



**IT'S ON
THE HOUSE**

By TOM REAM,
Manager
Westmoreland CC

The manufacturer's trade mark label on goods assures high quality of the article so marketed.

A good club employee: One who cooperates without intruding.

Every good club is a directing post to other good clubs.

Coming out on top in the club business is largely a matter of starting at the bottom with that determination.

Radiator valves? It pays to pack them, now, before the steam goes on. Your grates, and so on, have of course, been attended to long ago.

The employee who goes fast enough in the club business will go ahead fast enough.

A member should never be handed a glass of water in the hand—a plate or small tray under the glass, of course. Exceptions, naturally, are at a bar or a table.

Tact—the lubricating oil of social contacts.

Good health is a prime requirement for everyone employed in the club.

The best work of the best club kitchen with the best materials available will come to naught if soapy utensils are used or if the various pots and pans need retinning.

GOLF'S MARKET PLACE

Al Link, extensively known for his work in manufacturing and selling good golf clubs, becomes a member of the Hillerich & Bradby Co. staff Sept. 1. Al will handle exclusively pro trade in the Chicago district for H & B, and will spend some time at the company's Louisville factory assisting in the design and construction of the line.

His wide experience in association with the pro trade fits in well with the H & B policy of making a strong feature of the professional models and policies.

British "Golf Monthly," June, 1938, comments: "An elaborate check was made at two parallel holes at Troon of the carry of the golf balls in the first three days of the Amateur championship. Posts were driven at short intervals, official observers noted every ball which carried over the

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Ransom**

'round the world
Blended **SCOTCH**
WHISKY



● Rich as its name sounds, King's Ransom has that "round the world" taste connoisseurs know. A favorite at golf clubs.

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ALLIANCE DISTRIBUTORS,
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Effective, low-cost, labor-saving protection against BROWN PATCH

SPECIAL SEMESAN



Two real organic mercury ingredients give Special SEMESAN its high effectiveness. Maximum coverage—6,000 square feet per pound for as little as \$1.29 — gives it its low cost. May be applied in solution with water or dry with compost. From your supply house: 5 lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Turf Disease pamphlet free.

BAYER-SEMESAN COMPANY, INC.
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GRASS SEED

IT PAYS TO SOW THE BEST

Michell Quality backed by a half century of experience with turf is your guarantee of satisfaction.

Write for samples and prices.

Complete line of supplies for the course. Send for Free Golf Equipment Catalogue.

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Philadelphia, Pa.

GOLF MADE EASIER

By Charles Herndon

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—CANADIAN GOLFER

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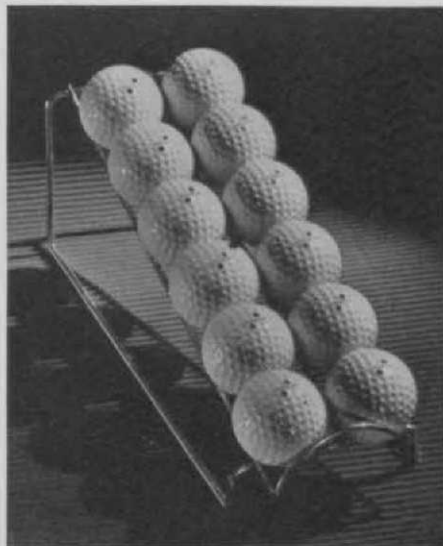
**CHARLES HERNDON, 4068 W. 21st Street,
LOS ANGELES, CALIFORNIA**

200-yard mark. Run was not checked, just carry. The results of the checking will be submitted for consideration of the committee, which will review the present ball. A new ball at the championship was, beyond debate, carrying farther than any ball hitherto on the market."

Penfold Golf Balls, Inc., reports the ball referred to is the new Penfold, due for introduction in the U. S. sometime in November.

E. W. Harbert, widely-known pro at the Marywood CC, Battle Creek, Mich., has invented a wire display fixture for golf balls. Harb's device can display the balls either unwrapped or in boxes of three.

The invention is a simple, sturdy arrangement that gives the pro a good chance to put a new punch into golf ball display either inside the case, or outside, where the shop service is constantly main-



tained and the temptation of the attractive display won't so overwhelm shop visitors that they "forget" to sign or pay for the balls.

Huminal, the combination peat moss-fertilizer, long in use abroad and used with great success by horticulturists and landscape gardeners since its comparatively recent introduction in this country, is now being introduced to the golf club market by the manufacturers, Eric Wedemeyer, 162 Fifth Ave., New York City.

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, phosphoric acid and potash have been

laved. This 'laving' process gives two distinct advantages, makers say. First, it gives a perfectly uniform distribution of the plant foods, and second, allows both a quick, prompt stimulant to the turf, and also, a gradually available food. Thus Huminal is a non-acid, finely flaked peat, impregnated with the essential root foods in rightly balanced proportion. Repeated comparative tests have shown that Huminal is ideal for reconditioning old greens or making new ones.

As a part of the campaign to introduce Huminal to the golf club market, the manufacturers are offering a 70 lb. bale of Huminal, free, to make trial tests of the substance at clubs. A limited number of bales have been set aside for this purpose, so the manufacturers advise that requests be mailed promptly.

Strict adherence to the now well established pro only policy on Tommy Armour Golf Clubs was again the keynote of the annual sales conference of Crawford, MacGregor, Canby Co. when sales representatives and executives met in Dayton last month. Entering the fifth year of service to golf professionals with the exclusive Tommy Armour models, the MacGregor organization has established definite acceptance for a complete line of protected professional model clubs, and plans for the 1939 season, as announced by C. H. Rickey, president, indicate even greater concentration in this field.

Principle convention addresses were given by head members of the MacGregor advisory staff—Tommy Armour on discussion of policies, and Jerry Glynn on valuable hints in salesmanship and presentation. These two also joined President Rickey in a feature by feature presentation of the 1939 Armour line.

The MacGregor representatives departed immediately after the week-long session for the opening visit to the golf professionals. Besides the well known Tourney Model, they will be showing the distinctly different Spliced-neck Penna Model and a new pear shaped No. 202 Model. For 1939 MacGregor also shows a full line of exclusively styled caddie bags.

Only one change in sales representation is announced for the 1939 campaign. Ock Willoweit, newly crowned champion of the Miami Valley Golf Professional Association, has been assigned to cover the pro



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MONEY RETURNED IF NOT SATISFIED

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The New Washer!
each - - \$15.00

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a proven single
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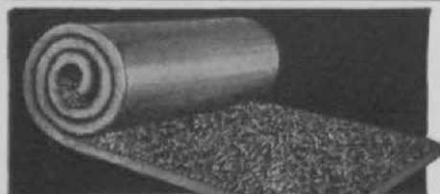
MacGregor's sales representatives and executives who met at recent sales conference in Dayton: Left to right—front row: Tony Penna, good will rep.; Ted Smith, Philadelphia dist.; Harry Adams, Ill. dist.; Jerry Glynn, member of advisory staff; Clarence H. Rickey, pres.; Tommy Armour, chief of advisory staff; Henry P. Cowen, v.-pres.; Lloyd Gullickson, Ohio rep., and Paul Smith, Midwest dist.
Back Row: Wm. C. Mayl, asst. sales mgr.; Ed Gannon, Southwest dist.; Harold Peterson, Los Angeles dist.; Webb Gilbert, Kansas dist.; Irve Allen, Detroit dist.; Clarence W. Custenborder, general supt.; Jos. M. Neville, advertising mgr.; Tom Robbins, N. Y. dist.; Grant Ashley, Southeastern dist.; Cliff Rickey, Chicago Branch Office; Stanley Hobbs, Boston dist.; Robert Lysaght, prod. mgr., and Ock Willoweit, Pittsburgh dist.

field in western Md., western N. Y., Ky., and western Pa. He is taking the post of Wm. C. Mayl, who was recently brought into the Dayton office as assistant sales manager.

An organization for the purpose of exploration, development and utilization of some of the sphagnum peat moss bogs located in the state of Wisconsin has recently been formed. It will be known as the Peat Products Corp. of America, and operations have already begun on a 40-

acre block in a tract of 159 acres, which constitutes only a part of the peat bog holdings. Engineers estimate that this first 40 acres will have an approximate production of more than 73,000 tons of pre-cured, dehydrated commercial peat moss with a maximum moisture of 15% after processing is accomplished.

General sales offices will be located in the Utilities Bldg., at La Salle and Van Buren Sts., in Chicago. The sales division of the company will be under the personal supervision of H. E. (Bert)



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.

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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.

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GOLF ARCHITECTS

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LANDSCAPE ENGINEERS

Humiston and James Carruthers.

The principal grade of peat moss will be burlaped in standard size bales containing approximately 22 bushels and sold under the brand name of "Mello-Peat." Among other products that will be offered the trade is an exceptional grade of precipitated calcium carbonate under the

brand name of "Horto-Cal," to be used for the conditioning and neutralizing of sour soils. Other products of a special nature for horticultural uses will be offered as soon as it becomes practical to promote their sale. The company will be prepared to make shipment of peat moss early in Sept.

WANT ADS—Rates: 10c per word; minimum, 25 words

First Class Pro-Greenkeeper—wants winter location with Southern club, or year around job. Age 27, and practically raised on golf course as father was one of nation's leading greenkeepers. Pleasing personality, hard worker, and good businessman; has gotten fine results from energetic membership solicitation. Excellent record in the few tournaments played this year, and in number of pupils who have decidedly improved their games under his instruction. Member P. G. A.. Thoroughly competent to handle all details of small club operation. Excellent credit rating, highest references. Address: Ad 908, % *Goldfom, Chicago.*

Professional—high grade, excellent record, now employed, wants to make change. Only interested in first class club. Pleasing personality, gets results. Best of references. Address: Ad 909, % *Goldfom, Chicago.*

Experienced Clubhouse Manager—and wife, now with summer resort club, will be available for winter season or all year position. Salary no object. Excellent references. Expert caterer. Address: C. Ross, P. O. Box 122, *Old Forge, New York.*

Professional—with 15 successful years' experience as instructor and greenkeeper in one of best clubs in Chicago district, desires position in club wanting services of young pro able to produce results in upkeep of course and teaching. Now employed but wants club with year around activities. Very best character and ability, references. Address: Ad 900, % *Goldfom, Chicago.*

Available 1939—Scotch Pro with 30 years' substantial experience and background. Well qualified to efficiently serve any active club requiring a thorough instructor. Fine club-maker and player. An active intelligent abstainer with A-1 credit and a fine personality. Winters in Florida and is very highly recommended. Inquiries cheerfully acknowledged. Address: Ad 906, % *Goldfom, Chicago.*

Well-known professional with over 25 successful years in the golf business desires winter connection with resort club, Florida preferred but not necessary. Also open for year-round position, location no matter, just so long as it affords steady employment. Ambitious, pleasing personality, noted instructor, married. Has taught golf to some of America's foremost families. Can furnish highest references. Address: Ad 904, % *Goldfom, Chicago.*

Professional—desires connection for 1939 season. P. G. A. member, American, good personality; excellent instructor, good player and business builder. Fifteen years' experience. Can furnish best of references from past employers. Address: Ad 905, % *Goldfom, Chicago.*

Pro-Greenkeeper and Manager—desires position. 25 years' experience; best of references. Will go anywhere. Steady position wanted more than high salary. Steady and reliable. Address: Ad 903, % *Goldfom, Chicago.*

Pro-manager-greenkeeper—desires change. Wish connection with medium-sized club having winter activities. Have qualifications and experience to take over entire management. References former employers. Address: Ad 902, % *Goldfom, Chicago.*

For Sale—Fee paying Golf Course, three miles from town, on State highway, between Texas and Arkansas. Owner leaving town. Reasonable to quick buy. Address: Ad 907, % *Goldfom, Chicago.*

Energetic pro with fine business reputation and pleasing personality wants winter location. Age 28. Excellent teacher. Summer location is at New England resort course where his services have been definitely valuable in bringing business to town. Interested in arrangement that would enable him to profit with business-getting performance. Address: Ad 901, % *Goldfom, Chicago.*

Wanted—Greenkeeper who can also act as professional on western irrigated nine-hole golf course, sand greens. Must understand grass culture with experience in maintenance of golf course. Compensation about \$2,000.00 per year. Send applications with references and history of experience to F. E. Hanly, Secretary, *Hilands Golf Club, Billings, Montana.*

Reputable Representatives With Following—among established pros to sell our popularly-priced Oiled Silk Rain Jacket and Windbreaker of featherweight Airplane Cloth. Attractive commission. *Fabric Products Mfg. Co., 557 W. Jackson Blvd., Chicago.*

FOR SALE—Reconditioned compost machine, *Royer Model M.* Runs and looks like new—has full guarantee same as new machine. An excellent bargain! \$350, F.O.B. Harrisburg. Write *Raup Lawn Mower Service, 1310-12 N. Cameron St., Harrisburg, Pa.*

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