it is too bad that the impact of this work was almost completely deadened by lack of official interest. Both green-chairmen and greenkeepers can well afford to spend the time, today, to consult the back files of GOLFDOM and acquaint themselves with Heald's work.

The work and expense entailed in developing a norm for golf course maintenance will require more than the interest of an individual or one group of interested men. It can come only from the cooperative interest and effort of greenkeepers and their associations, club officials and golf associations. Sponsorship by the USGA Green Section should result in the collection of a sum from all those who ought to be vitally interested so that the actual work can be turned over to qualified, competent accountants. If this work falls into the hands of accountants who have been described as, "men who have become dwarfed by the rites they perform," it will be doomed to failure-a failure that will be disastrous to personnel and to golf turf. If the problem is properly understood and appreciated, peculiarities and special problems of course maintenance costs will first be thoroughly studied and sound cost accounting practices and methods will then be adopted.

We will then have arrived at a point where it can be said with reasonable certainty that golf is or is not costing too much. And if, as it may be demonstrated in some cases, that golf maintenance has grown beyond its financial limits, we will have laid a firm foundation from which to work in bringing the cost of golf back

into line.

# WHAT'S NEW

The L. A. Young Golf Co., Grand Rapids, Mich., has its 1940 catalog of Walter Hagen golf equipment carrying, in addition to illustrations and data on the products, a series of instruction views of Hagen. Walter is shown making wood and iron shots and in stances for uphill and downhill lies. Among the new features of the Hagen line are

Mallinckrodt Chemical Works, St. Louis, Mo., at the recent greenkeepers' convention in N. Y. C., introduced a measuring glass which is to be used to measure Calo-Clor and Suspension Calo-Clor, the former for dry application, and the latter for liquid application to turf for brown-patch prevention. The

polo grips on the putters.





# KEEPS LAWNS and GREENS HEALTHY ALL SUMMER

Cultivate and aerate in one simple operation with Spike Disc. Its knife-like blades cut unnoticeable slots to the root areas, eliminate hard baked surfaces and form the mulch so necessary for retention of moisture. Used by leading clubs, parks and estates. From your equipment dealer, or send for leaflet.



NO. 17
for use with
small
tractors or
power lawn
mowers.

No unsightly holes; sharp blades cut thin slots to root areas.

General Sales Agents
JOHN H. GRAHAM & CO. Inc.
105 Duane Street, New York
Also Dunham Water-Weight

Lawn Rollers

# BENT GRASS SEED

also Fairway mixtures

VELVET BENT RHODE ISLAND viable, winter hardy seed direct from the

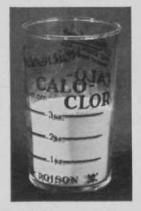
**BENT—Purchase** grower.

A. N. PECKHAM KINGSTON, RHODE ISLAND

board measuring cup which was included with each 25-lb, container of either of the materials. The new measuring glass is attractively lacquered

in red and black, and will enable the greenkeeper to make accurate measurements in small quantities of the above two brown-patch remedies. The glasses come enclosed in strong mailing cases and are being distributed by Calo-Clor dealers. Greenkeepers

new glasses will replace the old, paraffined, card-



interested in obtaining one of these measuring glasses should write either to their dealer, or to Mallinckrodt Chemical Works in St. Louis or New York City.

Burke Golf Co., Newark, O., has a new folder descriptive of its pro-only line consisting of eleven models of woods and 8 models of irons. This folder also gives details of the Burke Sav-A-Shot irons for approaching, and the Burke putters. Information concerning the Burke line of luggage, apparel and pro-shop sundries also is presented.

The Heddon company announces it now has ready for free delivery, a handsome display stand for pro merchandising effect, designed to display one club, mounted with the Heddon "Speed-Swing" shaft.

#### 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 to GOLFDOM today!





FORT WAYNE, IND. R. 2

SANITARY RUBBER FOOT BATH TRAY

Prevents Athlete's Foot or Ringworm

Constructed of especially compounded solid rubber that provides long wear and non-slip features. Will not creep on wet floors. Sanitary, roomy and ex-tremely practical. Will resist inroads of antiseptic solution.

Indispensable in shower rooms and swimming pools. Diameter 19 inches. Height 31/2 inches.

JUDSEN RUBBER WORKS, Inc. 4107 W. KINZIE ST. CHICAGO, ILL.



This effectively places club merchandise right out where a customer prospect cannot fail to see it; the club is held lightly by the stand, so it can be instantly removed for test or handling.

Golf professionals whose stocks are equipped with Heddon "Speed - Swing" shafted clubs are urged to address a request to James Heddon's Sons, Dowagiac, Mich., which will bring to them promptly one of these new and attractive displays.

The Heddon
"strictly pro" policy
insures that clubs
mounted with the
high quality "SpeedSwing" shafts will
be found only in pro
merchandise, exempt
from cut-price competition.

Evans Implement Company, 569-71 Whitehall St., S. W., Atlanta, Ga., announces that promotion of its Fairway Hoe, which met with immediate approval from users last season, will be pushed by the company again this year. Users, which include golf clubs, schools, and individuals who have large areas of turf to maintain, are enthusiastic in their praise of the fine job the Culti-Hoe has been doing in cultivating and aerating their fairways and turfed areas.

The Culti-Hoe gives thicker, healthier turf growth and develops deeper, stronger roots in no time. That is because the heavy duty prongs of the Culti-Hoe penetrate the soil and give grass the full benefit of both fertilizer and water. The

Three Styles of One-Color

## Score Cards

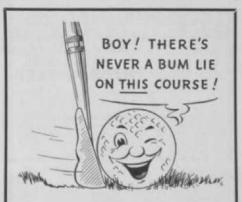
of Excellent Quality are

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



### Of course not! It's been fed Swift's Special Golf Fertilizers and Vigoro!

• Strong, h a r d y fairways and velvety greens come easy when you feed Swift's Special Golf Fertilizers and Vigoro. These superior, fast-working fertilizers are the result of years of Swift research and practical experiment. They supply just the right kind of balanced nourishment grass needs . . . and they've proved their worth on leading courses everywhere. A Swift expert will be glad to study your soil, recommend the exact fertilizers to give best results.

#### SWIFT'S SPECIAL GOLF FERTILIZERS and VIGORO

U. S. Yards-Chicago





# CUT UPKEEP COSTS -HAVE BETTER TURF!

Rototiller does a complete job in ONE operation—really a greenkeeper's idea of Paradise! Major Butts Golf Course Discs introduce all the essentials into established greens and fairways, making them evenly grassed and patch-free.

butts Golf Course Discs introduce all the essentials into established greens and fairways, making them evenly grassed and patch-free. Engine driven tines prepare deep, finely pulverized, completely aerated putting green foundation — fertilizer worked in evenly from top to bottom — ready for planting. Rototiller also tills soil, weeds out quack grass, and with accessories, mows lawns and rolls greens. It'll pay for itself in a hurry! Write for catalog.



Address inquiries to: ROTOTILLER, Inc., Dept. K-1, TROY, N. Y.

Warehouses: New York, Chicago, San Francisco, Los Angeles, Toledo



Our true Washington Strain Creeping Bent in solid turf form makes model greens. Also in stolon form. Withstands drouth 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 more.

ILLINOIS GRASS CO. Homewood (III.) 746
18455 Reigel Road (near Chicago) Homewood, III.

wheels of the Fairway Hoe, the vital part of any rotary hoe, are built to withstand hard usage, even over hard, stony land. The rotary pivot, selfequalizing end brackets automatically adjust themselves to inequalities of the ground so that both front and rear hoe wheels are working in the soil, all the time.

The high carbon angle steel frame of the Fairway Hoe is of flexible construction that adjusts itself easily to all conditions and is strong enough to support any weight without bending prongs, where additional weight is needed to get proper penetration in heavily crusted soils. The depth of hoe points is 3¾"—spaced 5" apart front and rear making actual difference on each hole about 2½". Weight is approximately 870 lbs. The Fairway Hoe will aerate and cultivate turf at the rate of 40 acres a day with a tractor. For complete details on the Evans Fairway Hoe, and also for copies of the 1940 Evans price list and catalog, write the Evans Implement Co., Atlanta, Ga.

The Kroydon Company, Maplewood, N. J., has just issued its new catalog showing the complete line of Kroydon equipment for 1940. The booklet is attractively printed in three colors, and pictures and describes the Kroydon club models, for men and women, Kroydon balls, and Kroydon clubhead covers. Pros who have not received copies of the catalog may obtain same by writing the company.

Agricultural Insecticide Co., Inc., Belle Glade, Fla., manufacturers of Super-Mineralite, for the control of both large and small brown-patch, announces the following setup for distribution of the product: American Hydrolizer Co., Elmhurst, Ill., is Midwest distributor, covering Ill., Ind., Iowa, Minn., Nebr., Wis., Mich. and Ohio; the Worthington Midwest Co., Glenview Ill., is exclusive seller in the Chicago District. In California, Washington and Oregon, Arthur Langton, San Gabriel, Calif., is in charge of Super-Mineralite distribution.

Super-Mineralite, which has incorporated several known elements that are beneficial to grasses and putting green turf, is so compounded that its effectiveness will be staple in any section of North America. It will not injure the most delicate grass. For complete details, write direct to the company, or its distributors.

Reddy Tee Co., 960 Bergenline Ave., Union City, N. J., begins its 19th year in the golf business with Reddy Tee orders at a high figure. Headcovers and gloves are added to the line now.

Worthingten Mower Co., Stroudsburg, Pa., announces the following new distributors for Worthington products: J. C. Russell, 132 St. Peter St., Montreal, Canada, will handle Worthington distribution for the province of Quebec; Wm. Rennie Seeds, Ltd., Jarvis & Adelaide St., Toronto, is the distributor for the province of Ontario. K. J. Harrison is in charge of Rennie's new golf department. Both the Russell and the Rennie concerns will have complete service facilities.

The Southern Tractor and Equipment Co., Hemphill Ave. and 14th St., Atlanta, Ga., is new Worthington distributor for the state of Georgia. Bill Benton, sales manager of the Southern Trac-

tor concern, and a staff of five salesmen are covering the state. A warehouse for new machinery and a complete service department are facilities of the Southern company.

In Alabama, the Alabama Machinery and Supply Co., with offices at 112 Coosa St., in Montgomery, and at 2921 2nd Ave., S., in Birmingham, will take over Worthington distribution for the state. Weldon W. Doe, Jr., former Alabama state amateur golf champion, is in charge of golf equipment sales for the company.

M. E. Powell, 408 W. 4th St., Oil City, Pa., has begun the manufacture of inexpensive novelty trophies. He made the amusing Gaffney trophy



presented to the winning team in the annual homebred—foreign-born competition in New Jersey. Requests for copies of this trophy and other prizes induced Powell to start with four different trophies, ranging in price from 60 cents to \$1.50.

The Fertigator Sales Co., 705 W. South St., Kalamazoo, Mich., makers of the Fertigator, for sub-surface fertilization and irrigation of trees, makes the following announcement to greenkeepers, horticulturists and tree experts, concerning its product:

It has long been realized that trees are suffering from civilation—that under the artificial conditions of today, with their roots under pavements and sidewalks or in parks or country club grounds that must be kept cleaned-up, that trees lack the natural humus and chemicals they require to thrive.

Surface fertilizing and irrigation does not penetrate deep enough to benefit the trees sufficiently; it merely attracts the tree roots upward where they absorb the food the grass needs, resulting in poor lawns.

The Fertigator is the answer to these problems. It allows the placing of fertilizer down in the subsoil where the roots get to it quickly. It operates by carrying the fertilizer into the ground in suspension in water so it softens the sub-soil and

# THOMPSON & JONES

GOLF COURSE ARCHITECTS
45 West 45th Street, New York, N. Y.

Over 100 golf courses from Rio de Janeiro to Vancouver. If you are planning major or minor improvements take advantage of the training and experience of a competent golf architect. Write for our booklet, "Modern Golf Architecture."

GRASS SEED

When You Think of Fine Turf — Think of

MICHELL'S

Grass seed specialists for fifty years. Send for our complete catalogue of equipment and supplies for the course.

### MICHELL'S SEED HOUSE

890 - 50th ANNIVERSARY - 1940



EXPRESSING PHILADELPHIA

#### in its finest, most hospitable mood

To be at the Bellevue is to appreciate and enjoy Philadelphia. It is where everything important happens. All the luxuries of modern comfort—at reasonable rates.

### BELLEVUE STRATFORD

IN PHILADELPHIA

CLAUDE H. BENNETT, General Manager

#### America's FAST DRYING Finest TENNIS COURT

Playable IMMEDIATELY after rain. Drains as it rains.

Resilient surface, true bound.

NO WATERING - NO ROLLING.

Less Maintenance. Lower Upkeep.



#### Beautifully Designed SWIMMING POOLS

For modern country clubs. Send for booklet-Dept. G.

Larcourt, INC.

36 West 44th Street New York City



flushes the fertilizer into the soil. A series of charges is easily made around the tree at the



"drip" circle, and thorough irrigation of the subsoil is made in the same operation.

Additional information on the Fertigator may be obtained from golf course equipment dealers or by writing the Fertigator company, Kalamazoo.

Wilson Sporting Goods Company's "Uni-Pak" carton, which stimulates the sale of three golf balls as a unit, with each ball packed in a separate carton to prevent sollage and scuffing, won top award for the Wilson company in the Folding Cartons Group of the 1939 All-America Package Competition, sponsored by Modern Packaging Magazine.

This patented "Uni-Pak" is ingeniously perforated by use of cut scores and perforating scores on each side of center ball nest; this permits a quick, easy, clean break-apart of center nest, leaving two sealed, tuck-end cartons for the remaining two balls. The exposed ball is played first, and the other two, still safely packed individually, are protected when carried in the golf bag. Simple

#### R. H. Tractor Wheel SPUDS

quickest to put on or take quickest to put on or take off. Increase tractor effi-ciency 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 equip-ment dealer cannot supply, write direct to

R. S. HORNER Geneva, Ohio

MFR. OF SPUDS, FORD-SON WHEELS, ETC.



GLENYIEW, ILL.

**GOLF ARCHITECT SINCE 1908** oseman DESIGNING \* CONSTRUCTION REMODELING SUMMER WINTER ROSEMAN TRACTOR MOWER CO. PICKWICK GOLF CLUB



foremost bird authority— a model that will attract every desirable song bird.

Quality built with exclusive features.

Why spend money and time for tree and plant sprays when birds destroy injurious insects? Why be annoyed by mosquitoes? One martin consumes 2,000 or more mosquitoes a day; a colony will help clear your grounds

a day; a colony will neep clear your good of these and other flying pests.

Mr. Dodson specializes in creating bird sanctuaries for country clubs and estates.

Send for interesting illustrated catalog.

JOSEPH H. DODSON CO.

612 Harrison Ave.

Kankakee, III.

#### KNOWS ALL THE ANSWERS!

You can depend upon it that whatever your turf problem is, you'll find just the right answer

### GOLF COURSE COMMON SENSE

By G. A. FARLEY

\$200 Postpaid Formerly \$4.00 - NOW

This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the greenkeeping explains, in detail, the methods of the country's foremost greenkeepers. And the book only recently had its price cut by exactly 50%—the first price cut since it was written—so it is more than ever the outstanding bargain-buy for those connected in any way with golf course maintenance. A complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions. instructions.

#### PARTIAL TABLE OF CONTENTS

Soils, Fertilization and Growth. Grasses. Fairways. Hazards. Tees. Putting Greens. Topdressings and Turf Repair. Weeds and Diseases. Equipment and Supplies. Greenkeeping in the South. Golf Course Trees. Drainage and Water Systems. Birds, Animals and Insects. Keeping Course Records. Growing Choice Flowers.

ORDER YOUR COPY TODAY. You'll have a long head start on licking those turf problems that have caused you so many headaches in the past.

#### GOLFDOM BOOK DEPARTMENT

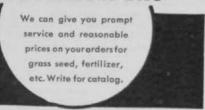
14 E. Jackson Blvd.

Chicago



Tee-Shelter provides cool Tee-Shelter provides cool shade as well as storm protection, on golf courses. Top of Circus Tent Twill, water repellent, in Orange and Black stripes; also all Khaki. Tubular steel frame heavily enameled. Sets up in a few minutes. Storm

curtain (optional) rolls up when not in use. Remove canvas top for storage out of season and leave frame standing—or knocked down and stored. Width 8 ft., Lengths 8 ft., 10 ft., and 12 ft. Inexpensive, practical, exclusive. Write illustrated circular and low prices THE MONROE CO., 25 Bridge St., Colfax, Iowa GREENKEEPERS



PETER HENDERSON & CO., 35 Cortland St., New York City

diagrammatic illustration on bottom of package shows easy break-apart feature.

Roger R. Wilterding and Edward C. Berg of Ace Carton Corporation, Cicero, Illinois, are the designers. The entire package is manufactured by this company. Prize winners in the 1939 All-America Package Competition were officially announced in the March issue of Modern Packaging Magazine, and received awards at a presentation dinner at the Waldorf Astoria hotel, New York City, on March 27.

Jacobsen Mfg. Co., Racine, Wis., announces enthusiastic reception of its Turf Conditioner, for greens reconditioning, and the steel wire brush attachment for loosening dead matter on a green to be picked up by the mower. The combination of the roller and turf conditioner, and the steel wire brush attachment, corrects matted bent, brings



better turf aeration, generates healthier growth and helps prevent brown-patch.

Treatment by this combination recommended by

## GOLF FLAGS CLUB FLAGS AMERICAN FLAGS

CHAMBERLAIN FLAG CO. 8628 ELMIRA AVE. DETROIT, MICH.

#### 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 LANDSCAPING DRAINAGE SWIMMING POOLS

GOLF ARCHITECTS

2405 Grace Street, Chicago, III.

LANDSCAPE ENGINEERS

IRRIGATION

the manufacturers, is to run the roller with slicer attached over the entire green, first one way then the other, giving the green a criss-cross slicing. Next, cut the green with the mower equipped with the steel wire brush. Then apply topdressing, following your own favorite method, and your greens are ready for immediate play.

Complete details on the roller and Turf Conditioner, and the steel wire brush, may be had upon request to the Jacobsen company.

Penfeld's 10th season is also the 10th anniversary of its rigid pro-only policies. In 1931 when the idea of marketing golf balls strictly through the pros was first introduced, the "experts" called it "radical." But ever since, more and more golf goods suppliers have entered the class pro market; if only on one or more items.

Today, 10 years later, every Penfold ball made is still sold only through the pros. No Penfolds go to the stores and this rigid policy is so well established, showing such healthy growth, that it need never change.

For the 1940 anniversary season Penfold has stepped up all the balls of the line. An entirely new and novel type of self-selling packing—colorful and eye-catching—has been designed for most effective pro-shop display.

The new balls, in their new packing, will be available to pros on and after April 1st.

Merck & Co., Inc., Rahway, N. J., manufacturing chemists, as a result of extensive experiments with calomel and corrosive sublimate for the control of large and small brown-patch, has devised and manufactured a product known as Turfcalomel. Turfcalomel contains both corrosive sublimate and very finely powdered calomel, with an inert material which prevents caking, gives bulk, and permits more even distribution of the active ingredients. The product is supplied in 6 oz., 12 oz., and 30 oz. cartons; 5 lb., 25 lb., 50 lb., and 100 lb. fibre drums. Complete information on the new turf fungicide may be had by writing the company.

#### COUNTRY CLUBS

are you seeking high grade Managers, Stewards or Bookkeepers? If you are, write to: Club Systems Service, 4836 Drexel Blvd., Chicago.

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

Position Wanted as Club Manager—Woman, age 39; American. 16 years experience, also course maintenance. Thoroughly understands food and liquor control. Magnetic personality. A-1 references. Desires summer club, also one in south during winter months. Address: Ad 407, % Golfdom, Chicago.

Pro-Manager—25 years experience, only three positions, as Master Pro and Clubhouse Manager. Planned, designed and built golf courses; well acquainted with all soil conditions and grass. First to introduce golf in high schools. Excellent teacher and promoter. Present position averages about 1,000 lessons per season, but desire to make change. Hold one PGA mid-western tournament title. Age 41: American. Address: Ad 406, % Golfdom, Chicago.

Experienced Caddie Master and Assistant Prowidely known as organizer of outstanding service, desires new location. Record of highly satisfactory service to prominent eastern clubs in caddie recruiting, training, supervision. Familiar with course maintenance and management. Thoroughly dependable. Will go anywhere. Address: Ad 408, % Golfdom, Chicago.

Greenkeeper available—Age 37; sober, congenial. References. 15 years' experience in construction and maintenance. I am not a cheap man, but a reasonable one. Appreciate early reply. Address: Ad 405, % Golfdom, Chicago.

Greenkeeper—8 years' experience; learned profession in Scotland, including two years at world famous Scottish links—2 years at Canadian club—in U. S. 7 years. Seeks position at smaller club. Midwest preferred. Experienced in club repairing and teaching, Single, age 32. Very best references. Address: Ad 404, % Golfdom, Chicago.

Greenkeeper—with over 22 years' experience on course of national prominence wants position. Thorough knowledge all phases construction and maintenance. Married. Any location. Highest references. Address: Ad 402, % Golfdom, Chicago.

Greenkeeper—College trained and recommended, desires position. 17 years' experience. Understands all phases of greenkeeping, including construction and fairway irrigation. Young, married. Address:

and fairway irrigation. Young, married. Address: Ad 401. % Golfdom, Chicago.

Golf Pro-from St. Andrews, Scotland, desires position. Sober. Nine years at last club. Fully experienced. Married. Can take charge of club-house, etc., if need be. Address: Ad 400, % Golf-

dom, Chicago.

Manager—wants position with country club. 17 years' successful experience managing country and city clubs. Great record of promoting clubhouse activity and supplying distinguished service at moderate cost. Highest references. Married. No children. Address: Ad 403, % Golfdom. Chicago.

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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.

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