

green committees. Prof. L. S. Dickinson stresses that cultural conditions should be primary, for without them in mind, playing conditions are costly and difficult to obtain.

Although a standard graded as B suffices for your course, your maintenance may be graded as A. Some clubs meet A standards for some items and B standards for others. Thus it could be assumed that an average might fit in as B plus. At certain times of the year high standards are not necessary, due to low play, or the job not requiring as much attention, and if standard C or D is used in the fall, it is no reflection on the management. In fact it is a credit, because by not unnecessarily keeping a high standard, other work can be done to greater efficiency. Standard A as given may not be high enough to suit some clubs, but it is questionable if there is actually the need of spending or even wasting the money. This brings up another angle as to whether a few players on the course justifies raking out every foot print in traps, just to make things to please them, at a higher cost per player.

Krueger Leaves Club—Harry Krueger, veteran popular club manager in America and abroad, has resigned from his position at the Evanston Golf Club, and will devote his entire time to the Continental Restaurant, located on Milwaukee ave., a half mile north of Lake ave. While at Evanston Harry gained the reputation among many liquor authorities as having the most complete wine card of any country club in the U. S.

Slippers Save Towels—Unnecessarily heavy use of bath towels many managers have learned is curtailed by installing convenient racks for paper slippers in the same room as the shower stalls, instead of outside. Athletes' foot prevention also results from the proper location of the slipper racks.

Style Shows Boost Luncheon—Best attended affairs on the women's programs at golf clubs during last summer were the fashion shows, arranged in cooperation with local dress shops. Without exception these fashion parades and luncheons drew record crowds.

GOLF'S MARKET PLACE

Wilson this season presents a Christmas gift package, which is already registering strong with the pros doing their ordering early. The package includes a dozen Hol-Hi K-28's and a new book showing how to play every shot in golf, "From Tee to Cup." The K-28 ball has enjoyed a sensational first year, with many major tournament victories to its credit, and Wilson expects this ball to break all former Wilson ball sales next season.

The book, "From Tee to Cup," has actual action poses of Denny Shute playing the long irons, Sarazen shooting the woods, Ralph Guldahl demonstrating the short irons and Johnny Revolta showing how to come through in the scoring zone. In addition, there are action pictures of these four golfers putting, and a picture golf lesson for the ladies by Helen Hicks.

Anticipating a heavy demand for its 1937 U.S. Royal gift packages, the Golf Ball department of U.S. Rubber Products, Inc., is working ahead of schedule to provide an adequate supply of these very attractive gift packages.

There is no extra charge for the U.S. Royal gift packages this year, and they are available in either dozen or half-dozen sizes. The attractive gold, red and black embossed wrapper makes these gift packages bright, sure-to-be-appreciated Christ-

mas, birthday, anniversary, or bridge prize gifts.

Three choices of U.S. Royal balls will be available in gift packages: the Royal Blue, Royal Arrow, and the Royal Nassau.

Pros are urged by U.S. to order in plenty of time to assure an ample supply for the holidays. There need be no fear of over-stocking; by removing the special gift wrapper, one has standard merchandise that may be sold at the full price at any time.

At a recent meeting of the board of directors of A. G. Spalding & Bros. at New York City, Walter B. Gerould was elected v-pres. in charge of accounts.

Gerould started with Spalding in 1921, as cashier of the Chicago branch. Later he was transferred to the Pacific coast in charge of accounting. For the past six years he acted as assistant to C. A. Brandenburg, former general manager of the Spalding coast division (recently made assistant to the President, C. F. Robbins.)

Gerould's headquarters will be in New York.

Douglas Tweedie, for more than 30 years connected with Spaldings at Chicago, since 1924 as Western Division mgr., is moving to New York to take charge of all Spalding's retail stores.

Doug is a son of the late Herbert Tweedie, who with two others founded the Chi-

cago Golf club in 1893. He is one of the best known and esteemed men in the golf business, having been for many years the advisor and rescuer of many a pro when he needed a friend.

Worthington golf balls are offered for Christmas selling in attractive holiday packages. These packages hold either the half dozen or the dozen size regular box. Packages themselves are attractively made from aluminum foil with appropriate holiday design imprinted in contrasting colors.

Three brands of Worthington balls are offered in this holiday wrap: Championship Tommy Armour, in packages of 1 dozen to retail at \$9.00, and in ½ dozen packages to retail at \$4.50; the Tommy Armour, in packages of 1 dozen balls to retail at \$6.00, and packages of ½ dozen balls to retail at \$3.00, and the Black Diamond, in packages of 1 dozen to retail at \$4.00, and in packages of ½ dozen to retail at \$2.00.

The 1938 Championship Tommy Armour ball embodies several advantages in con-

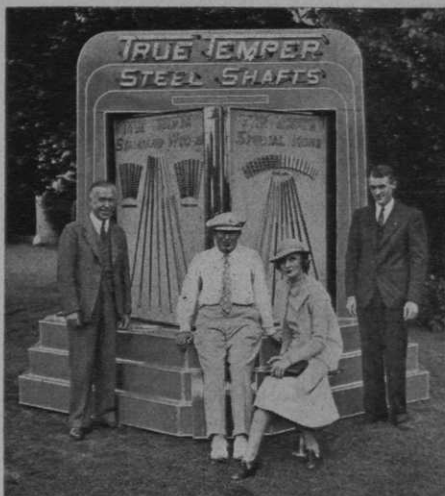


Worthington's 1937 Christmas package.

struction. The most outstanding is due to a process of graduated windings which provides a uniform tension throughout the ball so there is no chance for the ball to distort or go "off round" in actual play.

For clubs remote from power lines or where electricity rates are high, the wind may now be used to generate electricity at a claimed cost of 50c a year. Wincharger, manufactured by the Wincharger Corp., Sioux City, Ia., looks like a farmer's windmill. A ten-foot propeller is geared to a 32-volt generator rated at 650 watts, although it actually delivers more than this output, according to the makers. Current is stored in wet-cell batteries.

Wincharger delivers an average of 1,000 kilowatt hours per month which around a club may be used for operating motors attached to irrigation pumps, compost machines, sharpeners and the like in the maintenance department, for running all



True Temper had this striking steel shaft exhibit at the big \$12,000 Open held at Belmont CC (Boston district). The display was set near the clubhouse and gave a large crowd a close-up on True Temper standard wood and iron shaft construction.

In the picture, l. to r.: George Shaw, True Temper sales engineer; Harry Cooper and Her Highness, Mrs. Cooper; and Gurdon Leslie of the True Temper staff at Geneva, Ohio.

manner of machines in the clubhouse, including the radio, for buffing motors in the pro-shop and for lighting.

Thousands of Winchargers are now in service at farms, gas stations, tourist camps, etc. Easy to install by anyone, it sells for \$84.95, less batteries, and is fully guaranteed to satisfy in every way.

Interested club officials are asked to write the company for literature and complete details. Address Wincharger Corp., 701 Division St., Sioux City, Iowa.

"The fellow who had difficulty in convincing people the rumor he was dead was incorrect had nothing on us," says E. E. Chapman, president and general manager of the L. A. Young Golf Co., "when it comes to convincing people we are making our own line of Walter Hagan golf balls.

"We have had our own ball factory in operation for two years, yet day after day our salesmen are told we are only 'jobbers' of golf balls.

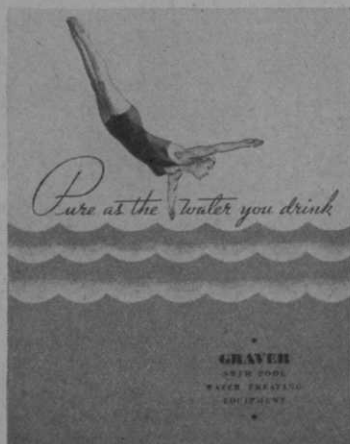
"Several months ago we prepared an elaborate booklet, 'The Hive of the Hagen Honey Center,' in which 15 or 20 views of our golf ball department were shown.

"Perhaps in another 10 or 15 years, people will come to believe we are building, fabricating, manufacturing, constructing, putting together, and otherwise assembling every ball in the Hagen line."

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., have recently issued an interesting catalog, "Pure as the water you

drink." The catalog describes Graver equipment for treatment of water for swimming pools, and embodies such information as will prove especially interesting to clubs or municipalities who contemplate building a pool.

The bulletin also contains a report from pool owners of replies to questionnaires sent out by the Graver concern. Such



questions as date of installation, whether memberships increased, did dining room and bar sales increase, are answered fully in the resume of replies from country clubs. Copies of the bulletin will gladly be sent free upon request.

American Fork and Hoe Co. are bringing out some new designs for 1938 for different golf club manufacturers, who will make their own trade announcements.

True Temper Shafts are now made in a wide range of shapes, flexibilities and weights to satisfy the whims of every golfer—in fact, most of the club manufacturers would prefer to see fewer designs so not to confuse the trade. New colors are available in durable finishes, and ladies' wishes, in particular, may now be indulged along this line, as far as the pros' willingness to bother will permit.

Volume of orders is far ahead of last year's business, although rising costs are cutting profit margins considerably. It looks like a great year in golf.

Acushnet has an interesting merchandise plan for Christmas. Since Acushnet golf balls are distributed solely through pros, it is difficult to tie up Christmas business for pros who are generally on the winter circuit or, in most cases, away from their club at the holidays.

Acushnet has a gift that may be inspected and ordered while clubs are still open during the fall. The gift package is to be advertised nationally in December for mail delivery, crediting the pro with

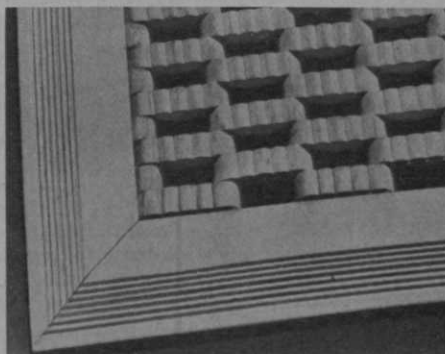
each sale that may come in through this channel.

The Xmas gift combination is offered in two sizes, one of which contains five Acushnet 75-cent balls, and a beautiful and attractive man's brush and comb, supplying thereby an individual locker-room kit for the member who likes to have his own personal gadgets. The combination sells complete for \$5. The other outfit contains a dozen Acushnets and a brush and comb and sells for \$10. Both are in the nature of a considerable bargain.

Walter Ring, widely known golf salesman, now is with Hillerich & Bradsby Co., with offices at New York. Also now with the organization at New York are John Stevens, former pro who is widely acquainted in the golf field, and Frank Ryan, brother of Jack, pro at Louisville (Ky.) CC.

Just on the market from Goodyear Tire & Rubber Company is the new "aquatic" link mat, a rubber floor mat especially designed for use in country club locker-rooms, swimming pools and corridors where barefoot traffic is common.

Similar to Goodyear's All-Weather link mat in appearance, the new mat has rounded ridges on each individual link which resist slipping but are not uncom-



fortable to bare feet. Practically indestructible under service conditions, quick draining and easy to clean, available in plain or almost any combination of colors, and made in square finish as standard but may also be had to fit irregular areas.

In black, red, or black and red, mats are priced at \$1.05 per sq. ft. if regular shapes and \$1.10 per sq. ft. if irregularly shaped. Other colors or combinations are \$1.30 per sq. ft. regular shape and \$1.38 in irregular shape. Brass wire bindings (to avoid rusting) add 25c per sq. ft.

On August 30 when Spalding's golf professional salesmen met in New York to go over the 1938 line of golf clubs, golf balls, caddie bags and sundries with Walter Roberts, wholesale golf manager, the city



Spalding's golf salesmen combined pleasure with business during sales convention held August. 30. Here's a golf session at the Forest Hill Field Club.

was sweltering under a prolonged heat wave. After an intensive session everyone was pleasantly surprised to find that a golf outing had been arranged for the following day at the Forest Hill Field club, Bloomfield, N. J.

The outstanding shot of the match was a hole-in-one scored by Arthur Lynch on a 203 yard, par three hole with a number 3 iron.

After the tournament and a fine dinner at the club, each salesman started out immediately to cover his territory, tired, but full of enthusiasm over the fine new line for 1938.

Portland (Ore.) branch of Northwest Toro Co. has been opened at 417 S. E. Clay St. A complete line of Toro equipment and accessories is in stock and expert service facilities are on tap.

Acushnet's prize contest, in which awards went to pros selling the largest number of Acushnet 75-cent balls in proportion to the membership of the club, stirred up one of the biggest entries of any merchandising event in golf. More than 400 pros submitted their bids. Winner of first prize was Sam Schneider, Corpus Christi (Tex.) CC. In second place was Ben Lord, Glens Falls (N.Y.) CC; third, Charles P. Betschler, Hillendale CC, Townson, Md.; and fourth, Al Collins, Indian Hills CC, Kansas City, Mo. A special prize went to George Jacobus, Ridgewood (N.J.) CC for the largest sales of Acushnet 75-cent balls at any U. S. golf club.

Although the contest provided substantial sales impetus for the Acushnet line of balls, it worked in great shape even for the pros who didn't get into the prize bracket because it gave them a par for 75-cent ball sales. In numerous instances the process of setting up an objective in 75-cent ball sales to the highest possible percentage of members resulted

in a marked increase of ball sales in top grades. The contest was credited by pros with having had a definite responsibility for the general increase in 75-cent ball sales experienced at pro-shops this year. Pros reported that the Acushnet idea of establishing a check-up on 75-cent ball sales per member provided a signal that enabled the pro merchants to keep close watch on the competitive ball sales to their members.

G. B. Lewis Co., manufacturers of ball washers and tee equipment, is introducing a new type of ball washer known as the Multi-Ball Roto-Washer. Here is what they say about it:

"It will clean dirty, grass-stained balls as fast as they can be fed into the washer. You simply turn the crank and as soon as they are clean they pop out sparkling white and as good as new.

"While the ball is going through the washer, patented deflecting baffles rotate

it so that all sides come against the circular brush for a thorough cleaning. By mean of these baffles, spotty, uneven wear of the brush is eliminated. The natural wear that does occur is compensated for by a coil spring so that at all times there is a uniform pressure of the ball against the bristles. The brush is easily renewed and a drain plug facilitates cleaning out the accumulated dirt and sediment at the bottom.



"From the players' standpoint, it will be an ideal washer. Operation is natural and

easy. Eliminates all splashing and soiling hazards. Will clean balls as fast as the player can feed them into it. And it is jam-proof.

"This washer will give many years of satisfactory service due to its sturdy and simplified construction."

The Lewis Standard washer, well-known on golf courses throughout the world, will be continued for an inexpensive yet effective means of golf ball cleaning.

A new invention, the Green Key Cultivator, has recently been placed on the market by its designer, Joe A. Roseman, pres., Roseman Tractor Mower Co., Evanston, Ill. The new Roseman tool is especially designed for weeding, raking, edging, trimming, pruning or planting, which makes it ideal for use in care of golf links, parks, gardening and the like. Workmen who have tried out the cultivator have found it a simple, inexpensive tool ideal



for golf course use, and are shown in the accompanying photograph weeding fairway and trimming and cleaning out shrubbery with the cultivator.

The tool has a hook-shaped claw for raking, weeding, and edging, its three teeth sharpened along beveled sides formed by the V shaped troughs. A cutting blade is fastened to the lower face of the shank and projects beyond the end of claw. Blade can be adjusted to provide varying lengths

and can also be arranged for lateral swinging adjustment so as to position it at varying angles with respect to the claw. Further details may be had upon request to the manufacturer.

William Evans, veteran club manager, has joined Premier-Pabst Sales Co. and will work the clubs, hotels and restaurants in the holy cause of Pabst Blue Ribbon beer. He is widely acquainted with club

William
Evans



management personnel and problems, having been manager of the Tidewater club at Newport News, Va., Upper Montclair (N.J.) CC, North Shore, Beverly and Ridgemoor country clubs in Chicago and University club of Milwaukee.

Evans was one of the organizers of the national Club Managers' assn. and its second treasurer. During the war Bill was in charge of feeding 52,000 employees at the government powder plant, Nashville, Tenn. His first job in food and beverage service was with the White Star line. From that he went successfully with the Cunard and International Mercantile Marine lines. He handled troops during the Boer and Spanish-American wars. Bill spent 20 years at sea prior to his land service at clubs. His pep and looks belie the years he has spent in dining and winning the public.

Bill was born in Wales. He was one of the two guys in America who figured Tommy Farr would show well against Joe Louis. The other one was Farr.

Dunlop's sporting goods division salesmen are now in the field soliciting expectation orders after one of the most successful sales meetings in the history of the company. The meeting, held at the home office in Buffalo on September 16 and 17, was attended by the entire field force from Calif. to Mass. and was featured by a dinner on September 16 at the Buffalo AC. A motion picture program of tennis and fight pictures followed the dinner.

High spots in the new set-up for 1938 include the featuring of the Dunlop Maxfli



Dunlop's golf division sales force lines up for camera at recent Buffalo meeting.

golf ball and the Gold Cup, Maxfli and Silver Cup "Double Balanced" golf clubs.

The entire meeting was under the supervision of Vincent Richards, general manager of the sporting goods division.

Richards announces these changes in the organization as of September 1: Robert N. Pryor of the New York sales force will head the publicity and promotion department; Sam Doak shifts from Cleveland division sales force to sporting goods manager of Chicago; Herb Andrus from sales force, San Francisco, becomes Pacific Coast sporting goods manager. Other changes include transfer of Tim McGrath of New York to Cleveland and Paul W. Gibbs from Atlanta to New York.

Maintenance of the pro-only-policy on the complete line of Tommy Armour golf clubs was the keynote in the recent sales convention which brought together representatives and executives of the Crawford, MacGregor, Canby Co., at Dayton, Ohio. The 1938 line of golf merchandise was presented by Clarence H. Rickey, president, who acted as chairman during the four day meeting.

Rickey stressed the point that MacGregor has upheld for the past three years the distribution of all Tommy Armour models to professionals exclusively; the policy is to be continued and rigorously enforced. The representatives unanimously favored the platform and were enthusiastic over the new models shown in the presentation.

Superlatives flowed freely as Armour himself viewed the finished production of his creative efforts. Armour took over the meeting on the final day to discuss the

features and refinements of the new designs. At the closing banquet session he performed as master of ceremonies and expertly guided the successful meeting to an end.

Three shifts in MacGregor's sales staff are announced. Harry Adams, a ranking playing pro, will cover Chicago and the principle sections of Illinois and Wisconsin; Ted Smith is transferred from Chicago to a territory embracing N. J., Md., Del., D. C. and eastern Pa.; while Miller Dartt joins MacGregor to cover Okla., Tex., Ark. and La., during the winter season and travel Minn., Ia., N. D., S. D., and sections of Ill., Wisc. and Mo. during the summer.

One of the largest moving jobs in Chicago during the last decade was that of the International Harvester Co. in transferring the company's general offices to 180 N. Michigan Ave. More than 300 van loads of equipment were moved beginning after office hours Friday, Oct. 8, and completing 1 P.M. the following Sunday.

With improved conditions, clubs once again are interesting themselves in protecting and attracting birds to their grounds. Joseph H. Dodson, the "Bird House Man," Kankakee, Ill., reports a sharp increase in orders from clubs for song bird supplies such as houses, shelters and feeding stations.

"Any investment a club makes for bird protection," says Dodson, "will more than be repaid by the vast multitude of injurious insects and weed seeds eaten by the birds attracted to the grounds."



MacGregor's salesmen were shown the company's 1938 line during the recent 4 day convention in Dayton.

IT STAYS SHARP



Diamond
Steel Center
Tractor Spud

Extra hard steel center keeps spud sharp. Tapered point aerates turf. Write for information.

DIAMOND CALK HORSESHOE CO.
4702 GRAND AVE. DULUTH, MINN.

WINTER HARDY—ACCLIMATED
RHODE ISLAND
CREEPING VELVET

BENT GRASS SEED AND FAIRWAY MIXTURES

of highest quality for lowest price that seed of equal quality can be offered. **SAVE** for your club: Buy your seed direct from the grower.

A. N. PECKHAM,
KINGSTON RHODE ISLAND



Here's the "gang" at a session of L. A. Young Golf Co's. annual sales convention.

The 1937 annual sales convention of the L. A. Young Golf Co., instead of requiring the usual three days, filled four in order to fully acquaint the salesmen with the 1938 Hagen line. All sessions were held in the Detroit Leland hotel, with a golf tournament at Red Run GC preceding the business meetings.

One highlight was the presentation of very fine watches to each of seven men who have completed ten years' service with the company. The ten-year men are: E. E. Chapman, president; Richard A. Link, factory manager; Paul Sage, Chicago manager; R. T. Mixich, office manager; Gordon F. Goyette, Ohio and Ind. representative; Dan A. Finch, Mo., Kan. and Okla. representative, and Irving Guy, foreman of wood head department.

The Hagen line for 1938 will comprise three new wood models and one new stainless steel iron model, the "Autograph," to retail at \$7.50. Lorythmic

swinging weights will be adhered to in the construction of the American Ambassador, Autograph Ambassador lines of both woods and irons.

A brand new ball—the Hagen 288—a distance ball exclusively for the use of tournament and low-handicap players, will top the Hagen ball line along with the Vulcord, which will be made even more durable as a tough, distance ball.

The two lines of women's clubs—the American Lady and Miss America—will continue exactly as at present, due to the great reception which these models have met during the past two years.

Link-Lyon, Inc., makers of Macdonald Smith golf clubs, announce new sales and distribution hook-ups in the New York metropolitan and northeastern territories and in central states. Penfold Golf Balls, Inc., 11 Park Place, N.Y., will handle sales, stocking and distribution of Mac

JANSSEN GRAYBAR HOFBRAU

Lexington Ave. at 44th St.
Old Hofbrau: 28 W. 30th St.
New York City

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!

Smith clubs in eastern N.Y., Conn., Mass., R.I., Me., Vt., and N. Hamp. Acushnet's men, Bob Macdonald and Arnold Minkley, will handle Mac Smith clubs in Ill., Ind., Wis. and the St. Louis territory.

So far as is known, the Acushnet ball holds the distance record for a hole-in-one. Dope on the record performance was wired to the Acushnet home office by Claude Hastings, sales manager of the company, from Columbus (O.) where Hastings put on a demonstration with the driving machine that is part of the Acushnet road show.

Hastings wired: "Made hole-in-one with driving machine at 428-yard fourth Columbus CC. Club pro and caddie certify this performance of Acushnet PGA championship ball."

All top number Bristol golf clubs for 1938 will be equipped with Bristol Equi-Tuned shaft, Horton Mfg. Co. has announced. Equi-Tuned shafts are graduated as to length, weight and flexibility, which is scientifically determined so that each set of clubs has the proper graduation of flexibility.

In the case of wood sets, the driver has the greatest degree of whip, the brassie slightly less and so on. In a set of Equi-Tuned Bristol irons there is no danger of having the No. 5 shaft whippier than the No. 4 shaft in the same set. Each shaft is constructed for the club it is designed for. It is the graduation and flexibility that make the Bristol sets scientifically matched, not only as to weight and length, but in degree of rigidity.

The leading wood club in the Bristol line will be the Donald Ross Special. The sale of this club was so encouraging in 1937 that it was decided to make it the leader in 1938. Ross personally produced this model and the set is, in his opinion and Horton's, the best club for the average player that it is possible to use.

Irons will again be headed by the Pyramid design. These heads have three features that are believed necessary to get the best results.

The weighted sole lowers the center of gravity, the Pyramid back places the greatest weight on each head directly behind the point of impact, and the adjusted weight, which places the weight relatively high on the longer distance irons and progressively lower as the loft and weight

● BENT GRASS ●

BOTH SOD AND STOLONS

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

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

SWIMMING —

Now, for the members of your Club, is but a memory of a pleasant summer gone, and an anticipation of another to come. You, who are the officials, should start planning immediately to capitalize on that anticipation—your members are going to spend plenty of money for swimming facilities, next summer, and if you manage things properly, they'll gladly spend it "at home." Plan NOW to build a

"GUNITE" SWIMMING POOL

near the Club House, and gather those extra thousands of dollars into your Club treasury.

Our representative is anxious to visit you, to show you how simple is the design of a "GUNITE" pool, and how relatively small is the cost of building one. Have him around as soon as possible—it's only a few months until swimming will come into its own again.

Write us today, there's no obligation!

CEMENT GUN COMPANY

ALLENTOWN, PENNSYLVANIA

POOL HEALTH

THE popularity of any Swim Pool—municipal, club or private—depends upon the condition of the water. To be absolutely safe, pool water should be crystal-clear and kept in constant circulation.

Graver Swim Pool equipment insures water that is actually "pure enough to drink". Graver units are the result of years of sound engineering and designing experience.

Country Clubs . . . Estate Owners . . . Municipalities

If you are planning a pool, be sure to send for the Graver Book on Design, Construction and Operation of Modern Pools. It is chock full of first-hand data presented in an interesting, comprehensive way. You may have a copy on request.

GRAVER TANK & MFG. CO., Inc.
New York, N.Y. Chicago, Ill. Catasauqua, Pa. E. Chicago, Ind.

Play and Sell in 1938 RALPH TYLER's Hand Made "MOR-KIK"

Irons and woods with a super feel and extreme distance built in by exclusive methods. Stock the "Tru-kik" irons and woods, clubs whose values will amaze you. Also the Fore-most, Kik-out and One-up clubs. Balls, bags. Write now for 1938 pro-only price list.

Ralph G. Tyler & Co.

1315 N. Walnut St.
MUNCIE, IND.

• Answer above ad with QUICKMAIL No. 3 •

Blunders, Mistakes —ALL Cost Money!

Avoid loss of time and money by knowing the *why*, *when* and *how* of upkeep—soil and grasses, turf diseases, insect control—or whatever your problem may be. The way to 'be in the know' is to get a copy of

GOLF COURSE COMMONSENSE

by G. A. Farley

Many of the nation's leading green-keepers and turf experts were consulted in preparing this book, and it is their methods in successfully solving every golf course problem that are interestingly and clearly told—and with more than 75 photographs and illustrations. Read and profit by their experiences!

THE PRICE, POSTPAID, \$4.00

Send check or money order to

G. A. FARLEY

ROUTE 3

CHARDON, OHIO

of the club are increased, thus obtaining more distance and top spin for the long range clubs and more loft and back spin for the short range clubs.

Shortly after the sales convention, E. E. Chapman, president and general manager of the L. A. Young Golf Co., started on his annual swing through the west, taking with him samples of the new 1938 Hagen line.

Chapman's stops included Des Moines, Lincoln, Denver, Boise, Salt Lake City, Phoenix and Los Angeles. He spent a week in Los Angeles acquainting pros with the merits of the new Hagen 288 ball, then on to San Francisco and up to Seattle, then back via Great Falls, Montana, arriving in Detroit October 7. Chapman's 8,000-mile itinerary took in all the principal distributing points of his company in the central and far west.

A combination peat moss-fertilizer, Huminal, has recently been placed on sale by Eric Wedemeyer, manufacturers, 162 Fifth ave., New York City, and has been endorsed by many horticulturists, landscape gardeners, nurseries, and fruit growers. The manufacturers are now starting a campaign to introduce Huminal to the golf club market.

Following exhaustive tests in the Wedemeyer research laboratories, Huminal, a combination fertilizer and soil conditioner, was evolved. Manufacturing is now being done in collaboration and under the auspices of the world famous I. G. Farbenindustrie, chemists.

In Huminal, by means of a patented process, the best Sphagnum moss has been treated to remove adverse acidity, thus obtaining a vegetable decomposed material, humus. Into this neutralized humus the essential plant food values, nitrogen, phos-

Do you use this service?

With Woodruff's trained men to work with you . . . and Woodruff's laboratory to analyze your soil conditions — you can secure a grass mixture "tailor-made" for you. For better turf next season, write today.

Woodco
BRAND

GRASS SEED

F. H. **WOODRUFF** & SONS
MILFORD, CONN.

phoric acid and potash, have been 'laved,' obtained from sources to create immediate action, as well as fertilizing qualities which will easily last over an 8-month period.

Basic analysis for Huminal has been fixed at 2-4-2, with organic substance over 70%. It is well balanced and will answer all general purposes and conditions. By actual tests, an original bale of Huminal of 100 lbs. spread over 120 sq. yds. will produce approximately 48 cwt. organic substance, 250 lbs. quick soluble nitrogen, 158 lbs. quick soluble phosphoric acid, and 320 lbs. potash soluble.

Huminal 2-4-2 is the Wedemeyer standard and is mixed to order. It is sold in packings from 25 lbs. to 165 lbs. Additional information can be had upon writing the manufacturers.

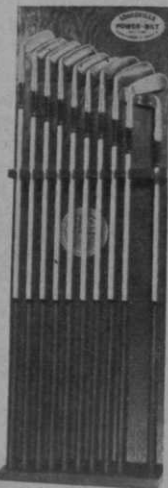
Hillerich & Bradsby Co., Louisville, Ky., are offering a new panel package for their Power-Bilt line of clubs. The panel packages, which are available exclusively to pros, come in the following sizes: for Nos. 5, 6, 8, and 9 irons; and for the No. 10 and 12 irons and No. 3 and 4 woods.

Packages are compactly and sturdily made of richly finished plywood board, with retainers for holding the clubs in position. This display package has been shop-tested in various parts of the country and has met with enthusiastic response from pros who say it fits in almost any sort of pro-shop because of its simplicity and design.

The color of the panel itself is deep golden oak, and the gold, red and black Power-Bilt identification sticker stands out very well against this background, as do the clubs themselves.

Brief reference to the availability free of Worthington Ball Co. "Rules of Golf" booklets as a test on a sports program at Station WOAI of San Antonio, Tex. brought 250 inquiries for the book, more than half of them from beyond Texas, including 23 from Mexico and one from Canada. Inquiries were received from 15 states.

Distribution of the "Rules of Golf" book by Worthington this year reached a new high. The Worthington distribution is credited by association and club officials and by pros with having been responsible for the development of an interest in golf



ATTRACT BIRDS GET RID OF INSECTS



• Joseph H. Dodson, America's foremost bird authority, says, "It's good business to attract song birds to your golf course. 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 entirely clear your grounds of these and other flying pests. Other valuable birds are Woodpeckers, Bluebirds, Flickers, Chickadees and tiny Wrens, each with its own special mission."

There is a Dodson house for every useful, insect-destroying bird. The Martin House shown here has 48 rooms. Other sizes from 28 to 90 rooms. Special construction insures perfect ventilation without draft.

Mr. Dodson specializes in creating bird sanctuaries for country clubs and estates. A few of the prominent clubs with complete Dodson bird sanctuaries: Olympia Fields, Westchester-Biltmore, Calumet, Onwentsia.

Fall and winter are the best times to erect bird houses, so they will become seasoned, blend in with the natural surroundings and be ready when the birds return in the spring.

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Regular Semesan, the original brown patch fungicide, and Nu-Green, the preventive which also hastens recovery of infected turf, are still available to all greenkeepers who prefer them. Order from your supply house.

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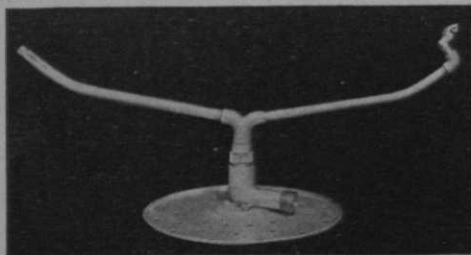
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rules far beyond the point most golf authorities thought possible.

One of the most successful entertainment features at many clubs this year has been an evening devoted to study and discussion of the Rules of Golf, with the club pro presiding, and providing each of his members who attends with a free copy of the Worthington "Rules of Golf" book.

A new "swing" type spray disc nozzle arranged so it can be adjusted for turning speed without turning the sprinkler, has been announced by Perfection Sprinkler Co., Plymouth, Mich. Makers believe this



new feature will prove much more satisfactory and convenient with users because of the ease in adjustment and the more positive turning action it imparts. Another claim is that the nozzle's design gives

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more powerful vibration, overcoming wind resistance.

Perfection also says that its One-Man Proportioner, introduced in 1937, went over great with every dealer that pushed it and indications are that the new Proportioner will be a leading item in 1938. Praises are coming in from every user, who say it is one of the greatest labor saving devices of several seasons.

McClain Bros. Co., Canton, Ohio, have two new folders available which they will gladly send free on request. Pictured and described in the folders are McClain chemical products and golf course equipment, with one section devoted entirely to the McClain Spiker and Perforator. McClain reports greatly increased sales this year for Fungol, a brown patch preventive, and Veg-e-Tonic, a putting green fertilizer.

Stewart Iron Works Co., Inc., Cincinnati, has a new line of metal folding chairs that ought to go strong with golf clubs next season. The chairs, of strong formed steel channels, are designed to give many years of continuous trouble-free service under hard usage, and are available in a wide variety of colors and upholstered finishes. An illustrated folder is available upon request to the manufacturers.

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