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given on the corporation premises so the overhead is nothing to the pro. And this promotion of corporation employees' golf is especially profitable for the daily fee course pro because it gives him an early and strong "in" on the play of these people when weather permits.

SUPERLATIVES are dangerous in passing judgment on any details of club operation, but we'll risk one. The newsiest, liveliest and most interesting of all periodicals put out by golf clubs for their members is the distinction won by the "Palma Ceia Clubman," put out by R. O. Davis, mgr., assisted by a Tampa newspaperman.

GOLF'S MARKET PLACE

A. G. Spalding & Bros. advise that Lyle Thomson, popular golf salesman for that company, will be in Florida again this winter to service professionals located in that state. His headquarters will be the new Spalding store, 334 E. Flagler Street, Miami, where a complete stock of golf equipment will be carried to speed up delivery to pros.

Distillers Corp-Seagrams Ltd. on Dec. 21 paid a dividend of 50 cents a share on the outstanding 1,742,645 common shares of the corporation. It was the first dividend on common stock since 1931 and brought Christmas cheer to approximately 4,300 stockholders in the United States and Canada.

The dividend payment came at the end of the year during which Seagrams had paid special attention to building up its business at golf clubs. That evidence of wise management in getting the club managers lined up for a good play on Sea-

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The Boss and His Boys—L. B. Icely, President, Wilson Sporting Goods Co., gets together with members of the Wilson field advisory staff at the Miami-Biltmore. Standing (left to right) are Jimmy Hines, Mike Brady, Johnny Farrell, Sam Snead, L. B. Icely, Jug McSpaden, and Tom MacNamara. Seated are Leo Diegel, John Revolta, Denny Shute, and Ralph Guidahl.

grams brands seems to have been paralleled all through the corporation, judging by the way the company sweetened the kitty for its stockholders.

The Bronfman boys, Seagrams head men, who bought the larger part of the 81-year-old Seagram company about 15 years ago, turned back the cash they received for their common dividend, plus some more cash, for \$500,000 cumulative preferred stock. Reason for the Bronfman action was "implicit confidence in the future of the company," and a desire to take care of the other stockholders while withdrawing only a minimum amount of the cash resources of the rapidly growing business.

Dunlop announces a new Trophy Case for golfers making a hole-in-one with a Dunlop ball. Lucky golfers making an



"ace" should forward the ball to the Dunlop Tire & Rubber Corp., Promotion Dept., 500 Fifth ave., New York City, and the ball will be mounted and returned free of charge.

Jas. Heddon's Sons, Dowagiac, Mich., announce the appointment Nov. 1st of Fred Dowling as promotion executive in charge of the company's golf shaft division.

Fred has spent considerable time in the golf business, being connected with Spalding for seven years and having just completed five years of profitable toil in the interests of Acushnet and Kenneth Smith. In his new capacity, Dowling will travel all over the country—which is nothing new to Fred.

Yard-O-Meter is the name of a sighting device that fits on the end of a pencil and measures the distance of your lie to the hole, recently placed on the market by Henry L. Hanson, Worcester, Mass. It is held at arm's length. You look through a slot to the flag pole, adjusting the slot to fit the height of the pole. When this is done, an arrow on the Yard-O-Meter indicates the distance you are from the pole.

It's hard to judge quality in seed, and even greenkeepers with their frequent handling of the various seeds of turf grasses may experience some difficulty in classifying Kentucky bluegrass when several grades are offered for inspection.

At an exhibit in Cincinnati, O. M. Scott & Sons Co. announce a novel test of skill



Here is a corner of the new home of L. A. Young Golf Co's. Chicago branch. The well-lighted, attractive suite is located in the Lytton Building, headquarters of golf in the Midwest. Cards announcing the new location, open for business since November, were mailed all pros and accounts in the Chicago District. Paul Sage is in charge.

in evaluating seed. There will be five trays of Kentucky bluegrass representing a wide range in purities. The poorest will be under 50% pure and the best ring the bell at 99.82%.

Every greenkeeper who succeeds in arranging the five grades in the order of their comparative purities will receive a silver dollar, while the keen-eyed groomer-of-the-greens who comes nearest to esti-

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The White House, BILOXI, MISS.

mating the purities of each of the five grades will go home ten dollars better off.

Stanley A. Sweet, president of Sweet-Orr & Co., Inc., was recently elected a director of the board of A. G. Spalding & Bros. replacing John T. Doyle, a former member of the board.

Walter W. Rector has joined the executive staff of the American Fork & Hoe Co., Cleveland, as assistant to the president, A. F. Fifield. Among Rector's duties will



W. W. RECTOR

be the promotion of the True Temper line of golf shafts.

Rector, who is quite a golfer himself, comes from Montgomery Ward where he was merchandise manager of the company's hard lines group, which includes all sporting goods items.

Booming business has forced Woodworth Bradley, prominent Rhode Island seedsman, to open a larger and more modern store at 131 Torrance St., Providence, R. I. Golf Course equipment and supply buyers will find Bradley's new spot worth a visit.

A leaflet describing the U. S. Royal golf course water hose has recently been issued by United States Rubber Products, Inc. Featured is the U.S. Royal hose of dual spiral cord construction, sunproofed to withstand cracking and checking while constantly exposed to the rays of the sun. This hose is available in either 1 in. or 3/4 in. sizes in lengths from 50 to 500 ft., either coupled or uncoupled. If 2,500 or more ft. are purchased, the company will furnish hose with the name of the club branded on the hose once every 25 ft.

The U.S. Peerless water hose, in the medium price range, and the U.S. Rainbow hose, in the lower priced class, both of double braid construction, are also pictured and described in the leaflet.

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dry with compost or in solution with water; does not damage the spray rig.

SPECIAL SEMESAN: 5 lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Other Du Bay treatments: Regular Semesan — the original brown patch fungicide, and Nu-Green — the preventive which also hastens recovery of infected turf. Order from your supply house.

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