

members may leave the club dissatisfied.

"A check-up of the facilities supplied locker-room men for doing their work, if made before the start of the season, will bring to light many details that can be easily and inexpensively corrected, and make possible better service with the same size of staff."

## WHAT'S NEW

United States Rubber Co.'s golf ball department, for counter display this year, has designed a new type sales package that not only contains one dozen U. S. Royal Blue golf balls, but which also serves as an attention-getting advertising medium.

This new combination package, compact and attractive in appearance, is made so that it can be set up on the pro-shop counter with its contents in full view of customers, or placed flat in the show case.

In announcing the new display package, E. C. Conlin, sales manager, stated that with the company embarking on a broad merchandising campaign during the coming season, the outlook for increased business and profits is most promising.

General Bandages, Inc., makers of Gauztex, the self-adhering gauze, one of the biggest small item successes in recent years, predicts 1939 sales of Gauztex to golfers will reach at least 300,000 packages, as against the 100,000 sold to golfers last year when Gauztex was first offered to the golf market.

Golfers use Gauztex for taping hands and fingers and to prevent blisters, or to protect fingers after blisters have formed; also for taping clubs for more certain grip. It is an immediate and effective answer to the question "How can I prevent the club turning or slipping in my hands?" One golfer will use from three to a dozen or more packages a season.

Gauztex is pure white surgical gauze, treated to make it cohesive—sticks only to itself. It is medicated with mercuric chloride antiseptic, is guaranteed to remain cohesive and is as white as the gauze itself.

Display packages are filled with merchandise, ready for the counter. Each deal also includes additional merchandise and free goods which may be used to tape the members' fingers, or for taping



### PRIVACY THAT PAYS

A PAGE-fenced golf course attracts the highest type of membership; develops revenues from tournaments and exhibition play. PAGE FENCE means privacy that pays.

Write for complete information and name of nearest associated PAGE FENCE distributor—one of 92 long-experienced members maintaining an expert consulting, cost estimating and fence erecting service.

### PAGE FENCE ASSOCIATION

Dept. GM3, Bridgeport, Connecticut  
America's First Wire Fence—Since 1883.

## "GUNITE" SWIMMING POOL IN PENNSYLVANIA



Here's a "GUNITE" Swimming Pool that has been highly successful. It was built by us, to our copyrighted design, for the Northampton Country Club, Easton, Pennsylvania.

NOW is the best time to get that Swimming Pool started for your Club, if you'd like one the coming summer. A "GUNITE" pool is more reliable, more easily and quickly built and less costly to build and maintain than any other design. We will gladly talk this matter over with you, in detail, if you will write us. You'll be surprised how simple the matter of a new swimming pool can be made.

**CEMENT GUN COMPANY**  
ALLENTOWN, PENNSYLVANIA



### KLEN-ZIP REMARKABLE NEW CLEANER FOR GOLF BALLS

Newest chemical for removing dirt, grime and stains. Colorless, odorless. Does not get rancid, foul or slimy. No injury to hands or clothing. No soap, alkali or acid. Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY, Canton, Ohio



**NATIONAL**  
**Premium Beer**  
**A PALE DRY Beer**

*CONSIDERED BY MANY THE Finest  
Beer Brewed IN AMERICA TO-DAY*

**THE NATIONAL BREWING CO.**  
BALTIMORE, MD.

## THE REMINDER — BALL —

reminds you what to do

— Fore —

cardinal points of golf instruction on  
the ball:

"Keep Head Down"—"Follow Thru"  
"Don't Press"—"Keep Eye on Ball"

**\$4.00 A DOZEN**

Anywhere in U. S.

**S. BILLINGS VAUGHN**  
STATLER BLDG., BOSTON, MASS.

## McCLAIN HYDRO-MIXER

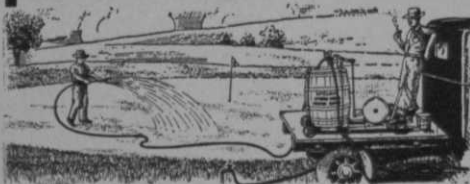
Last word in getting Greens treated at race horse speed. Nothing like the Hydro-Mixer for handling this big job with least labor and expense.

Hundreds of Hydro-Mixers now saving owners money everywhere. Dependability, accuracy of Hydro-Mixer unequalled. Hand or power operated.

Write for literature.

McCLAIN BROTHERS COMPANY, Canton, Ohio

**GREATEST DEVICE EVER  
SOLD FOR GETTING  
GREENS  
TREATED AND  
FERTILIZED  
QUICKLY**

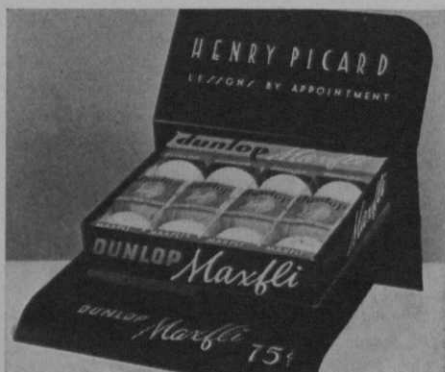


clubs, services for which the pro can charge.

Pros who handled it last year are especially enthusiastic over Gauztex as a profit-making item, and have been reordering early this season. An advertising campaign for Gauztex, on a national scale and in several leading magazines, will create a greatly increased demand for Gauztex this year in the pro-shops over the country. Complete details on Gauztex may be obtained from the manufacturers, General Bandages, Inc., 508 S. Dearborn st., Chicago; or, pros may order direct through their wholesaler.

Dunlop, continuing its policy of personalizing its merchandising tie-ups with the golf professional, is again supplying the golf pros with a display stand for the new 1939 Maxfli ball. Stand, which is finished in dull black and lettered in gold, is inspired with the pro's own name.

"The golf pro is so important in the merchandising picture," says Robert N. Pryor, Dunlop's Pro-



motion and Publicity Director, "that the 1939 display stand has been created with his problems in mind. Club members need to be reminded of the professional's services. Here is a 'shingle' designed for the pro. One that will add to the attractiveness of his shop and bring in members for lessons."

Bryant Procter, Chicago, inventor of several golf specialties, has developed the Procter Mechanical Caddie, a device that enables clubs to be easily wheeled around a course. Procter's invention is especially handy where caddies are not available. Clubs are held by either a clip or snap-button strap arrangement. The Mechanical Caddie is available in either leather or canvas bag.

Wilson Sporting Goods Co.'s new 1939 catalog and price-list will soon be in the hands of pros, detailing its three-way line of clubs to reach a three-way market. The Wilson Promotion club line is designed to handle the trade-in problem or one where a discount incentive is involved; the Sam Sneed and Helen Hicks Autographed clubs, top-flight names in personality appeal in professional golf, handle the situation where customers want equipment bearing the name of outstanding golf celebrities; and, the nationally advertised feature-clubs, Aerflo Turf Rider and Strata-Face woods,

Kleersite and Offset irons are for the members who select their equipment on the basis of proven, practical playing value features.

Sam Sharrow, pro golfer, 1045 St. John's Place, Brooklyn, N. Y., has come out with a gadget called The Little Golf Pal, a small knife-shaped affair that can be put to a hundred and one uses when playing golf, tennis, baseball, etc. Around a golf course, the gadget is especially effective in roughening the grips of golf clubs, cleaning mud between shoe spikes, cleaning and roughening wood club faces, opening bottles, and opening cigarette packages. The Little Golf Pal will also cut paper and string, and even pare fruit. Sam reports the item is going over in great shape, and that special discounts are given pros when they order in quantity lots. Sharrow will send complete information on request.

Jackman Sportswear Co., Chicago, will shortly open an Eastern sales office at 88 Westchester ave., White Plains, N. Y., according to Fred Newman, president. Stocks of Jackman sportswear will be carried at the new branch, together with the Tuf-horse line of bags, gloves and accessories.

A. G. Spalding & Bros. has recently assigned William Shafter, for ten years a Spalding salesman, to cover the pro trade in New Jersey for Spalding during the coming season. Shafter replaces



William Shafter

Reginald Couture, who recently resigned. Shafter's previous work has been in the pro golfing department of the Manhattan Spalding offices.

Flexrock Co., 2301 Manning st., Philadelphia, manufacturers of Ruggedwear Resurfacer, popular concrete floor repair material, announces a major improvement on the product—the addition of mont-

## BETTER GOLF . . .

when players use FULNAME-marked balls. FULNAME markers now in use at thousands of clubs speed up play by preventing mistakes, give closer control over caddies—and make money for pros. No club shop fully equipped without one. Write for details today! THE FULNAME CO., Station "O," Cincinnati, Ohio.

**FREE** **HENDERSON'S**  
*"Sports Turf"...*

Write for this useful guide to golf grasses, equipment, fertilizers, and insecticides. It contains useful information on soil preparation, drainage, sports turf on athletic fields, irrigation, controlling turf troubles, and a reference table of sports turf fertilizers. Write today.

**PETER HENDERSON & CO.**  
35 Cortlandt Street, New York Dept. G

### 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, FORD-WHEELS, ETC.



## GIVE YOUR GREENS A CHANCE TO BREATHE

### McCLAIN SPIKER AND PERFORATOR

Loosen up that hard packed soil for quick action of chemicals and faster grass growth. Long, smooth, bright stainless steel spikes open up turf for aeration and moisture . . . necessary to first-class grass growth.

Revives sluggish Greens that need new pep. Saves tons of fertilizer. Prevents Brown Patch. Reduces fungicide bills. Pays for itself first season. Bronze and roller bearings. Alemite oiling. Hand or power operated. A real safe turf machine at a very low price. Write for literature.



McCLAIN BROTHERS COMPANY, Canton, Ohio

### ATTENTION

Copies of Robert Hunter's famous book on golf course architecture, "The Links," are still available at the bargain price of 75c each. Send cash, check or money order today!

**"Right As Rain"**  
**DOUBLE ROTARY SPRINKLERS**  
 Easily adjustable under usual pressure for anything up to a circle 80 feet in diameter. Sprinkles evenly; not a mist to evaporate, not a too-heavy stream to wash or pack soil — just a gentle, penetrating rain.  
**HEAVY DUTY MODEL**, designed for golf course and park use.  
**\$12.50**  
  
**Double Rotary Sprinkler Co.**  
 1221 Candler Bldg., Dept. A-2, Kansas City, Mo.

**GRASS SEED** for better **GREENS** and **FAIRWAYS**  
 Samples and Prices on Request  
 Send for Our Complete Catalogue of **EQUIPMENT and SUPPLIES** for the Course.  
**MICHELL'S SEED HOUSE** Philadelphia, Pa.  
**GRASS SEED SPECIALISTS FOR FIFTY YEARS**

morillonite, which increases the coverage capacity per pound, thereby lowering the cost per sq. ft. of patching and resurfacing concrete floors. Montmorillonite gives a higher quality floor per dollar and also makes the material mix easier with cement, sand and stone, decreasing labor costs.

Around a golf course, Ruggedwear Resurfacer has been found useful in repairing verandas, outdoor dance floors, and swimming pools. Further information may be obtained by writing the manufacturers.

R. C. King & Co., 852 E. 57th st., Seattle, sporting goods factory representatives, announces that A. E. (Art) Hawker, on March 1, began work as its sales representative covering the professional and golf club trade in the Portland, Seattle and Tacoma territory. Art has been an active member of the PGA and a highly successful pro in this territory for a number of years, and is already well and favorably known to the trade.

Hawker will handle selling of Macdonald Smith clubs, Penfold balls, Hughes patent golf bags, Jackman Sportswear and accessory lines.

Royer Foundry & Machine Co., 158 Pringle st., Kingston, Pa., has recently issued a two-colored folder, "It's all Velvet—with a Royer" describing the Royer compost mixer. Diagrams and explanations

of working parts in all Royer models are included in the folder, which may be obtained free upon request.

Stump & Walter Co., 132 Church St., New York City, now has available the 12th edition of "Golf Turf," and will be glad to mail a copy without cost on request.

The usual wealth of turf information will be found in the 80 pages of the book, including chapters on general turf maintenance, bowling greens, turf in the South, grass identification, insect pests, weeds, and control practices. Charts, photographs and diagrams helpful to the greenkeeper will be found throughout the book.

In addition, Golf Turf is a catalog of the complete stock of course equipment and supplies carried by Stump & Walter, and as such will serve as a helpful purchasing guide.

All in all, it is a book every greensman should write for.

Wilson Sporting Goods Co. announces that J. A. Patterson, for many years sec. of the PGA Southern California section and active in national PGA affairs, has become pro representative for the company on the Pacific Coast. Pat will work out of Los Angeles for the next few months, then transfer headquarters to the Wilson San Francisco and Portland branches for periods.

Pat's job will be that of Wilson's pro relations man in which capacity he will endeavor to arrange things so pros can make the most out of the Wilson line's sales possibilities. He has had much

**IT'S HOW YOU FERTILIZE THAT GIVES YOU BETTER GREENS**  
 Snappy courses all over the country now using this "Cool Food for Putting Greens." Your course can have it too.  
**VEG-E-TONIC**  
**21-13-10**  
 The better turf producing fertilizer so many Greenkeepers are now depending on. Wholly soluble, all chemical, insuring top turf under all conditions.  
 Highest rating of Nitrogen, Phosphoric Acid and Potash, without useless fillers. More are realizing this is now the right way to fertilize Greens. Clean, odorless, quick, lasting. Easily applied. Write for free testing sample.  
  
**McCLAIN BROTHERS COMPANY, Canton, Ohio**

Three Styles of One-Color  
**Score Cards**  
 of Excellent Quality are  
**Priced \$20 to \$25 for 5,000**  
 Produced by a New Process they are complete and of correct size.  
 Samples of these and higher priced 2-color cards to clubs on request.  
**JOHN H. VESTAL CO., Printers**  
 703 South La Salle Street - - - Chicago

to do as a pro representative in working for mutually profitable and satisfactory relations between pros and manufacturers and now, on the other side of the fence, is confident that he will be able to continue his work for pro profits.

**Polaroid Corp.**, 285 Columbus ave., Boston, Mass., is now offering a new anti-glare sports glass, with "the view without the glare," which retails at \$1.95. The Polaroid lenses contain billions of light-controlling crystals, the same material developed for use in eliminating headlight glare, producing three-dimensional movies and glareless lighting. The new glasses, attractively styled and cased, are designed only for daytime driving and outdoor sports.

The glasses are offered in acetate drop-eye frames, with bar-bridge and nose pads. They come in two colors—demi-amber for brunettes, and pink crystal for blondes; and in two sizes—for large and small faces. Cases are wrap-around style, in heavy pig-grain artificial leather. The company will supply further information upon request.

The **Kroydon Company**, Maplewood, N. J., announces the election of Felix H. Ohaus, formerly General Sales Manager, to Vice-Presidency. Ohaus became associated with the sales department of Kroydon when the company was organized in 1921 and since that time has been prominently identified with the company's extensive development in club manufacturing and sales. Other important promotions in the Kroydon organization include the naming of John Birkhofer as Superintendent, and E. Aiken, Plant Manager.



F. H. Ohaus

For 1939 Kroydon has developed a new line of woods which it regards as having the finest balance and 'feel' of any woods it has made in 18 years of quality club making. The new Kroydon woods are available in deep and shallow faces, and Hy-Power or Rhythmic tapered shafts which are made in the Kroydon plant. The feel and balance of the 1939 woods, which the Kroydon boys say pros already are crowing about, is gained through an entirely new idea in wood design and weight distribution.

In their 1939 line of irons, Kroydon has further developed and refined its off-set blade which will be offered this year at retail prices ranging from \$6 up. Other new Kroydon irons with Hy-Power shafts will have a retail range from \$5 upwards.

Kroydon's Chicago office in the Lytton Bldg., in charge of John Carnell, has doubled its space to handle the stock and service requirements in ten mid-west states. Assisting Carnell are Jack Henningsen and George Beaudin, Jr. with J. F. (Mac) McMahon in charge of service.

Earl F. Tilley, 69 W. Washington st., Chicago, prominent amateur, is the sponsor of a new golf game that is selling at a swift rate. The game uses dice marked for distances or numbers of putts and is played on a board that carries a printed map



Tractor-scraper unit shown in operation during construction of 9 additional holes at Sportsman's GCse, Northbrook, Ill. Tractor is Allis-Chalmers Model 'K' crawler type, and it is pulling scraper manufactured by the Continental Roll & Steel Foundry Co., East Chicago, Ind. Mike Shumach, the operator, did a fine job at Sportsman's of fad-ing around trees and shrubs and pivoting away from course property where faulty driving might do damage. The recently completed 9 holes will give the Sportsman's layout two 18-hole courses. The Allis-Chalmers—Continental combination is one of the favorites of the construction industry for this sort of job.

of an Olympia Fields' course. The game retails for \$1.

Mrs. Tilley invented the game and Earl went for the investment to put the game on a merchandising basis, just as a nice husbandly deed. The game took on in great shape. Department store game departments are selling hundreds of the games, and there's a national demand from clubs and retailers come to life on the game.

Plans of other famous courses will be put on other boards when conditions warrant.

**Cooper Mfg. Co.**, Marshalltown, Ia., reports lively enthusiasm in the golf club market for its new Cooper Champion, world's lightest weight power greens mower. In the Champion, Cooper engineers say they have perfected a power greens mower that achieves top performance in the maintenance of velvety greens at the lowest possible cost.

All dead-weight has been eliminated without sacrificing strength and durability. Mower has full 20" cut with height control ranging from 0 to 1", and comes equipped with light weight transport cart and close coupled grass box. Complete details on the Champion will be supplied upon request to the manufacturers.

**Spalding's** all-year golf ball gift package was the unanimous choice of the judges in the 1938 All-America Package Competition, sponsored by Modern Packaging magazine, for top honors in the Set-Up Box Group. This outstanding gift package enters right into the spirit of the game, setting a dozen Spalding Kro-Flite, Top-Flite, or Tournament golf balls around a miniature 18th hole with miniature flag, ball, etc.

Added premium is offered in the two dozen trees, which are pegged around a square in the inner-relined lid which carries the A. G. Spalding & Bros. script trademark. The balls in the package are packed three to a carton, and they come

DESIGNING • CONSTRUCTION • REMODELING	<b>JOSEPH A. ROSEMAN</b> <b>GOLF COURSE ARCHITECT</b> <i>Since 1908</i> <b>PICKWICK GOLF CLUB, GLENVIEW, ILL.</b> <i>Specialist in Golf Course Maintenance</i>	<b>TURF AND          MAINTENANCE          CONSULTANT</b>
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wrapped in cellophane.

This prize-winning package distinctly brings the product into the gift field for all-year round sale. The gold lid sits in festive display inside the gold-covered extensions of the base, highlighted upon the authentic blue and red Scotch plaid paper which covers the sides. A caricature kilted Scotchman is illustrated addressing the ball, to the accompani-

ment of the penned lines from Burns, the immortal Scot, "Wad some kind pow's the giftie gie us to see oursel's as ithers sie us"—to bring amusement to both donor and recipient. A holly wreath is added to the package for special Christmas emphasis.

Designer of the winning gift package was Everett W. King, New York City.

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

**Pro-Greenkeeper**—available after April 1st. First class instructor; knowledge of greens maintenance. Excellent character. Two years instructor at one of America's largest universities. A-1 credit; good golfer, clubmaker. Highest references. Address: Ad 303, % *Golfdom, Chicago.*

**Greenkeeper**—open for engagement. 21 years' successful experience first class maintenance, construction, water-systems, soils and expert mechanical ability. Year round proposition. Moderate salary. Excellent references. Address: Ad 304, % *Golfdom, Chicago.*

**Expert Greenkeeper**—at present employed desires to make change for financial reason. Has made excellent record in turf improvement and thrifty operation at present club, in addition to successful practical greenkeeping. Has completed two year course in horticulture at Massachusetts State College and has attended several short courses. Can supply highest recommendations. Fine man for getting results on moderate budgets. Address: Ad 301, % *Golfdom, Chicago.*

**For Sale**—Resort Property, nine hole golf course. Bent greens and tees; watered. Twenty lake front cottage sites; also country estate, large twelve room house. For further details, Address: Ad 300, % *Golfdom, Chicago.*

**Wanted**—Active golf club, ball, or specialty salesman that contacts professionals to handle manufacturer's line of golf bags. Complete protection on territory. Good commissions. Address: Ad 308, % *Golfdom, Chicago.*

**Professional**—with fine record at first-class clubs, desires new location. Active, competent and thoroughly reliable. American born. Associate professional at Augusta, Ga. National Country Club. Noted instructor and has fine playing record. Inventor of new golf instruction system that has been sensationally successful. For full details, Address: Guy Paulson, Augusta National Country Club, Augusta, Ga.

**Internationally-known pro** desires club connection. Thoroughly dependable man and known as one of the finest teachers as well as holder of numerous international titles. Married. Wants to reduce tournament appearances and is anxious to get club job requiring close and expert attention. Salary and concession basis required. Address: Ad 310, % *Golfdom, Chicago.*

**Twelve years** as pro, pro-greenkeeper, pro-manager, qualifies me for club anywhere seeking competent man. Good player; even better instructor and merchandiser. Wife will act as cateress. Age 31. Best references. Moderate salary. Address: Ad 311, % *Golfdom, Chicago.*

**Professional**—desires to make connection for 1939 season. P.G.A. member, American born; 32 years old. Experienced instructor and player. Fine references and a good record. Address: Ad 111, % *Golfdom, Chicago.*

**Greenkeeper**—Eleven years in charge. Seven at clubmaking. Can do any pro work in connection. Fair player. Recommendations from former employers. Without obligation. Please write: Ad 307, % *Golfdom, 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 309, % *Golfdom, Chicago.*

**Greenkeeper**—desires change. College trained; understands all phases of golf course maintenance including construction and fairway irrigation. 15 years experience. Young; married. Address: Ad 306, % *Golfdom, Chicago.*

**Professional** desires change—medium-sized club. 17 years' experience; also has greenkeeping experience with fine records. A-1 instructor and player, hard worker. Member P.G.A. and Greenkeeping Supt. Association. Credits in perfect order. First class references from past and present clubs. Sober, reliable, good mixer, pleasing personality. Wife has 15 years' catering experience. Will make some club a real combination. Will go anywhere. Address: Ad 305, % *Golfdom, Chicago.*

**Pro-Manager-Cateress**—desires position medium sized club. P.G.A. member seven years. A-1 instructor. Wife excellent cateress. Wages no object. Go anywhere, combination or otherwise. Address: Ad 302, % *Golfdom, Chicago.*

**A. J. Christie**—who has thirty years experience as professional and greenkeeper at two outstanding clubs, is desirous of corresponding with any club about to engage a man for either or both of above positions. Address: % *Ekwank Country Club, Manchester, Vermont.*

## JANSSEN GRAYBAR HOFBRAU

Lexington Ave. at 44th 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!*