

America

JIM KELSEY'S business is diamonds — but he's not a jeweler. The diamonds he works on are baseball fields. As president of the Partac Peat Corporation, he supplies six major-league teams — the Cubs, Mets, Yankees, Dodgers, Expos and Blue Jays — with special "Beam Clay."

"We make diamond mix, pitcher's mound mix and home plate mix," says 39-year-old Kelsey, whose Great Meadows, N.J., company has been selling clay since 1922.

"Our special diamond mix helps to give base runners a firm footing while allowing them to slide into base safely," he explains.

"And our warning-track mix is used in the extreme outfield so that the fielders can feel the gravelly texture and not bang into the wall at full speed.

"The use of color television broadcasts also make the look of the clays important.

"This means that our pitcher's mound mix now comes in red, orange and brown — all of them earth tones that are made from 100-percent natural ingredients," Kelsey adds proudly.

Beam Clay is made from deposits left eons ago by Ice Age glaciers passing through what is now New Jersey, according to Kelsey.

His business is not limited to baseball fields. The company stocks a wide variety of special clay mixtures, which can be used for tennis courts, bocce ball courts, horseshoe pits, race tracks and golf-course greens.

Kelsey takes a hands-on approach to his job, never worrying about coming home dirty.

After all, he says with a smile: "Our dirt is of the very highest quality."

A man wearing a red polo shirt, blue pants, a white and orange hard hat, and glasses is smiling. He is holding a shovel filled with light-colored clay. He is standing in the blue stadium seating of a baseball field, with the green field and bases visible in the background.

**IT'S A DIRTY
JOB, BUT...**