is ditches, brooks or some very high steep banks which require scythe work.

In this way we have kept the labor bill to what we think is a minimum and thereby, in the second season of the club's venture into a doubtful project, stand to make a good profit.

Monteith Gets Around.—John Monteith USGA Green Section head, has been jumping around the country even more than Willkie during the last two or three weeks. Beginning Sept. 24 Monteith appeared before a meeting of cemetery managers, who were in their annual convention, at the Arlington (Washington) nursery. Two days later, he was busy speaking at the annual convention of the American Institute of Park Executives in Cleveland. Then followed in rapid succession appearances at turf meetings in Detroit, Chicago, Indianapolis, Kansas City, Oklahoma City, Tulsa, Fort Worth, Dallas, St. Louis, Cincinnati, Columbus and Pittsburgh.

# **WHAT'S NEW IN GOLF FOR 1941**

Preliminary tests on the U. S. Rubber Company's 1941 line of U. S. Royal Golf Balls, which are said to have been the most exhaustive and exacting ever conducted at U. S., are reported to offer convincing proof that the 1941 line will surpass in quality and performance any balls U. S. Rubber has previously offered for sale. According to John W. Sproul, U. S. golf ball sales manager. "Without going into complete detail at this time, we believe our 1941 line to have several outstanding features not found in other makes of balls."

U. S. promises new and unusually attractive packaging which is not only practical, but which embodies excellent display features. This new line will be introduced in Florida and Southern California

early in December this year, and U. S. Rubber Company is anticipating that the improved playing qualities of the balls, as well as the selling features of the packages and the unusual pro-shop display pieces will be an immediate stimulus to the sales by golf professionals in those sections of the country.



in those sections of the country.

Again in 1941, the wellknown U. S. pro-protective selling policies will be

rigidly enforced, assuring all golf professionals of a fair deal and the absence of price competition on the 1941 U. S. Royal line of golf balls, which will include: the True Blue U. S. Royal-Specialto be sold through pros' shops and for the use only of the expert, accurate, hard-hitting type of golfer; True Blue U. S. Royal-for championship and tournament play by the better-than-average golfer; the Three Star U. S. Royal-for the average golfer who wants greater durability along with plenty of distance; U. S. Royal-for the average golfer who wants the most in golf ball economy; Fairway (Vulcanized Cover)-"The largest-selling 50c golf ball in the world"; U. S. Nobby-for the golfer who wants three good golf balls for a dollar: U. S. Tiger-a "lot of golf ball" for 25c.

U. S. reports that it has greatly speeded up production of its special Driving Range golf balls—which are now the choice of many of the country's leading driving ranges. Many driving range operators claim that by adopting the special U. S. Driving Range balls they have increased the number of



Photo shows gift boxes of True Blue U. S. Royal balls. Dozen-size box has balls set around a most practical indoor putting cup.

patrons who prefer to practice with new balls, and they have eliminated or greatly reduced operating expenses caused by balls with too little resistance to cover cutting.

U. S. will continue in 1941 to furnish golf professionals with private brand golf balls, wherever required, at prices consistent with the quality. And as heretofore, it is planning to make a feature of attractive packaging for private brand golf balls as well as for the U. S. branded line,

Kaddie Kart Company, 105 N. Clark St., Chicago, is making tremendous headway in its sales campaign to introduce its popular bag-carrying device to clubs. Prime sales resistance at first is



This fleet of Kaddie Karts at a Chicago District course made good profits for the operator this past season.

the tradition that a golfer must either carry his own clubs or hire a boy to do the toting. But once golfers have used Kaddie Kart, they agree the device is a revolutionary improvement in comfort and convenience.

The makers quote Jock Anderson, operator of Chicago's daily-fee Techny Fields, as saying: "I have 30 Kaddie Karts and will need more next year. They have a definite place on the course and speed up play. Players who cannot afford a caddie and those who will not play if they have to carry their clubs are enthusiastic users. The added income to the club is worthwhile, too."

Other fee-course operators echo Anderson's opinions. In the Chicago area, where the company is located and where its first sales efforts were naturally directed, practically every fee-course has its fleet of Kaddie Karts. Private clubs are slower in taking to the device, but any prejudice against it or fear that the carts will throw caddies out of work will surely be overcome in the next season or so as these establishments become more familiar with the common-sense merits of Kaddie Kart.

Canvas Products Corp., Fond du Lac, Wis., announces that in addition to its regular stayless bags which it has manufactured in the Caddy Master styling, the company will have available for the Christmas trade a stayless construction with an oval top and round bottom, which is, of course, a direct opposite from the oval top and reverse bottom of the Caddy Master styling. The company will also feature a straight oval line of bags with stays in a new streamline design that in its opinion is going to create quite a stir among the pros.

Anala-Graph Co., 1057 Termino Ave., Long Beach, Calif., has developed the Hi-Ball fairway golf game in a manner especially suitable for practice ranges. The layout has an interesting design by means of which shots are scored instead of merely being batted at random over the practice range. L. M. Bales, the inventor, has also devised Anala-Graph scorecards, a pupila' self-reporting method that's tied into a merchandising and service plan of pro instruction.

The Anala-Graph Co. will send details of its fairway and analytical scoreboards on request.

Jack Burke, widely known veteran pro at River Oaks CC, Houston, Tex., has, as many pros are aware, invented and patented a grip he calls the Burke Par All-Weather Grip. It's making a fine profit for Jack right in his own shop, and he's sure that the other boys can make themselves a good piece of money with it.

Jack says: "Since the introduction of steel shafts, I have found that profits derived from the work bench have practically ceased. I have successfully overcome this loss by introducing my grip to my members.

"Last year, profits from repairs in my shop amounted to only \$355 which did not pay the salary of my club cleaner. On the other hand this new grip turned over about \$3,600 gross and a profit to me of approximately \$1,800. For the past three years I have done about the same amount of business with it.

"Constructed from rubber, cork and soft cord. this grip has certainly benefitted those using it. It eliminates missed shots due to the club turning in the hand, and hand shock.

"I personally feel that this grip is going to be the answer to the professionals prayers for a merchandising article to bring profits in his shop. This grip is easily put on all steel shafts, requiring only 10 minutes per club. Any boy in the shop can put them on, so simple is the procedure."

MacGregor recently concluded another annual sales convention and sent its men back to the protrade with samples of the improved 1941 pro-only Tommy Armour Tourney golf clubs and a barrel of new ideas.

The 1941 Tourney woods have many fine new improvements. The new head sets squarely up to the ball and assumes a

stronger position than ever before. These Tourney woods are offered in six different types of 'feeling' shafts and three head models.

The Tourney irons for 1941 are available in five different shaft 'feels.' Both woods and irons have the new tacky calfskin grip.

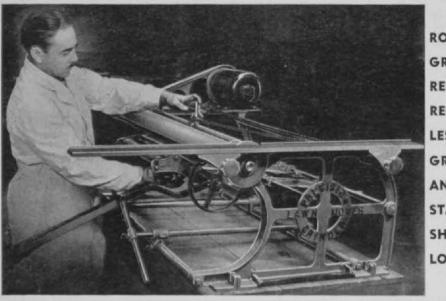
Perhaps the greatest bit of news handed out at the convention was Presi-



Clarence H. Rickey

dent Clarence H. Rickey's announcement that Mac-Gregor has taken over the Tufhorse line of golf bags. That means MacGregor's golf bags will have quality leather and super construction all the way, no bargains. All rivets are placed by hand top and bottom have rawhide trim—each bag has eye-appenling beauty—and best of all, it's the answer to every golfer's demand for a really good golf bag.

Many promotional ideas were discussed at the convention. Promotional stunts that worked in some communities were found to be easily applicable to other communities. Each of the salesmen expressed how successfully he had conducted a driving contest, a free exhibition match, or an exhibition of 'various types' of shots.



ROTARY
GROUND
REELS
REQUIRE
LESS
GRINDING
AND
STAY
SHARP
LONGER

#### PRECISION SETS NEW STANDARD OF ACCURACY

The reel blades are rotary ground by a high speed emery roll perfectly true and straight; no high reel blades or tapered ends. The bed knife is accurately ground to a keen square cutting edge the same as when new, giving the reel blades a light point of contact and clearance for keen smooth cutting.

Equipment Dealers' Inquiries Invited

#### PRECISION LAWN MOWER GRINDER CO., GLENDALE, CALIFORNIA

The K. L. Burgett Co., Peoria, Ill., announces that Parglov, its old stand-by and a golf glove leading seller for years, will be brought out in 1941 as the new Parglov; it is now undergoing a changing process that the makers claim will make it even more popular with golfers. Full details on the new Parglov were not ready to be released at GOLF-DOM's press time.

The Burgett company is also adding a new full-fingered, open back glove to its 1941 line, and is offering the pro a fine knotty pine Parglov display case with seven separate compartments for the individual sizes. This new display case will be furn-

ished without charge to pros whose opening order is of certain size. Full details may be had by writing the company.

Kenneth Smith, 3038 Gillham Rd., Kansas City, Mo., has recently introduced a new line of readymade clubs—Model 200—which is expected to be one of the company's biggest sellers during 1941. The Model 200 woods and irons have all the fine points of Kenneth Smith made-to-order clubs—No-Twist Cushion construction and solid stainless steel heads in the irons; ArmoRing collar on the woods, and Lock Weight style sole plate.



MacGregor's sales staff at the recent annual meeting lined up as follows for the cameraman (left to right): Cliff Rickey, Stan Clark, Ted Smith, Paul Smith, Stan Hobbs, Clarence H. Rickey—president, Webb Gilbert, Harry Adams, Harold Peterson, Tom Robbins, Irve Allen. Second row: Joe Higgins, Henry Cowen—vice-president, Bill Zwaska, Elwood Randall, Bill Meehan, Chuck Wright, Bill McNulty, Bob Lysaght, Ock Willoweit, Bill Stephens, Don Colby, Clarence Custenborder, Bob Randolph and Jerry Trantum. Those absent at time picture was taken were Elwyn Nagell, Jim Scott and Bill Schuchart.

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The Spalding pro salesmen who attended the annual sales meeting at the Chicopee plant August 19-21, are shown in the above photo. Back row, left to right: Lyle Thompson, T. Frainey, Horton Smith, Geo. Weaver, Tod Sloan, Ross Hollebaugh, Pete Wood, John Miller, Don Tait, Walter Roberts, Warren Dawson, H. H. Voges, Roy Labine, Carey Spicer, Gene Jackson, J. Baymiller, George Dawson and E. Kearney, Front row: G. Dohlbender, Jimmy Thomson, W. Wood, Bert Purvis, H. Nannen, W. Shafter, John Dawson, Bill Powell, Rube Albaugh, Amos Williams, Gus Novotny, Ed Aurin, P. Fortin, C. MacDonald, M. J. Kiernan, R. Leonard and R. Vinton.

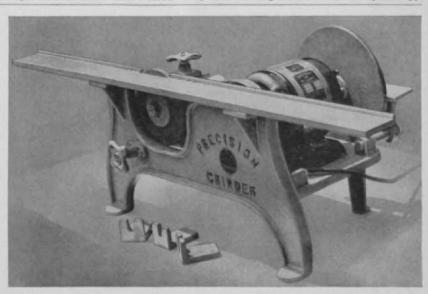
Model 200 woods sell for \$12.50 and the irons for \$9.00. These prices are for clubs of normal specifications, not for made-to-order clubs. The 1941 Model 200 woods will differ a little from those introduced this year in that they will have slightly shallower fairway clubs, and will be more streamlined in shape.

Exclusive Kenneth Smith features that contribute in making Model 200 an outstanding golf club are the "Solidized" process, which makes wood clubs more durable, brings out the beauty of the grain, and keeps the weight constant under varied weather conditions, and the Swinging Balance scale which makes possible perfectly matched sets. By means of the Swinging Balance scale, clubs are made with lower balance and yet of perfect matching. This means that the weight is concentrated in the head where it is of greatest advantage.

Incidentally, with each Model 200 wood club ordered, Kenneth Smith gives a free mitten type cover made of durable all leather.

The Bristol clubs for 1941 have been greatly improved all along the line. An entirely new type

KEEP
THAT
NEW
KEEN
SQUARE
EDGE
ON
THE
BED
KNIFE



IT'S SIMPLE

IT'S ACCURATE

IT'S FAST

The Precision combination bed knife and disk grinder was designed for a fast, simple, accurate method for grinding bed knives. With the use of steady blocks of the proper angle both the edge and cutting face of the bed knife is ground to an accuracy less than two thousandths. The double faced emery disk offers a quick accurate method of grinding all types of cutting tools. The most useful tool in the shop. Precisionally built, moderately priced.

Equipment Dealers' Inquiries Invited

PRECISION LAWN MOWER GRINDER CO.

GLENDALE

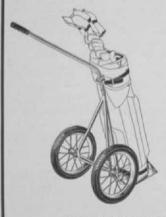
CALIFORNIA

# Kaddie Kart

**THE 1940** 

### SENSATION

# AVAILABLE FOR SOUTHLAND NOW



FOR 25c FOR 18 HOLES TO THE PLAYER

#### **PROFESSIONALS**

Do you want to add to your income? Here is the way a big group of professionals this year added hundreds of dollars to their income. We will prove this to you. Write us for details.

#### CLUB MANAGERS

Your club must be up to date. If you fail to provide modern conveniences, others will. We will show you why Kaddie Kart will make present players satisfied, create new players and solve a vexing caddie problem.

KADDIE KART CO. 105 N. CLARK STREET CHICAGO, ILL. U. S. A. of grip and new styling is noticeable throughout. Four new wood models have been added; price range is from \$4 to \$12.50, retail. The frons will be entirely new, and will feature a new distribution of weight which throws the weight farther towards the toe than formerly, thus enlarging the effective hitting area of the face.

One of the new features in the Bristol line will be putters and approachers equipped with the Paddle Grip. This grip has been given wide newspaper and magazine publicity, with Paul Runyan shown using the grip. The object of the Paddle Grip is to encourage the use of the "hinge wrist" action in both putting and run-up shots. The grip is protected by patents owned by The Horton Mfg. Co.

Paul Runyan has again been retained by the Horton company to act in a consulting and missionary capacity; the company has also engaged Sam Parks, Jr., former National Open champion, in a consulting capacity. These two nationally famous golfers will collaborate with the Bristol engineering staff to insure the very latest ideas and the highest possible quality in the Bristol line of clubs for 1941.

American Golfboard Co., Prospect Park, Penna., announces a pro-only sales policy for its new patented dart game, "Golfboard," which features a complete golf course. The board incorporates such golfing areas as fairways, greens, cups, flags, traps and creeks, and play requires use of such terms as par, birdie, eagle, putts, etc. Anyone can play, but as in golf, skill counts more than luck.

In playing the game, each player is allowed six darts—3 to complete play on the fairway and 3 for putting. Par of the course is 35-35—70. Any score than can be made on a regular golf course can be duplicated on the Golfboard. Like in golf, two, three or four players make the best contest. Either match or medal rules may be followed.

The board is sturdily constructed of heavy plywood with a ¼" thick cork playing surface and wire dividers. Equipment of the Denny Shute Club model, which will retail for \$6.00 and on which pros will be accorded an excellent discount, in-



cludes the board, three No. 1 official darts, a dozen score cards and 2 copies of the official Golfboard rules, all boxed complete.

The makers recommend that professionals push

Golfboard as the ideal Christmas gift for golfers. Dartboards are rapidly becoming the leading adult game in the U. S. and since Golfboard combines golf and darts, and since the game cannot be bought at stores, the set-up is perfect for pro profits.

An aggressive pro, calling on each of his members between now and Christmas, and having one of the boards hanging in his shop where members can try the game, should have no difficulty, the makers believe, in selling one or more Golfboards to a quarter of his membership.

The Kroydon line for 1941 is the result of intensive scientific research. For years Kroydon has believed that advances should be made in the scientific development of golf clubs. This belief and research has brought forth, going back into past history, the hardened sole, the Hy-Power shaft, the rivetless head, and matched sets.

Along with this progressiveness in manufacturing has come another development which is part of today's modern thinking—merchandising. There is



F. H. Ohaus

an old saying about hiding your light under a bushel. No small part of Kroydon's effort is devoted to merchandising these scientific golf clubs so that better merchandise can be sold at better profits.

When F. H. Ohaus, vicepresident in charge of sales, was asked what he contemplates in his line for 1941, he first showed his pride and baby—a new set of woods, \$25 each, or \$100 for a set of four.

Salesmen who have shown this new set have already turned in a good many orders for late fall and apring delivery. This new set is made with the famous Kroydon Rhythmic Chromium shaft. The head has a light mahogany finish, with inserts or mother-of-pearl plastic, mother-of-pearl back plate and two-tone adapter, and monel metal fancy sole plate.

They are fitted with a perforated, bevel, ox-heart alligator grip. Each set carries an individual registration. Sporting writers have referred to these new woods as "Kroydon's gold-plated, diamond-studded clubs." The Kroydon company feels that these new woods round out the most beautiful line of clubs that have ever been presented to the public. It is really a pride of ownership when possessing a set of these new woods.

The irons that come with this new \$100 set of woods have the same grips when ordered together; otherwise these irons come in regulation black leather, perforated bevel grips.

One important scientific development in irons has been made which is helpful to the player, but not apparent to the eye. It is a difference in the weight and size of the shaft, regulated according to the weight of the head. This helps give Kroydon's new irons even better "feel"—swinging weight and balance—which everyone knows is all-important if the player is to get the most out of his game.

The heads of the irons are stainless steel, with



The new washer that the very privileged gentleman is talking about above is the "streamlined" version of the popular Lewis Paddle Type Washer. All the exclusive features of the present washer will be incorporated into the 1941 version. These features plus several new ones and a new design will make this washer an outstanding piece of equipment.

# In the MEANTIME... LEWIS paddle-type WASHER

These familiar washers are known and used wherever golf is played. They are inexpensive to install and maintain. The patented slot in the paddle rotates the ball so that its entire surface is scrubbed clean. It is finished in two coats of durable white enamel.

PADDLE-TYPE WASHERS
1 to 10 each - . . . \$6.00
11 or more each - . . \$5.50
(price is washer alone)



#### LEWIS Roto WASHER

This is the multi-ball washer that so many courses find ideal for the 1st and 10th tees. Just feed dirty golf balls into this washer—turn the crank—and out they pop—sparkling and as clean as new. No gears to get out of order—all splashing is eliminated. The long wearing circular brush has an aluminum back to prevent warping. The aluminum case has a convenient drain plug to facilitate cleaning.

Roto washers, each - - - - - - \$15.00 41/2 ft. post for mounting, each - - - - \$1.25

All Lewis Equipment is available from Your Favorite Golf Supply Dealer

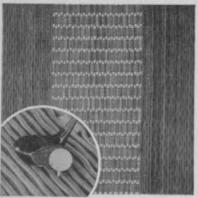
#### G. B. LEWIS COMPANY

Department G10 WATERTOWN, WISCONSIN

LEWIS golf ball WASHER and TEE EQUIPMENT

#### DURABLE GOLF MATS

are built for the express use of GOLF and PRACTICE COURSES and eliminate expense, trouble and tee maintenance.



Mats are reversible, providing 4 different driving tees . . . always lie flat for firm footing and smooth follow-through . . . weather proof to prevent slipping, wet or dry. Recommended by professionals. Ask your Supply House or write direct to us.

#### DURABLE MAT CO.

778 Brook St.

AKRON, OHIO

# PRO SHOP RECORDS

1933—Parglovs outsold all others 1934—Parglovs outsold all others 1935—Parglovs outsold all others 1936—Parglovs outsold all others 1937—Parglovs outsold all others 1938—Parglovs outsold all others 1939—Parglovs outsold all others 1940—Parglovs outsold all others

#### So - what about 1941?

PARGLOVS have made history in pro-shop golf glove sales . . . and the 1941 line of PARGLOVS, including two new full-fingered gloves and a new low priced glove to retail at 75c, will be the finest in all PARGLOV history. Write for literature and prices—today, and cash-in on the profits that ride with golf's most popular gloves.

THE K. L. BURGETT CO., Peoria, Illinois

## PARGLOV

The World's Fastest Selling Golf Glove

the face markings sand-blasted; the heads are all offset and naturally Kroydon's irons have one exclusive feature much desired by players—the Hy-Power shaft.

Kroydon's regular line of woods come in various styles. You will find the box type head, the pearshaped head; deep heads, shallow heads—a sufficient variety of heads to please the whims and fancies of every player. These come in rich colors: black, mahogany, walnut, natural—all in long-wearing finishes.

Special in the Kroydon line is Kroydon's new putter—the Syn-KROY-nizer. It is a semi-center balance, made of a special alloy. The construction of the Kroydon Syn-KROY-nizer putter is such that the ball is absolutely clear. The shaft can in no way interfere with the player's vision. It is a completely new conception.

This line is already in the field. Kroydon feels that even though 1940 has been the best year in its history, 1941 is going to break all previous sales records.

Development in Spalding golf equipment year by year is not the result of hit or miss effort, but rather a product of constant striving for higher standards of improvement in the Spalding laboratory, in the factory and on the testing course.

For 1941 three features predominate in the Spalding exclusively professional line: True-Solution balls, Tru-Face woods and short hosel irons.

Golf Balls: The Spalding Dot, Double Dot, Dash, Honor and Circle balls again make up the ball

line of Spalding, available for sale by professionals only. The newest comer is the Double Dot. the more rugged member of the family. All but the Honor and Circle feature the exclusive Spalding True-Solution center which is 100% liquid. There are no minerals to settle and throw it off balance, and the player is freed from the common hazard of unbalanced balls that too often cause undeserved hooks and slices.



L. E. Coleman

Golf Clubs: For 1941 Spalding presents an exclusive improvement in wood clubs—"Tru-Face"... a scientifically curved face claimed to compensate for hooks and slices resulting from heel and toe shots. One pro is reported to have said—"The new Spalding Tru-Face wood is the next thing to having three sweet spots instead of one." With a Tru-Face wood, hits on center, heel, and toe are straight.

Again the Spalding Tournament irons feature the short hosel. Unnecessary weight saved by shortening the hosel is scientifically redistributed to the blade where it will be behind the ball at the moment of impact. The result to the golfer is longer, straighter iron shots.

Highlighted also, are special Spalding patterned shafts by True Temper, on many of the Spalding exclusively professional woods and irons. Professionals will be interested in the following developments which the Wilson Sporting Goods Cois offering in its 1941 line of golf equipment to be sold through the professionals exclusively.

The entire line of Wilson Aerflo Turf Rider wood clubs has been revised. Same sole plate and head model are used, but each of the wood clubs is now built with an insert face. The very popular Wilson Foremaster woods are continued in the line, but the price for the 1941 season has been reduced to \$10 retail.

A brand new wood club has been added to the Wilson line—the Fore Weight. This club is built

L. B. Icely

on an entirely new principle of weight placement in wood construction. A year of experimentation and tests proved that the new Wilson method of placing the weight immediately behind the impact surface of the clubhead is a distinct advantage and results in longer, straighter wood shots.

As a result of insistent demand, a new iron has been added to the Wilson

Top Notch line. It is distinguished by a lighter head and softer shaft. This new iron will be designated as the "Four Star" Top Notch.

Patty Berg, recent addition to the Wilson ad-

visory staff of men and women experts, has designed a complete line consisting of four woods and four irons, for women players. Irons will be priced at \$4, \$5, \$6.50, and \$9. Woods will be tagged at \$6, \$6.50, \$8, and \$10 retail. In other words, this new line is designed to cover the entire price range required by the professional shops. We understand, too, that the Helen Hicks line of women's clubs has been revised and revamped. In these two women's lines the makers claim the strongest women's line that has ever been offered to the professional trade for exclusive sale.

Wilson Sporting Goods Co. also announces an entirely new line of golf bags for the pro trade. This line will be called the Country Club line. In it are incorporated the very latest developments in design and construction plus some new, very desirable and very good looking leathers and fabrics.

Those few pros who have had a glimpse of this new bag line have been most enthusiastic about its possibilities.

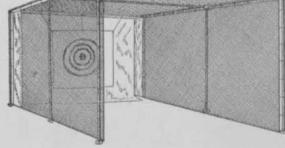
Finally the Wilson Sporting Goods executives claim to have touched a new pinnacle of achievement in their line of golf balls for 1941. The new 1941 Wilson "W" ball and its companion the Wilson "HH," are claimed to be the absolute ultimate in golf ball construction, from the standpoint of appearance and playing qualities. These new Wilson golf balls for the 1941 season will be ready for distribution in November, 1940. As was true last year, they are "player-fitted" balls. The Wilson "W" is for the vast majority of golfers. The Wilson "HH," with a higher compression, is for the extremely hard hitters.

## For that INDOOR GOLF SCHOOL

# Remember — EDERER is headquarters for GOLF PRACTICE NET EOUIPMENT

If your program the next few months, or any time in the future, includes indoor golf, get in touch with headquarters for practice net equipment. We have a complete supply of golf practice nets—in our special Edco quality; also canvas backs for nets, targets, and golf net frames.

We are prepared to furnish nets in any size or shape wanted. Nets from 18 ft. long, 9 ft. high and 9 ft. wide to nets measuring 20 ft. long, 10 ft. high and 12 ft. wide are in our regular stock, and all orders are filled and delivered promptly.



#### Other Highest Quality Sports Nets by Ederer

Complete line of **Invincible** tennis nets, tennis backstop nets, volley ball nets, badminton nets, etc., all of finest quality; in all standard sizes—in every price range.

Write today for illustrated catalog and price list.

R. J. EDERER CO. 548 N. Orleans St.

# TOBACCO POWDER FOR GREENS—FAIRWAYS

• Fertilize now for strong Spring growth. Easy to use. High nicotine content. Controls brown patch. Curbs destructive insects. 100 lbs., \$3.50, F. O. B. Louisville. Treats 4,000 sq. ft. Ton prices on request.

#### STERLING TOBACCO POWDER CO.

Incorporated
599 E. Caldwell Street

Louisville, Ky.



# SCORE CARDS

Four distinct forms in pleasing shades of Green and Brown

You'll be mighty proud of cards like these—and surprised, too, at their low cost. And here's another 'first' from head-quarters for golf and country club score cards: for clubs in the South—an appropriate front cover design with 'Southern atmosphere,' now available.

#### Score Cards Can Be Different

See our new Ultimo style card—printed in three different styles—at three economical prices. Four styles of one-color cards, of excellent quality, are priced \$20 to \$25 for 5,000. These are complete and of correct size.

Samples of cards will be mailed promptly on request. Simply fill out coupon below and mail.

JOHN H. VESTAL CO., Printers 703 S. LaSalle St., Chicago, Ill.

Gentlemen: Please send soon as possible samples and full information on score cards as described.

 Hillerich and Bradsby offers for 1941 to the protrade, 18 wood club models, from \$4.50 to \$12 a club, and 10 iron models, listed from \$3.50 to \$9.50 each. This great variety of clubs makes a model available in any price range, and also provides the variation in design, finish, etc., necessary to attract customers whose tastes in golf clubs demand such an array.

Foremost among the finer features of these new models are appearance and feel, which have been built into the clubs as a result of lots of work, study and experimentation. More durable materials and better workmanship than ever before were required to produce these sought-after results. Pros will profit, too, from the many sales that will be created through an extensive H. & B. 1941 advertising program.

Of the 18 Power-Bilt woods, five are "for the ladies," and of these, four are brand new in design. The men's models contain only two earry-overs from 1939—the model C94 and A40. Of the men's models the finish of no two is anywhere similar. They are equipped with 10 different shaft patterns.

Heading the list of 1941 Power-Bilt irons is the new stainless steel registered 9590SB. This model is especially interesting in that it incorporates one

of H. & B's, new exclusive features—the Sensitized grip. This grip is not different in that its shape varies from the ordinary, but it is different in that the danger of clubs slipping in the hands is obviated. The grip has a soft, but not mushy, feel; it's firm enough to eliminate any fear of that unwanted tortional action, but has enough 'give' so the player can hold on without any great effort.



John Rodgers

The 1941 irons are offered in both plain back and flange sole models, and with new sheaths of various shades and grains, together with different combinations of ring and adapter arrangements. There will be 7 shaft patterns used in the 1941 Power-Bilt irons.

The ladies will have four new models from which to select, these having been made as attractive as possible, and the variety of different shaft patterns is proportionate to those offered in the men's irons.

The Progress grip, the brain child of a Louisville man, has been scientifically and painstakingly shaped and constructed over a period of eight years and was not adopted by Hillerich & Bradsby until last spring, when the grip was finally developed into a mature, universally attractive and adaptable feature. The new Progress grip will be regularly furnished on the beautiful new K90 model and will also be available on any other Power-Bilt wood which retails at \$10 or more, with an additional charge of 50 cents to the pro, and \$1 to the retail price. The model K90, however, will retail at \$10 a club. Power-Bilt iron to be equipped with the Progress grip will be model 8690T. This flange sole iron will retail at \$7.75. Any other iron which retails at \$7.50 or more can be made up on spe-



Fourteenth annual sales meeting of the L. A. Young Golf Co. was held in Grand Rapids September 5-7. Those attending the sessions are shown in the photo above. In addition to the plant executives and salesmen, there were present L. A. Young, chairman of the board; Walter Hagen; W. J. Bates, West Coast jobber; C. B. Eberhardt, Florida jobber; C. J. Burke and Phil Farley, Canadian licensees. A golf tournament preceded two days of business sessions. The meeting closed with a banquet Saturday evening, Sept. 7. where Walter Ziumer of Detroit, advertising consul, ably presided as toastmaster. All the men returned to their respective territories filled with enthusiasm and thoroughly optimistic regarding prospects for 1941.

cial order with the Progress grip for the same charge as in the woods.

Three putters, the Bill Kaiser model, the No. 80, and No. 48 are also available with the Progress grip. There have been several new and unique putter models added to the H. & B. line for 1941, and these are now being shown by the salesmen on their fall trips; several more will be introduced in the spring, also.

Hillerich & Bradsby announces also a new im-

proved bag line for 1941, with models retailing from \$1.25 to \$35. H. & B. pro golf ball line includes the Power-Bilt Gold Flash, made in two compressions—3 to 3.5 for the siege gun hitters, and 3.51 to 4 for the good, hard hitters; the Power-Built Red Streak, a vulcanized duro-covered 50c ball, and the Power-Bilt Blue Flash at 35c.

In the golf accessory line, H. & B. offers a complete selection of gloves in right and left hand and men's and women's models; and wide variety

#### These 10 Country Club Cartoons



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RUBBER MATTING

Installed in many clubs this past Summer, "Country Club" Matting has proved superior for locker rooms, shower rooms, tap rooms, golf shops and other floor surfaces that must endure hard usage. Made 36" and 48" wide. Send for descriptive folder.

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Fairways and greens
come in with extra
beauty and healthy
growth when you
feed them

VIGORO

IN THE FALL
ASK YOUR VIGORO SALESMAN
OR WRITE
SWIFT & CO., CHICAGO

of head covers and leather grips. Hillerich & Bradsby 1941 sportswear line includes jackets in three price ranges, and rain suits in four differently priced models. All come in small, medium and large sizes.

L. A. Young Golf Company's plans for 1941 include the introduction of almost a complete new line of woods and irons, with irons ranging from \$1.95

to \$8.50 each, and woods from \$2.95 to \$15. There will be four numbers in woods and two numbers in irons that will be sold to professionals only. All the new models, styling and technical changes have been personally supervised by Walter Hagen.

One of the outstanding features of the 1941 line is the new liquid center golf ball with tough vulcanized cover, made to retail at 50c. This will be



E. E. Chapman

a running mate to the Walter Hagen Coreless ball, which, as in the past, will retail at 75c each.

The Acushnet Process Sales Company has another very attractive Christmas gift package this year, in the form of a solid Revere copper ash bowl with a cork pipe tapper! This is filled with one dozen Titleists for expert use, or Titleist Professionals or

Bedfords, each of which may be marked with the player's name. The package is wrapped in Christmas cellophane and festively tied with gay red ribbon.

To help the pro sell this really outstanding gift, Acushnet is supplying mailing material and display material for his shop. The Acushnet salesmen are already in the field with samples, and from the reports already in, the gift package is receiving wide ac-



F. W. Bommer

claim. Every pro who has seen it to date is quick to sense the fact that the gift will appeal not only to members but to their wives as well. The price set-up, too, is particularly attractive from the pro's point-of-view.

Burke has been working for some time to produce golf clubs with a sufficient variety of playing characteristics so that practically every golfer could purchase stock clubs actually designed for his own particular style of play. It wasn't so very long ago that when a golfer bought a set of golf clubs, it was then up to him, if he could, to change his type of swing to get the best out of what was built in the clubs. That's a thing of the past now, as far as Burke is concerned. The golfer does not have to

learn how to use clubs not built for his type or style of play. All he need do is go to a competent professional and buy clubs which have been designed for his particular game.

To accomplish this, in woods for example, Burke has available three beautiful head models, each of which is available in five different shaft patterns—



R. H. Crandall

four True Temper Step-Down and one Heddon. The same variety is available in irons except that the company is using in the top grade lines only the new Punchiron design of head which has made such a tremendous hit since it was introduced last spring. The Burke pro advisory staff—Billy Burke, Willie Klein and Ted Luther—did a swell job in designing Burke's 1941 club lines.

In the bag line, most of the oval numbers in Burke's 1940 line are being retained unchanged for 1941. The chief point of interest, however, is the return of the round bag. Burke began to have a considerable number of calls for round bags early last summer, so six of them, four leather and two fabric, appear in the 1941 line.

The pro-only Burke Hyspeed ball for 1941 is the same in name only. The compression of the ball has been stepped up some, but its most outstanding characteristic is its unmatched uniformity, according to the company. The new ball package is also outstanding in its eye appeal.

This handsome gift box is Spalding's 1940 creation for the Christmas season. More commonly known as the "5-in-1" box, it holds a dozen balls, is made of rich, brown leatherette decorated in gold:



contains 4 individual holiday wrapped boxes of 3 balls each—with decorative cards for greeting; can be used as one gift of entire dozen or the four boxes of three balls each can be used as four The Blending of the

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The Lytton Building is an all-around 'good building to be in.' It's at the 'Hub' of the better business locations in Chicago's loop. Rents are reasonable, suites are arranged to your liking, there's every transportation facility, and you'll not find a better maintained building anywhere. May we tell you what we can do for you?

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C. K. BRADLEY, Public Relations Assistant

separate gifts. A similarly styled box is also available containing one-half dozen balls.

A Scotty box—a novel combination of one dozen Spalding balls in a Scotch plaid box with 2 dozen tees attached inside lid has also been prepared. Both style boxes have been available since October 1st.

Durable Mat Co., 778 Brook St., Akron, Ohio, points out the fact that a lot depends on the surface underfoot when a golfer attempts to drive the ball—that rough, hard, or slippery ground can seriously cramp a player's style. However, the company's product, Durable golf mats, made of resilient, rub-

berized fabric strips woven on spring steel wire, will provide firm footing and smooth follow-through at all times, thus eliminating the difficulties described above.

The company reports that players find that Durable mats improve their game, since they prevent slipping... wet or dry... and the drive is farther and truer. These mats always lie flat, will not creep or crawl, and do not "grab"



the club should it touch the surface in driving. This prevents broken shafts and wear on the club tips. Spacers woven into the fields make it easy to insert tees into the mats.

From the maintenance standpoint, Durable mats eliminate trouble and upkeep expense. There is no problem of uneven grass or bare spots which sometimes cannot be avoided on turf tees. The mats are reversible, providing four different driving tees practical for both wood and iron club use by right or left-handed players.

Course managers report that Durables speed up play on tees that become hard or baked in hot weather . . . or muddy and slippery after a rain. The strips of laminated rubberized fabric woven on rust-resisting spring wire insure maximum wearing economy. Professionals find Durables helpful in giving lessons, partly because the firm yet resilient material prevents slipping . . , thus perfecting the stance.

For permanent installation, these mats are placed in a wooden frame with a flooring or grating of two-by-fours laid edgewise about one inch apart. This inexpensive installation takes care of tee main-

## BENT GRASS BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

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

tenance for years. Standard size Durable mats are five feet square and one inch thick. Special sizes are made to order for outdoor or indoor use, in any style desired. Further details will be supplied gladly by the manufacturers.

Precision Lawn Mower Grinder Co., 6341 S. Fernando Rd., Glendale, Calif., has recently added to its line a new combination bed knife and disk grinder. With the new grinder, bed knives can be quickly and accurately ground, from one end to



the other, to their original keen cutting edge. The disk on the side of the grinder offers a quick and accurate method of grinding hedge shears, trimmer knives and many other types of cutting equipment, always insuring straight, keen cutting edge.

The new Precision grinder was developed primarily for the many golf course, park department and lawn mower shops who have other types of grinders and who desire some quick, accurate method of sharpening bed knives of mowers. The whole process is very quick and simple; the bed knife is removed from the cutting unit and both the edge and cutting face of the knife is accurately ground in a few minutes. Complete details will be supplied upon request to the company.

R. J. Ederer Co., 548 N. Orleans St., Chicago, reports that the buying inquiries already received this fall indicate that the coming winter season is going to be a banner one for indoor golf instruction. The rapid increase in school golf instruction, and the fact that more and more pros are each fall and winter turning to golf instruction indoors, is establishing a considerable volume of golf practice net and practice net equipment sales. The Ederer company has nets in all regular sizes and shapes, but can also furnish nets in any size wanted. Ederer golf net equipment includes targets, and net frames.

Other sports nets available from Ederer include tennis nets, volley ball nets, and badminton nets in all standard sizes, and at every price range. An illustrated catalog is available upon request to the company.

The Moto Mower Co., 4600 Woodward Ave., Detroit, maker of the Springfield Lawn Sweeper, announces that its sweeper is excellent for control of crab grass and other weed pests. Crab grass

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From east, west, north and south, people come to Hot Springs for HEALTH and RE-CREATION! The opportunities afforded by this Government owned and supervised spa for invigorating exercise, rejuvenating thermal baths, rest and pleasure, have given thousands release from daily drudgery and care, as well as from pain and illness, opening the way to new life, new health and happiness!

Your stay at Hot Springs will be more enjoyable if you stop at the Majestic. Beautifully furnished 2, 3 and 4 room apartments and single rooms with or without bath. A splendid dining room featuring the really fine cooking of the South at moderate prices. Room rates are low—from \$1.50.



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WRITE for prices and full particulars.

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 NO BARE SPOTS
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Better, cheaper source of the phosphorus which grass and flowers need. Apply Fall, anytime. RUHM PHOSPHATE & CHEMICAL CO.

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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 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,
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seeds are very light and easily collected by the Springfield sweeper, and collecting the seeds early in the spring and again late in the fall, will do the control trick. Dandelion blows are also easily collected the "Springfield Way."

Around golf clubs, especially in spring and fall, the sweeper serves the additional purpose of sweeping up leaves, twigs and drift on the clubhouse lawns, greens and approaches.

The Springfield Sweeper operates with a soft, easy, whirling, sweeping movement which cannot injure the turf. Brushes are made of tough, durable Bassine fibre and can be easily replaced when necessary. Complete information on the Springfield Sweeper may be had upon request to the company.

In a jovial ceremony this past summer attended by local businessmen, suppliers and representatives of the Royer Foundry & Machine Co., Kingston, Pa., the 3,000th Royer compost mixer came off the assembly line.

This Royer, a model "NCB-4," is one of 12 electric, gasoline and belt-to-tractor driven models widely used by growers, gardeners and greenkeepers to shred, mix and aerate compost, sod, manure and dried sewage sludge. These machines shred fertilizing materials to pea size, removing sticks, stones and trash. Too, they mix-in enrichening chemicals, sand and other materials,

An improved and greatly expanded line of power sprayers for fairway and grounds is offered by The Hardie Mfg. Co. in its 1941 line. New Hardie roller-bearing, streamlined sprayers in a wide range of sizes and models, equipped with specialized spray guns and booms, will constitute efficient defense equipment against brown patch, weeds and the insect pests and parasites which infest trees and shrubs. The Hardie Tractor Trailer golf sprayer for use with a golf tractor will be a popular number. Large rubber-tired wheels protect the turf.

The Kemp Manufacturing Company's 1941 line of power soil shredders, designed for even greater durability and more efficient operation, features many new improvements. There are no expensive parts on the Kemp to wear out, which naturally makes for greater durability, and economy in operation. The sole wearing parts are the teeth, which cost only \$1.80 a full set for the No. 1 model, and which will last for a good many years with proper care.

For most requirements, the No. 1 model Kemp shredder, with sieve attachment, is the popular outfit for golf courses. This outfit shreds, mixes, aerates and sifts any kind of soil, sod, compost, etc., either wet, dry or stony, to the desired texture in one operation. It leaves a perfect topdressing ready for use, free of all stones, sticks and trash that mar greens and dull mowers. Complete information and literature will be supplied upon request to the company, 1919 Peach St., Erie, Pa.

Perfection Sprinkler Co., Plymouth, Mich., reports it will have a new short arm guaranteed positive slow turning sprinkler for 1941 which it claims is in a class by itself for simplicity and fool-proof construction. A. S. Lyndon, general manager, says that he came onto this new idea while experimenting with another sprinkler that looked good until this one was developed and tested.

The mechanism that drives the main nozzle around slowly, consists of a driving head mounted above the main bearing. On one of the arms of this driving head is mounted an oscillating "hammer" which automatically comes into position for striking a post on the main sprinkler arm, the impact of the "hammer" with each rotation imparting a slow, step by step, turning motion. For the driving mechanism there is only one moving part—the eccentric hammer which is a special, very hard alloy casting, mounted on a hard rustless steel shaft.

The elog proof construction for the driving nozzle is insurance against the possibility of the sprinkler being elogged and the rotation stopped, resulting in flooding or washing. Even distribution over the entire sprinkled area is accomplished with a special shaped main nozzle,

The Fate-Root-Heath Co., Plymouth, Ohio, reports its new Peerless Blade Grinder, introduced this past summer, has enjoyed a good first year and has been enthusiastically endorsed by many leading greensmen. The new grinder is designed for fast and accurate grinding of all types of mower straight blades—either hand or power units—up to 36 inches. Setups for grinding all types and sizes of straight bindes are made quickly and easily through specially designed attachments.

Where power mowers are dismantled and overhauled, the Peerless Blade Grinder can be used for not only grinding the straight blades, but also the



reel knives. Special attachments are furnished with each machine in which the reels can be placed and sharpened quickly and accurately. The grinder is very compact and can be located on a work bench. or if preferred, a floor stand can be furnished. Detailed bulletin on the new grinder will be sent upon request to the manufacturer.

The Pomona Pump Co., Pomona, California, announces the complete redesign of its line of 6-inch medium capacity vertical turbine pumps. As a result of improved engineering practice, particularly in the newly designed impellers and seats, the manufacturer states that the new models afford higher efficiency and better performance, resulting in lower cost for the user.

For a desired capacity of 100 G.P.M. against 110 ft. lift in a well and 50 lbs. pressure above, a 7½ H.P. motor is required, as against a 10 H.P. motor with the old model. The efficiency of this particular size pump for this head capacity has

been increased 5½ points, the number of stages has been reduced one-fourth and finally, the initial cost of the entire unit has been lowered 20 per cent.

Pomona makes every type and size of vertical pump, from the small domestic pump delivering only a few gallons per hour to the large Niagara type, delivering 100,000 gallons per minute or more. The manufacturer will be pleased to furnish copies of explanatory literature upon request. Write for Bulletin 26,

The Util-A-Tool introduced by Templeton, Kenly & Co., 1020 S. Central Ave. Chicago, is a versatile maintenance tool and handy to have around greens maintenance equipment barns. This unique tool consists of nine pieces of equipment used in various combinations to perform various jobs. The tool pushes, pulls, spreads; bends conduit, pipe and



structural steel members; straightens bent bodies, axles, etc.; stretches wires and fencing; pulls plate face and spoked wheels, gears and pulleys; loosens stumps, roots and other stuck or frozen objects.

In addition, the Util-A-Tool can be used as an emergency hoist to lift out engines, etc., and as a regular 10-ton screw jack.

Each of the nine component parts can also be used separately to perform dozens of jobs. The Util-A-Tool comes in a neat metal carrying case with lock and key. Literature giving further details is available.

Hamilton Rubber Mfg. Co., 104 Mead St., Trenton, N. J., reports a most successful first year for its new Country Club flat-top corrugated rubber matting. The new Country Club matting is being highly praised wherever it has been installed, and the company has received many testimonials on its wearing qualities. Typical of many letters is the following: "The Country Club matting was placed where it would get the hardest possible use—in the main part of our clubhouse, where nearly every player must walk, but we have yet to find any punctures from the spike shoes or other wear. This is a very good test because ours is a public course and the traffic is heavy, and the players are indifferent about any damage they might do."

CADDIE BADGES—We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, III. This new rubber matting is built to an exceedingly high standard of quality—it's fabricated like an
automobile tire with heavy ply of strong fabrie
which reinforces the top layer of tough, wear and
abrasion-resisting, corrugated rubber. Around the
pro-shop, where spiked shoes give the flooring a
terrific beating, the new rubber flooring is ideal;
around the pool and locker and shower rooms, 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. Descriptive literature and a sample of Country Club matting will be
sent upon request.

Narragansett Products Corp., East Greenwich, R. I., reports a most successful season for its Carpenter Mower Grinder, and anticipates another big year in 1941. Users of the Carpenter grinder, judging by reports received, are enthusiastic over its performance; they like the way the grinder grinds perfectly their every mower unit—quickly and economically. Complete details on this grinder may be obtained by writing the manufacturers.

Worthington Mower Co., Stroudsburg, Pa., announces the recent appointment of D. R. Niederlander as its St. Louis distributor. Niederlander, whose address is 9 Parkland Place, St. Louis, will handle Worthington sales and service in St. Louis and adjacent area.

#### WANT ADS: Rates, 10c Per Word - Minimum, \$2.50

Pro Seeks Winter Course Job—Qualified teacher, now employed. 16 years at present club. Will go anywhere. Age 45; married. References furnished. A-1 rating. Address: Ad 1003, % Golfdom, Chicago.

Pre-Greenkeeper—18 years' experience. Would like change for 1941. Wide experience country clubs, resort courses, daily fee. Would like to operate on percentage or lease with option to buy. Address: Ad 100, % Golfdom, Chicago.

Will Sell Four Indoor Spalding Golf Nets in A-1 condition for \$30 each, or all four for \$75. Original cost was \$90 each. Write: V. Mapes, Falls Church. Virginia.

Position Wanted—as Pro, Pro-Greenkeeper or Pro and Wife as cateress at club. Have 25 years' experience at the game. Also construction work. Excellent teacher of the game. Age 50; naturalized American. Can supply best of references as to character and ability. Sober. 30 years as Pro. Debt free. Will go anywhere. Address: Ad 1001, % Golfdom, Chicago.

Professional and Greenkeeper—exceptional instructor, expert greenkeeping, business-like management, courteous and reliable. Will consider full management of small active club, or any combination. Address: Ad 1002, % Golfdom, Chicago.

Wanted to Lease—Golf course, with or without equipment, for 1941, by competent and responsible operator. Prefer course east of Mississippi river, but will consider right proposition anywhere. Describe course fully in first letter. Address: Ad 1000, % Golfdom, Chicago.

Pro-Greenkeeper—situated at present at one of Chicago's most prominent daily-fee courses, desires change for '41. Best references, Married, Age 28. Ten years' experience. Address: Ad 1005, % Golfdom, Chicago.

Wanted—to lease or buy, nine hole golf course. Send complete information in first letter. Address: Ad 1007, % Golfdom, Chicago.

For Sale—Beautiful 9-hole golf course in Central Wisconsin. Ample play. Successfully operated during past 6 years, Great bargain. For particulars write to E Z, Ad 1009, % Golfdom, Chicago.

#### CLUB OFFICIALS -

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

Young Professional—desires job as pro or assistant pro this winter. Married, pleasing personality, Member of the P.G.A. Excellent results in teaching and building up club membership. Available after October 15. Modest salary. Address: Ad 1006, % Golfdom, Chicago.

For Sale—A bargain and money-maker, one of the best 18-hole golf courses in the mid-west. Best opportunity that could be offered for a pro-manager or manager. Course, equipment and clubhouse complete and going. Write at once: Ad 1004, % Golfdam, Chicago.

Assistant Pro, 22, five years' experience, Good golfer and teacher, some knowledge of greenkeeping. A-1 reference; would like professional position anywhere. Address: Ad 1010, % Golfdom, Chicago.

Ohio Golf Course Operator—desires connection on Florida Links during winter months. 28; married. References. Compensation secondary. Address: Ad 1008. % Golfdom, Chicago.

Professional—seeks winter position at club in dry climate, to benefit wife's health. Pro at Streator and Kankakee Country Clubs 17 years; still employed at latter club. Excellent teacher and club repair man. Pleasing personality. Age 38, no children. Best recommendations. Address: Harry Nelson. 1197 S. Washington, Kankakee, Ill.

Wanted—With club that is still progressive and constructive, position as manager or professional, or in any capacity in which I may help promote and stimulate more golf activities at your club and share in earnings. Daily fee or semi-public preferred. Will consider lease with option to buy. 20 years' golf and hotel experience. Address: Ad A-651, % Golfdom, Chicago.

Wanted—To lease or operate on percentage basis, daily fee golf course or private club considering operating on fee basis. Midwest or Chicago district preferred. Give name, address and location. Address: Ad R-600, % Golfdom, Chicago.

### JANSSEN GRAYBAR HOFBRAU

Lexington Ave. at 44th St.

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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.

Janssen wants to see you!