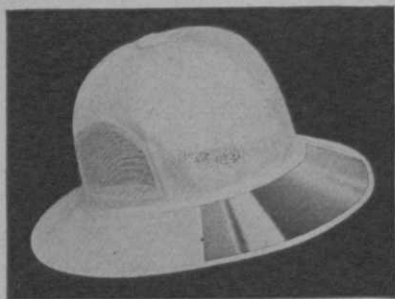
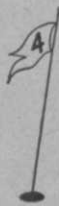


Shootin' Par in Sales!



CONGO

America's Sunshine Hat



If you want to shoot par in sales this summer, here's the "club" to use . . . the Congo Sun-Hat. It has been the favorite for years because it's the best hat for golfers . . . they've proved that.

Just pick any hot day . . . at almost any golf course in America . . . and you'll see Congo Hats. Why? Because they're the coolest and most comfortable. Made of pre-shrunk duck, they're soft and pliable . . . they have large airflo breathers for circulation and pyralin non-glare visors.

Congos are the most practical too, because they can be rolled up and tucked away in a bag or hip pocket. Retail price 50c.

Order a stock of Congo Hats today . . . they are sure-fire sellers and profit makers. Free merchandise display with each shipment.

Write for complete Sportswear Catalog.

JACKMAN SPORTSWEAR CO.

218 S. Wabash Ave.,

Chicago, Ill.

"The LINKS"

ROBERT HUNTER'S
famous book on golf architecture.

This recognized authority—a "best seller" at \$4.00—offered to GOLFDOM readers postpaid at only \$1.25. A valuable addition to your greens library. Send check with order—today!

GOLFDOM BOOK DEPARTMENT
14 E. Jackson Blvd. Chicago

interfere with shots. We also planted shrubs around a rock garden adjoining our attractive swimming pool and children's playground.

The members get an extra added enjoyment from their club when the greenkeeper is keenly conscious of opportunities and responsibilities as a nature artist. There are pictures in golf courses that are groomed with expert and feeling care, even though the artist may be a fellow with sweat showing through a soiled blue shirt and, at times have on his lips words that strictly union poets would rhyme with lamb and dell and rich.

Pros Must Follow Thru

(Continued from page 18)

when members were going away on vacations. Then he'd sell them new sets of clubs and a bag and balls for their vacation use so they'd proudly carry the new equipment wherever they happened to go on vacation journeys as identification of an up-to-the-minute golfer.

"I've been reading what pros have had to say about Horton Smith's idea in GOLFDOM of increasing pro income by setting a quota of play by months 10% higher than last year," remarked this prosperous professional, "and I think it's a cinch for the boys to do that by having a par of last year's figures to shoot against. I do know from my own experience the pros will increase their sales a lot more than 10% if they will get it into their heads that they have to sell all during the season and not slow up after a brisk display of pep during the season's earlier months.

"One little thing that has meant millions of dollars to the pros and to golf clubs is the way that greenkeepers have adopted the practice of keeping the fall leaves pretty promptly cleaned up so players won't be discouraged by lost balls. However, if the pro is going to depend on the greenkeeper instead of himself for keeping pro-shop business active until frost, the pro will be out of luck."

GOLF'S MARKET PLACE

George Herrmann, treasurer of L. A. Young Golf Co., well known and mighty well liked by pros, is recovering nicely from the illness which has confined him to his bed for the past six months. George figures just because a fellow's in bed is no reason he shouldn't do a little work, so each day he handles a certain

amount of correspondence and passes on credit matters as they come up.

Because of his improvement, George's friends expect to see him up and around again very shortly.

Wilson Sporting Goods Co. now is making Willie Hoare wood clubs, sale of which will be confined to PGA members. Hoare, veteran pro who has been ill for the past two years, worked out the design together with Wilson field and factory men. Hoare has a royalty interest in the club sales.

Heine Sick, Crystal Lawn pro, who caddied for Hoare some years ago, bought the first set out of the factory.

Lloyd Gullickson, Worthington Ball Co. staff, introduced Babe Ruth to the new Worthington Sweet Shot ball at the start of the season. The Bambino acknowledged the introduction with a 73, which was very contenting until he looked at Lloyd's card. Gully had hammered the Sweet Shot around in 63 for a new course record at the Jungle club, St. Pete.

Gene Kunes, 1935 Canadian Open winner, now is with Crawford, McGregor & Canby as playing representative and taking an active part in the Philadelphia sales activities of the company, when his club duties permit.

Marinette Knitting Mills, Marinette, Wis., figure they have knitted golf dresses that will increase women's play in wet weather. The Marinette garments are Neva-Wet processed, which makes them water and moisture repellant, and resistant to perspiration, spots and stains.

L. A. Young Golf Co., Detroit, Mich., presents an attractive array of counter display cards, wall posters, and folders for the promotion of Walter Hagen golf clubs and golf balls.

At the top, left, of accompanying illustration of these pro helps is a card reciting Hagen's phenomenal record in competitive golf. At the top, right, an imitation Neon-effect sign makes the word "Hagen" shine out in a bright red luminous effect.

The counter card in the center features the new Hagen Spiral Grooved Steel Shaft. Two counter displays or window cards feature the American Lady woods and irons. The small folder shown in the center of the illustration "A Few High Spots from the 1936 Walter Hagen Line" is designed for counter distribution in the pro-shop or for mailing to members with their monthly statements. The booklet at the bottom, "The Hive of the Hagen Honey Center" shows various photographs

Stores are funny

About Golf balls.

If a ball isn't popular
Stores won't touch it.

If a ball is in demand
They'll move heaven
And earth to get it.

And kick hell out of it!

To a store, golf balls
Are just "loss-leaders".

To a pro
They're bread and butter.

Stores won't spend
To make a ball sell.

They want the Pro
To do that.

And when the Pro does
They'll relieve him
Of the selling burden(?)
(and the profits).

* * *

Take New York . . .

Here they really
Hammer 'em down.

One (you guess)
Asks as little as \$6.48 a doz.
For the best-known balls
Even "Vulcanized" ones.

Which is
Almost what it
Costs the Pro.

* * *

What's the answer?

Believe it or not
There is only one . . .
And it's easy:

All a Pro must do
Is push Penfolds
And PGAs.

The stores can't
Football these
Because the stores
Can't get them.

And you get
The consideration and
Profit you deserve
As a Pro.

penfold

11 Park Place, New York

Chicago

Cleveland

218 S. Wabash Ave.

2000 West 14th St.

**ERADICATE
BROWN
PATCH**

EFFECTIVE
Thousands of
Greenkeepers
"Can't be
Wrong"

**DO
THE
JOB
RIGHT**

ECONOMICAL
Priced to meet
Competition
Fine Powder

**USE
PFIZER
MERCURIAL MIX**
2-3 Calomel 1-3 Corrosive Sublimate

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

Write for a circular
Calomel Corrosive Sublimate

of progressive steps in the construction of the line of Hagen golf balls.

Not shown in the illustration is a simple instruction booklet for the purpose of arousing interest in pro lessons. It's



called, "Golf Clubs and How to Use Them, By Walter Hagen." The price of the booklets, which may be enclosed in club mailings, is two cents each in any quantity, plus a \$2 flat charge for printing the pro's advertisement, with any desired wording, on the back cover in quantities of 100 or more booklets.

Lou deGarmo, Rockefeller Center, New York City, a pioneer in the publicizing of golf and sporting goods products, has been signed as advertising counsel by the Pedersen Mfg. Co. DeGarmo has directed the activities of such outfits as Acme Apparatus, Smith & Wesson Firearms, Montague Rod

**Live
as well
in Saint Louis
as you do
at home**

Enjoy an address of distinction and convenience in the Downtown District near large theatres, shops, office buildings. Two air-conditioned restaurants. Garage Service. 50% of all rooms rent for \$3.50 or less, single; \$5.00 or less, double.

**LIVE AT
THE HOTEL**

Lennox
in SAINT LOUIS

**FOR SALE
TO CLOSE AN ESTATE**

St. Andrews Golf Course (Chicago district)—36 holes, at less than one-third of its original cost. All improvements included—large, brick modern clubhouse fully equipped, 7 room bungalow, garage with caretaker's quarters, artesian well, two lakes on property. Equipment shed and pump house. Course now operating and attracting considerable play. Reasonable down payment will turn the deal . . . will consider lease over term of years. For full particulars address,

WM. H. MULHOLAND
120 W. MADISON ST. CHICAGO
TEL. FRANKLIN 2363

& Wheel, Wilson-Western Sporting Goods, Wanamaker, and the Acushnet Process Co. The Pedersen Manufacturing Co. fathered the Limbershaft, and the Pedersen boys themselves are expert practical clubmakers. The entire output of their factory is sold exclusively through pro-shops.

An interesting, informative booklet on swimming pool construction and operation may be had free from Portland Cement Assn., 31 West Grand Ave., Chicago.

The first man, perhaps, to make the golfing citizenship "300-yard-drive" conscious was Charley Hall of Birmingham, Ala. Later on the feats of Cliff Spencer, slender Baltimore professional, gained wide attention; then Clarence Gamber of Detroit. And then along came Jimmy Thomson of Buckwood Inn and Lawson Little.

So fantastic were some of these early tales of gigantic hitting, and so receptive the ears of ordinary links mortals who thrill at the feat of a 150-yard drive, fear gripped many officials, particularly in clubs that were on the "short side." Unless something was done to check hitting, they thought, their layouts would become obsolete since some of these big hitters would be turning 400 yard holes into mere pitch shots.

The upshot was that, partly in response to this belief, the USGA did away with the old 1.61-1.62 ball and replaced it with one whose dimensions are now 1.62 maximum weight and 1.68 minimum diameter.

Despite this curb we still hear stories of prodigious driving and some of them at least are founded on fact. Today there is little doubt but that Thomson is the longest hitter in the world, capable of slashing out drives of 300 yards and more.

Thomson, however, is the exception rather than the rule. He hits a golf ball just about as far as it is humanly possible to do so and he is a good fifteen yards longer than Little who, in turn, is approximately fifteen yards longer than the next-longest hitter.

Even Thomson's hitting would seem puny compared to that of a patented driving machine developed and owned by the Acushnet Process Co., of New Bedford, Mass. This machine, part of an exhibition caravan which is now touring the country,

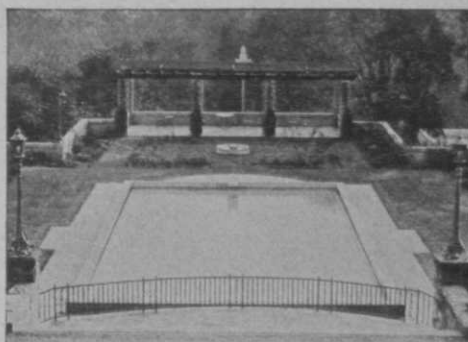
● BENT GRASS ● BOTH SOD AND STOLONS

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.



PLANNING A SWIMMING POOL?

It's important to know the latest methods of circulating and keeping water pure and clear. Send for the helpful Graver book on Modern Design, Construction and Operation of Indoor and Outdoor Pools. Graver Equipment is used in hundreds of private, club and municipal pools. Write for this valuable booklet today. It's free.

GRAVER TANK & MFG. CO., Inc.

New York, N. Y.
Chicago, Ill.

Catasauqua, Pa.
East Chicago, Ind.

GRAVER

PUTTING GREEN POINTS TO NOTE AND REMEMBER!

Two-in-One Control for Fungous Diseases and Soil Vermin.
Finest Brown Patch Preventive.
Tremendous Covering Capacity.
Super Chemical Value.
Ready Mixed and Safe.
Easily Applied.



About

FUNGOL

EXCLUSIVE DOUBLE PROCESS FUNGICIDE



There is no substitute for this high grade, chemical product giving hundreds of Courses real economical protection from Large and Small Brown Patch.

The wisdom in using FUNGOL comes from its high rate of covering capacity—3500 to 7,000 square feet to the pound.

Let us explain the double feature of FUNGOL whereby it also provides extra feature of combatting soil vermin, earthworms, sod webworms, cutworms, grubs, etc.—without added cost.

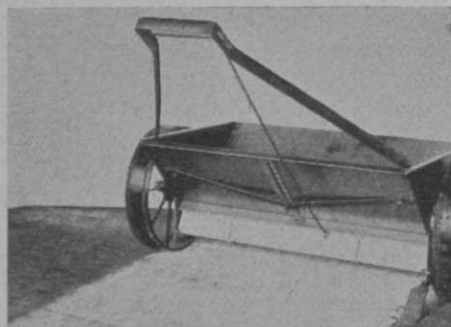
Ask your dealer or write direct for complete details and free testing samples of FUNGOL and VEG-E-TONIC.

McCLAIN BROTHERS Co.
CANTON, OHIO

VEG-E-TONIC

Positive and safe Putting Green grass producer. Builds up dormant turf. Restores weak soil areas. High Nitrogen, Phosphoric Acid and Potash. Dissolves in water. Results certain. Economical.

ROOT ALL PURPOSE SPREADER ALL METAL CONSTRUCTION



TOP-DRESSING, FERTILIZING, SEEDING

This machine will cut upkeep cost more than any piece of equipment used on golf courses. For speed, economy and perfect application it is unexcelled.

THE ROOT MANUFACTURING COMPANY
1051 POWER AVE., CLEVELAND, OHIO

SPRINKLERS

The Lark	\$15.00
Old Faithful	\$14.00
Double Rotary	\$12.50
Buckner No. 6	\$16.00

HOSE - SPRAYERS

Immediate delivery from complete stocks

J. OLIVER JOHNSON, Inc.

World's Largest Golf Supply House

940 W. Huron St. Chicago

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

MFR. OF SPUDS, FORDSON WHEELS, ETC.



can be set to drive a golf ball anywhere from 200 to 450 yards.

In a recent test, made at the New Bedford CC, the machine was set up on the eighteenth tee and drove a ball onto the green 450 yards away. Included in the testing equipment, which is transported in an aero-car trailer, is also an X-ray machine to demonstrate the actual insides of a golf ball. It shows how the "vitals" of Acushnet balls look when they leave the factory after two inspections and likewise how they maintain their uniformity after being subjected to tremendous machine-struck blows.

There is also a guillotine machine which cuts through the cover of any ball not properly wound, proving, according to Claude Hastings, sales manager of the Acushnet company, who is in charge of the field demonstrator, that toughness is as much a matter of uniformity in winding as it is of a rhinoceros hide for a cover.

Clubs having a swimming pool and those contemplating construction of one in the near future will find much important information in the new booklet issued by Graver Tank & Mfg. Co., East Chicago, Ind., which describes in detail the various water treating and purifying devices made by Graver. In addition to adequate illustrations, the booklet contains tables and statistics helpful to club officials with swimming pool maintenance or construction problems.

Miss Pamela Barton, winner of the British Women's Open, played the new Penfold 'Autograph' ball throughout. Miss Barton, only 19 years old, has reached the final round three consecutive years but this year was the first in which she emerged the victor.

Jess Snook, Wanamaker veteran for 15 years with that company in the ball and club business, has joined Jack Jolly in handling the Colonel ball sales for the

PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{8}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

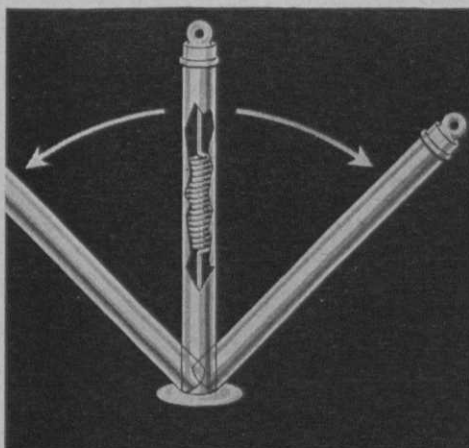
PHOENIX MFG. CO.
Joliet, Ill. Catasauqua, Pa.



Chicago district. Snook will make headquarters at 238 W. 111th St., Chicago; telephone, Pullman 3420.

Jolly has been making a swing around the Chicago, Milwaukee, Detroit, Cleveland and Buffalo territories and reports another golf boom is beginning. Colonel sales have hiked substantially.

J. Oliver Johnson, Inc., 956 W. Huron St., Chicago, offers a new lawn post, Duropost, that is proving popular with builders and architects. Construction per-



mits the post to bend all the way to the ground, a heavy duty spring returning the post to a 100% vertical position. The posts are guaranteed for five years.

K. L. Burgett Co., Peoria, Ill., makers of the True Grip line of golf gloves, is having its greatest sales season, according to word from K. L. Burgett, president.

"The Parglov is going over in great shape," he writes. "We are telling the pros about its feature in GOLFDOM and we're backing up that effort by advertising to the consumer in GOLFING. As a result the number of orders we received during April exceeded the best previous

ADVERTISERS MEASURE...

the effectiveness of their advertising investment in GOLFDOM by the inquiries and orders they can trace directly to it.

Therefore, we urge you to mention this magazine whenever you write these firms. It takes but a moment and does us a good turn.

TORO

ALL OVER THE WORLD



The TORO "SOD-KUT"

A hand power tool that cuts sod with smooth, even edges and uniform thickness ... 13 1/2" wide, any length. Easy to operate ... two men can cut 15,000 square feet of sod a day. Does not damage lawn.

Write for Full Information

TORO MANUFACTURING CORPORATION
 1022 Snelling Ave., OF MINNESOTA, Minneapolis, Minnesota, U. S. A.

GRASS SEED of "Known Quality"

On request—"1936 Golf Turf Book"—containing information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, free on request.

Stump & Walter Co

132-138 Church Street (Cor. Warren St.) New York

NEW EASY WAY TO APPLY CHEMICAL FERTILIZERS



Apply Sulphate of Ammonia, Bichloride of Mercury, etc., to greens and fairways with ordinary hose equipment.

HOZON makes it possible. Mixes solution and water automatically. You simply sprinkle.

HOZON is simple and scientifically-built to last a lifetime. Nothing to wear, corrode or get out of order. Write for literature or send \$2.50 now for postpaid HOZON on money-back guarantee.

HOZON CO., Box 41, Warrensville, Ohio

A. N. PECKHAM

KINGSTON
RHODE ISLAND

For 16 years has produced and furnished direct to golf clubs, parks, etc., different varieties of **Bent Grass Seed**

This seed grown under the rigid climatic conditions of New England produces grass that has built up RESISTANCE to the various fungus diseases prevailing in our northern States. • It is, of necessity, WINTER HARDY and makes a fine bladed, permanent, desirable turf for your greens, lawns, etc. • We also furnish a FAIRWAY MIXTURE composed of 5 different varieties of fine turf grass seed which produces a BALANCED closely woven turf on lawns, tees, tennis courts, fairways, etc.

STANDARD EVERYWHERE LEWIS GOLF BALL WASHER

An important convenience for your course . . . and Lewis Washers are built for years of service. Be sure to have your Greens Committee get Lewis Washers for your course. (In color for only 25c additional.)

Lewis Washers: lot of 1 to 10 (White).....\$6.00
Lot of 11 to 20 (White).... 5.50
Complete tee ensemble: (White) washer, tee stake, towel, waste container, tee data plate, towel and ring\$10.50
Lewis Bag Rack and other Tee Equipment.

G. B. LEWIS COMPANY
Dept. GD-636, Watertown, Wis.



month we ever had. It appears that May will show an even better volume.

"We have been designing golf gloves for enough years to know all the angles and Parglov is the finest product we have ever turned out. Golfers can recognize its fine points immediately; no complicated sales talk by the pro is necessary to effect a sale."

American Fork & Hoe Co., Geneva, O., describes making and testing methods employed in the manufacturer of True Temper steel shafts and gives detailed specifications of the various True Temper shafts in a new free booklet.

The booklet has much informative value for the pros and assistants whose members expect them to know everything there is to be known about clubmaking.

John W. Stevens, for years a well known professional in the New York metropolitan district, is working with Larry Dow, Manager of the New York branch of The L. A. Young Golf Co., out of the office at 11 Park Place, New York City.

Stevens has had about as comprehensive training for his new duties as would be possible, for he has been connected with the golf business since 1910. From 1922 to 1926 he owned and operated his own golf equipment store in New York City. From 1926 to 1936, he was pro and course superintendent at the Mt. Vernon CC at Tuckahoe, N. Y. He left that post to join the Young staff.

Stevens was treasurer of the Metropoli-

RUSH Service on BROWN PATCH Preventives

Special Semesan—25 lb. pail.....\$42.50

Nu-Green—25 lb. pail.....\$30.00

Calo-Clor—Corrosive Sublimite
Calomel

Owing to market fluctuations write for quotations—Lowest prices assured

J. OLIVER JOHNSON, Inc.

World's Largest Golf Supply House

940 W. Huron St.

Chicago

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

McCLAIN • SPIKER AND PERFORATOR

Latest engineering features make this Spiker superior to others. Stainless Steel Spikes. Roller Bearings. Remarkable turf conditioner. Lessens Brown Patch. Increases grass growth. Hand or tractor operated. Moderate price. Needed on every Golf Course. Write for literature.



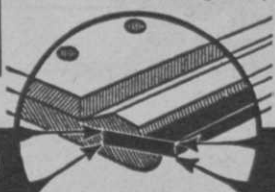
McCLAIN BROTHERS CO.
CANTON - - - OHIO

ARRROWS in illustration point to BUDD'S 4 cutting edges. Simply switch blade for new edge.

GREENKEEPERS! Make this TEST NOW!

Join the swelling army of greenkeepers who are now using this remarkable blade—see for yourself how it slashes mowing costs, simplifies your work, modernizes mowing. *Test it on one unit!* The quicker you do it, the more you can save on this season's mowing. Write immediately for details.

BUDD MFG. CO., DEPT. G, RAVENNA, O.



BUDD

BED • BLADES

tan section of the PGA for five years and resigned on April 13, when signing to sell Walter Hagen golf equipment.

Classified Ads

Golf Professional desires connection, nineteen years' experience, which includes course and club management. Satisfactory credentials. Address: Ad 601, % *Golfdom, Chicago, Ill.*

Clean-cut, active and dependable young man with successful business experience and good foundation as amateur golfer is anxious for assistants job with first-class professional. Character and training qualify him to be excellent assistant. For full details write: Ad 600, % *Golfdom, Chicago, Ill.*

An Opportunity to buy a fully equipped 'golf club making plant' (formerly owned by the Schavolite Corp.) is now open to any golf professionals or others. This is an invitation to anyone who may be interested, to communicate with Jack Ross, The Creek, Locust Valley, Long Island, New York.

Man of highest qualifications in experience character, performance and personality wants situation as manager of club in small town or resort. 17 years with present club starting as caddie master, then locker-room steward and now manager. Club's financial position reason for change. Highest reference. Address: Ad 602, % *Golfdom, Chicago, Ill.*

Scotch-born Pro-Greenkeeper with over 25 years experience would like to contact year round job. Thorough knowledge of grasses, soils and course upkeep. Fine record as instructor. Could take management of club as wife is experienced catteress. Excellent references. Will go anywhere. Write: R. B. P., 1419 Columbia Road, N. W., Apt. 24, Washington, D. C.

Greenkeeper now open for position with up-to-date club. 21 years experience, first-class maintenance at minimum cost. Married. Will go anywhere. Excellent references. Moderate salary. Address: Ad 504, % *Golfdom, Chicago, Ill.*

Wanted—Practice golf balls, Jimmy's Driving Tee, 6200 Excelsior Boulevard, Minneapolis, Minn.

Golf Course Wanted—I wish to purchase, or lease for long term, nine or eighteen hole course. Grass greens, clubhouse containing living quarters. Address: Ad 500, % *Golfdom, Chicago, Ill.*

PROTECT

Your club buildings and valuable trees against

LIGHTNING

New concealed equipment. No unsightly rods or spires. Approved by Underwriters Laboratories; Bureau of Standards; Insurance Companies. Special equipment for trees, recommended by leading tree experts.

Send for illustrated booklets.

Independent Protection Co., Inc.
Dept A Goshen, Indiana



Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

CREEPING BENT TURF

Our true Washington Strain Bent in solid turf form makes model greens. Also in stolon form. Withstands drought like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

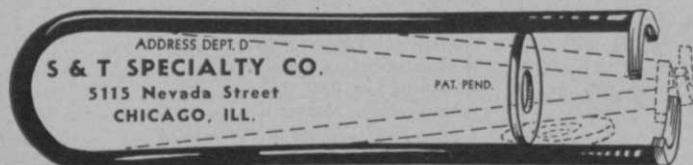
ILLINOIS GRASS CO. Telephone
18455 REIGEL ROAD (Near Chicago) HOMEWOOD, ILL. 746

FULNAME Golf Ball MARKING is PROFITABLE!

Trial plan will bring outfit for demonstration. Write for details.

The Fulname Co., LeBlond Bldg.
CINCINNATI, OHIO

MOLES & GOPHERS—GOLF COURSE ENEMIES NO. 1 & NO. 2



are now easily exterminated with our simple, successful traps. Three S & T Perfected Mole & Gopher Traps for \$1. Inquiries invited from dealers.