GOLFDOM



Acushnet Process Sales Co., New Bedford, Mass., announces that just as the famous New Bedford whaling ships traversed the seven seas years ago. so Acushnet golf balls are becoming known in the far-off ports of the world. Acushnet is now shipping golf balls to the Phillipine Islands, Hawaiian Islands, Mexico, Venezuela, Cuba, Porto Rico, Iraq. and Peru.

War and the dangers of maritime travel, seem to have no affect on the popularity of Acushnet balls. All orders from these countries have come to Acushnet unsolicited, and in every case where a distributor has been appointed there has been no difficulty in getting his acceptance of the well-known Acushnet "100%-through-the-pros" sales policy. In fact, in the Phillipines Acushnet sales have shown amazing increases, principally because of this method of merchandising, according to company reports.

Joe Belfore, pro at the Country Club of Detroit, has put out a little illustrated golf book. It's titled "Golfing Aid." The material in it, for the greater part, appeared in the club's magazine, The Bulletin. Joe polished up the original dope and got it into interesting and helpful form in a 12 page book.



 Healthy greens, good looking trees and ornamental plantings are the greatest assets of any course—the whole investment depends upon appearance.

Hardie Specialized Golf Sprayers are protecting good appearance in hundreds of golf and country clubs. Many models, including sprayers drawn and powered by golf and fairway tractors. Ask your dealer. Write for catalog. The Hardie Mfg. Company, Hudson, Mich., Portland, Ore., Los Angeles, Calif., New York City.



It's got a nominal price of a quarter, but Joe's main idea with it is to keep a reminder of his teachings before his members. The book is a swell job of pro advertising and sound, concise instruction.

American Chemical Paint Co., Ambler, Pa., manufacturers of Rootone and Transplantone, has announced that following probate of the will of the late J. Harvey Gravell, former president of the company, it was learned that American Chemical employees are the chief beneficiaries of his \$3,000,000 estate.

The reason for these bequests was given in Mr. Gravell's will as follows: "It is my purpose in the distribution of my estate to place the control and ownership of it, and of the enterprises which have produced it, largely in the hands of my business associates and employees who have been engaged with me in the operation and management of the businesses."

The American Chemical Paint Company began the manufacture of Rootone in 1988. All during its manufacturing experience with this product it has carried on scientific studies at several of the state experimental stations in order to perfect the technical production and application of the new root growth substances. Since that time Rootone has become a nationally accepted aid to plant growers, both amateur and professional. The scientific work carried on by the company has led to the introduction of Transplantone, a new companion item to Rootone and one that has application to general plant culture—particularly house plants for stimulating growth.



MARCH, 1940

When recently interviewed at the Ambler plant, the employee heirs to the \$3,000,000 Gravell estate were unanimous in voicing their intention to continue with the company in their work in developing Rootone and Transplantone for even wider plant application and to maintain the policies of management as developed by Mr. Gravell.

Hamilton Rubber Mfg. Co., Trenton, N. J., has developed a new type floor covering—called Country Club flat-top corrugated rubber matting—that promises to prove a big hit at golf clubs that long have been searching for a floor covering that will stand up under the hardest wear any floor covering is asked to take—the constant tramp and scuffle of spiked shoes.

This new rubber matting is built to an exceedingly high standard of quality — fabricated like an automobile tire with heavy ply of strong fabric which reinforces the top layer of tough, wear and abrasion resisting, corrugated rubber. This prevents the excessive chewing and shredding, caused by spikes, in ordinary carpet fabrics and smooth faced composition floor coverings. It also has a resilience which returns the surface to its original shape.

Around the pro-shop, where spiked shoes give the flooring a terrific beating, the new rubber flooring is ideal; around the pool and shower room the Country Club matting prevents slipping, because of its non-skid flat-top corrugated surface. In the tap-room, the new matting is popular because it is non-absorbent and highly resistant to alcoholic liquids—and it will not discolor. To prevent curling at the ends and consequent danger of tripping, the company can furnish heavy white metal ends with rivets which can be applied easily at the club.

The new Country Club matting comes in rolls of 25 and 50 yds., in 36 and 48 inch widths, and 5/32 in. thick. It is available only in black, as a black stock offers the highest resistance to abrasion. Any size matting, large or small, may be ordered. The company will gladly send complete information upon request.

Lamkin Leather Co., Chicago, Illinois, manufacturers of grip leather, announces a new and improved treatment for its golf and tennis grip leather. Considerable time and expense has entered into the construction of equipment for impregnating leather which is believed to be the last word in insuring permanent tackiness. In addition, the treatment imparts a plasticity of finish resulting in ease of gripping, giving the appearance of a molded grip job.

Wilson Sporting Goods Co. announces that Al Espinosa has been appointed special sales and promotional contact man for Wilson in Mexico and Central American countries. The appointment was made by L. B. Icely, president of the Wilson company, while on a trip to Mexico during January. Espinosa will give exhibitions in Mexico and various other adjoining countries in the interest of promoting golf and, of course, Wilson products. It is hoped that arrangements can be made to

have a team of American golf pros, perhaps Sam Snead and Ralph Guldahl, go to Mexico for some



We're Certain of Two Things:

I. You can't afford to 'put off' that swimming pool much longer.

 When you decide to build, we know that no other method can provide you with as fine a pool at so low a first cost — and low maintenance cost — as our "Gunite" pool.

Your members are going to spend considerable money for swimming enjoyment next season, and if you don't provide it, they are going to take themselves and their swimming dollars elsewhere.

A swimming pool at a Country Club is a NECESSITY these times—so you'd better start planning now to keep those dollars 'at home'. A "Gunite" pool will solve this problem most efficiently, economically and quickly. It's only a few months 'till swimming time—so don't delay!

Write TODAY for full details—there is no obligation.

CEMENT GUN COMPANY ALLENTOWN, PENNSYLVANIA



exhibitions late in the spring, according to Icely, who reports there is considerable interest in that country in seeing good golf played. Espinosa has promised that the very best service and hospitality will be extended any of his American friends in golf who may be coming to Mexico this winter, or later on in the spring and summer.

Cooper Mfg. Co., Marshalltown, Ia., makers of the popular Cooper Champion, called the world's lightest weight power greens mower, announces two new Cooper power lawn mower models that the company confidently expects will make a big hit with greensmen everywhere. The new models are the Cooper "Clipper" and the "Twenty-Five."

The new Cooper "Clipper" is the latest outstanding Cooper development in low-priced power lawn mower design, construction and performance. The "Clipper" has $18^{\prime\prime\prime}$ cut, weighs 105 lbs., has model WI Briggs & Stratton $\frac{1}{2}$ H. P. 4 cycle engine, with adjustable speed, governor, air cleaner, and rope starter. Cutting height is $\frac{1}{2}$ " to 2". The "Clipper" sells at \$70.

The Cooper "Twenty-Five" wheel type power lawn mower gives full size 25'' cut, and has fully enclosed chain and gears, following the well constructed line of the 19" Cooper Special. Weight of the "Twenty-Five" is 145 lbs., engine is Briggs & Stratton. 4 cycle, $\frac{6}{4}$ to 1 H. P. IBP model, with hand starter. It has indexed cutting height adjustment both front and rear from $\frac{1}{4}''$ low to 3" high. The price is \$165.

Complete information on the two new Cooper models, and also on the complete line of Cooper wheel and roller type power mowers and accessories, may be had upon request to the company.

The K. L. Burgett Co., manufacturers of the nationally advertised Parglovs, have recently completed their jobber set up for the 1940 season. Parglovs will be handled as always before through national distributors, including A. G. Spalding & Bros., L. A. Young Co., Mayflower Sportswear Co., Kountry Klub Sportswear Co., North British Rubber Import Co., and John Wanamaker, Inc.

In addition to these national distributors, several local jobbers and salesmen have been established, covering restricted territories. These include G. N. Grieve, Hollywood, Calif., Don Forster, San Francisco, Calif., E. J. Smith Company, Charlotte, N. Car., Southern Golf Co., Tampa, Fla., Winter-Dobson, Dallas, Texas, P. T. Lewis, Minneapolis, Minn., and Chas. E. Byles, Philadelphia, Pa.

The golfing pro desiring to handle the original Parglov, which has for numerous years pioneered the golf glove business, can do so by making his



MARCH; 1940

purchases through one of the sales outlets established by the Burgett company. Failing in this, however, orders sent to the home office at Peoria, Illinois, will be taken care of to the customer's satisfaction.

Parglovs this coming season will be backed by a larger advertising campaign than ever before. The opening advertisement appearing in March Golfing is larger than anything used up to this time and will feature both the True-Grip Parglov and the Air-Conditioned Parglov. A regular appearance of the True Grip PARGLOV will be found in each issue of Golfing throughout the remainder of the 1940 season.

Crawford, MacGregor, Canby Co., Dayton, Ohio, announces that Elwyn Nagell has recently joined the MacGregor sales staff. Nagel, who will contact the pros in the western and central New York region, has been a member of the P.G.A. for



Elwyn Nagell

a number of years. He has a lot to tell the "boys" in his territory, and without a doubt they will be looking forward to seeing him and the 1940 MacGregor Tommy Armour Tourneys.

Prentice-Hall, Inc., 70 Fifth Ave., New York City, reports that Ben Thomson's book, "How to Play Golf," is leading all the books on its sports list. Sales during the past fall and winter season have been holding up very well. The fact that Thomson's golf book retains such a dominant sales position is significant, say company officials, since other titles on the list include books by Don Budge, Jack Coombs, Coleman Clark and others.

Ben Thomson's "How to Play Golf" has been particularly successful because of its teaching slant—which is the same Thomson uses at Yale where he has been turning out championship teams with almost monotonous regularity.

E. I. du Pont de Nemours & Co., Wilmington, Del., announces that a new laboratory for research on insecticides and fungicides will be constructed for the Grasselli Pest Control Research Section of the du Pont concern. The building, to be erected at the experimental station of the company in Wilmington, will be one of the few biological labora-





More Popular Than Ever!

- with clubs who BUY them
- with players who USE them

The HENRY BALL WASHER

Clubs like the Henry Ball Washer because it's cheaper, better and more efficient. Golfers like the Henry because it's easy to use—and does a superior job of washing balls.

The Henry washes golf balls with rubber, eliminating oldfashioned brushes. The Rotary Squeegee, patented by Henry, is made of Latex, pure gum rubber, extra tough, yet soft enough to clean the ball thoroughly without injury to the cover.



F.O.B. Elm Grove

The Henry is compact, attractive in appearance, and its housing of heavy gauge pressed steel will last a life-time.

Solve your washer problems permanently by ordering your Henrys, direct, today.

Dealers are invited to write for proposition. HENRY MFG. CO. BLUE MOUND ROAD ELM GROVE, WIS.





tories in the country devoted exclusively to this type of research.

It will be a three story brick and tile structure 38x50 feet, conforming to the architectural style of the other buildings at the du Pont experiment station. Excavation has just begun and it is expected the building will be completed in July.

Lethal chambers and all types of equipment for applying chemicals to insects and fungi will be included in the building. Complete facilities for the rearing of test insects, fungi, and bacteria under carefully controlled conditions will be provided. To test new possibilities for insecticides, fungicides and bactericides, elaborate humidity and temperature control equipment will be installed in order to duplicate the conditions under which these pests thrive and multiply.

Fully equipped rooms will be provided for chemical and physical studies on insecticides and fungicides and other pest control problems. Offices and a library reference room will be included. The pest control laboratory is now housed in a temporary building. The increased demand for the products and the scope of the research undertaken, however, has forced the construction of the larger laboratory.

Jacobsen Mfg. Co., Racine, Wis., has recently developed a new power roller for putting greens, new lawns, tennis courts, etc. Powered by a Jacobsen-built engine, this dependable machine is an ideal time and labor saver. It may be ballasted with varied amounts of sand or water—thus allowing complete weight control for all lawn conditions. Weight of the power roller, empty, is 170 lbs.; water filled it weighs 350 lbs., and filled with sand, 525 lbs.

The new power roller is also available with a turf conditioner—a practical answer to greens reconditioning. Attached to the power roller, and



used with a Jacobsen power greens mower with steel wire brush, it corrects matted bent, brings better turf aeration, and promotes healthier growth.

The Jacobsen company also announces its new improved Jacobsen power greens mower is now ready—that it is completely new in design from bed knife to controls, yet embodies the best traditional advantages of former Jacobsen models. It's lighter, faster, and more powerful, according to company reports, and is perfect in weight balance and power. The new mower has quick-acting clutch, enclosed combination chain and gear drive, and auto-type differential, assuring positive control and allows

MARCH, 1940

sharp turns under power without drag or scuffing. Like the former models, this new Jacobsen is available with a steel wire brush attachment. Complete details on the new Jacobsen models may be had by writing the company.

O. M. Scott & Sons Co., Marysville, Ohio, announces the following prize winners in the Limerick Contest conducted at the Scott booth at the recent Greenkeepers' convention held in New York City: Ist prize and \$10 to John Quaill, Iren Temple CC, Dallas, Pa.; 2nd prize and \$5.00 to I. H. Peterman, Jeffersonville GCse. Upper Darby, Pa. The five runners-up, each receiving \$1.00, are: George Biddulph, Springvale GCse, North Olmstead, Ohio: Leonard Hazlett, North Park Course, Pittsburgh; M. A. Kazakewich, Tavistock CC, Merchantville, N. J.; M. Naughton, CC of Northampton County, Easton, Pa.; and John Paskowitz, Jr., of the Roselle (N. J.) GC.

The limerick to which the greensmen were asked to complete the last line, went:

A course superintendent named "Mac," Was considered the head of the pack, But his bargains in seeds Turned out to be weeds

The Brearley Co., Rockford, Ill., has a new model sunhat said to be the newest thing in golfers' hats-the Royal Congo. The new model is fashionably blocked in the latest approved shape to give



it more swank and smartness and the front brim has an insert of transparent green pyralin to protect the eyes from sun and glare. The material is fine white or tan duck and the tailoring is of excellent quality.

Soilicide Laboratories, Upper Montclair, N. J., has issued publicity material on its TaT vitamin B1 and its Syphonette for B1 application that con-





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!

GOLFDOM





The new U S Royal True Blue gets an expert going over at Manito CC, Spokane, Wash., when this troupe assembled for a friendly session. The ball's performance added to the praises that have followed its debut. (L. to r. top row): John Sproul, golf ball sales mgr., U. S. Rubber Co.; Babe Henderson, Manito pro; F. W. Kilmer, US Northwestern distributor; Ted Neist, pro at La Grande, Ore. (Bottom row, l. to r.): Bud Walker, mgr., Manito CC; Bill Burrows, mining magnate; Bud Ward. National Amateur champion.

tributes to the current very lively interest in the material. The bulletin reads, in part:

It is now thought that the chlorophyll acts in the capacity of manufacturing vitamin B1. When a plant is transplanted the circulation of water is stopped and the leaf wilts. Naturally, then, if the upper portion of the plant manufactures vitamin B1 and it is in a wilted and unhealthy condition, the plant does not manufacture sufficient vitamin B1 for the proper development of the root system, and therefore a "root shock" occurs which causes the plant to lie dormant from 8 to 14 days. It is for this reason that the external application of vitamin B1, either through the watering of the plant or the immersion of its roots into vitamin B1 before transplanting, is recommended.

It seems that nature endows all such plants that were only to live one year with the ability to manufacture sufficient vitamin B1 that the addition of this material externally does not make a marked increase in growth. We therefore would not recommend the addition of vitamin B1 to any of the annuals.

Difference in grass root systems may be caused by the grass being continuously cut short thus reducing that upper portion of the plant which has

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 IRRIGATION

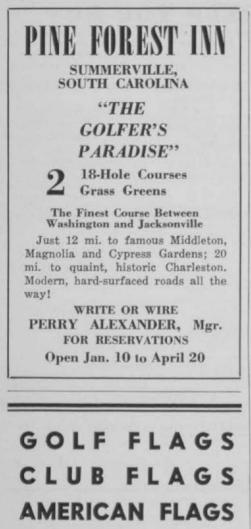
GOLF ARCHITECTS

76

2405 Grace Street, Chicago, III.

LANDSCAPE ENGINEERS

GOLFDOM



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



true putting surfaces. Write for full information.

HIRAM F. GODWIN Box 122, Redford Sta., Detroit, Mich.

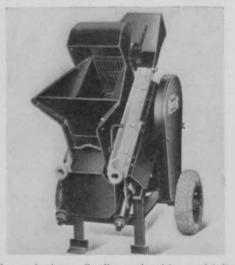
CADDIE BADGES-We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.

the ability to manufacture vitamin B1. Therefore vitamin B1 is recommended to be applied through the watering system to attain a deeper root system. With the Syphonette weekly applications are easily applied either with a hose and nozzle, or any rotary sprinkler is also satisfactory.

Experiments on the Pacific Coast have shown that on all cuttings, whether hormones are used to initiate root growth, or without hormones, the addition of vitamin B1 in weekly or bi-weekly treatments will produce a better root growth. It is not competitive to hormones but is to be used in conjunction with them.

Vitamin B1 is advocated whenever trees are being planted and in such instances a smaller ball of soil can be used. When planting the tree soak the hole thoroughly with vitamin B1 through the Syphonette. In transplanting of small pot plants to larger plants or from seed flats into the open, treat such plants either before or after the transplanting operation.

The Rover Foundry & Machine Co., Kingston, Pa., has redesigned its line of compost shredders and mixers for shredding, mixing and aerating compost, manure, sod, peat and other topdressing and soil building materials, according to an announcement just released by them. Redesigning has effected reductions in weights up to 20% and lowered shoveling heights up to 7 inches. These changes affect all electric powered models of Royer compost shred-



ders and mixers. Gasoline engine driven and beltto-tractor driven models remain the same.

Through the use of lighter parts, equal in strength to the former parts, and the simplification of structural members, savings in weight. proportionate to the size of each machine, have been made.

The Model NB-2, for example, weighs approximately 465 lbs., is 42 inches high, whereas the Model B-2, which it replaced, weighed approximately 585 lbs. and had a height of 3 feet 10 inches. Capacities in every case remain unchanged. The changes have made possible lowered prices on these models.