

A major program of plant expansion to care for anticipated increases in sales volume during 1941, has been announced by Fred Pabst, chairman, **Pabst Brewing Co.** Production capacity must be enlarged.

More Pabst Blue Ribbon beer and ale were sold during 1940 than during any previous year



FRED
PABST

in the company's 96-year history. This record was established with the aid of three consecutive record-breaking months during the last quarter of 1940.

The electric eye has made its appearance in golf as a controlling feature of Master Eye Golf, a new practice device made by the **Fairway Co., Inc.**, 47 Second St., San Francisco, Calif.

On a view of a hole projected at the end of the Master Eye device away from the tee, position of the ball as it would be on the fairway is shown. This ingenious feature shows whether the ball hit has been hooked, sliced or straight, and how far it was hit. There also is a yardage indicator dial, and a fairway replica scoring diagram on the wall alongside the player, for showing results of the shot.

The device is operated on a coin box basis. After

the coin is dropped a time control begins operating. The electric eye and recording mechanism is in operation for the period covered by the coin payment.

Master Eye is said to be bringing excellent returns at installations now made on the Pacific Coast.

"Red" O'Dea, former Midwest golf pro, has been appointed representative for U. S. golf balls in the Chicago District. Along with Keith Muller, well-known U. S. representative, he will cover some of the metropolitan area of Chicago and adjacent territory.

In addition to his duties as a pro in the summer months, O'Dea has traveled as representative for a general line of sporting goods. As a result of this combined activity, he is well equipped to sell the compete line of U. S. balls. "Red" replaces Verne Nash who resigned recently to go into another line of work.

Masters Planter Co., 4025 W. Lake St., Chicago, Ill., has a product, **Handi-Cart**, which should find countless uses around a golf course. The new **Handi-Cart** may well prove to be the successor to the wheelbarrow. There is no shoveling or stooping to load up the **Handi-Cart**. The operator just tips it down and rakes grass-cuttings, leaves, trash, earth, sand, etc., right into the cart—then tips it back and he has a full load. Similarly, to load heavy stones, bricks, cement blocks, etc., all he has to do is tip the front down, with no lifting at all.

Handi-Cart is made with sturdily supported sheet metal body; solid steel axle; 10 inch disc wheels; rubber tires. It is made in two sizes, of two and three cubic feet capacity, and is most inexpensively priced. Full details may be obtained by writing direct to the company.

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

Excellent Pro, Expert Greenkeeper, and Efficient Business-manager wants a connection for 1941. Available March 1. Courteous and Reliable. Best of references. Address: Ad 203, % *Golfdom, Chicago.*

Help Wanted—Pro, and wife as cateress. 9-hole private course, 150 members. Cabins for living quarters. Address: Secretary, Rock River Country Club, Sterling, Illinois.

Manager or Steward—Wishes position city or country club. Over 30 years' experience in the best clubs and hotels. Economical operator, best of references as to character and ability. Address: Ad 202, % *Golfdom, Chicago.*

Experienced manager desires connection with a golf club—have also had years of experience catering and restaurant management. Enjoy good health—industrious. Best of references. Address: Ad 201, % *Golfdom, Chicago.*

Greenkeeper—18 years' experience. Ten years at one club. Know bent grass; can furnish good reference. Will go any place. Address: Ad 206, % *Golfdom, Chicago.*

Caddie Master and Assistant Pro—27, very capable with caddies. Good personality, no teaching, but excellent salesman. Also experienced club maker. References. Address: Ad 207, % *Golfdom, Chicago.*

CLUB OFFICIALS—

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

Greenkeeper with over 22 years' thorough experience—all phases of first-class construction and maintenance, wants year-round position with modern club. Reasonable salary. Highest references. Address: Ad 204, % *Golfdom, Chicago.*

Help Wanted—Moderate sized New York state country club desires married couple to operate clubhouse on concession basis. Man who also could serve as pro would be especially desired. Please outline qualifications and experience in first letter. Details of the club's operation will be sent you on request. Address: Ad 205, % *Golfdom, Chicago.*

Greenkeeper—Desires position; 17 years' experience. Understands all phases of turf culture, including fairway irrigation, construction, disease treatments. College trained. Married. Age 35. Address, Ad 200, % *Golfdom, Chicago.*

Ed Vines, Assistant Professional under Alex Baxter at Kenwood Country Club, Cincinnati, Ohio, desires club of his own. Two years' experience in teaching, selling, managing, etc. Competent, reliable; highest references furnished. Age 24. Will go anywhere for personal interview. Address: Ed Vines, Kenwood C. C., Cincinnati, Ohio.