MAY, 1940

GOLF ARCHITECT

Joseph A. Roseman

DESIGNING ★ CONSTRUCTION ★ REMODELING ★ MAINTENANCE CONSULTANT

SINCE 1908

SUMMER

PICKWICK GOLF CLUB

GLENVIEW, ILL.

WINTER

ROSEMAN TRACTOR MOWER CO.

EVANSTON, ILL.

was put into operation. Pro good-will has increased many times over.

Last year Acushnet used space in large national magazines to advertise its balls to the public. In each of the advertisements the “sold-only-through-the-pros” idea was emphasized. This year the advertisements will be built around the same theme—and again Acushnet will not only preach but will practice what it preaches. The first advertisements appeared in March and run consistently through August. The technique used is an adaptation of the comic strip. The headlines and copy are conversational and provocative. With several important improvements made in the already extremely popular line of balls, Acushnet looks forward confidently to a season which will surpass its biggest year thus far.

Air-Flo Tee Distributing Co., 419 S. 3rd St., Minneapolis, makers of the Air-Flo automatic tee, having introduced successfully the Air-Flo automatic tee in two driving range ‘proving grounds’ in Oregon and Minneapolis, plans to get more national distribution of their device now that they have their manufacturing business on a production basis.

The Air-Flo tee is a machine that developed out of a seven-year quest. It’s all worked out by a vacuum process. As soon as a ball is hit off the tee, another ball bobs up. It can be regulated to every five seconds or whatever time wanted, and the height of the tee can be adjusted. As soon as a bucket of balls is dropped in a hamper and a switch is turned on, the machine goes to work serving up balls.

Air-Flo tees cannot be bought, but are obtained on an attractive lease arrangement. For further details, communicate with the company.

Sani-Tread Co., 578-580 King St., Toronto, Canada, in three recent pamphlets mailed to golf and country clubs, reminds that the best proof of the need for Sani-Treads and evidence of their value and popularity, is the fact that they are to be found in the shower rooms of hundreds of clubs across the country.

Sani-Treads, the original sanitary shower slipper, provide effective guard against athlete’s foot and similar contagious diseases. They are made of virgin wood fiber, are thoroughly waterproof, and are tailored to fit the foot comfortably and neatly.

The company points out that a saving is gained with Sani-Treads because one pair will do the job—it will not soak up water and fall to pieces; also, that use of Sani-Treads makes that extra “foot-wiper” towel unnecessary, thereby saving laundry bills and towel costs.

The Sani-Tread company, whose product has been on the market for 16 years, in the last two years has brought out a new container for Sani-Treads. The rack, which is supplied clubs on a free rental basis, this year has been finished with a material that makes it practically rustproof. Complete details on Sani-Treads may be obtained by writing direct to the manufacturers.

WANT ADS

Rates: 10¢ per word; minimum, 25 words

CLUB OFFICIALS—
are you seeking high grade Managers, Stewards or Bookkeepers? If you are, write to: Club Systems Service, 4836 Drexel Blvd., Chicago.

Bartender—AAA rating, 15 years experience. Three years at Oakland Hills and Hinsdale Golf Clubs. Age 38, single, will go anywhere. References beyond reproach. Address: Ted Keilbach, 5506 Winthrop, Chicago, III.

Greenkeeper—with over 22 years’ experience on course of national prominence wants position. Thorough knowledge all phases construction and maintenance. Married. Any location. Highest references. Address: Ad 891, % Goldsmo, 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 809, % Goldsmo, 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!
CONTENTS

Greenkeepers Query Themselves...........................................2
Why Corrugated Turf? by John Monteith, Jr...........................15
WPA Big Factor in Golf Growth...........................................18
'The Panhandle' Gets Grass Greens Course, by George May..........19
Keep Cup Plugs Healthy, by A. Lowell Eastman......................21
'Appleknocker' Game a Challenge to Improved Golf Play.............22
Recent Golf Divots.........................................................23
Says Illinois Clubs Must Pay Unemployment Tax......................24
Clubhouse Building Booms!................................................24
Long Beach Molds Future Champs, by Bob Hall.......................27
Golf Clinics Study Pros' Problems, by Herb Graffis..................28
PGA to Educate Caddies....................................................30
Schools Hold Answer to Golf's Biggest Development..................42
PGA Sections Again Sponsor Golf Week Programs........................44
Pro Uses Golf Shows to Boost Business, by Karl Surfphin............46
How to Build Driving Range Business, by Walter Keller..............48
Manufacturers Push Father's Day Sales.................................50
What's New

Tempting the Gourmets, by Peter Greig................................52

ADVERTISERS' INDEX

Aerushnet Process Sales Co., 2nd Cover..................................24
Agricultural Insecticide Co., Inc........................................12
American Fork & Hoe Co., The............................................39
Bayer-Semesan Co., Inc......................................................4
Brearley Co., The............................................................61
Buckner Mfg. Co............................................................9
Burget Co., The K. L.........................................................59
Burke Golf Co., The........................................................2
Cast Iron Pipe Research Assn., The, 3rd Cover.........................64
Chamberlain Flag Co..........................................................64
Cooper Mfg. Co...............................................................13
Crawford, MacGregor, Canby Co...........................................36, 37
Davis, Inc., Geo., A..........................................................13
Dodge Co., The C. B.........................................................4
Double Rotary Sprinkler Co................................................6
Dunlop Tire & Rubber Corp..................................................43
Evans Implement Co..........................................................65
Father's Day Promotion.......................................................55
Fate-Roent-Heath Co., The..................................................33
Faucett & Porter..............................................................66
Fulname Co., The..............................................................68
Godwin, Hiram F...............................................................70
Gold Ball Service.............................................................66
Gold Course Common Sense..................................................60
Graham & Co., Inc., John H................................................11
Greig, Lawrence & Hoyt, Ltd...............................................61
Heddens' Sons, James.........................................................33
Hillerich & Bradsby Co......................................................33
Hollenden Hotel...............................................................61
Horner, R. S.................................................................68
Ideal Power Lawn Mower Co................................................7
Illinois Grass Company.......................................................70
Janssen Graybar Hofbrau....................................................71
Kaddie Kart Mfg. Co..........................................................52
Kroydon Company, The......................................................31
Larcourt, Inc.................................................................68
Lewis Company, G. B.........................................................66

Lyton Building.................................................................65
Mallinckrodt Chemical Works...............................................9
McClain Bros. Co.............................................................9, 64, 67, 68, 70
Milorigante.................................................................11
National Mower Co...........................................................65
North British Rubber Import Co. of America..........................51
Pabst Sales Co.................................................................14
Peckham, A. N...............................................................61
Penfold Golf Balls, Inc.......................................................57
Pennsylvania Lawn Mower Works..........................................1
Pictorial Score Card Co......................................................56
Powers Regulator Co..........................................................63
Ream Nursery.................................................................64
Rosenau, Joe.................................................................71
Roseman Tractor Mower Co..................................................60
Robutillar, Inc..............................................................57
Royer Foundry & Machine Co...............................................62
Rules of Golf Charts..........................................................55
San-I-Tread Co., Inc.........................................................59
Savidge Commission, The....................................................24
Skinner Irrigation Co., The................................................11
Solidside Laboratories.......................................................11
Spalding & Bros., A. G.......................................................45
Stimpf & Walter Co...........................................................67
Toro Mfg. Corp...............................................................66
Town Talk Mfg. Co............................................................68
United States Rubber Co....................................................70
Vestal Co., John H...........................................................24
Wilson Sporting Goods Co...................................................36, 38
Worthington Ball Co., The..................................................49
Worthington Mower Co.......................................................5
Young Golf Company, L. A...................................................25, 28
FRESH MEADOW
one of the fine courses
piped with CAST IRON...

Golf course irrigation with
cast iron pipe is a sound in-
vestment in satisfied mem-
bership. The first cost is the last
cost. Maintenance if any, is
negligible. The pipe will serve
for more than a century. It is
the standard material for un-
derground mains. Made in
sizes from 1½ inches. Address
inquiries to The Cast Iron
Pipe Research Association,
Thomas F. Wolfe, Research
Engineer, Peoples Gas Bldg.,
Chicago, Illinois.

CAST IRON PIPE
The Standard Material for Underground Mains