Advertise Lesson Prices Strong in Shop Signs

With the lesson business coming back, it’s timely to remind the laddies that their lesson prices should be boldly advertised in shop signs.

Some of the customers are afraid to take lessons because they think the price may be too high and they don’t like to ask.

Tommy Armour displayed in his shop at the Medinah CC a large sign, with these prices:

Tommy Armour—$6 an hour; Sandy Armour—$4 an hour; Bob McLaren and Charles Penna—$2.50 an hour. Six class lessons (for women)—$5—Sandy Armour, instructor.

Quickly after the sign was displayed applications for lessons began.

US BALL PACKAGE WINS EXPERT AWARD

Providence, R. I.—Golf ball boxes being used by the United States Rubber Co. have been awarded the prize in their class at an exhibit conducted by the Packaging Institute, an organization of box designers and manufacturers. E. C. Conlin, golf ball sales manager of U. S. Rubber points out that the award indicates the extent to which a manufacturer goes to solve the ball sales problem for the professional.

An interesting detail of this year’s design of US ball packages for first quality balls of the line is the deeper box which makes the container stick up in pro shop displays.

WOODSIDE CAMP STOVE IS GOLF MAN’S IDEA

Des Moines, la.—Woodside outdoor portable cook stove, made by Woodside Stove Co., 121 E. 6th st., is the invention of C. G. Yarn, sec. of the Iowa Greenkeepers’ Assn., and owner of the Woodside course.

The stove is of steel and weighs approximately 48 pounds. When carried it has storage space for skillet, dishes, etc. The device carries smoke away from the cook. Its grills are proper distance from coals for barbecuing. It has both grill and solid top. The chimney folds inside when packed. The top is 10 in. by 20 in.; sides are 8 in. high. Retail price is $4.75.

Hardware stores are having a big early business in the stoves.

SCOTTY CHISHOLM PRODUCES PRO MOVIES FOR TEACHING

Hollywood, Calif.—D. Scott Chisholm, 7901 Santa Monica Blvd., one of the best known golf writers and a veteran expert photographer, has been making slow motion movies of pros and their pupils for instruction purposes. Scotty has made the pros a low price on 100 ft. of 16 mm. film.

His library of home-size movie films of prominent players in action probably is among the country’s best.

MASSACHUSETTS PROS INVENT NEW CLUBS

Boston, Mass.—John Cowan and Eddie Myers, well known Boston pros, have invented new clubs they are confident will find a big market.

Woods and irons are so constructed that by use of contrasting colored or bronzed metals on top of the heads the eye is focussed easier on the club and ball at time of impact. Hitting through the ball is encouraged by this psychological suggestion and teaching is made more effective, so the inventors say their experience has been.

The putter gives the ball an overspin to the extent a jumping putt is almost impossible so John and Eddie state. The putter design also tends to eliminate cut putts.

W. A. Whitcomb in the Boston Globe gave the boys a great piece of publicity on their new clubs and F. G. Thayer of Golf Associates, 683 Atlantic Ave., is helping them put their inventions on the market.

TILLAVATOR DEMONSTRATIONS INTEREST GREENKEEPERS

New York City—Eastern golf clubs are getting impressive demonstrations of a Danish machine called a Tillavator, for which Henry Jahn is American representative.

It is a motorized device which does in one operation a job that usually requires a plow and harrow, in half the time generally required.

In a job for Wesley Wildgust of the Winchester (Mass.) CC, the Tillavator replaced
CUREX
THE BEST, SAFEST AND MOST ECONOMICAL TURF DISINFECTANT
25-lb. pails......$1.50 per lb.
100-lb. drums.....1.45 per lb.
YOUR SUPPLIER HAS CUREX OR CAN GET IT FOR YOU.
Write for Leaflet.
W-B CHEMICAL COMPANY
500 FIFTH AVE. NEW YORK

GOLF SCORE CARDS
- Match and Medal Play Score Sheets
- Charge Checks - Tags - Starting Sheets - Record Sheets for the Manager, Greenskeeper and Pro - Guest Registers
- Stationary - Caddie Cards - Greens Flags - Paper Towels - Toilet Tissue.
Write for Free Literature
LE ROY PRINTING CO.
Exceptional Quality, Service and Price.
570 State Street, Hammond, Ind., U. S. A.

GOLF'S GALLERY OF CHAMPS
Exclusive photographs of U. S. professional and amateur champions, handsomely finished and ready for framing so they'll be interesting features of the club lounge, grille room, locker-room or pro shop.
I have the largest collection of photographic portraits of golf's notables, including all but two of the American Open and amateur champions.
All prints are finished in royal sepia.
5x8.......$1 11x14..............$ 5
8x10........ 3 16x20............ 10
Special prices on complete sets of the champions or on other quantity orders.
GEORGE PIETZCKER
5464 Clemens Ave. ST. LOUIS, MO.

5 men in preparing a stripped old green for the laying of a new surface.
Wildgust says of the device:
"A series of hooks mounted on coiled springs rotating at about 350 RPM on a width of 20 inches, makes a perfect mulch at a depth of six or eight inches. It pulverizes the soil and smooths it out at the same time, thus saving a great amount of hand raking. It also tosses out all stones easily, enabling a man to follow the machine with a pail and pick them up. In this manner 1½ yards of large and small stones were removed, leaving the soil in a light, fluffy condition.
"I am so impressed with the Tillavator's performance, that we are going to use it on another green and also our first fairway and nursery.
"We can prepare these areas for resodding and planting in less than half the time it would take in the ordinary way, and in addition, gives us a perfect bed for the new sod."

TRACTOR LUG INVENTED BY OREGON GREENKEEPER
Warrenton, Ore.—Ted Filby, greenkeeper of the Astoria G&CC, has invented an adjustable tractor spud. It is about 4 in. long, threaded full length with one end ground flat on each side for wrench hold.
The lug is secured by two nuts and a lock washer between the wheel and the inner nuts. He has been using the lug for a year with complete satisfaction.

CELLULOID TEE BUSINESS IN COME-BACK WITH PROS
Keene, N. H.—Pros who have been hard hit by store competition of bags of wooden tees have fought that competition pretty much to a standstill last year on a price basis, but the profits slumped.
Now that there's not much to choose in price between pro shop and store wooden tee prices, pros are pushing their tee profits back into good standing by featuring celluloid tees, advises N. E. Clouston of the Delay Mfg. Co., makers of the Peg celluloid tee. Quantity of Peg tees in a

WT. 2½ LBS.
OK DOUBLE DUTY ELECTRIC GRASS EDGER and HEDGE TRIMMER
Beautifies all it touches and cuts time from hours to minutes!
Money refunded if not satisfied.
DANIEL PAYNE ORGANIZATION, Western Reserve Bl., Cleveland, Ohio

GOLFDOM
25 cent box now is double what it was a few years ago and the pro profit is still substantial.

Clouston remarks that most people prefer to buy all small items like tees from pros, without any question, and the 25c price for a reasonable quantity of attractive high quality tees, is proving to be just right for a celluloid tee come-back in pro shop sales.

SPECIAL OFFER ON PRO BOOKKEEPING SYSTEM
Willoughby, O.—Wm. H. Livie, 321 E. 320th St., pro whose simple bookkeeping system is being used extensively by pros who want to know what their business score is, announces a special offer to the fellows who want to see how well his bookkeeping system satisfies their requirements.

The Livie bookkeeping material costs $3, but will be sent to any pro on receipt of $1. After the pro has examined the sample book and finds it O.K. he can send the remaining $2 to Livie.

PENFOLD BALL SALES IN BIG SPRING INCREASE
New York City—From Penfold Golf Ball, Inc., 67 W. 44th St., comes one of the bright signs of a revival in golf business. Penfold sales in some numbers of the line at twice last year's volume at this time.

In announcing that 1934 Penfold prices are lowered, Penfold reaffirms its policy of selling through pros only.

PROS USING PRO-SWING HIKES ITS SALES
New York City—Pro-Swing practice club sales are beginning to take hold in the pro field as the result of a number of well-known pro instructors recommending and selling the device to their pupils. The Pro-Swing consists of a heavy ball, attached by a spring to a golf shaft. The ball and spring attachment, so pro users say, is a great idea for teaching the pupil to develop proper wrist action and to hit through the ball.

One bright pro rents the Pro-Swing to his pupils instead of selling them outright and does brisk business at 50 cents a rental session, according to Bob Carter who is sales manager for Pro-Swing Co., 551 Fifth ave.

Among the prominent professionals selling Pro-Swing to their pupils are Craig Wood, Ernest Jones, Bobby Cruckshank, Billy Burke, Eddie Loos, Spencer Murphy, Tom Kerrigan, Donald Ross, Walter Kozac and Brian Cockburn.

There is a good margin of pro profit in the Pro-Swing and Carter is planning to

ALL PURPOSE SPREADER
For economy and perfect application of all materials on greens and fairways the All Purpose Spreader is unexcelled.

Manufactured by THE ROOT MFG. CO.
1051 Power Ave.,
Cleveland, Ohio
turn on some sales heat soon so he and the pros can make a good piece of money out of it this season.

YOUNG'S NEW YORK OFFICE
NOW AT 11 PARK PLACE
New York City—New York offices of L. A. Young Golf Co., in charge of F. L. (Larry) Dow as Eastern District Manager, have been transferred from their previous location at 17 W. 45th St., to 11 Park Place.
The new location is immediately opposite the Woolworth Building and is easily accessible to pros in the New York area.
Alice Nash, possibly one of the best known business women in golfing circles, is associated with Dow in the New York office.
An invitation is extended by Dow to professionals to visit him in his new headquarters and to inspect the complete 1934 line of Hagen clubs and other equipment.

MacGREGOR'S NEW TRU-WHIPS GOING BIG
Dayton, Ohio—Buying enthusiasm is being shown for the new Tru-Whip golf clubs introduced this season by McGregor.
According to letters received at the factory, both beginners and par shooters are getting up to 40 yards more distance with these new clubs, plus the accuracy formerly obtained only with stiff-shaft clubs. Even pros who formerly didn't seem to be able to find clubs with shafts stiff enough are being converted to Tru-Whips.
Geo. Mattern, Sr., McGregor sales manager, quotes from a letter written by a pro in Cincinnati: "I played four rounds with Tru-Whips on three different courses. My scores were 66, 67, 68 and 69. These clubs feel more like hickory than any I have ever used. I time my shots better with them and I am longer off the tee than I am with stiff-shafted clubs."
In commenting on this pro's verdict of Tru-Whips, Mattern said that often expert players who had become wedded to stiff-shafted clubs were skeptical about Tru-Whips, perhaps because of an unfortunate experience with whippy-shafted clubs in the past. "But," continued Mattern, "once we can induce them to try Tru-Whips, they're usually converted. For due to the construction of these clubs which keeps grip and neck rigid with all the whip in between, they're as accurate as the stiffest shafted club ever built."
He also pointed out that Tru-Whips are suitable for every type of player, regardless of his swing or the strength he puts into his shots. For this reason, pros are able to supply all demands with small stocks.
Mattern stated further that the incoming Tru-Whip business is the largest percentage of business on any of the higher priced clubs in any year of MacGregor history.

GRIP-RITE REMOVABLE SPIKES
PRO BUSINESS INCREASES
Hartford, Conn.—North & Pfeiffer Mfg. Co., makers of Grip-Rite removable Shu-Spikes, say that pro business in their shoe-spikes has steadily increased during the past few years.
Rate at which the pro business is coming this spring indicates the past increase was not entirely due to the depression measure of players spiking regular street shoes, but to desire of players to arrange spikes and provide for their removal in shoes they considered were especially satisfactory for golf.
North & Pfeiffer Mfg. Co. will send free on request to pros samples and complete details of the Grip-Rite golf Shu-Spikes.

BOOMERANG RUBBER TEE IS BIG SELLER
Chicago, 111.—Boomerang Co., 3953 Cottage Grove Ave., reports big sales of its

LEWIS GOLF BALL WASHER
("Standard throughout the World")
As necessary as the "tee itself"—Lewis Washers are durable, economical and priced for even the smallest club. See your golf equipment dealer now.
Lewis Washers in lots of 1 to 10 ............................... $6.00
—in lots of 11 to 20 ............................... $5.50
Complete tee ensemble —waxer, tee stake, towel, waste container, tee data plate.
Lewis Bag Rack and other equipment...

G. B. LEWIS COMPANY
Dept. GD 534 Watertown, Wis.
WHAT DO YOU NEED?

First look through the advertisements in this issue! They tell about equipment and supplies to improve your operating practices, increase club patronage and income—all are reliable sources of supply—all anxious to serve you. If you can't find what you need, refer to the list of items below. Check the items on which you want complete information and prices. Mail to GOLFDOM, 14 East Jackson Blvd., Chicago. It will bring you facts and figures you need in making your purchases.

(Please draw lines through items interested in).

FOR THE GOLF COURSE

Ant eradicators
Arsenate of lead
Bag racks for tees
Ball washers
Bent grass stolons
Bird houses
Bookkeeping systems
Brown-patch preventives
Charcoal (soil conditioner)
Chickweed eradicators
Compost distributors
Compost mixing machines
Drinking fountains
Dry ink carts
Fencing
Fertilizers
Fertilizer distributors
Flags, flag poles
Flood lights
  for putting greens
  for driving range
  for parking spaces
Furniture
Hole cutters
Hole rims (putting cups)
Hose—water
Hose boxes (underground)
Humus (soil conditioner)
Hydraulic mixers
Insecticides
Mole—Gopher traps
Mole—Gopher poisons
Mowers
  putting green
  tee
Mower blades
Mower sharpening machines
Peat moss (soil conditioner)
Pipe
  perforated for drainage
  water
Playground equipment
Pumps (state capacity)

FOR THE PRO SHOP

Sprayers
  barrel pump
  power engine
Spike discs
Sprinklers
  greens
  fairway
Sprinkling cart
Swimming pool information
Tee data plates
Tee markers
Turf, drainage
Tractors
Tractor tires,
  low pressure
  pneumatic
Tractor wheel spuds
Water systems
  for greens
  for fairways
Water system engineer
Weed killers
Worm eradicators

FOR THE CLUB HOUSE

Tea
Bar equipment
Bar lighting
Paper
Wood
Bars
  fixed
  portable
Bath towels
Beer
  bottle
  keg
Beer cooling equipment
Cash registers
Cheese
Deodorants
Disinfectants
Ginger ale
Health scales
Kitchen equipment
Laundry equipment
Liquors
  gin
  whiskey
  wine
  mixers
Linens
Lockers
Mineral waters
Refrigerators
Bars—servers for aisles
Showers
Soda fountains
Tomato juice
Water coolers
Water softeners

Club

By

Address

Town... State... Date...

• IMPORTANT — FILL OUT FORM ON REVERSE OF THIS PAGE •
"NO OFFICIAL . . . with grounds, clubhouse or pro-shop duties should be without GOLFDOM every month." So, in substance, read scores of letters in our files. And we thoroughly agree! GOLFDOM is sent FREE! If any of the officials listed below are not getting GOLFDOM at your club, please send us their names by filling in this page, tearing it out and mailing to GOLFDOM, 14 East Jackson Blvd., Chicago.

This is especially important if YOUR club has recently held an election. We want the new officials to begin receiving GOLFDOM immediately!

Please PRINT plainly. Home or business addresses preferred.

President

Address

Greenchairman

Address

Manager

Address

Professional

Address

Greenkeeper

Address

CLUB

TOWN

NUMBER OF HOLES

IS COURSE PRIVATE, DAILY FEE or MUNICIPAL?
SAVE for your club by purchasing acclimated, winter-hardy
BENT GRASS SEED
Direct from the farms where it is grown.
A. N. PECKHAM, Kingston, R. I.
15 Years' Satisfactory Service
Also Fairway Mixtures

new rubber tee. The device retails for 10 cents each, three for 25 cents: with about 50 per cent margin for the pro. An attractive display card is supplied as a sales aid.

WORTHINGTON HAS NEW MOWER AND TRACTOR CATALOGS
Stroudsburg, Pa.—Two new and highly interesting catalogs have been issued by the Worthington Mower Co., and will be sent free on request. One catalog is on the Overgreen and Overlawn. Economy, versatility and non-packing features of the Overgreen are detailed in type and picture.

The other new Worthington catalog describes the Worthington tractor and gang mower. Low pressure, 9x15 rubber airway tires on the tractor are one of the new features. A number of other interesting innovations are presented. A rocker-dump-body tractor that also is a mower tractor is one of the 1934 high points of the Worthington line.

Complete and understandable information is given on the 1934 mower cutting unit, which is "stiffer and sturdier and cuts smoother."

The Park-Over power mower for estates, parks and cemeteries also is described in detail.

MOLE NUISANCE ABATED BY GRELLE TRAPS
Portland, Ore.—C. E. Grelle of Green Hills, Portland, has whipped the troublesome and expensive mole problem with an ingenious trap that is becoming standard equipment with many golf clubs. For several years the Grelle trap has been in high favor with landscape gardeners and some of the western greenkeepers who have tried it.

Grelle has a leaflet, "Moles and How to Control Them" that will be sent free on request to any greenkeeper.

INTERNATIONAL HAS NEW STATION WAGON
Chicago, Ill.—The new International Model C-1 station wagon is an all-purpose, passenger and light-hauling vehicle, being especially adapted for use by country clubs, estates, summer resort hotels, etc. Since the seats are easily removable, this C-1 station wagon also lends itself as a convenient, speedy light-hauling unit.

The body is strongly built with a white-ash frame and has birch plywood panels, matched hardwood floor, and a natural wood varnish finish. A door on either side leading to the rear compartment gives easy access to center bus-style seats or rear full-width seat. A curtain at the rear rolls up, while side curtains snap on and are stored in a pocket behind the front seat when not in use. Narrow corner posts and wide windshield facilitate clear vision. A body is also available without rear-compartment side doors and also with solid side panels and double-rear doors.

Chassis is the new Model C-1 ½-ton, six-cylinder International just announced. A sloping V-shaped radiator with polished stainless steel molding and satin-finish aluminum grille, deeply crowned and valanced fenders, streamline hood and cowl all help to make this new C-1 attractive-looking automotive unit. The engine develops 78.5 maximum brake horsepower at 3400 r.p.m.

GREENKEEPER IS INVENTOR OF SOD-CUTTER
Glenview, Ill.—Ed Haupt, greenkeeper of the famous Glenview CC, has invented a sod cutter that has been favorably commented on by other greenkeepers who have seen it in operation.

Of his device Haupt says: "It is operated by two men and will cut sod at a more even thickness and with perfectly square edges, leaving the cut sod in perfect shape for a fast and ideal job of laying. The cutter will easily cut 2,000
WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

If your Ford or equipment dealer cannot supply, write direct. Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.

R. S. Horner, Geneva, O.

GOLF WHEELS for FORDSONS

The R. H. Golf Wheels are stronger, rims do not bend, 50% better traction, easier steering, and rounded edges. Many clubs are replacing old wheels with these stronger and better wheels. Sold in singles, pairs or full sets. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct.

R. S. HORNER (Mfrs.) Geneva, O.

MINE HOST'S HANDBOOK HAS TIPS ON LIQUOR SERVICE

New York City—Penn-Maryland Co., Room 1219, 52 William St., N. Y., has an excellent book of drink recipes and liquor and wine service pointers in a booklet called "Mine Host's Handbook." The booklet will be sent to any club official on receipt of 10c.

GARY MAN INVENTS OVERSPIN PUTTER

Gary, Ind.—Hartley I. Replogle is inventor, patentee and maker of a new "overspin" putter which has the top part of the blade set ahead to strike the ball above its center. The sole of the putter has a 5 degree angle away from horizontal to reduce
Your Budget is our Salesman

It’s trying to tell you how to save money on your mowing costs this year. Take the last three letters of the word “budget,” put ’em at the front—“get Bud(d)”! Could anything be more convincing? Write for details.

THE BUDD MFG. CO., Dept. G, Ravenna, Ohio

BUDD·BED·BLADES

the tendency to hold to the turf. Retail prices in steel and wood shafts are $5 and $4.

PATCH MATERIAL GOOD FOR OUTSIDE DANCE FLOORS

Philadelphia, Pa.—Stonhard Co., 401 N. Broad st., has a new patching material for broken wall or floor surfaces inside and outdoor. It is especially good for repairing outside concrete dance floors. Material is Stonhard Wallseal. It comes in powder form and is mixed with water to produce a stiff paste which is applied with putty or a knife and dries in 20 minutes.

A trial drum will be sent to well-rated golf clubs for test purposes.

SECTIONAL STEEL DOCK FOR CLUB WATERFRONTS

Cedar Falls, Ia.—Standard Mfg. Co. has a new sectional tubular steel dock that is easily installed or dismantled at club or private water fronts. The pier units are quickly assembled with bolts, in widths for 2-, 3-, or 4-plank platforms. Price, safety, convenience and looks of the arrangement strongly recommend it. Complete details will be supplied on request.

CLASSIFIED ADS

Club officials may advertise here for a manager, professional or greenkeeper without charge. “Position Wanted” and all other ads are charged for at 10c per word, minimum charge $2.50. Payment must be made in advance.

Reliable Greenkeeper with seventeen years’ experience, nationally known club, wants new location due to club politics. Thorough knowledge maintenance and construction. Forty years old. Moderate salary. Address: Ad 2600, Golfdom, Chicago, Ill.

For Sale or Lease—9 hole golf course, 53 acres, 5 miles from Coshocton, Route 36, established two seasons. John Holt, Route 4, Coshocton, Ohio.

Patents and Trade Marks—Patent, protect and profit by your inventions. Register your trade marks. For expert personal service, address Lester L. Sargent, Regist. Pat. Atty., 1115 K. St., N. W., Washington, D. C.
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