CREEPING BENT TURF


ILLINOIS GRASS CO. Telephone
18455 Reigel Road (near Chicago) Homewood, Ill.

Don't stymie your members with WORM CASTS

Cautious, experienced greenkeepers by the hundreds will tell you that the quickest, surest and safest way to eliminate this unnecessary nuisance is to use READE'S—

"ELECTRIC" Worm Eradicator

"ELECTRIC" is the original worm eradicator—a forty year record of results is your guarantee of satisfaction. Full information on request.

READE MFG. CO. INC., JERSEY CITY, N. J.

for a method of presenting it to the public in a way that would be as different as the ball itself. After weeks of considering and discarding ideas a character known as Igloo Ike was born.

Igloo Ike is a humorous appearing Eskimo boy who tells the public in his own words about the dry ice center.

The purpose behind this interesting little trade character is to attract attention to the advertisements that are being run on the ball—to give the series of advertisements the continuity of a complete campaign—and to permit the facts about the ball to be brought out in a light manner which invites reading, but which nevertheless does a good selling job.

MacGregor has a lively advertising program centered in the golf publications and national magazines. They anticipate that sales on the ball, already very gratifying, will be greatly accelerated by the advertising and merchandising program now well under way.

Classified Ads

Rates: 10 cents a word per issue. Minimum charge $2.50

To GREEN-CHAIRMEN, GREENSEEPKERS and GUARDIANS OF CLUB TREASURIES.

You can produce perfect turf of deep color, throughout the season with 'Terre' LAWN-SPUR and 'Terre' TOP-DRESSING. Prominent Golf Clubs in the metropolitan area (names on request) have proved the value of these products after exhaustive tests. LAWN-SPUR (8-6-5) is a special turf fertilizer developed after years of scientific plot tests. Its plant food is supplied from 13 sources, each becoming available at different periods. Thus, continuous feeding is provided with a minimum of loss from leaching. 'Terre' TOP-DRESSING is a scientific blend of organic matter produced especially for golf greens. It is perfect for spreading drier, finer, weed-free and more economical than home-made top soil. In combination with Lawn-Spur, it has produced amazing results on courses with ornamental grasses. As sail, turf and fertilizer experts to many well-known golf clubs, we invite your inquiries.

MACMULLEN-TERMUNE COMPANY
Fertilizer-Grass Seed Headquarters
Rochelle Park, New Jersey

Wanted—Products to sell to pros, public golf course and driving range owners. I travel from Florida to New England selling my own products and think I can help you if you have a sales problem in the eastern seaboard territory. References exchanged. Will work on commission or jobbing basis. Address: Ad 11000, % Golfdom, Chicago, Ill.

The Scotch are a thrifty hard-working race. Have you an opening at your club for a Scotch born professional or pro-greenkeeper who is really qualified as such? If so we are both in luck and don't need a course in correspondence. I am 37 years old; married; 15 years' professional experience. Member PGA. Highest references on request. Address: 11,003, % Golfdom, Chicago.

For Lease—Nine Hole, all grass, daily-fee golf course. Clubhouse and all course equipment, including fairway watering system. In Texas City, population 25,000. Lease rental $60 monthly, payable six months advance. Address: Ad 11,002, % Golfdom, Chicago, Ill.


Typically Scotch

Greenkeepers warm up instantly to the Budd with its 4 edges. It shows a thriftiness in expense, work and time that will gratify the heart of any true Scotchman's heart. See for yourself—try it on ONE unit; when convinced, put it on ALL. For details, write BUDD MFG. CO., Dept. G, Ravenna, Ohio.

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