Golf club and ball manufacturers, at the recent annual meetings of the two groups, elected officers for 1939.


Hillerich & Bradsby Co., Inc., now has a new combination display unit for women’s clubs which is being distributed to pro-shops all over the country.

The particular display unit for women’s clubs pictured here consists of three woods—driver, brassie and spoon—and seven irons. The arrangement may be changed so as to accommodate any assortment of clubs, such as two woods and eight irons, etc. The company also has women’s display units that show only nine or eight clubs. This special H. & B. merchandising for sale of women’s clubs has already had enthusiastic response from pros who have had a chance to display the unit, and they report considerable increase in sales of women’s clubs.

North British Rubber Co. has distributed an attractive counter display featuring the North British CREEPING BENT TURF.
If GOLF Is Your Business
...you'll find just what you're looking for in

THE LYTTON BUILDING

Golf pros and those connected with golf in any way come first to the Lytton Building to do their shopping. That's because the Lytton Building, with far more golf tenants than at any other address, is the recognized golf trade buying headquarters in the Middle West.

The following golf concerns are 'cashing in' on the drawing power, and the consequent greater business, of this location:

The Burke Golf Co.
Chicago Daily Fee Golf Assn.
Golfdom
Golfing
The Kroydon Co.
Jackman Sportswear Co.
National Golf Foundation
Professional Golfers' Assn. of America
Wilson Sporting Goods Co.
The L. A. Young Golf Co. (Hagen)

Your Chicago office should be here, too! Let us tell you all the advantages of being in golf's most famous address—14 E. Jackson Blvd.

THE LYTTON BUILDING
14 E. Jackson Blvd.
Chicago, Illinois

BEND GRASS
BOTH SOD AND STOLON

Vigoros, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN
Box 122, Redford Sta., Detroit, Mich.

CADDIE BADGES—We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.
entomologists at a leading university, are now sponsoring a new insect repellent. As a 100% scientific product, it is a lotion that not only prevents insects from biting, but keeps them away from their victims—hence its name, Sta-Way.

Sta-Way is stainless and easy to apply, non-greasy, harmless to even sensitive skins, has a pleasant odor, and is effective against mosquitoes, gnats, black flies, beach flies, sand flies, deer flies, and other types of pests. Its effectiveness is further confirmed by two years of sales testing, with phenomenal results.

Roseman Tractor Mower Co., Evanston, Ill., reports considerable enthusiasm over the latest development in the Roseman line of golf course tractors—the general utility Special Model 500. The new all-purpose model has a dump body, demountable side boards, Ford 4-cylinder engine, and a special rear axle gearing. Further Information on the model pictured here, and complete information on all Roseman mowers and tractor models will be sent gladly upon request to the company.

Canvas Products Corp., 19-23 E. McWilliams St., Fond du Lac, Wis., has met with great success with its outstanding Personal Pro golf bag. It has full length utility pocket with full opening zipper, and a detachable hood that can be used for other purposes. The generous size shoe pocket opens on three sides and the ball pocket opens the full length. It contains all the well-known Caddy-Master golf bag features.

Clubheads automatically line up behind dividers in yoke-shaped, graduated top. Weight is evenly distributed, regardless of number of clubs; clubs are selected quickly, easily. Concealed metal plate, conforming to shape of bag, is built-in, below handle layer. This prevents "buckling" and affords easy placement and removal of clubs. Rectangular bottom, placed at right angle to top, "fans" out club grips and prevents crossing and jamming. Tugging, scratching of shafts and grips is eliminated.

Another new note in appealing design is Canvas Products' new Fiddle Bags. They, too, contain the patented Caddy-Master features, plus hood concealed in full length "fiddle" pocket, with room to spare for sweater, jacket, rain cape or accessories.

A new booklet, Caddy-Masters on Parade, and special folders on the Personal Pro bag and Fiddle bag illustrate and describe these new lines. Copies will gladly be sent upon request to the company.

WANT ADS

Wanted—Active golf club, ball, or specialty salesman who contacts professionals to handle manufacturer's line of golf bags. Complete protection on territory. Good commissions. Address: Ad 514, % Golfdom, Chicago.

Professional—who gets results, 22 years with better private and resort clubs desires location with reliable club. Experienced greenkeeper. Finest testimonials as to capability, initiative, character. Address: Ad 501, % Golfdom, Chicago.

Caddie-master—extensive and successful experience in Philadelphia district and New Jersey, wants position. Reason for availability no reflection on performance at club. Also good handy man on course machinery and in clubhouse repairs. Available at moderate salary. Address: Ad 504, % Golfdom, Chicago.


JANSSEN GRAYBAR HOFBRAU

Where golfers meet in the atmosphere of 'Old Heidelberg'—the perfect combination of a delightful eating place and '19th hole' in the heart of New York. Open Sundays.