

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."

GREATER DISTANCE—BETTER COVERAGE— DOUBLE ROTARY SPRINKLER

HEAVY DUTY MODEL H

\$12.50

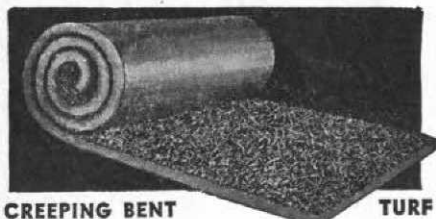
Self-operating.
Needs no attention.



● Two nozzles give greater coverage. One stream hits the wheel and is broken into rain-like drops which are delivered in a rotating line, turning the sprinkler head to cover a large circle. Second stream starts where the first leaves off, adding yards more in every direction. Does not wash or pack soil; does not puddle. GUARANTEED. Order now or write for Free trial offer.

DOUBLE ROTARY SPRINKLER CO.

816 LOCUST ST. (Dept. A) KANSAS CITY, MO.



CREEPING BENT

TURF

Our True Washington Strain Creeping Bent in solid turf form makes model greens; supplied in rolls ready to lay down like a carpet. Withstands drought. Fully guaranteed. Used by hundreds of Parks and Golf Courses. Also sold in stolon form. Nursery grown Blue Grass Sod also available for use on tees and fairways. Write or phone for prices and samples.

ILLINOIS GRASS CO. Telephone: Homewood (Ill.) 746
18455 Reigel Rd. (Near Chicago) HOMEWOOD, ILL.

FULNAME for FAIRPLAY

An entirely new special offer has been announced by The Fulname Company.

It shows the way to increased ball sales, in your shop, through easily increased Fulname Marking Service. Write for your copy today.

THE FULNAME COMPANY
STATION "O", CINCINNATI, OHIO

WHAT'S NEW

Pabst Brewing Co.'s chairman, Fred Pabst, recently made the statement that "Keener discrimination is to be found among today's beer-drinking Americans." Pabst based his statement on a survey of more than 22,000 purchasers of packaged beer, 85% of whom today order packaged beer by brand name, and more than 82% of whom purchase a particular brand because of taste preferences.

The Pabst Brewing Company, with 96 years of brewing experience behind it, has been watching this trend during the seven years since repeal, Pabst remarked in further comment on the increase in Blue Ribbon beer sales. The distinctive flavor of Blue Ribbon beer, Pabst explained, is produced by blending more than 33 brews to make the beer the consumer drinks. This blending process is controlled by skilled brewmasters and laboratory technicians. It produces a finished product which is always smooth and uniform in flavor.

"This blending is a requisite of good beer," Pabst said, "because brewing—even though controlled with many devices of modern science—is still largely a natural process. No two brews—even though the ingredients are the best and the processes of brewing them are identical—ever turn out quite the same. Only by expert and extensive blending—which is possible because of the experience and the huge storage facilities of the Pabst company—can a norm in the taste of a beer be maintained.

Agricultural Insecticide Co., Inc., Belle Glade, Fla., manufacturers of Super-Mineralite, declare the problem of fungus and nutritional disease control is approached from a different angle in its new turf fungicide, Super-Mineralite.

The formula of the product is based on the original Mineralite formula for farm crops, which has 10 years of extensive experimentation on all types of plant life behind it. Experiments have been conducted as far north as Canada and as far south as Santa Domingo. Many of the country's leading course superintendents have experimented extensively with Super Mineralite.

Super Mineralite is presented as a product containing many of the lesser-known, rarer elements, blended. The mercury content of the product is comparatively low, but the manufacturers claim



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

long-lasting effects, no corrosive or burning dangers, a correction of existing nutritional disturbances, and a new low cost of application.

Super Mineralite is claimed to be completely soluble in water and may be applied by any wet or dry method. Further claims are that active fungus diseases are checked immediately following the application of Super Mineralite, or prevented when the product is used as a preventative. Gratifying nutritional results are said to be evident within 3 to 5 days following application.

L. H. Nash, president of the Agricultural Insecticide Co., developed the Super Mineralite formula. Dealers are now being appointed throughout the entire United States.

Dunlop's Sports Division has released an unusual promotional piece in connection with Father's Day, June 16th. Under the heading "There's A Great Day Coming," Dunlop has sent all pros a giant combination poster and score sheet to tie-in a Father and Son tournament in connection with Father's Day.

Suggesting that members register for the event in the pro-shop, the score sheet provides for 58 teams with sections for gross handicap, and net scores.

With Father's Day a "natural" for mid-season promotion, Dunlop hopes that by supplying the pro with this score sheet a Father and Son Tournament will become an annual fixture on Father's Day at golf and country clubs throughout the country.

Sani-Tread Co., in a letter to GOLFDOM, points out that a recent item in these columns gave its address as 578-580 King St. W., Toronto, Ont., and reminds that its U. S. address—at 567 Washington St., Buffalo, N. Y.—was not mentioned. Because some might have felt after reading those lines that the Buffalo office had been closed, and because of the fact the Sani-Tread company does practically all of its business from its Buffalo office, GOLFDOM brings this matter to the attention of its readers.

The Horton Mfg. Co., Bristol, Conn., has issued the third of its golf calendars on which the dates of tournaments are given. The calendar is especially valuable around pro-shops. It represents considerable work, inasmuch as dates of many regional tournaments are not set until the eleventh hour.

A Horton calendar will be supplied free upon request to any professional who has not received one.

The Reddy Tee, 960 Bergenline Ave., Union City, N. J., originators and manufacturers of The Reddy Tee, announces it has been made exclusive representative to the sports trade, for the Skol Co., whose product, Skol, is used to prevent painful sunburn. The Reddy Tee company does not sell Skol direct to the pros; distribution is turned over to dealers who in turn, fill pros' orders.

The Reddy Tee outfit also announces that it has been named by Porcelain Products, Inc., Findlay, Ohio, to represent the latter company in promoting sales of its tee and yardage markers.

The company announces that for the first time in its history, it is bringing out a box of Reddy

KILL WEEDS IN TURF

**EASILY — ECONOMICALLY
PERMANENTLY!**

with

DRY SODIUM ARSENITE

Highly recommended by many green-keeping Superintendents and turf experts. Kills crabgrass and other weeds without injury to desirable turf grasses, when properly applied. Use this effective weed killer on your greens and fairways.

*Write for Prices, Literature and
Golf Course Control Chart*

CHIPMAN CHEMICAL CO.

Bound Brook, New Jersey
INSECTICIDES — FUNGICIDES — WEED KILLERS

GOLF HEADQUARTERS

Golf Manufacturers, Wholesalers, Publishers, and others who serve the golf trade find that it pays in dollars and cents, to locate their offices and display rooms in the LYTTON BUILDING . . . a modern 18-story structure located at State Street and Jackson Boulevard, in the heart of Chicago's loop.

A list of LYTTON BUILDING tenants looks like "Who's Who in Golf" because here you will find names famous wherever golf is played . . . P.G.A. . . . WILSON . . . BURKE . . . KROYDON . . . YOUNG . . . and many others who are "cashing in" on the extra drawing power and the extra business volume resulting from this strategic location, the golf trade buying headquarters of the world.

The LYTTON BUILDING is one of the finest office buildings in Chicago's retail shopping district. Standards of occupancy and building maintenance are of the highest. A limited number of desirable spaces are now available on the upper floors . . . with unobstructed light and air . . . at rentals that are exceptionally attractive.

THE LYTTON BUILDING

Golf's Most Famous Address

14 E. JACKSON BLVD.

CHICAGO

*America's
Finest* **FAST DRYING
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

Tees to sell for 10 cents. The new tees, called Tournament Style Reddys, are orange in color, and feature a long shank, and slight bevel at the top. They will be ready for delivery in June.

Prentice-Hall, Inc., 70 Fifth Ave., N. Y. C., publishers, announce that Ben Thomson, golf coach at Yale where his golf teams have won him an enviable reputation, is doing successful "graduate" work among golfers by means of his book "How To Play Golf."

Thomson's skill as a successful coach and teacher lies in his ability to break down strokes into their simple component parts—taking up one section of the stroke at a time—and then fitting the parts into a co-ordinated whole.

The publishers also report that Thomson's book is a leader both of their own sports library and among general golf books.

The Ess-An-Ee Mfg. Co., 621 E. Cameron St., Tulsa, Okla., reports that with its new Ess-an-Ee spiker it is now possible to hand spike 18 greens in three days with twelve men, whereas hand method formerly took four days and generally eighteen men to spike 18 greens. Ess-An-Ee spiking in actual tests also obtained a more efficient result, according to the makers.

The Ess-An-Ee spiker is a simple device, light in construction, that uses 'pick action', which according to the company is not only faster and safer,

but provides far greater coverage and with less fatigue. Diamond-shaped tapered spikes, with four cutting edges, forces the soil away from the spikes instead of binding; release, therefore, is easy and no damage is done to the surface. After removal, proper ventilation has been secured for the roots of the grass for air and water. Descriptive literature will be gladly sent upon request to the company.

The Crawford, MacGregor, Canby Co. reports extensive pro reception of the 1940 MacGregor advertising Pro-gram. Pros comment favorably on the completeness of the Pro-gram which includes a series of 24 golf lessons presenting the teachings of such stars as: Tommy Armour, Byron Nelson, Ben Hogan, Jimmy Demaret, Dick Metz, Bobby Cruickshank, Toney Penna, and Jimmy Hines. These lessons are rich in human-interest angles and create conversation in the locker-rooms. Newspapers generally are in the market for these free golf lessons.

There are five-minute radio interviews for the pro to use in conjunction with the sports commentator of the local radio station. This 'question and answer' series is built around current events in golf. At all times they feature the local professional.

Another interesting part of this Pro-gram is the ad which will be run in a pro's local newspaper if he wins a tournament of major local im-

VEG-E-TONIC
THE ALL SOLUBLE
FERTILIZER
THAT MAKES GREENS TALK!

If you want a strong snappy topnotch Greens year round, here is the fertilizer that really does the work at low cost.

This clean, odorless grass food is miles ahead of everything else for highest percentages of Nitrogen, Phosphoric Acid and Potash.

Veg-e-Tonic is quick acting. Goes right down to grass roots and stays there for long fertilizing duty.

No other turf food like it. Easily applied, safe and economical.

Write for literature and free testing samples.
McCLAIN BROS. CO., CANTON, OHIO

THE COOL FOOD FOR PUTTING GREENS

**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-SON WHEELS, ETC.



GOLF REQUISITES

Send for 1940 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



STOP THESE SLOW OLD EXPENSIVE METHODS
OF TREATING AND FERTILIZING GREENS.

GET A McCLAIN HYDRO-MIXER

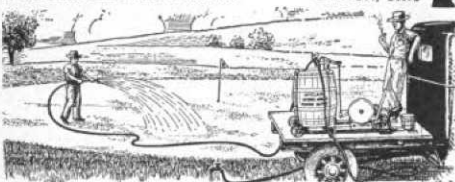
The outfit that has made Putting Green spraying an easy job. Hundreds of low cost Hydro-Mixers working from coast to coast. Big success everywhere.

Greens treated in ten to fifteen minutes with most uniform distribution of Turf Chemicals. Attaches to your present water system. Works at any pressure.

Be up to date. Get one of these lightning speed outfits now. Hand or power. Write for literature today.

McCLAIN BROTHERS COMPANY

CANTON, OHIO



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.

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.

ROTOTILLER
Trade Mark Reg. U.S. Pat. Off.



A deep, loose seedbed
in ONE Operation

Address inquiries to:

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

Warehouses:

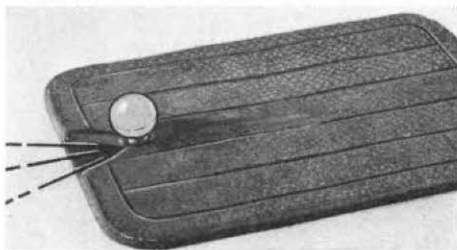
New York, Chicago, San Francisco, Los Angeles, Toledo

portance. Regardless of where the tournament is played MacGregor will run a quarter page advertisement featuring the picture of the winner and copy about Tommy Armour Tourney clubs. At the bottom of the ad there will be a list of all the local professionals MacGregor has on its records.

The campaign's objective is to sell the pro's personality and build his reputation in his community. MacGregor salesman will gladly explain in detail all the points of the Pro-gram, or the CMcGC factory at Dayton will supply full information about it.

General Products Mfg. Co., Merchandise Mart, Chicago, Ill., makers of the new portable golf practice set, Stroke Master, is enthusiastic over the response by pros to the possibilities of Stroke Master for the student of golf. The company tells that pros are recommending it to help their students find the groove and get practice in actually hitting the ball.

The practice set can be used either in the home or outdoors. An elastic cable returns the semi-soft rubber ball back to the 'tee' after being hit. The



ball, of correct size, is 'teed' on a strong, rubber mat. Flight of driven ball tells whether drive was straight, hooked or sliced. A well-hit ball will travel three to four feet straight out before it automatically returns to the mat.

The simple, easily operated practice set, fully guaranteed, weighs two pounds. Size of rubber mat is 11"x17". Complete details on the Stroke Master will be supplied upon request to the manufacturers.

Des Moines Glove & Mfg. Co., Des Moines, Ia., has recently issued its new catalog on the complete 1940 Tufhorse line of golf bags, gloves, coats, carryalls and accessories. The catalog, which pictures and describes the entire Tufhorse line, is attractively arranged and has an especially striking

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 card. to clubs on request.

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

BENT GRASS SEED

also Fairway
mixtures

VELVET BENT
RHODE ISLAND
BENT—Purchase
viable, winter
hardy seed
direct from the
grower.

A. N. PECKHAM
KINGSTON, RHODE ISLAND

coverpiece. Retail Tufhorse prices are given in the catalog, and special price list for pros is also available. Copies may be obtained upon request.

Fate-Root-Heath Co., Plymouth, Ohio, manufacturers of the well known Ideal and Peerless lawn-mower sharpeners, announce a new type of blade grinder for power lawnmowers. The new Peerless blade grinder is designed to meet the demand for an accurate low priced machine to properly sharpen straight or base blades with a cup grinding wheel up to and including 36 inches in width. With the cup grinding wheel a flat, straight surface is obtained. The machine can be mounted on a work bench or floor stand. The space required is 65"x25".

The Peerless blade grinder sharpens both edges of the straight or base blades as well as reels when removed from the mowers, giving them the proper relief or bevel to assure the best results. All adjustments are fast and simple, and the machine has a wide range of work other than mowing units, due to its flexibility. Complete details on the new sharpener may be obtained from the company.

Town Talk Mfg. Co., Baxter Ave. Station, Louisville, Ky., is now featuring a new combination Town Talk hat model. The new model has a neck guard which is used to prevent sunburn. The neck guard, when not in use, appears to be merely lining of the cap, but when 'Old Sol' begins to beat down plenty hard, it comes in mighty handy in keeping the sun from burning the neck. Details on the new Town Talk combination models, plus information on the complete company line, may be obtained by writing the manufacturers.

"Dunlop's campaign, 'Break 100-90-80 Drives For Better Golf,' is meeting with unusual response everywhere" says Vincent Richards, general manager of Dunlop's Sports Division.

Recently given prominent mention in "Printer's Ink" and "The Direct Mail Reporter," the response from pros throughout the country has been amazing. Returns up to May 16 exceeded 12% of all



LEWIS WASHERS

Left • Paddle-Type—known and used wherever golf is played!
1 to 10, ea. \$8.00
11 to 20, ea. \$3.50

Right • Multi-Ball Roto
— New — gearless — splashproof.
Price, ea. \$15.00
Ask about complete tee units

G. B. LEWIS CO.
Dept. G6 Watertown, Wisconsin.

U. S. pros and in nearly every case they have been from good clubs and from representative PGA members, reports Richards.

WANT ADS

CLUB OFFICIALS—

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

Available—Country club or hotel manager. Thoroughly experienced all departments. College background. Linguist, capable creating and promoting complete program of activity and service to assure outstanding success and increased earnings of property. Starting remuneration secondary importance if dynamic, intelligent effort appreciated and rewarded. Bonded. Also consider percentage basis in lieu of salary. Address: Ad 602, % Golfdom, Chicago.

For Sale: Gould Deep Well Pump—No. 48929, 24 in. stroke, 10 H.P. Century motor, 3 phase, 60 cycle, 220 volts. Double acting cylinder, 40' 6" galvanized pipe, 50' 2" pipe for pump rod. Sundh automatic electric panel. Can be operated by electricity or gasoline. Capacity 136 G.P.M. Communicate with—R. C. Chaplin, Acacia Country Club, LaGrange, Ill.

Golf business man wants new connection. Fine record as instructor, shop operator, greenkeeper and club general manager. Job has been an outstanding one in building club revenue, interest and reputation. Highly regarded by club officials and leading pros and greenkeepers as one of the most competent, diligent golf business men in the country. Having handled present job in smaller southern city with success, desires to advance to greater earning opportunities. Highest references. Will go anywhere on own responsibility for conference. Address: Ad 600, % Golfdom, Chicago.

Wanted to lease with option to buy—Golf course must be equipped for maintenance of clubhouse and course. State if beer or liquor license can be obtained. Address: Ad 601, % Golfdom, Chicago.

Golf Course For Sale—9 holes—modern championship course. Large clubhouse and 6-room cottage; on 104 acres, rolling, wooded land. Large creeping bent greens—creek—good water system. Formerly a private club. Only club in city of 14,000. On paved highway. Address: Ad 603, % Golfdom, Chicago.

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!