

Is Bent Just Bent To You?

There are some thirty varieties of Bent grass and one should have some practical knowledge relative to handling them if he is to give worth while advice as to the variety which will give the best results. There is no one variety that is a sure "cure all" in all localities. The kind that produces a "Rolls Royce" turf in California or Washington may prove to be a "second hand flivver" in Missouri, New York, Wisconsin or other states.

I am a farmer. Most of my farms are devoted to the growing of different varieties of the Bent grass of grass and some of these varieties make the finest turf of anything in existence. I have had a great deal of experience covering many years in furnishing golf clubs, municipal parks, athletic fields, etc., with fine turf grass seed for their putting greens, fairways, and lawns. I always endeavor to furnish those varieties of Bent that do the best in those localities where the seed is to be used.

WHEN YOU PURCHASE SEED DIRECT FROM THE FARMS WHERE IT GROWS YOU ARE ASSURED OF AN ABSOLUTELY FRESH, VIABLE, ACCLIMATED, WINTER HARDY PRODUCT THAT WILL PRODUCE MORE PERMANENT AND DESIRABLE RESULTS ON YOUR COURSE THAN ANY SEED OF FOREIGN ORIGIN.

Boost one of your own American industries to the extent of purchasing your seed from the American farmer who grows it.

ALSO
FAIRWAY
SEED

A. N. PECKHAM, Kingston, Rhode Island

ALSO
FAIRWAY
SEED

runs high and officials of these clubs are loud in their praise of bowling as a means of welding the members closer to the club and its activities.

Similar bowling schedules are followed by clubs in New York, Cleveland, St. Louis and Buffalo. In the latter city, the women golfers have the Buffalo Woman Golfers' Bowling league and recently completed their nineteenth tourney. Each club has one or more teams in the competition.

PRO BILT CO. NOW MAKING CLUBS IN EAST

Locust Valley, L. I., N. Y.—Pro-Bilt Co., with postal address Box 425, Locust Valley, has taken over equipment of the Schavolite Golf Co., and will make clubs for pro sale only.

At the head of the Pro-Bilt Co. are Bob Kilpatrick, formerly with Spalding and Schavolite, Jack Ross, veteran pro, who continues as pro at The Creek club, and Fred Chase, formerly in charge of repair and shipping departments at Schavolite.

The boys have started with a good line of clubs and ought to do all right. They

know their business and they have a host of pro friends.

BALTEX NEW TOUGH COVER ON TOMMY ARMOUR 50c BALL

Elyria, O.—Worthington Ball Co. has put a new patented tough cover called Baltex on the Tommy Armour 50 cent balls. The Baltex cover is claimed to have increased resiliency and longer wear, along with pronounced toughness.

MAC SMITH CLUBS ADDED TO NEW CATALOG

Nashville, Tenn.—With A. C. Link joining N. C. Lyon and Mac Smith in the executive staff of Link-Lyon, Inc., several new clubs Mac has designed have been put into production.

A new catalog showing these new woods and irons has been issued and will be sent to any pro on request. Link-Lyon, Inc. has a strict pro-only sales policy.

BOTH PENNSY MOWER MODELS ARE OF MALLEABLE CONSTRUCTION

Primos, Penn. — Pennsylvania Lawn Mower Works, in a recent advertisement in these pages, mentioned the malleable

HYDROLIZE for PERFECT GREENS

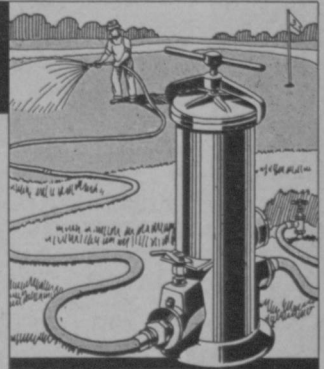
... AND CUT MAINTENANCE COSTS!

● The HYDROLIZER SYSTEM provides a NEW PRECISION SERVICE for Brown Patching, Fertilizing, Worming and Insectkilling—with many new SAVINGS IN COSTS. A new SAFE method that requires no preliminary mixing and guards against the misuse of chemical values. You set a simple control valve for the mildness or richness desired and the HYDROLIZER does the rest—AUTOMATICALLY.

The HYDROLIZER SYSTEM is highly recommended by greenkeepers and horticulturists throughout the country. Write for complete information and FREE CHART that tells how to mix your own chemical preparations.

WRITE TODAY!

HYDROLIZER CORPORATION
ELMHURST, ILLINOIS



If you don't see what you need advertised in GOLFDOM, write us

BROWN PATCH

EFFECTIVE, ECONOMICAL CONTROL assured with PFIZER MERCURIAL MIXTURE. 2/3 Calomel, 1/3 Corrosive Sublimate, endorsed by foremost Clubs and Leading Turf Authorities.

PFIZER MERCURIAL MIXTURE
CONTAINS 81% MERCURY

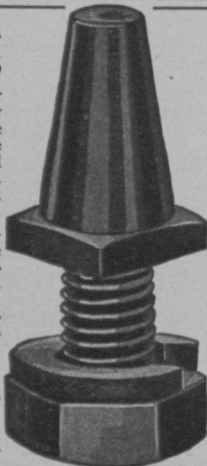
Write for Circular

CHAS. PFIZER & CO., Inc.
444 W. Grand Ave. 81 Maiden Lane
CHICAGO, ILL. NEW YORK, N. Y.

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

Sample spud and circular on request; advise make of tractor and purpose for which intended. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to



R. S. HORNER

Geneva, Ohio

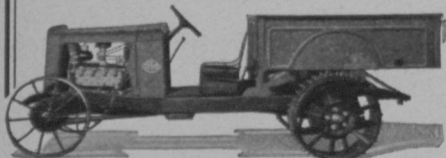
MR. OF SPUDS, FORDSON WHEELS, ETC.

STAUDE General Utility Tractor

\$495 to \$795

Attachments only \$155 and up for Ford models T, A, B, and V-8. Money back guarantee. Write for details.

E. G. Staude Mak-A-Tractor Co.
2696 University Ave. -- St. Paul, Minn.



● BENT GRASS ●

BOTH SOD AND STOLONS

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

HIRAM F. GODWIN

Box A, Redford Sta.,
Detroit, Mich.

R. F. D. No. 3,
Pottstown, Pa.

iron construction of its DeLuxe 36-inch fairway mower, but failed to point out directly that its 30-inch model is of similar material.

The Pennsylvania people claim that malleable iron makes these mowers unbreakable, a valuable sales point, and accordingly ask that greensmen understand that the feature applies to both DeLuxe fairway mowers.

ST. MUNGO HAS NEW 50 CENT FLOATER BALL

Newark, N. J.—A new St. Mungo ball, The Floater, is being made by the St. Mungo Sales Corp., 121 Sylvan Ave. The ball retails at 50 cents. It floats and is built especially for the light hitter.

KIERNAN AND ROBERTS PROMOTED AS SPALDING EASTERN OFFICIALS

New York City—A. G. Spalding & Bros. announce another advance for Matt Kiernan, formerly head of Spalding's eastern wholesale golf department. Matt now is responsible for all Spalding wholesale sales in the east.

Walter Roberts, Matt's assistant in the golf dept., has been made eastern golf manager.

Pros who know Matt and Walter all will rejoice at the promotion of these two brother toilers in the cause.

GREENKEEPERS' EXHIBIT SHOWS TREND TO PNEUMATIC TIRES

JUST as farmers in the past few years have been swinging more and more to pneumatic tires for their tractors and farm implements, so have greenkeepers seen the advantages of this new development. Country clubs have become an important market for manufacturers of rubber tires, according to sales officials of The Goodyear Tire & Rubber Co.

Difference in equipment, as compared with a year ago, was especially noticeable at a recent meeting of The Cleveland Dis-



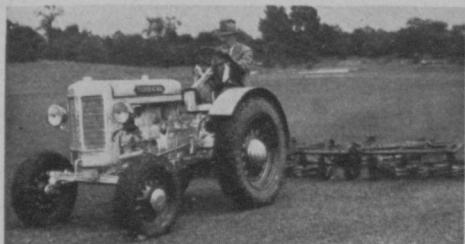
Goodyear tires on McCormick-Deering tractor.

trict Greenkeepers' Assn., held at Portage CC., Akron. Many pneumatic-tired tractors and power mowers were displayed and demonstrated. All of the tractors pulling gang mowers were similarly equipped—

whereas only a year ago scarcely any of the equipment would have been mounted on rubber tires.

There are many advantages in pneumatic tires over steel wheels, the Good-year men declare, and the fact that the majority of new tractors and power mowers being sold to golf courses are pneumatic-equipped seems to bear out their contention. Many of the steel-wheeled units already in service are being changed over to pneumatics.

One of the outstanding advantages of pneumatics for golf course use is the fact they are easier on the turf, particularly



Goodyear-equipped Silver King tractor.

if the ground happens to be soft. Rubber tires don't damage trees or sidewalks, and make possible use of the units over a wider area. Farmers are impressed with the fact they can do more work in the same length of time, and this is a factor that is also important on golf course equipment. Less power is required for operation, resulting in a fuel and oil saving. The equipment undergoes less wear and tear and therefore has longer life, due to the cushioning effect of the pneumatics.

Equipment on which pneumatic tires are finding ready use includes tractors, mowers, utility wagons, compost spreaders, wheelbarrows and green mower carts, used to carry mowers from green to green.

HENRY, HOYT AND HAY JOIN MAC SMITH SALES STAFF

Nashville, Tenn.—Link-Lyons, Inc., makers of MacDonald Smith golf clubs announce appointments of Pete Henry, widely known golf salesman, as eastern sales mgr. Bill Hay will represent Link-Lyon,

HAYFEVER

ASTHMA and SUMMER COLDS are unnecessary. Complete relief only \$1.50 Postpaid. Nothing else to buy. Over 40,000 HOLFORD'S WONDER INHALES sold last year alone. Mail \$1.00 today for full season's relief to THE DANDEE CO., 252 HENNEPIN AVENUE, MINNEAPOLIS, MINN., or write for Free Booklet.



1472 GOLF COURSES SOW

SCOTT'S Recleaned GOLF COURSE SEED

There is only one reason why SCOTT'S GOLF COURSE SEED is sown regularly on one-quarter of the country's courses. It produces results every superintendent has a right to expect. Scott's seed is pure seed—free from inert matter and noxious weeds. Plant Scott's Golf Course Seed this fall and notice the difference. Write for a bound copy of "Lawn Care."

FREE!



O. M. Scott & Sons Company
356-A MAIN STREET MARYSVILLE, OHIO

CHANGES in SCORE CARDS

referring more particularly to allocation of handicap strokes and pars on longest holes.

**Were recommended by
the USA in Jan., 1935**

These, vitally, affect your score card if you would have it correct.

Full explanation in our price list in a section titled "Preparation of Copy for Score Cards."

That Happy Combination of Quality and Economy is offered in our

New Broadmoor One-Color Score Card

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

JOHN H. VESTAL CO., Printers
703 South La Salle Street - Chicago

Tell us any idea for making GOLFDOM advertising more helpful

Wilson Lasting Flavour prepared meats solve summer menu problems



LUNCHEON MEAT
Hams—
pear shaped, half size, family size
Heart O'Ham • Pork Tongue
Ox Tongue • Calf Tongue
Brisket Beef • Fancy Sulze
Chicken—Whole and half • Chico
Boneless Pork Hocks—Jellied
Pork Tid-Bits
Spiced Beef—Sugar cured

They offer a great variety of menu possibilities—are attractive—nourishing and economical. No cooking required. They are always ready to serve and have absolutely no waste.

Many managers tell us that for buffet luncheons and suppers, Lasting Flavour Products are without equal. Great favorites on Ladies' Days.

Get a trial assortment from your provisioner today. Packed in vacuum tins—always ready to serve—slices evenly and easily.

A supply in the pantry remains good until used—a "life saver" in many an emergency.

Lasting Flavour Products Division
Chicago



The Wilson label protects your table

CLUB OFFICIALS and PROS

●
Keep Supply Business at Club
●

Install Nationally Known

FULNAME GOLF BALL MARKER

A REAL PROFIT MAKING PROPOSITION.
WRITE AT ONCE FOR COMPLETE DETAILS.

(Over 3000 Clubs Now Profit with Fulname Marking)

The Fulname Co., Cincinnati, Ohio
LeBlond Building

LEWIS GOLF BALL WASHER Standard Everywhere

You will find Lewis Washers wherever you go—So be sure YOUR course has a Lewis Washer at every tee—They are now available in 5 colors in addition to White—for an extra charge of 25 cents. See your golf equipment dealer.

Lewis Washers in lots of 1
to 10\$6.00
In lots of 11 to 20.....\$5.50
Complete tee ensemble—washer, tee stake, towel, waste container, tee data plate\$10.50
Lewis Bag Rack and other equipment.

G. B. LEWIS COMPANY
Dept. GD 835, Watertown, Wis.



Inc. on the west coast and make his headquarters at 1543 17th St., San Francisco.

Bill Hoyt, another well known, experienced golf salesman, will handle Link-Lyon, Inc. sales in Ohio, Michigan, Indiana, Virginia and northern Kentucky. Hoyt will work out of 919 Oxley Rd., Columbus, O.

WHAT TO NAME NEW BALL IS SERIOUS PUZZLE, SAYS CONLIN

If you happen to be around 1790 Broadway, New York and call in on Eddie Conlin, ringmaster of U. S. Rubber golf ball sales—and if you see Ed frowning and surrounded by stacks of books, pamphlets and papers—you have caught him in the throes of christening preliminaries on a golf ball.

Explains The Conlin:

"A good name on a golf ball is an important factor in its sale. Good names are hard to get and dozens of our advertising, selling and manufacturing staff have to puzzle themselves for months until finally some fellow has a heaven-sent hunch or a laboriously thought-out idea that we all finally can agree on as something worth using.

"There are plenty of good obvious names that anyone would be glad to use but

PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 3/4 in. Also Mower Spuds. Inquiries invited.

**PHOENIX MANUFACTURING
COMPANY**
Joliet, Ill. Catasauqua, Pa.

NORTHLAND BENT

Plant Patent Pending

A limited quantity of stolons is available for fall planting at a special introductory price.

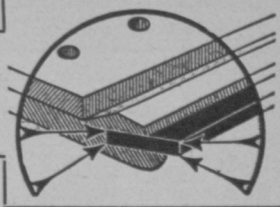
EARLE M. BARROWS
MINNESOTA VALLEY FARMS

Route No. 4, Minneapolis, Minnesota



EXTRA SAVINGS ON YOUR MOWING

Budd Blades, with their four edges, save you a lot of cutting time. And when you stop and think of the extra savings they bring in preventing costly layups, and expensive sharpening costs, you begin to realize that it's costing more being without Budds than having them. Try them **NOW** on one mower, and you'll want them on all. Write for details. **BUDD MFG. CO.**, Dept. G, Ravenna, Ohio.



BUDD • BED • BLADES

they've already been used and registered in the United States patent office by another manufacturer. Once in a while some unfortunate operator will pick a name that looks great and get balls marked up only to be seriously out of luck when it is discovered that someone else had used the name previously.

"The golfer and the pro have no conception of the thought and research the ball maker has to devote to getting a good name for the ball he has spent a lot of money to develop. The name will have thousands of dollars spent on it in advertising before it registers strong and habitually with the buyers and will bring enough business to give the maker a chance to get in the black.

"When you've got a good ball and are spending your good dough to make people acquainted with it, you can't depend on the old line about a rose by any other name being just as sweet.

"To show you what this christening job amounts to, see what we had to do before we christened our new Spun Latex U. S. Royal with the name that certainly has helped to make many sales.

"We carefully went through—name by name—lists of all the yachts in this country, the race horses, the different brands of cigars, the Pullman Cars, the Scottish Clans, and the names of streets of several different cities—like Providence, Rhode Island, where U. S. balls are made. About the only book we did not try was the dictionary. This is no small job—and if you do not believe that, try it yourself.

"Finally, our thinking came around to what the ball was made of and how it was made. The raw material was Latex, which is the milk or sap that is taken from the cultivated rubber trees grown on the plantations owned by the United States Rubber Co. This material—Latex—is

spun into thread, as a spider spins its web—the thread that is used in making our new ball. This gave us the name Spun Latex, and through our advertising the name Spun Latex has registered to such an extent that today the golfers are asking for the spun Latex ball rather than for the U. S. Royal made of spun latex.

"No, sir, the job of getting a new name for a new golf ball is not an easy job. If you think it is, give me one that is short, easy to pronounce and remember, and one that has not been used before. Do this, and I will gladly cross your palm with silver—that is, if we decide to use it."

Classified Ads

10 cents a word per issue. Minimum charge \$2.50

To GREEN-CHAIRMEN, GREENSKEEPERS and GUARDIANS OF CLUB TREASURES.

You can produce perfect turf of deep color, throughout the season with 'Terre' LAWN-SPUR and 'Terre' TOP-DRESSING. Prominent Golf Clubs in the metropolitan area (names on request) have proved the value of these products after exhaustive tests. LAWN-SPUR (8-6-5) is a special turf fertilizer developed after years of scientific plot tests. Its plant food is supplied from 12 sources, each becoming available at different periods. Thus, continuous feeding is provided with a minimum of loss from leaching. 'Terre' TOP-DRESSING is a scientific blend of organic matter produced especially for golf greens. It is perfect for spreading drier, finer, weed-free and more economical than home-made topsoil. In combination with Lawn-Spur, it has produced amazing results on courses and worth-while savings on club treasures. As soil, turf and fertilizer experts to many well-known golf clubs, we invite your inquiry.

MACMULLEN-TERHUNE COMPANY
Fertilizer-Grass Seed Headquarters

Rochelle Park New Jersey

Experienced Greenkeeper with highest performance record over ten year period at first-class clubs now available immediately for new situation due to financial difficulties at present club. Expert in highest character of course maintenance on small budget. Experienced in construction work. For complete details and references write: Ad 849, % *Golfdom*, Chicago.

For Sale—Sporty nine hole golf course, complete, clubhouse and Pro shop, needed tools. Located in central Indiana with population of 500,000 within one hour's drive. Bent grass greens. \$32,000 investment can be bought for \$15,000. \$9,000 will swing it. Address: Ad 848, % *Golfdom*, Chicago.

KEATING NURSERY

SPECIALIZING in

GENUINE METROPOLITAN BENT STOLONS

Proven the fastest grower and most resistant to disease.

Good supply of Atlantic City and Washington bents always on hand.

ORDER NOW

WM. KEATING—Greenkeeper, Clive, Ia.

NEW LIFE FOR GREENS & FAIRWAYS

"Lime Crest" CALCITE (Pulverized)

does wonders in sweetening soil, making grass on greens and fairways grow lush and green. Finely pulverized high-calcium limestone—quick acting, long lasting. Write for full information. Limestone Products Corp. of America, Dept. Y-1, Newton, N. J.

