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GOLF'S MARKET PLACE

Sanders Mfg. Co., 12 S. Fourth ave., Nashville, Tenn., has recently placed on sale the Mills Golf Ball Vender, which is being built exclusively for golf club use. The vender has a capacity of from 130 to 150 balls, and every coin played in and every ball paid out is registered. If the machine runs out of balls, it may be re-loaded by the pro, registering each ball he puts in. Entirely automatic, the machine comes in a beautiful cabinet, and through a large merchandise display window shows the golf balls. Further details can be secured by writing direct to the Sanders Mfg. Co.

Earl Porter, pro at York Golf Club, Elmhurst, Illinois, found real help in a display of merchandise promoted by Jackman Sportswear Co. "Bert" Lacy and Tom Force, Chicago representatives for



Jackman, are shown with Porter demonstrating sportswear and Tufhorse bags to interested players.

Golfers who make a beeline for the first tee often miss the shop completely and pro-shop sales suffer for lack of customer traffic. Merchandise displayed on "knock-down" tables at the first tee acts as an eye-opener in acquainting members with items for sale in the shop.

It is likewise an ideal spot for the sale of balls and sundries, and in many cases is adding materially to the shop sales total. At York, Porter reported actual sales considerably above normal and booked several orders in addition to stirring up general interest in the merchandise for sale in his shop, remote from the tee.

"One of the best ways I have found to check the popularity of a golf ball," according to E. C. Conlin, Sales Manager, Golf Ball Department, United States Rubber Products, Inc., "is to find out whether the low-score amateurs are playing it. If they are, it's a good ball, for these amateurs don't merely depend on advertising

claims," Conlin declared. "They buy for proven performance.

"That's why up here at 'U. S.' golf headquarters we feel that the 1938 Royal Blue is the best ball our designers have ever produced. Reports are coming in every day from all over the country of new records being made with the Royal Blue. One well-known professional recently set a new course record of 64. He was out in 31 (six under par) and back in 33 (2 under par). He was so proud of the feat that he marked his card, had it attested, and wrote across its face 'Made with a U. S. Royal Blue Golf Ball!' He then posted it in his shop.

"Another report that confirms our opinion of the new Royal Blue was received from an amateur playing in a recent Southern tournament. After getting off to a bad start, he changed to a Royal Blue. That was all he needed. Result—the golfer he defeated in the final is also playing a Royal Blue.

"Of course, being a sales manager I don't depend entirely on verbal reports. There's another kind of report that speaks loudly, too. That's a sales report. Here again the popularity of the Royal Blue is attested, for sales are running 26% ahead of last year."

T. W. Niblett, Distributor, North British Rubber Co., 11 Park Place, New York City, announces two new North British balls, the "Superflite" selling at 75c, and a new dollar ball, the North British "De Luxe." According to Niblett these balls are super-charged and are dead white instead of the slightly cream tinge that formerly distinguished many of the imported balls.

Illustrated below is one of the Ideal Caretakers on a Grand Rapids (Mich.) green, equipped with straight brush and sweeping-in topdressing. This model is using brush carried on caster wheels which are very accurately adjusted to give exactly the proper contact, so that the fine



topdressing material will be swept down into the turf, the coarser material being carried ahead of the brush and swept off the green. The canvas hood shown in the

NOW, NOT NEXT MONTH,

you must start building the swimming pool that your club has been wanting, if your members are to get much fun out of it this summer.

YOUR SWIMMING POOL,

you'll find, will be the magnet that'll pull the members out to the Club, when it's hot—if you haven't any, some other pool will draw 'em, and that leaves YOU out!

A "GUNITE" Swimming Pool

can be built in a few weeks, doesn't cost much to build, and is economically operated and maintained—and, on top of that, it'll be a big money maker! All of which crabs any alibi you can think of—so why not make a start, NOW, by asking us for details?

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2/3 Calomel, 1/3 Corrosive Sublimite.

81% Mercury content insures greatest effectiveness.

Buy now at present low prices.

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GRASS SEED

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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.

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picture is used to prevent coarse material from being swept to one side and disturbing that portion of the green that has already been swept.

The brush used on the Caretaker is operated in about the same manner as a mower used in cutting grass; in other words, you start at one end of the green and sweep back and forth. If the green is fairly spongy, the first time over will complete the job. However, if the green is inclined to be hard, it may take two sweepings, one at right angles to the other, to complete the job.

The Caretaker, embodying features absolutely original in design, has been proving very popular with greensmen everywhere because of the outstanding job it does as a power mower, plus the six practical combinations the Caretaker can be used for in maintaining fine turf: power mower, power sweeper, power sprayer, sickle bar mower, water ballast roller, and power spiker. Further information on the Caretaker and other Ideal models can be obtained upon writing the Ideal Power Lawn Mower Co., Lansing, Mich.

A new sweatband, called Drybrow, designed to keep perspiration out of the eyes and to keep the head cool, has just been placed on the market. Drybrow consists of a special fine pore cellulose sponge attached to a one-piece rubber band. The sponge is moistened in cold water and squeezed out before applying, and has a high absorption capacity—20 times its weight in water. When moistened it is very soft and the evaporation of the water has a pronounced cooling effect in addition to absorbing the perspiration.

For tennis, golf, hand-ball, badminton, squash and similar sports, Drybrow is very effective. It speeds up the play and increases the player's stamina. Drybrow has many uses in the industrial field also, where there are thousands in use. Drybrow can be sterilized in boiling water or steam, or washed in soap and water. The tough cellular sponge is not affected by the chemical action of perspiration and it does not chafe the forehead. Drybrow is manufactured exclusively by the American Allsafe Co., Buffalo, N. Y.

The ringer scorecards distributed by Schenley Import Corp. to golf clubs all over the country have stirred up amazing interest in ringer golf score records. Reports are coming in every day on what a search into the records has revealed, which in most cases, proved ringer scores till now were kept by only the pro and a few members in the club and generally little data was available on the lowest ringer score set by a club's entire membership on a par 71 course.

But the enthusiasm these Schenley scorecards have now aroused in the recording of low scores is going to provide



"JUST RIGHT GOLF PENCILS"

Illustration actual size, 2 1/4" long. Price \$4.90 per thousand. Write for prices on golf tees, advertising pencils, etc.

SANDERS MFG. CO.

Dept. 10-A

Nashville, Tenn.

some very interesting data for reading in the near future. The Schenley company still have a few scorecards for distribution, so if you want to obtain some for your club you'd better hurry your request in to Schenley, Empire State Bldg., New York.

A new automatic ball teeing device, Auto-Tee, promises to revolutionize golf practice. Players are discovering that learning their shots on the driving range is becoming more and more enjoyable, and one of the main reasons for this is the installation of the Auto-Tee.

Professionals will enjoy this convenience as well as the players, for it allows them to concentrate on the points of the lesson



without wasting time in teeing balls and searching for level, grassy squares from which to play the shot. The ball will be delivered directly onto the tee, which is level and divot-proof, by an automatic arm. All the player does is tap the tee with the sole of the clubhead. Thereafter, the tee is replenished automatically until the allotted supply is used. One token deposit allows 40 balls for each player.

The Auto-Tee device holds 400 balls, and the Auto-Tee ball retriever enables a boy to gather up the supply in a small fraction of the time which otherwise would be used for that purpose. Finished in green, the Auto-Tee makes a fitting and efficient servant both to player and pro,

ARE YOU TEMPTING YOUR CADDIES TO STEAL BY USING UNMARKED BALLS?

CRIME HAS SMALL BEGINNINGS!

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FULNAME GOLF BALL DIE FOR YOUR FULNAME MARKER TO CURB THIS FORM OF JUVENILE DELINQUENCY!

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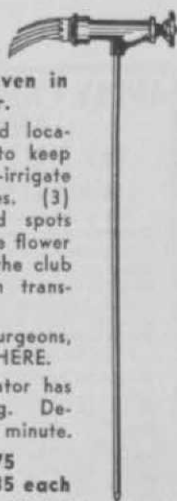
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outdoors and in; merely the insertion of a token is enough to start the practicer about his business, no other preliminaries being necessary. Further details plus an attractive illustrated folder may be had by writing the Auto-Tee Mfg. Co., 757-759 Venice Blvd., Los Angeles, Calif.

Jacobsen Mfg. Co., Racine, Wis., has developed a battery of fairways and other expansive lawn surfaces that offers several interesting new features. It consists of a battery of 3, 5 or 7 30-inch cutting units, each with an individual rear wheel drive, and the drivers within the swath of the reel. Because of the correct application of the hitch, the units follow perfectly at all times with maximum traction ability. A compensating hitch is not necessary to keep the unit from "jumping".

The gang hitch has a winch which enables the operator to raise all the cutting units at the same time for mowing roughs or other areas at more than regular fairway height. The cut can be increased to

5½ in. without altering the fairway setting of the individual mowers. The units are thoroughly flexible and will handle any undulation which it is practical to mow with a cutting-reel type of mower. Because of its construction and the fact that



the drawbar does not tend to raise the cutting unit, the Jacobsen Fairway Mower is useful on bunkers, around traps and on edges of greens.

Rugged construction and precision characterize this new Jacobsen product. Both drive wheels and cutting reels are mounted on Timken taper roller bearings. The 8½ in. cutting reel has six hardened

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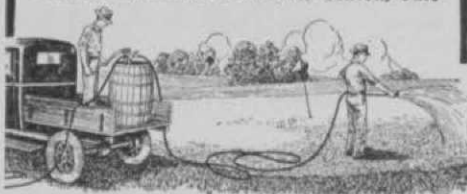
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chrome nickel steel blades. Side frames are built of heavy pattern alloy electric furnace iron. All bearings are carefully sealed and lubricated. Cutting units may be sharpened with lapping process by attaching a crank after removing the reel-bearing cap. Traction equipment is optional between metal wheel, rubber-covered wheel or welded steel drum roller.

One of the most entertaining and informative golf motion pictures filmed to date is now ready for showing at golf clubs over the country.

"Golfing With the Masters" is the title of this splendid film and the use of it is yours for the asking.

The picture was taken at Augusta, Ga., during the last Masters' Tournament and gives a most comprehensive idea of the layout upon which the Masters played. It also gives you a very intimate idea of actual play during the tournament itself.

Wilson Sporting Goods Co. are the sponsors and they have shown remarkably good taste in giving an unbiased showing of all the golf that took place in the Masters Tournament. Naturally, the film gives demonstrations by such outstanding "Wilson" stars as Guldahl, Snead, Revolta, Sarazen, Hines, Shute, and McSpaden; but it also gives a fine picture of the play of Henry Picard, Bobby Jones, Harry Cooper, Lawson Little and others.

Those who have seen the picture endorse it as one of the finest that has yet been filmed; it leaves you feeling that you have actually made a visit to the National Course at Augusta. Photography is well staged throughout and the continuity of the film leaves nothing to be desired.

Arrangements for the showing of this picture can be made by addressing the Motion Picture Bureau Division of the National Counsel of the YMCA, 347 Madison Avenue, New York city; or 19 S. La Salle Street, Chicago, Ill. The Bureau will also have an office operating on the Pacific

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There is no charge for the use of this film and you are strongly urged by GOLF-DOM to make use of it. It's the sort of educational entertainment that will promote more play on your course and develop a tremendous amount of good will with your members.

WANT ADS

Salesmen wanted—to solicit orders and represent complete line of sportswear, nationally known golf bags. All territories open, straight commission basis. Write: Tee-Off Sportswear, 20 E. Jackson Blvd., Chicago.

Successful Clubhouse Manager—A business builder with unusual ability in organizing staff, operating paying dining room and running a club as efficiently as its financial position will permit. Wife is capable hostess and experienced in arranging and handling party details. Highest references furnished as to character and ability. Available after July 11th. Address: Ad 702, % Goldom, Chicago.

Experienced Clubhouse Manager, now with exclusive club, wishes to change for an all-year steady position. Highest references. Will go anywhere. Address: C. Ross, P. O. Box 122, Old Forge, New York.

18 Hole Daily Fee Golf Course is wanted by syndicate now operating two courses in the Cleveland District. Will lease or purchase if price and terms are commensurate with possible income. Address: Ad 706, % Goldom, Chicago.

Iowa professional, very prominent in middle west wants winter job in Iowa. Considered by many to be best teacher in Iowa. Very progressive and successful in creating and holding interest in club. Age 26. Address: Ad 703, % Goldom, Chicago.

Pro-greenkeeper—desires position. Experienced in general management, catering services if desired. Would prefer club having winter activities. Excellent record, pleasing personality. Address: Ad 704, % Goldom, Chicago.

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