it is too bad that the impact of this work was almost completely deadened by lack of official interest. Both green-chairmen and greenkeepers can well afford to spend the time, today, to consult the back files of GOLFDOM and acquaint themselves with Heald's work.

The work and expense entailed in developing a norm for golf course maintenance will require more than the interest of an individual or one group of interested men. It can come only from the cooperative interest and effort of greenkeepers and their associations, club officials and golf associations. Sponsorship by the USGA Green Section should result in the collection of a sum from all those who ought to be vitally interested so that the actual work can be turned over to qualified, competent accountants. If this work falls into the hands of accountants who have been described as, "men who have become dwarfed by the rites they perform," it will be doomed to failure—a failure that will be disastrous to personnel and to golf turf. If the problem is properly understood and appreciated, peculiarities and special problems of course maintenance costs will first be thoroughly studied and sound cost accounting practices and methods will then be adopted.

We will then have arrived at a point where it can be said with reasonable certainty that golf is or is not costing too much. And if, as it may be demonstrated in some cases, that golf maintenance has grown beyond its financial limits, we will have laid a firm foundation from which to work in bringing the cost of golf back into line.
VELVET BENT RHODE ISLAND BENT—Purchase viable, winter hardy seed direct from the grower.

A. N. PECKHAM
KINGSTON, RHODE ISLAND

JAPANESE YEW
THE ARISTOCRAT
OF EVERGREENS

GOLF COURSE and ESTATE SUPER-INTENDENTS THROUGHOUT the MIDDLE WEST KNOW the BEAUTY and DEPENDABILITY of OUR STOCKS Evergreens Our Specialty Catalogue on Request

REAM NURSERY
FORT WAYNE, IND. R. 2

interested in obtaining one of these measuring glasses should write either to their dealer, or to Mallinckrodt Chemical Works in St. Louis or New York City.

Burke Golf Co., Newark, O., has a new folder descriptive of its pro-only line consisting of eleven models of woods and 8 models of irons. This folder also gives details of the Burke Sav-A-Shot irons for approaching, and the Burke putters. Information concerning the Burke line of luggage, apparel and pro-shop sundries also is presented.

The Heddon company announces it now has ready for free delivery, a handsome display stand for pro merchandising effect, designed to display one club, mounted with the Heddon “Speed-Swing” shaft.

ATTENTION!

Copies of Robert Hunter’s famous book on golf course architecture, “The Links,” are still available at the bargain price of 75c each. Send cash, check or money order to GOLFDOM today!

SANITARY RUBBER FOOT BATH TRAY
Prevents Athlete’s Foot or Ringworm

Constructed of especially compounded solid rubber that provides long wear and non-slip features. Will not creep on wet floors. Sanitary, roomy and extremely practical. Will resist inroads of antiseptic solution.

Indispensable in shower rooms and swimming pools. Diameter 19 inches. Height 3 1/2 inches.

JUDSEN RUBBER WORKS, Inc.
4107 W. KINZIE ST.
CHICAGO, ILL.
This effectively places club merchandise right out where a customer prospect cannot fail to see it; the club is held lightly by the stand, so it can be instantly removed for test or handling.

Golf professionals whose stocks are equipped with Heddon "Speed - Swing" shafted clubs are urged to address a request to James Heddon's Sons, Dowagiac, Mich., which will bring to them promptly one of these new and attractive displays.

The Heddon "strictly pro" policy insures that clubs mounted with the high quality "Speed-Swing" shafts will be found only in pro merchandise, exempt from cut-price competition.

Evans Implement Company, 569-71 Whitehall St., S. W., Atlanta, Ga., announces that promotion of its Fairway Hoe, which met with immediate approval from users last season, will be pushed by the company again this year. Users, which include golf clubs, schools, and individuals who have large areas of turf to maintain, are enthusiastic in their praise of the fine job the Culti-Hoe has been doing in cultivating and aerating their fairways and turfed areas.

The Culti-Hoe gives thicker, healthier turf growth and develops deeper, stronger roots in no time. That is because the heavy duty prongs of the Culti-Hoe penetrate the soil and give grass the full benefit of both fertilizer and water.

BOY! THERE'S NEVER A BUM LIE ON THIS COURSE!

Of course not! It's been fed Swift's Special Golf Fertilizers and Vigoro!

- Strong, hardy fairways and velvety greens come easy when you feed Swift's Special Golf Fertilizers and Vigoro. These superior, fast-working fertilizers are the result of years of Swift research and practical experiment. They supply just the right kind of balanced nourishment grass needs... and they've proved their worth on leading courses everywhere. A Swift expert will be glad to study your soil, recommend the exact fertilizers to give best results.

SWIFT'S SPECIAL GOLF FERTILIZERS and VIGORO
U. S. Yards—Chicago

SNAP UP YOUR PUTTING GREENS
PUT NEW VIGOR IN YOUR GRASS WITH
MCCAIN SPIKER AND PERFORATOR

Aeration is the thing for better Greens. Open up that hard packed soil frequently for quick action of chemicals and faster grass growth. Sossa pays for itself in fertilizer saving. Prevents turf diseases. Hand or power operated.

Real turf machine at a low price. Write for literature.

JOHN H. VESTAL CO., Printers
703 South La Salle Street - - Chicago
Get a Hydro-Mixer now. Be right up with the times with the latest and fastest method ever devised for spraying Putting Greens.

Go over your Greens like "greased lightning." Almost unbelievable speed and accuracy. Hundreds now in use. Eliminates expensive spray rigs. Connects to your water system at any pressure. Hand or power operated. Write for literature.

McCLAIN BROTHERS COMPANY, CANTON, OHIO

CUT UPKEEP COSTS - HAVE BETTER TURF!

Rototiller does a complete job in ONE operation — really a greenkeeper's idea of Paradise! Major Butts Golf Course Discs introduce all the essentials into established greens and fairways, making them evenly grassed and patch-free. Engine driven tines prepare deep, finely pulverized, completely aerated putting green foundation — fertilizers worked in evenly from top to bottom — ready for planting. Rototiller also tills soil, weeds out quack grass, and with accessories, mows lawns and rolls greens. It'll pay for itself in a hurry! Write for catalog.

A deep, loose seedbed in ONE Operation

Address inquiries to: ROTOTILLER, Inc.,
Dept. K-1, TROY, N. Y.

Warehouses:
New York, Chicago, San Francisco, Los Angeles, Toledo

CREEPING BENT TURF


ILLINOIS GRASS CO. Homewood (III.) 744
18455 Reigel Road (near Chicago) Homewood, III.

wheels of the Fairway Hoe, the vital part of any rotary hoe, are built to withstand hard usage, even over hard, stony land. The rotary pivot, self-equalizing and brackets automatically adjust themselves to inequalities of the ground so that both front and rear hoe wheels are working in the soil, all the time.

The high carbon steel frame of the Fairway Hoe is of flexible construction that adjusts itself easily to all conditions and is strong enough to support any weight without bending prongs, where additional weight is needed to get proper penetration in heavily crusted soils. The depth of hoe points is $3\frac{3}{4}"$ — spaced $6\frac{3}{4}$" apart front and rear making actual difference on each hole about $2\frac{3}{4}''$. Weight is approximately 870 lbs. The Fairway Hoe will aerate and cultivate turf at the rate of 40 acres a day with a tractor. For complete details on the Evans Fairway Hoe, and also for copies of the 1940 Evans price list and catalog, write the Evans Implement Co., Atlanta, Ga.

The Kroydon Company, Maplewood, N. J., has just issued its new catalog showing the complete line of Kroydon equipment for 1940. The booklet is attractively printed in three colors, and pictures and describes the Kroydon club models, for men and women, Kroydon balls, and Kroydon clubhead covers. Pros who have not received copies of the catalog may obtain same by writing the company.

Agricultural Insecticide Co., Inc., Belle Glade. Fla., manufacturers of Super-Mineralite, for the control of both large and small brown-patch, announces the following setup for distribution of the product: American Hydroizer Co., Elmhurst, Ill., is Midwest distributor, covering Ill., Ind., Iowa, Minn., Nebr., Wis., Mich. and Ohio; the Worthington Midwest Co., Glenview Ill., is exclusive seller in the Chicago District. In California, Washington and Oregon, Arthur Langton, San Gabriel, Calif., is in charge of Super-Mineralite distribution.

Super-Mineralite, which has incorporated several known elements that are beneficial to grasses and putting green turf, is so compounded that its effectiveness will be staple in any section of North America. It will not injure the most delicate grass. For complete details, write direct to the company, or its distributors.

Reddy Tee Co., 960 Bergenline Ave., Union City, N. J., begins its 19th year in the golf business with Reddy Tee orders at a high figure. Headcovers and gloves are added to the line now.

Worthington Mower Co., Stroudsburg, Pa., announces the following new distributors for Worthington products: J. C. Russell, 132 St. Peter St., Montreal, Canada, will handle Worthington distribution for the province of Quebec; Wm. Rennie Seeds, Ltd., Jarvis & Adelaide St., Toronto, is the distributor for the province of Ontario. K. J. Harrison is in charge of Rennie's new golf department. Both the Russell and the Rennie concerns will have complete service facilities.

The Southern Tractor and Equipment Co., Hemp-hill Ave. and 14th St., Atlanta, Ga., is new Worthington distributor for the state of Georgia. Bill Benton, sales manager of the Southern Trac-
tor concern, and a staff of five salesmen are covering the state. A warehouse for new machinery and a complete service department are facilities of the Southern company.

In Alabama, the Alabama Machinery and Supply Co., with offices at 112 Coosa St., in Montgomery, and at 2921 2nd Ave., S., in Birmingham, will take over Worthington distribution for the state. Weldon W. Doe, Jr., former Alabama state amateur golf champion, is in charge of golf equipment sales for the company.

M. E. Powell, 408 W. 4th St., Oil City, Pa., has begun the manufacture of inexpensive novelty trophies. He made the amusing Gaffney trophy presented to the winning team in the annual home-bred—foreign-born competition in New Jersey. Requests for copies of this trophy and other prizes induced Powell to start with four different trophies, ranging in price from 60 cents to $1.50.

The Fertigator Sales Co., 705 W. South St., Kalamazoo, Mich., makers of the Fertigator, for sub-surface fertilization and irrigation of trees, makes the following announcement to greenkeepers, horticulturists and tree experts, concerning its product:

It has long been realized that trees are suffering from civilization—that under the artificial conditions of today, with their roots under pavements and sidewalks or in parks or country club grounds that must be kept cleaned-up, that trees lack the natural humus and chemicals they require to thrive.

Surface fertilizing and irrigation does not penetrate deep enough to benefit the trees sufficiently; it merely attracts the tree roots upward where they absorb the food the grass needs, resulting in poor lawns.

The Fertigator is the answer to these problems. It allows the placing of fertilizer down in the sub-soil where the roots get to it quickly. It operates by carrying the fertilizer into the ground in suspension in water so it softens the sub-soil and...
Beautifully Designed
SWIMMING POOLS
For modern country clubs.
Send for booklet—Dept. G.
Larcourt, Inc.
36 West 44th Street
New York City

flushes the fertilizer into the soil. A series of charges is easily made around the tree at the

“drip” circle, and thorough irrigation of the sub-soil is made in the same operation.

Additional information on the Fertigator may be obtained from golf course equipment dealers or by writing the Fertigator company, Kalamazoo.

Wilson Sporting Goods Company’s “Uni-Pak” carton, which stimulates the sale of three golf balls as a unit, with each ball packed in a separate carton to prevent soilage and scuffing, won top award for the Wilson company in the Folding Cartons Group of the 1939 All-America Package Competition, sponsored by Modern Packaging Magazine.

This patented “Uni-Pak” is ingeniously perforated by use of cut scores and perforating scores on each side of center ball nest; this permits a quick, easy, clean break-apart of center nest, leaving two sealed, tuck-end cartons for the remaining two balls. The exposed ball is played first, and the other two, still safely packed individually, are protected when carried in the golf bag. Simple
PRINTED TO HELP YOU BUY

Whenever you don't know where to turn for a given item of club, course or pro-shop needs, get in the habit of using this page. Just draw a line through the product or products in which you are interested. We'll send the word on to leading manufacturers and distributors of each wanted item and you'll get prices and literature from them direct.

And if you've had an election recently, fill in the bottom of the page so GOLFDOM will reach the men at your course for which it is published.

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<td>Tractors</td>
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| No. of Is course private, holes? daily fee or municipal? |
|-------------|-----------------|

Club

By

Address

Is liquor for sale at your club? Beer? Wine?

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Please fill in below. Help us send GOLFDOM free to the right officials. 

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<th>Address</th>
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Please fill in below. Help us send GOLFDOM free to the right officials.
Designed by America's foremost bird authority—a model that will attract every desirable song bird.

Quality built with exclusive features.

Why spend money and time for tree and plant sprays when birds destroy injurious insects? Why be annoyed by mosquitoes? One martin consumes 2,000 or more mosquitoes a day; a colony will help clear your grounds of these and other flying pests.

Mr. Dodson specializes in creating bird sanctuaries for country clubs and estates.

Send for interesting illustrated catalog.

JOSEPH H. DODSON CO.
612 Harrison Ave. Kankakee, Ill.

KNOWS ALL THE ANSWERS!
You can depend upon it that whatever your turf problem is, you’ll find just the right answer in...

GOLF COURSE COMMON SENSE
By G. A. FARLEY

Formerly $4.00 — NOW $2.00 Postpaid

This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the country’s foremost greenkeepers. And the book only recently had its price cut by exactly 50%—the first price cut since it was written—so it is more than ever the outstanding bargain-buy for those connected in any way with golf course maintenance.

A complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions.

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ORDER YOUR COPY TODAY. You’ll have a long head start on licking those turf problems that have caused you so many headaches in the past.

GOLFDOM BOOK DEPARTMENT
14 E. Jackson Blvd. Chicago

CLOSE-TO-NATURE TEE-SHELTER

Tee-Shelter provides cool shade as well as storm protection, on golf courses. Top of Cirrus Tent Twill, water repellent, in Orange and Black stripes; also all Khaki. Tubular steel frame heavily enameled. Sets up in a few minutes. Storm curtain (optional) rolls up when not in use. Remove canvas too for storage out of season and leave frame standing—or knocked down and stored. Width 8 ft., Lengths 8 ft., 10 ft., and 12 ft. Inexpensive, practical, exclusive. Write for illustrated circular and low prices.

THE MONROE CO., 25 Bridge St., Colfax, Iowa

GREENKEEPERS

We can give you prompt service and reasonable prices on your orders for grass seed, fertilizer, etc. Write for catalog.

PETER HENDERSON & CO., 35 Cortland St., New York City

diagrammatic illustration on bottom of package shows easy break-apart feature.

Roger R. Wilterding and Edward C. Berg of Ace Carton Corporation, Cicero, Illinois, are the designers. The entire package is manufactured by this company. Prize winners in the 1939 All-America Package Competition were officially announced in the March issue of Modern Packaging Magazine, and received awards at a presentation dinner at the Waldorf Astoria hotel, New York City, on March 27.

Jacobsen Mfg. Co., Racine, Wis., announces enthusiastic reception of its Turf Conditioner, for greens reconditioning, and the steel wire brush attachment for loosening dead matter on a green to be picked up by the mower. The combination of the roller and turf conditioner, and the steel wire brush attachment, corrects matted bent, brings better turf aeration, generates healthier growth and helps prevent brown-patch.

Treatment by this combination recommended by
the manufacturers, is to...slicer attached...the...c...own favorite...and...ready for...Complete details...on the...and Turf Conditioner, and...request to the Jacobsen company.

Penfold's 10th season is also the 10th anniversary of its rigid pro-only policies. In 1931 when the idea of marketing golf balls strictly through the pros was first introduced, the "experts" called it "radical." But ever since, more and more golf goods suppliers have entered the class pro market; if only on one or more items.

Today, 19 years later, every Penfold ball made is still sold only through the pros. No Penfolds go to the stores and this rigid policy is so well established, showing such healthy growth, that it need never change.

For the 1940 anniversary season Penfold has stepped up all the balls of the line. An entirely new and novel type of self-selling packing—colorful and eye-catching—has been designed for most effective pro-shop display.

The new balls, in their new packing, will be available to pros on and after April 1st.

Merck & Co., Inc., Rahway, N. J., manufacturing chemists, as a result of extensive experiments with calomel and corrosive sublimate for the control of large and small brown-patch, has devised and manufactured a product...called Turfcalomel. Turfcalomel contains...and very finely powdered calomel, with an inert material which prevents caking, gives bulk, and permits more even distribution of the active ingredients.

The product is supplied in 6 oz., 12 oz., and 30 oz. cartons; 5 lb., 25 lb., 50 lb., and 100 lb. fibre drums. Complete information on the new turf fungicide may be had by writing the company.

COUNTRY CLUBS
are you seeking high grade Managers, Stewards or Bookkeepers? If you are, write to: Club Systems Service, 4336 Drexel Blvd., 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.

Janssen wants to see you!
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