for the club pro to have to assume personal responsibility for payments to his suppliers unless he has guaranteed payment from the club. After all, the club can suspend a member for non-payment of obligations but the pro has no such power," Runyan says.

Canadian Open

The 1958 Canadian Open Championship, which will be played at Mayfair G & CC, Edmonton, Alberta, Aug. 20-23, offers \$25,000 prize money to the pros. First place money is \$3,500. Seven special prize awards will be made to low finishers among Canadian pros. This is the 49th playing of the Canadian Open.

New officers of the Iowa GCSA are: Wes Letze, Waveland GC, Des Moines, pres.; Ralph Zegarac, Sunnyside GC, Waterloo, vp.; and John R. Rahe, Des Moines G&CC, secy-treas.



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No matter which tube you buy, you can be assured you will be handling the best • The Regular is tough, moistureproof and proven • The Plastic is tough, non-brittle with rolled edge • Both will give full length protection to clubs and grips • Will fit any bag • Allows full unrestricted use of each club in individual compartment type bags • Regulars packed 42 and 144 per carton — Plastic 42 per carton.

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Golf Course Irrigation

(Continued from page 28)

the peak water load at any point on the golf course and size the pipes accordingly. Although it is relatively easy to compute water flow in most looped designs and find out the proportion of the water being carried by the various pipes in the loop to one central point, I am sure many of you have seen irrigation designs with so many loops that it is doubtful if Prof. Einstein himself could have made exact hydraulic computations.

In my own work in the design of over 300 course irrigation systems, I have only found it advantageous to use a looped design in about 10 per cent of the projects. The balance was prepared on a "dead-ended" piping design.

Looping a piping system is not wholly wrong, but often it is not necessary. If the amount of money put into the hundreds of extra ft. of pipe, often used in a looped system, were put into one pipe of a larger size it often would be found that the larger pipe provides much more water than the looped system of smaller piping. The thought held by some that a looped system of piping provides constant water pressures is not entirely true. The further we get out on any looped piping system the greater is the pipe friction loss. This, in turn, creates a drop in pressure.

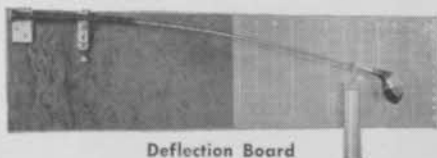
Course layout determines irrigation design. Far-flung courses with great distances between fairways are often best suited for a looped system while groups of parallel fairways rather close to each other are certainly more economically designed for the dead-end system. I have in mind two courses on Long Island, N. Y., one being the Queens Valley CC which has a major looped system and its neighbor, Fresh Meadow CC which has no loops whatsoever. No difference in a practical way can be seen in the results and operation of either system.

13th Jaycee Tournament to be Played in Tucson, Aug. 18-23

National finals of the 13th International Jaycee Golf championship will be played at El Rio CC, Tucson, Ariz., Aug. 18-23. Approximately 200 players under 18 years of age from the 48 states and Hawaii are expected to qualify for the finals. Past Jaycee tourneys have produced a large number of winners, runners-up or strong contenders who later turned pro or became top amateurs. They in-

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Deflection Board

A "must" for every Pro who does any repairs. Shaft or complete club is placed on the bracket, weight is suspended on the opposite end. Amount of bend is shaft deflection.

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World's Largest Custom Club Maker

a must PAT. PEND. **LOCKER DOOR**
for every locker **UTILITY BAG**

EVERY BODY will read this **←** **EVEN YOU**

- Colorful
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Fits any Standard Locker Door

- 31 inches wide
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7 graduate Scotch spin lockers

- Black leatherette back with black trim.

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BAKER'S DOZEN WITH THIS AD
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clude Al Mengert, Gene Littler, Bud Hol-scher, Doug Sanders, Tommy Jacobs, Phil Rodgers, Allen Geiberger and Jack Nick-laus.

Sponsors besides the Jaycee organiza-tion include the Bottlers of Coca Cola, Athletic Institute and National Golf Fdn.



When Plymouth Golf Ball Co., Plymouth Meeting, Pa., held a clambake for tournament officials, the press and others attending the PGA Championship, it included a tour of its plant as part of the affair. Above, Pres. Harold Sargent (right), of the PGA is shown how golf balls are made with Eddie Sawyer, Plymouth vp (left) and James G. Hogg, company pres., filling him in on construction details. A week later, Sawyer returned to his old job of managing the Philadelphia Phillies. Below: Persons who arrived early at the pine grove site of the clambake are shown getting in practice shots.

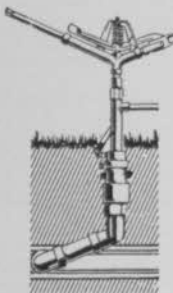
Hold U. of Florida Turf Conference, Sept. 16-18

The sixth University of Florida Turf conference and field day will be held Sept. 16-18 at McCarty Hall, the new agricultural center on the campus. Three types of sessions will be held for those attending. One will be a classroom approach to fundamentals of turf management; a second will be a series of discussions covering separate segments such as course maintenance, nursery production, retail and dealer problems, and play field, parks and cemeteries; and the third, an investigation of progress in research.

During the conference, Florida Turf Association members will elect officers for 1958-59. The annual banquet, to be held on the 17th, will have as guest speaker, Dr. Frank Goodwin, University of Florida marketing professor, who is famed for his wit and eloquence.

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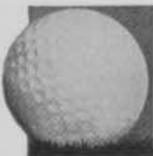


You save time and money with Nelson and Rain Bird turf irrigation equipment. Rain Bird Sprinklers provide maximum, even, penetrating coverage. Together, Nelson and Rain Bird offer the most complete line of turf valves. Quickly coupled and uncoupled without tools, they are constructed of highest grade brass and provide for maximum water flow through the valve with minimum pressure loss. Additional features combine to offer the greatest ease of maintenance and economical operation.

Write for literature on the most complete line of turf valves & sprinklers

NATIONAL RAIN BIRD SALES & ENGINEERING CORP.
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PRESENTS FOR 1958
TOMMY MC LAUGHLIN
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All NEW Construction
Also the following
IMPROVED reconditioned
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- ALEX CAMPBELL —high compression—liquid center.
- ALEX DUNCAN — medium compression — liquid center
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Proven the most reliable pro line in the competitive price range. Available with our trade name or private brand in 24 doz. lots. Satisfaction guaranteed.

Used cut or uncut balls taken in trade or purchased.

Custom repainting of your golf balls. These balls sold to pros exclusively.

Write for prices

HUGH J. MCLAUGHLIN & SON
CROWN POINT, INDIANA

at PGA Championship



U. S. Rubber Co. had this display set up at the PGA Championship in Philadelphia with sales rep, Frank McManimon, on hand to tell the U. S. Royal story.



Spalding's display at the PGA showed a lot of people who didn't know what goes into golf balls and woods and irons. In the photo are Andy Studwell (l) and Larry Spence.

Powder Blue Eliminates Old Mower Pickup Problem

What's claimed to be one of the newest things in liquid feeding of turf is a water suspension of powdered urea-form, known as Powder Blue Nitroform, and made by Nitro-form Agricultural Chemical Co., Woonsocket, R. I. Slightly soluble in water Powder Blue easily stays in suspension with light agitation. It readily disappears into the densest green turf and is slowly released, is non-burning and non-leaching. Proportioners and sprayers may be used with the product.

NEW



Now available with nylon brushes!

Tough, weather-resistant plastic coated finish... inside and out. "Magic action paddle" spins ball for perfect cleaning. Complete tee ensemble available.



CONTAINER DEVELOPMENT CORP.
WATERTOWN, WISCONSIN



BENT GRASS STOLONS

- Washington
- Cohansey (C7)
- Congressional (C19)
- Arlington (C1)
- Pennlu

Our stolons are true to name, weed and seed free and in vigorous growing condition. As a proof that we know how to keep our strains pure, our present Washington exactly matches that we sold in the 1920's.

A Reliable Source of Supply Since 1920

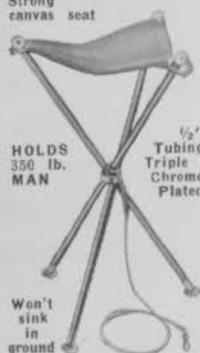
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NEW, SENSATIONAL

"SAMSON GOLF-REST"

Strong canvas seat



HOLDS 350 lb. MAN

Won't sink in ground

1/2" Tubing Triple Chrome Plated



WT. ONLY 1/2 LBS.

23" long when folded FITS ANY GOLF BAG

The miracle seat of our times. Opens when set down—Folds when picked up. Seat 21" from ground. Also ideal for parades, picnics, fishing, etc. Choice of seat in green, red, yellow, blue, brown, or white. Leash prevents losing.

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RANGE - PAR 3 MINIATURE

EQUIPMENT - SUPPLIES - FIXTURES

Write for complete catalog

Wittek Golf Range Supply Co., Inc.

5128 W. North Av., Chicago 39, Ill.

Civil War in Decatur

The Civil War was re-fought again at the Country Club of Decatur (Ill.) in July when Federals were pitted against Confederates in a club tournament. Two members in each foursome represented each side and when one or the other won a hole, either a Federal or a Confederate flag was raised. The two nines were divided into the first and second campaigns and individual holes received such names for the day as Bauer's Bulge and Pensinger's Pass. After the battle was over, surrender ceremonies were held.

Model 900 Versatile Grinder

Model 900 Ideal Lawnmower Sharpener, manufactured by Fate-Root-Heath Co., Plymouth, O., can handle any reel-type mower



from the smallest edger to the largest and heaviest fairway or power unit. It grinds by either the "straight-line" or "hook" method. Model 900 is powered by a 1/2 hp. motor, has a 6-in. grinding wheel and screw type adjustments for accurate alignment.

J. A. Martin Heads Spalding Merchandising Dept.

John A. Martin has been named to head a new merchandising dept. with A. G. Spalding & Bros. He is developing merchandising programs for salesmen and is in charge of lining up basic stock assortments as well as planning seasonal promotions. Martin also works on point-of-sale programs. In sales work since being discharged from the Canadian Navy, Martin comes to Spalding from the Rich Dept. Store, Atlanta, where he was buyer for the sporting goods dept.



J. A. Martin

Assisting Martin at Spalding are two merchandising buyers, Con Keith and Philip Loughman. The new merchandising head took over his duties on June 30.

Del-Castle Selling Unique Italian Golf Shoe

Frank Wellslager, widely known pro sales rep is with Vincent De Liso in the Del-Castle Shoe Co., Wixon Pond Rd., Mahopac, N. Y., which is exclusive sales agency in most of the U. S. for the Italian-made Este shoe. The shoe is handmade by some of Italy's most expert shoemakers. It has a cashmere unlined calf soft toe and a cushioned, braced insole. In the two years Frank has had the shoe in the U. S., pro shops in 15 states have been selling it.

Now that he is able to get more of the shoes from Italy Wellslager is looking for additional sales representation to pros.

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