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WHAT'S NEW

Pabst Brewing Co.'s chairman, Fred Pabst, recently made the statement that "Keener discrimination is to be found among today's beer-drinking Americans." Pabst based his statement on a survey of more than 22,000 purchasers of packaged beer, 85% of whom today order packaged beer by brand name, and more than 82% of whom purchase a particular brand because of taste preferences.

The Pabst Brewing Company, with 96 years of brewing experience behind it, has been watching this trend during the seven years since repeal, Pabst remarked in further comment on the increase in Blue Ribbon beer sales. The distinctive flavor of Blue Ribbon beer, Pabst explained, is produced by blending more than 33 brews to make the beer the consumer drinks. This blending process is controlled by skilled brewmasters and laboratory technicians. It produces a finished product which is always smooth and uniform in flavor.

"This blending is a requisite of good beer," Pabst said, "because brewing—even though controlled with many devices of modern science—is still largely a natural process. No two brews—even though the ingredients are the best and the processes of brewing them are identical—ever turn out quite the same. Only by expert and extensive blending—which is possible because of the experience and the huge storage facilities of the Pabst company—can a norm in the taste of a beer be maintained.

Agricultural Insecticide Co., Inc., Belle Glade, Fla., manufacturers of Super-Mineralite, declare the problem of fungus and nutritional disease control is approached from a different angle in its new turf fungicide, Super-Mineralite.

The formula of the product is based on the original Mineralite formula for farm crops, which has 10 years of extensive experimentation on all types of plant life behind it. Experiments have been conducted as far north as Canada and as far south as Santa Domingo. Many of the country's leading course superintendents have experimented extensively with Super Mineralite.

Super Mineralite is presented as a product containing many of the lesser-known, rarer elements, blended. The mercury content of the product is comparatively low, but the manufacturers claim...
long-lasting effects, no corrosive or burning dangers, a correction of existing nutritional disturbances, and a new low cost of application.

Super Mineralite is claimed to be completely soluble in water and may be applied by any wet or dry method. Further claims are that active fungus diseases are checked immediately following the application of Super Mineralite, or prevented when the product is used as a preventative. Gratifying nutritional results are said to be evident within 3 to 5 days following application.

L. H. Nash, president of the Agricultural Insecticide Co., developed the Super Mineralite formula. Dealers are now being appointed throughout the entire United States.

Dunlop’s Sports Division has released an unusual promotional piece in connection with Father’s Day, June 16th. Under the heading “There’s A Great Day Coming,” Dunlop has sent all pros a giant combination poster and score sheet to tie-in a Father and Son tournament in connection with Father’s Day.

Suggesting that members register for the event in the pro-shop, the score sheet provides for 58 teams with sections for gross handicap, and net scores.

With Father’s Day a “natural” for mid-season promotion, Dunlop hopes that by supplying the pro with this score sheet a Father and Son Tournament will become an annual fixture on Father’s Day at golf and country clubs throughout the country.

Sani-Tread Co., in a letter to GOLFDOM, points out that a recent item in these columns gave its address as 578-580 King St. W., Toronto, Ont., and reminds that its U. S. address—at 567 Washington St., Buffalo, N. Y.—was not mentioned. Because some might have felt after reading those lines that the Buffalo office had been closed, and because of the fact the Sani-Tread company does practically all of its business from its Buffalo office, GOLFDOM brings this matter to the attention of its readers.

The Horton Mfg. Co., Bristol, Conn., has issued the third of its golf calendars on which the dates of tournaments are given. The calendar is especially valuable around pro-shops. It represents considerable work, inasmuch as dates of many regional tournaments are not set until the eleventh hour.

A Horton calendar will be supplied free upon request to any professional who has not received one.

The Reddy Tee, 960 Bergenline Ave., Union City, N. J., originators and manufacturers of The Reddy Tee, announces it has been made exclusive representative to the sports trade, for the Skol Co., whose product, Skol, is used to prevent painful sunburn. The Reddy Tee company does not sell Skol direct to the pros; distribution is turned over to dealers who in turn, fill pros’ orders.

The Reddy Tee outfit also announces that it has been named by Porcelain Products, Inc., Findlay, Ohio, to represent the latter company in promoting sales of its tee and yardage markers.

The company announces that for the first time in its history, it is bringing out a box of Reddy
Tees to sell for 10 cents. The new tees, called Tournament Style Reddys, are orange in color, and feature a long Shank, and slight bevel at the top. They will be ready for delivery in June.

Prentice-Hall, Inc., 70 Fifth Ave., N. Y. C., publishers, announce that Ben Thomson, golf coach at Yale where his golf team have won him an enviable reputation, is doing successful “graduate” work among golfers by means of his book “How To Play Golf.”

Thomson’s skill as a successful coach and teacher lies in his ability to break down strokes into their simple component parts—taking up one section of the stroke at a time—and then fitting the parts into a co-ordinated whole.

The publishers also report that Thomson’s book is a leader both of their own sports library and among general golf books.

The Ess-An-Ee Mfg. Co., 621 E. Cameron St., Tulsa, Okla., reports that with its new Ess-an-Ee spiker it is now possible to hand spike 18 greens in three days with twelve men, whereas hand method formerly took four days and generally eighteen men to spike 18 greens. Ess-An-Ee spiking in actual tests also obtained a more efficient result, according to the makers.

The Ess-An-Ee spiker is a simple device, light in construction, that uses ‘pick action’, which according to the company is not only faster and safer, but provides far greater coverage and with less fatigue. Diamond-shaped tapered spikes, with four cutting edges, force the soil away from the spikes instead of binding; release, therefore, is easy and no damage is done to the surface. After removal, proper ventilation has been secured for the roots of the grass for air and water. Descriptive literature will be gladly sent upon request to the company.

The Crawford, MacGregor, Canby Co. reports extensive pro reception of the 1940 MacGregor advertising Pro-Program. Pros comment favorably on the completeness of the Pro-Program which includes a series of 24 golf lessons presenting the teachings of such stars as: Tommy Armour, Byron Nelson, Ben Hogan, Jimmy Demaret, Dick Metz, Bobby Cruickshank, Toney Penna, and Jimmy Hines. These lessons are rich in human-interest angles and create conversation in the locker-rooms. Newspapers generally are in the market for these free golf lessons.

There are five-minute radio interviews for the pro to use in conjunction with the sports commentator of the local radio station. This ‘question and answer’ series is built around current events in golf. At all times they feature the local professional.

Another interesting part of this Pro-Program is the ad which will be run in a pro’s local newspaper if he wins a tournament of major local im-

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from pros throughout the country has been amazing everywhere” says Vincent Richards, general manager of Dunlop’s Sports Division.

"Dunlop's campaign, “Break 100-90-80 Drives For Better Golf,” is meeting with unusual response everywhere" says Vincent Richards, general manager of Dunlop’s Sports Division.

Recently given prominent mention in "Printer's Ink" and "The Direct Mail Reporter," the response from pros throughout the country has been amazing. Returns up to May 16 exceeded 32% of all U. S. pros and in nearly every case they have been from good clubs and from representative PGA members, reports Richards.

W A N T  A D S

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Available—Country club or hotel manager. Thoroughly experienced all departments. College background. Linequist, capable creating and promoting complete program of activity and service to assure outstanding success and increased earnings of property. Starting remuneration: secondary importance if dynamic, intelligent effort appreciated and rewarded. Bonded. Also consider percentage basis in lieu of salary. Address: Ad 602, % Golddom, Chicago.


Golf business man wants new connection. Fine record as instructor, shop operator, greenkeeper and club general manager. Job has been an outstanding one in building club revenue, interest and reputation. Highly regarded by club officials and leading pros and greenkeepers as one of the most competent, diligent golf business men in the country. Having handled present job in smaller southern city with success, desires to advance to greater earning opportunities. Highest references. Will go anywhere on own responsibility for conference. Address: Ad 600, % Golddom, Chicago.

Wanted to lease with option to buy—Golf course must be equipped for maintenance of clubhouse and course. State if beer or liquor license can be obtained. Address: Ad 601, % Golddom, Chicago.

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