

issue a Blue Book which fairly sets forth prices to be paid for certain used machinery. We believe these figures are fair and about in line with what we find used equipment can be sold for, in the New York area.

Our experience leads us to believe that equipment over eight years old is so limited in value, as to be considered unsalable in most cases. Certainly it is obsolete, just as much as a 1930 model car.

Our trouble and that of other distributors, has not been acute on equipment made in the period from about 1930 to date. The chief problem is on equipment of the vintage of the early twenties, in some cases going back to 1921.

The price of used machinery is deter-

mined by what the buyer is willing to pay. Common sense tells us that junk is just what the name implies, whether it is in your hands or ours and neither of us would buy it. If it is fit to be used at all, there is always reconditioning to be done and reconditioning, handling and sales costs must come out of the selling price. For instance, a used three unit gang mower which might be sold for \$75 might easily have cost \$55 to haul in, recondition, sell and deliver. Accordingly, the dealer who allowed over \$20 for such an outfit would be losing money, and no business has solved the problem of operation without profit.

With your co-operation, we propose in the future, to control this situation by limiting trade-ins to reasonably late model tractors and mowers, which are in salable condition and which can be put in salable condition within the limits permitted by the allowance made and what the purchaser will be willing to pay. Most of you gentlemen have a good general idea of the costs involved in reconditioning and the life of the equipment, and with your co-operation, we are sure that we and other dealers will be able to solve this problem to the satisfaction of all parties.

Most everyone will agree that golf course purchasing power was much greater in the '20's' than at present. Have you ever thought of purchasing power in what your dollar will bring in 1938 as compared with 1927? For example we looked over some old 1927 invoices the other day and perhaps you too, will be interested in the comparison. A Toro 3-unit super fairway mower sold in 1927 for \$440 F.O.B. New York. In 1938 a vastly improved Super Mower 3-unit outfit sells for \$380. About 13 1/2% less, yet wage costs are about 25% higher!

SNAP UP YOUR PUTTING GREENS WITH A McCLAIN SPIKER AND PERFORATOR

REMARKABLE TURF CONDITIONING IMPLEMENT

GET THIS highly engineered machine for putting new life in Greens.

Hundreds of stainless steel spikes punch millions of holes in the turf to let in oxygen, sunshine, water and new top dressing.

Oscillating action of spikes produces mild, safe cultivation of grass roots without injury to turf.

Opening of soil surface allows quicker and better action of chemicals and fertilizers. Frequent aeration of turf prevents Brown Patch and other diseases.

McClain Spiker and Perforator has bronze and roller bearings; Alemite

oiling; extra weights for hard Greens; special transport wheels; and many other new and valuable features. Easily operated by hand or power. Write for literature.



McCLAIN BROTHERS COMPANY
CANTON, OHIO

GOLF'S MARKET PLACE

Requests for "The Way of a Caddie with a Man," Bob Davis' famous golfing classic which U. S. Rubber's Golf Ball Department is offering to pros for distribution to players, have exhausted the first printing of 150,000, and have started the presses humming on a second edition.

"The Way of a Caddie with a Man" is one of the greatest golf stories ever written," says E. C. Conlin, U. S. Golf Ball sales manager. "Our company first distributed this story ten years ago. It was a terrific hit at that time. As a result of accumulation of requests we decided recently to order a new printing. We figured that in addition to providing golfers with

a great yarn, it would also give pros an additional opportunity to win the favor of their members.

"Apparently it is doing just that, as judged from the reports we have received from pros everywhere. Requests for extra copies are coming in every day. We will take care of them as long as the second printing lasts. After that, I don't know."

Conlin says that his company's experience with the popular booklet is typical of the success of the entire promotion program for the year.

"We have had more requests for promotion material and we have received more favorable comments on our promotion helps this year than ever before," he declares. "That goes for every piece—the new U. S. Royal Wall Poster, the four new golf score cards, and the Tournament Kit equipment. For this reason, U. S. Rubber today enjoys the best relationship with pros in its entire history."

The Athygenic Foot Glove, for the treatment and healing of athlete's foot, has recently been placed on the market, and with great success, by the Medico Corporation, 827 E. Locust St., Milwaukee. The Athygenic Foot Glove is a soft dressing that comfortably fits the toes; is designed to prevent friction

and contact between afflicted areas. It cushions each toe for comfort while the wearer is active or resting, and it also protects against further infection. It also has the

additional function of keeping medication constantly applied to sore spots.

The manufacturers make a point, and a strong one, of the fact that members are going to feel a lot more like playing—and buying—if they're not being bothered with athlete's foot, or sore, aching, tired feet.

Athygenic Foot Powder, a soothing medication to be used with the glove, is furnished with each treatment kit. The glove prevents the powder from being rubbed off by friction between the toes and does not allow the powder to become separated from the chafed areas beneath the toes. Stretching and drying forms for foot gloves are contained in each kit, and are made to retain the original shape of each glove after being washed.

The gloves, made of mercerized, undyed knitted fabric, come two to a kit, one for each foot, and they come in three sizes, wide, medium and narrow. Further information will be supplied upon request to the company.

Hillerich & Bradsby Co., Louisville, Ky., have just issued their 1938 Pro-Only Power-Bilt catalog, which is being sent to

Golf Clubs, everywhere are using

Keeney

COIN GAMES

in reducing club "overhead" and in providing a popular form of amusement for members.

INSTALLATIONS MADE WITHOUT COST

Write for Club Offer

J. H. KEENEY & COMPANY

World's Largest Manufacturers of Finer-type Coin Games

2001 Calumet Ave., Chicago

Answer above ad with QUICKMAIL No. 23

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?

CEMENT GUN COMPANY

ALLENTOWN, PENNSYLVANIA



GOLF REQUISITES

Send for 1938 GOLF CATALOG free on request—contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, and Grass Seed.

SEND FOR YOUR COPY NOW

Stump & Walter Co.

SPECIALISTS IN GOLF GRASS SEEDS,
FERTILIZERS AND EQUIPMENT

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

only the golf pro customers of the company. The book is a fine printing job, contains many interesting and picturesque golf course scenes, and pictures and describes the entire Louisville Power-Bilt line of golf equipment. The catalog consists of 24 pages and cover, and is plastic bound.

The edition was serially numbered and just enough copies were printed to supply the company's pro customers. Additional illustrated leaflets for special distribution to club members can be had, however, upon request to the company.

Schenley Import Corp., Dept. G., Empire State Bldg., New York City, has prepared a handsome and serviceable ringer scorecard that is available for free distribution by club managers or pros to their members as long as the supply lasts.

The card has adhesive material at the top of its back so it can be stuck inside a member's locker, providing a convenient place for keeping record of the season's rounds. The card is so designed that it is very valuable for maintaining a record of one's wagers as well as one's scores. Consequently it reminds a fellow when he has been careless with his handicapping. Schenley's idea in putting out this helpful ringer scorecard is to keep golfers reminded of Dewar's White Label Scotch

FULNAME MARKER

The Golf Ball Marker used in every state in the union and 18 foreign countries.

FULNAME DIE

For Exclusive use in the Fulname Marker—insures 100% perfect marking and will not distort or cut the ball.

FULNAME MARKING

The Stamp of Good Sportsmanship.

THE FULNAME COMPANY

Box 85, Station "O"
Cincinnati, Ohio



whisky for those happy moments when the winners collect and the other guys are reconciled to paying off.

From England Albert Penfold reports the introduction of an entirely new golf ball. This most recent Penfold development is apparently produced along radically different lines and will be known as the "Penfold Patented."

The new ball embodies startling devel-



CREEPING BENT TURF

Our true Washington Strain Creeping 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
Homewood (Ill.) 746
18455 Reigel Road (near Chicago) Homewood, Ill.

Do YOUR CADDIES Know Their *CADDY-CISM?

If they don't you're not getting all you should for your money.

A CADDY-CISM-trained caddy is an asset to his club.

Money-back guarantee:

50 to 100—15 cents each.
101 to 200—13½ cents each.
201 and up—12½ cents each.

EARL RUBY, Courier-Journal,
Louisville, Kentucky

* A compact, 32-page manual for caddies.

opments of Penfold's exclusive, cold, Chemo-Weld process. By this process controlled vulcanization by Chemo-Welding makes it possible to make an extremely thin cover; and it goes on the ball without damaging nor destroying the life of the rubber core.

The new ball has met with an enthusiastic response among English golfers since it satisfies their demand for a golf ball giving extreme length yet toughened to withstand the hardest punishment.

Penfold claims the new "Penfold Patented" is his greatest forward step in ball-making. It is expected this new ball will be put into production in the American Penfold factory some time this fall.

Bob Haggerty, Wilson's pro golf department New York manager, announces a new golf promotion film will soon be made available by the company. It is to be a 16 mm. sound film, and will show some of the current outstanding professional golfers in actual tournament play. Those whose shots are pictured are Ralph Guldahl, Sam Snead, Denny Shute, Gene Sarazen, Johnny Revolta, and Jimmy Hines. Shots were taken in both regular and slow motion, so the film will, of course, be instructive as well as extremely interesting.

No definite plans have been made as yet for distribution of the film, but arrangements will be completed for showings over the country within a short time.

Kenneth Smith's new booklet, "Why Kenneth Smith Hand Made Clubs Improve Your Game," has just come from the presses and is now being distributed to the pro trade. Features pictured and described are the new Arowin and Dartwin clubs, for the wood game, and introduced on these models are the patented Armoring collar for more grace and strength, and the exclusive Lock Weight construction

● 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.

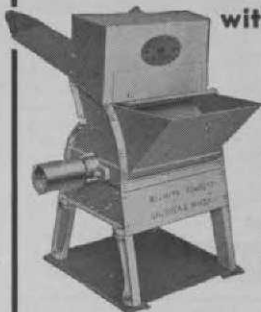
MAGIKIL ANT BAIT **JELLY**
KILLS ANTS

SHANGHAI TUBE AND TRAP FOR HOUSEHOLD USE

EASY TO USE SIMPLE! QUICK! SURE!

Sold By Seed, Drug, Hardware and Dept. Stores
LETHELIN PRODUCTS COMPANY, INC.
WOOD-RIDGE NEW JERSEY

PERFECT COMPOST



with a "WICHITA"
COMPOST GRINDER SHREDDER MIXER

"The 'Wichita' begins where other devices leave off," say all its users. The "Wichita" grinds, shreds, or chops to any degree of fineness—any material—any condition. The "Wichita" mixes perfectly all materials and

does not separate the heavier materials from the lighter ones. Quick, simple adjustments—nothing to get out of order! Write for NEW, completely illustrated catalog and low factory prices.

W-W GRINDER CORPORATION
DEPT. D WICHITA, KANSAS

TWO BLADES OF GRASS **VEG-E-TONIC**
21 - 13 - 10

WHERE ONE GREW BEFORE

Adopt this newer type of Putting Green fertilizer. From the start you'll get remarkably fine Greens impossible with ordinary plant foods.

Veg-e-Tonic is the all chemical soluble fertilizer, specially prepared only in our laboratories for finest playing turf.

Contains Nitrogen, Phosphoric Acid and Potash in highest percentages without useless fillers.

Excellent results everywhere regardless of climate or soil conditions.

Low cost, clean and easy to apply.

Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY
Canton, Ohio



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.



MEDICO CORPORATION
827 E. Locust St.
Milwaukee, Wis.

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Per June ad in
Golddom, send
me additional
information.

TORO MFG. CORP.
3042 Snelling Ave.
Minneapolis, Minn.

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Per June ad in
Golddom, send
me additional
information.

**PENNSYLVANIA
LAWN MOWER WORKS**
Primos, Del. Co., Pa.

BAYER-SEMESAN CO.
DuPont Bldg.
Wilmington, Del.

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Per June ad in
Golddom, send
me additional
information.

**SEWERAGE
COMMISSION**
"Milorganite"
Milwaukee, Wis.

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Per June ad in
Golddom, send
me additional
information.

BUCKNER MFG. CO.
418 N. Broad St.
Elizabeth, N. J.

**HILLERICH
& BRADSBY CO.**
Louisville, Ky.

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Per June ad in
Golddom, send
me additional
information.

**MALLINCKRODT
CHEMICAL WORKS**
St. Louis, Mo.

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Per June ad in
Golddom, send
me additional
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PAGE FENCE ASSOCIATES
520 N. Michigan
Chicago, Ill.

**WORTHINGTON
BALL CO.**
Elyria, Ohio

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Per June ad in
Golddom, send
me additional
information.

J. H. KEENEY & CO.
2001 Calumet Ave.
Chicago, Ill.

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Per June ad in
Golddom, send
me additional
information.

THE COLVIN COMPANY
325 W. Huron
Chicago, Ill.

SEE OTHER PAGE OF COUPONS FARTHER FORWARD IN THIS ISSUE

Patent Pending in U. S. and Foreign Countries—Louis Darter

this year. The pro catalog features the Tommy Armour clubs, now in the fourth year as "pro only," women's Silver Scot clubs, Ernest Jones models for men and women, the MacGregor line of balls, bags and accessories.

Dunlop is supplying pros throughout the country with a personalized display stand in conjunction with a special campaign on the Dunlop Max-fli championship golf ball. Holding one dozen balls and made of real

"lessons by appointment" are carried in conjunction with the pro's name.

Information on how these displays may be obtained can be had by writing the Dunlop Tire and Rubber Corp., Promotion Department, 500 Fifth Ave., New York City.

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., made good use of a report on contemplated swimming pool installa-

WARNING The JAP BEETLE will emerge Soon
BE READY WITH COLLOIDAL LEAD ARSENATE

"Suncess Brand" LED-KO

A High-Powered Insecticide

Because it's colloidal, LED-KO enters immediately into complete suspension and remains so for hours. Results . . . more even distribution of insecticide, freedom from unsightly residue, a more perfect kill of Jap Beetles, Canker Worms and other Chewing Insects.

Write for literature and quantity prices. Ask also about Brown and Dollar Patch Control.

DYE-COL PRODUCTS, Inc.

Dept. T, 565 Fifth Ave., New York, N. Y.

Three Styles of One-Color
Score Cards
of Excellent Quality are
Priced \$21 to \$26 for 5,000

Produced by a New Process they are complete and of correct size.

Samples of these and 4 higher priced 2-color cards to clubs on request.

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

LANGFORD and MOREAU, Ltd.

Twenty-five successful years demonstrate our ability to cope satisfactorily with all problems of golf course design and construction.

REMODELING

MODERNIZATION

DRAINAGE

IRRIGATION

LANDSCAPING

SWIMMING POOLS

GOLF ARCHITECTS

2405 Grace Street, Chicago, Ill.

LANDSCAPE ENGINEERS

tion which was assembled by the Olympia Fields CC pool committee last winter. The report was gotten up in booklet form and mailed out by the Graver company to golf clubs, who in turn could incorporate their own message in the booklet by changing the type on three of the pages.

The booklet discusses the questions that every club asks itself when contemplating pool construction, such as: Will a pool pay for itself? Will it help get new members? Will it increase family interest and patronage? What methods have proved best in financing a pool? Answers to many other questions, plus data taken from questionnaires sent clubs having pools, is also contained in the leaflet.

The Graver company also has a mechanical layout of a typical Graver water conditioning and re-circulating unit, and their book on the design, construction, and operation of modern pools, which will be mailed without cost to interested clubs.

Pathfinder Co., 1128 Woodstock Ave., Toledo, O., has an ingenious putting practice device consisting of a mirror sight that is attached to the practice putter blade by two screws. When the flag in the hole shows in the center of the mirror sight the putter blade is lined up correctly. The device checks up on body and eye position by making it necessary for the player to keep his master eye over the ball.

The Pathfinder putting practice and instruction device retails for \$1.75 and has a good margin for the pro. It's something that will greatly aid pro putting instruction and covers the putting flaw of incorrect aiming, which Mark Harris, noted writer and authority on putting says is the basic trouble of most golfers.

The device was invented by Hughie Rogers, assistant to Al Sargent at Inverness, Frank Southard, an Inverness member, and Hughie's brothers, Bob and Carl.

WANT ADS

GOLF CLUB FOR SALE

Here's a real bargain! Course, the best small town golf layout in state, only course in the county. Present owners operate course because they had to assume the indebtedness and not because they like the golf business. The course has been netting from \$6,000 to \$8,000 per year; setup includes \$35,000 clubhouse, \$5,000 swimming pool, 9 bent grass greens with water piped to all tees and greens, a home for the hostess, and a home for caretaker.

The pro has been paid a small salary, provided a home and all utilities, and gets all proceeds from sale of equipment and lessons; the hostess has been operating the clubhouse on a profit-sharing basis. Someone with the ability to run both shop and clubhouse can easily double the amount the club is now netting.

This 114 acre tract is situated half way between towns of 7,500 and 12,000 with 5,000 male college students included in the total of the latter. Course is the only gathering place for the younger population of the community. The club has all utilities, and as a real estate development is worth \$250 an acre. Here's an opportunity hard to beat. Complete details will be furnished only to those who submit qualifications as to their experience and responsibilities. Address: Ad 602. % *Golfdom, Chicago.*

Information wanted concerning caddie named Earl Hubbard, former resident of St. Louis, missing since September, 1937. Large boy for his age, 16 years, heavy eye lashes, dark hair and eyes, heavy brows, scar on right forearm. Quiet, slow to make friends. Advise him his parents are very ill and to write his uncle or aunt. John W. Schneider, 4614 McKinley Ave., St. Louis, Mo.

Position wanted—Experienced clubhouse manager and wife expert caterer. Highest references for ability, performance and character. Will go anywhere. Address: Ad 600, % *Golfdom, Chicago.*

Well-known Pro—Over 20 years' successful experience as instructor and player, desires position. Pleasing personality and a hard worker. Takes more interest in members' games than his own. Age 40, married. Best of references. Thoroughly dependable. Will consider summer resort job if proposition has good possibilities for able man. Address: Ad 601, % *Golfdom, Chicago.*

Professional—with ten years experience as assistant to prominent pros; good instructor, fine player, and has greenkeeping experience, open for position as pro or assistant pro—resort position acceptable. Age 25, single, will go anywhere. Brought up in game, aggressive. References former employers. Address: Ad 603, % *Golfdom, Chicago.*

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!