

A tall lean World War I Navy vet named Kenneth E. Goit got fed up bounding in his Ford over Kansas, Missouri and Oklahoma roads introducing Toro mowing equipment, so he responded eagerly when Clapper offered him the chance to come to Minneapolis to be Toro's sales manager. Goit had a gift of organizing, merchandising and advertising. He tied the experience of the other Toro pioneers together so that Sam Clapper's modern idea of golf course equipment and supply distributors' service became a reality. This had a great deal to do with the boom that gave golf its foundation as the leading outdoor participation sport in the U. S.

Distribution Setup Grows

Toro's first distributor had been a New York organization which intended to do a nationwide job but didn't make it. In 1922 Toro had five distributors in Boston, Philadelphia, Los Angeles, San Francisco and New York. In 1925, distributors were added in suburban Detroit, Des Moines and Denver. Goit's push made the list grow to 12 in the

Continued on next page

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EMBLEM**



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Only Par-Mate's exclusive "club hugger" inset gives a grip that never slips, no matter how the club is held. Reinforced thumb. Expertly made of imported capeskin, specially selected for its tacky touch. For men and women in sizes to fit all hands. \$4.75

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GIVING GOLFERS

Continued from page 70

late 20s, 41 in the 30s and 43 at the time World War II began.

Following that war Toro's distributor roster grew to more than 70 then stabilized with a few more than 60, plus many dealers who handled its home power-mowing equipment.

Sam Clapper's idea of nationwide golf course mower distribution was extensively broadened as the course managers (whatever their titles happened to be) consulted regional Toro distributors about supply and service of other equipment and materials. These inquiries were passed along to Goit at Minneapolis headquarters. Goit began recommending sources of supply to the distributors and helped to arrange deals. Thus, in effect, Toro distributors developed into a sort of a voluntary chain store organization for golf clubs. Shipping arrangements, warehousing, distributing and service in parts and repairs and in users' instructions were worked out on a basis that has saved millions of dollars in course improvement and maintenance costs. This was done not only through the Toro distributors, but through other major distributors as the basic plan became the highly satisfactory general pattern in the golf business.

Sales Volume Fertilized

O. J. Noer, a personable young salesman two years away from a professorial post at the University of Wisconsin, came to Goit with a suggestion that Toro distributors handle the Milwaukee Sewerage Commission's fertilizer, Milorganite. Noer and his Sewerage Commission boss, Victor Hugo Kadish, also a former University of Wisconsin professor, got together with the Toro outfit on a deal that cut fertilizer selling costs. Inasmuch as Toro distributors were calling on the golf course buyers and had warehousing and local distributing facilities, they took on selling Milorganite as well. Noer became the top soft-sell salesman in golf and an advisor and teacher of inestimable value. Often he didn't urge the purchase of Milorganite but other fertilizers and special treatment needed at the time and under prevailing

Continued on page 74

Here's a shot-saver that belongs in every golfer's bag... put it there for top profits!



"GOLF GRIP" can and circles representing golf balls shown actual size.



NEW "SCOTCH"® BRAND GOLF GRIP... a remarkable product from 3M Company

"GOLF GRIP" comes in a handy spray-top can. (Takes up less space in a bag than three balls.) It can be applied to glove, bare hands, all club grips. "GOLF GRIP" helps keep a golfer's hands firmly in place on the club throughout the swing, improves his touch, inspires confidence! One application lasts for several holes.

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GIVING GOLFERS

Continued from page 72

conditons. Noer worked with the regional distributors' salesmen, with superintendents and their officials, with sectional and national superintendents' associations, the Green Section and with the scientists of state agricultural colleges. He probably has been on more golf courses than any other man in the world. He introduced and made popular color photography for recording and studying golf turf situations. In his honor the Milorganite distributors established the O.J. Noer Turf Foundation and assess themselves to finance grants for turf research. After Noer's retirement from the Milorganite organization he became a consultant on turf for Robert Trent Jones


and accounted for successful turf developments on Jones' courses in Hawaii, Spain and the Phillipines, as well as in the United States.

With fertilizer development came the addition of service and sales in the golf course chemical field. Special equipment for saving time and labor costs in attaining perfect conditions accounted for another extension of the distributors' market and responsibilities. Latest example is complete irrigation installation. This brings to smaller clubs watering installations that are, for their specific conditions, comparable to those which specializing experts design and install for larger, richer clubs.

Distributors Great Aid to Golf Growth
Competition among golf distributors

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Don't let spikes mark up your floors. Install Golftile, the 1/2 inch thick rubber tile that never dents or scratches. In black or marbelized colors. Get a free sample! See how the interlocking design makes installation easy, without mastic or cement. See how Golftile saves maintenance and makes floors better looking. Write to Mitchell Rubber Products, Div. of Amerco, Inc., 2130 San Fernando Road, Los Angeles, Calif. DEPT. C7



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brought financial aid which helped many golf clubs through emergencies. Young Orville Clapper in Boston had been in the automobile agency business and adapted automobile dealers' resourceful and effective methods of financing to fit golf conditions.

Orville Clapper has a capacity for appraising values of material and service factors that he discovered and developed when he was one of the first purchasing agents for Toro. He relates how he was instructed to buy material for 500 tractors and cultivator units, then told to cancel the orders. However, he wasn't able to countermand the purchase of long angle-iron, cut and punched to specifications, that was to make the frame of the cultivator. But desperate ingenuity found the answer and that material became the side arms used in the push-type tractor and gang frames in the 1922 through 1929 models.

Sam Clapper's teammate, H. G. McCartney, was the ideal manufacturing executive for Sam to work with. When Clapper died in 1944, although he'd been retired for several years, the job of changing from war work back to golf course and other equipment put a heavy load on McCartney, then in his 70s, and on the overworked Goit. At this time, two brilliant young men, David Lilly and Robert Gibson, bought Toro and began another chapter in its growth.

Sam Clapper staked many young men to college careers, and took many chances with money in helping other inventors. Among his ventures was helping to finance Earl Barrow's nursery in Minneapolis, where Northlands Bent was first raised.

Old Sam didn't overlook many good bets. He was a good golfer himself, and insisted that all Toro executives play at least 18 holes a week. If anyone missed, he challenged them to a Sunday game, teeing off at 6:30 a.m. with breakfast after the first nine. The loser paid for breakfast; JSC paid for lunch.

Sam Clapper made many contributions to golf, and his ideas of distribution are still being carried out and enlarged by his grandson, Sam, in New England. These ideas, and the Toro Company are his monuments. ●



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HERB GRAFFIS Continued from page 10

at Shinnecock Hills in July, 1896 . . . Shinnecock Hills was one of the earliest 18-hole courses in the U. S. . . . **Jim Foulis** of Chicago Golf won the 1896 Open with 78-74-152, played July 18 . . . It was a side-show to the Amateur which was played July 14, 15, 16, 17 and won by **H. J. Whigham** of Onwentsia who defeated **W. R. Betts** of the home club in the final, 8 and 6 . . . With winners of both USGA championships being from the Chicago area, there were New Yorkers who wondered if they'd done the right thing in starting the USGA.

Clubs that were hosts to collegiate championships this past spring have high commendation for the lads . . . Officials at two clubs told Golfdom that some of their members wanted the youths back next spring to present examples of cheerful good manners at the clubs for the benefit of members who could use that education . . . It's great to hear about the golf element of collegians supplying pleasant exhibits of class and brains when conspicuously unsavory campus kiddies have been showing off their grudges against soap and water.

Continued on page 78

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Samuel S. Mitchell

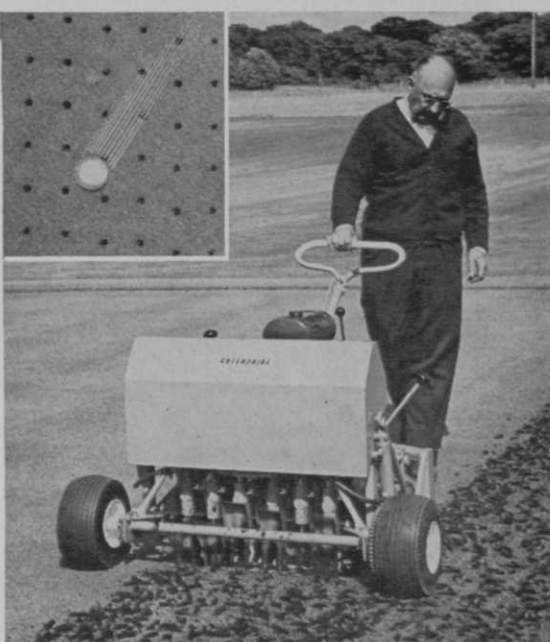
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RYAN
GREENSAIRE
aerates 150 sq. ft.
of green
per minute!**

- **Most cores (36) per sq. ft.**
- **Evenly spaced aerating holes on 2" centers**
- **Every hole over 3" deep**



Aerating immediately relieves compaction so ball "bites" on green, rolls true.

The self-propelled Ryan Greensaire will help you build your greens to tournament quality—and keep them that way—the first year you use it. Greensaire aerating is thorough: 36,000 evenly spaced cores per 1,000 sq. ft.—all over 3" deep! Play can resume as soon as wind-



rowed cores (optional attachment) are raked away or cores are crumbled into top dressing (see photo at left). The Greensaire covers up to 150 sq. ft. per minute so the average green is ready for tournament play again in less than 2 hours. Transport speed is over 3½ mph from green to green. And the Greensaire has earned a world-wide reputation for superfine aerating—plus trouble-free maintenance!

See how Ryan units team up to do more jobs: Pulverize windrowed cores, remove thatch and control grain with a fast-working Ryan Ren-O-Thin or Mataway. Snap-out reel allows fast change from thin blades and narrow spacing for fine turf grasses to heavier blades and wider spacing for coarser grasses. See your Ryan Distributor or write:



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LOCKE Reel is Ideal ...
IT TRIMS AS IT MOWS



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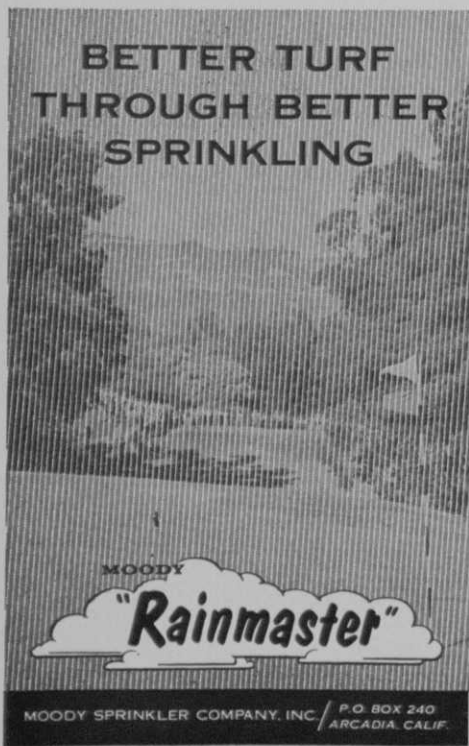
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HERB GRAFFIS Continued from page 76

Fellows in their first years at pro jobs at their present clubs have given shops in the up-state New York territory fresh looks and pretty good spring business, **Bert Purvis**, veteran pro salesman, reports . . . Among the pros in new locations are **Emmett Kelly** to Cavalry CC, Manlius, N. Y., from Green Lakes GC, Fayetteville, N. Y.; **Bucky Hewitt** returning to his own course, Westvale GC, Camillus, N. Y.; **Ken Sager** moving to Willow Brook GC, Watertown, N. Y.; **Al Stein, Jr.**, going to Glens Falls (N. Y.) CC; **Joe Oliver** at Maplehurst CC, Lakewood, N. Y., and **Joe Swan** at Walhalla CC, Rexford, N. Y. . . . **Don (Ozzie) Osborne** now is pro at Green Lakes GC, Fayetteville, N. Y., **Dick Osborne** to the pro job at Ponderosa CC, Duanesburg, N. Y.

S. T. (Ben) Sheets retiring as manager Algonquin GC, St. Louis and **Paul Lampe**, for past 15 years, manager, Norwood Hills CC, St. Louis will be his suc-

Continued on page 80

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Badly Cut	\$.01
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**BIG,
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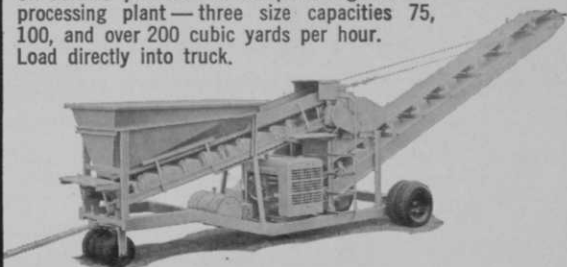
K-10 Shredder-Elevator and Screener for hand shovel feed.



B Models, like their big brothers, pass materials (wet or dry) through a synchronized dual assembly for instant action and complete shredding, aerating and mixing. Screener attachment, using shredder's power, is available.

*Screener attachment optional — removes debris from shredded material

CL Models provide the complete high-volume processing plant—three size capacities 75, 100, and over 200 cubic yards per hour. Load directly into truck.



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L Models with belt conveyors load shredded materials directly into trucks or direct to storage areas three sizes (25, 40 or 60 cubic yard capacity).



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All LINDIG equipment features exclusive hammermill action — users benefit with quality production and with time and labor savings. Most models have optional screener attachment for preparation of stone-free materials for top dressing, fine seeding, packaging, etc.

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HERB GRAFFIS Continued from page 78

cessor . . . Sheets began his managerial career in his home town of Madison, Ind. at the Country Club, then went to Crawfordsville (Ind.) CC, Meridian Hills CC, Indianapolis and Lake Shore CC, Glencoe, Ill. prior to his work at Algonquin . . . **Robert M. Dorian** from Scioto CC, Columbus, Ohio, to be manager at Bellerive CC, St. Louis . . . Dorian was at Wisconsin Club, Milwaukee, Braeburn CC, Boston; Salem (Mass.) CC and Pinecrest Lakes Club, Avon Park, Fla., prior to going to Scioto where he was in charge for ten years.

Paul Hahn honored by PGA . . . Trick shot star was presented with a plaque gratefully acknowledging handsome Hahn's "promotion of golf" and his "consideration of professional golfers' interests," . . . In unpaid performances and cash Hahn unquestionably is top giver for pro golf propaganda and golf promotion in general . . . And he's never taken a bow for it . . . Pro and golf writer comment on Hahn's 1966 show with added fresh trick shots and amusing, sophisticated patter rates this one as the most sparkling of all his routines . . . Bookings, as usual, are heavy.

Continued on page 82

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