



ASSURE YOUR BUDGET  
OF A

HAPPY  
NEW YEAR

WITH

## SUPER MINERALITE

And you in turn will be assured of beautiful, healthy, brownpatch-free greens.

### REMEMBER:

1. Super Mineralite costs less than 7c per ounce.
2. 1 1/3 ounces per 1,000 square feet, applied at regular intervals, prevents serious, turf-destroying attacks of brownpatch.
3. 2 ounces to 4 ounces per 1,000 square feet immediately checks serious, active attacks.
4. No burning or corrosive dangers. No watering-in required.

A Good New Year's Resolution  
"SUPER MINERALITE"

Ask your dealer—Or write us.

AGRICULTURAL INSECTICIDE CO., Inc.  
BELLE GLADE, FLORIDA

## Time — Money — Effort —SAVE ON ALL THREE!

Reduce your sales effort—but increase your sales. Sounds strange, you say? But not if you're located in the Lytton Building—the golf trade buying headquarters of the world. You'll then 'cash in' on the drawing power of the golf companies, golf publishers, and the golf associations located in this building.

### Your Chicago Office Should Be Here!

More pros, by a wide margin, pass through the entrance of the Lytton Building than at any other address. YOU should take advantage of the consequent greater business that 'being in' the Lytton Building gives you. Rents are reasonable, suites are conveniently arranged, and there's not a better maintained building anywhere.

## THE LYTTON BUILDING

*Golf's Most Famous Address*

14 E. Jackson Blvd.

Chicago

So Glynn was given the assignment of working with Los Angeles district pros in this effort to develop greater pro income from women.

Harold Peterson, MacGregor's LA representative, contacted the pros in that territory and booked Glynn for sessions at various clubs. Prior to appearing before the women's group Glynn spends time with the home club pro getting the close-up on the pro's problem and methods and works his demonstration in close coordination with the pro's policies and aim.

Invitation cards on which the home club pro's name, club and time of the demonstration are printed, are supplied to each pro to mail to his women members.

One of the features of the demonstration is supplying to each woman a prescription blank covering major points of the pupil's swing and shot results. The blank is filled in by the home club pro after he and Glynn give the woman pupil a professional examination.

Glynn gives no private lessons. The fundamental theme of the whole campaign is to discreetly and subtly endorse the home club pro's professional standing by the visit of the pro who is collaborating in the research to increase the mutual profit of pro woman-member business relations.

## USGA Clarifies Iron Club Face Marking Limits

THE USGA has adopted manufacturing specifications for markings on iron clubs which clarify the present general rule providing that "club faces shall not bear any lines, dots, or other markings with sharp or rough edges made for the obvious purpose of putting a cut on the ball."

The specifications will become effective Jan. 1, 1942. However, the members of the National Association of Golf Club Manufacturers have agreed that all iron clubs manufactured on and after Jan. 1, 1941 will comply with the specifications in their entirety.

The USGA has not changed its general rule governing clubs which may be used in competitions conducted under its rules. The specifications are simply an application of that rule.

The USGA says the specifications were adopted by it because:

Col. J. Hamilton Gillespie, first mayor of Sarasota, Fla., and resident mgr. of a Scotch syndicate which established a colony at Sarasota in December 1885, is said to have laid out a 9-hole course in the town shortly after his arrival there. Col. Gillespie later assisted in establishing courses at Belleair, Winter Park, Kissimmee, Jacksonville and Tampa, Fla.

"1. In recent years the Association's attention has been called to several iron clubs which did not conform to the spirit of the general rule;

"2. Manufacturers and players found the general rule difficult to interpret and desired specific information as to the limits of the general rule;

"3. The USGA desires to insure as far as possible that competitors in its championships shall play with clubs conforming to rule, and that such championships shall be won by the skill of the individuals rather than by an advantage gained through their equipment."

The USGA believes that the specifications will not result in any financial hardship on the golf public, as they will not apply until after January 1, 1942 to competitions under USGA auspices. In recent years approximately 70% of the clubs which have come to the notice of the USGA's technical staff conformed to the old rule.

The new specifications are technical and very detailed and are intended only for the guidance of makers of iron clubs. However, the individual player may determine for himself, with the use of a scale graduated in 32nds of an inch and perhaps a small magnifying glass, whether his clubs are apt to be within the limits of the specifications. For example, a club with grooves probably conforms with the specifications if (1) each groove is not wider than approximately  $1/32$  inch and (2) the distance between grooves is not less than three times the width of the groove. Thus, one groove and the flat surface between the grooves should, when added together, measure approximately  $1/8$  inch.

Iron clubs with punch-marks meet the requirements if the markings do not exceed a slight amount over  $1/16$  inch. The maximum number of punch-marks permitted depends entirely on the diameter of the impression. The smaller the punch-mark the larger the number of impressions which are permitted. Some manufacturers meet the requirements of the specifications without using the above described designs.

## Kaddie Kart

PATENTS APPLIED FOR



RENT  
IT TO  
YOUR  
PLAYERS  
FOR  
25¢

### EXAMPLES OF PROFIT

**CLUB A.** Installed six Karts on August 30. Its receipts were \$40.90 in the first thirty days. This is \$6.65 per Kart for thirty days.

**CLUB B.** A nine hole course in 22 weeks of operation, 20 Karts took in \$474.90 or \$23.75 per Kart.

**CLUB C.** Installed eighteen Karts. In four months took in \$288.00 or \$16.00 per Kart.

### PREPARE NOW FOR 1941

We are prepared to sell or lease Kaddie Kart to your club. Write for details of how you can provide your club with this modern equipment on terms to suit you. You can pay out of your profits.

FOR LEASE OR SALE  
ON TERMS TO SUIT YOU

DIRECT FROM FACTORY

**KADDIE KART CO.**  
**105 N. CLARK STREET**  
**CHICAGO, ILL. U. S. A.**