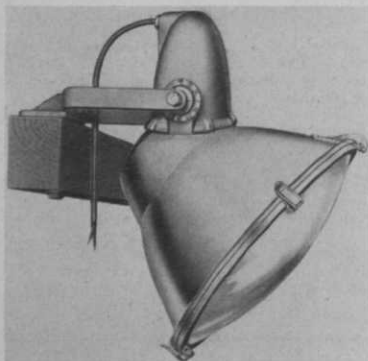


WHAT'S NEW

The Revere Electric Mfg. Co., 2949 N. Paulina, Chicago, specialists in outdoor lighting for many years, has recognized the growing demand for modern, efficient night sports lighting, and to meet this demand offers a complete line of engineered lighting equipment designed to lengthen the hours of sporting activity. The accompanying photo shows one of



Revere's "4200" Series floodlights, designed for driving ranges, stadiums and other playfields. The reflector is made of Alzak aluminum, which possesses highest reflecting characteristics. The entire unit is absolutely weather tight.

All-Steel Equipment Co., Aurora, Ill., locker manufacturer, recently moved into its new offices. Illuminating and air-conditioning work done in the new establishment is said to make it outstanding in office design.

Pro visitors to the golf center on Park Place, New York City, will be greeted after January 15th by a prominent second floor window at number 22, marking the new address and much larger quarters of the North British Rubber Import Co. of America, Inc., Graham Johnston, vice-president and manager.

North British, besides golf balls and other rubber products, handle the line of George Nicolls irons, the Pelwear, Nicholson and Leyland golf jackets, and other pro-shop merchandise.

A. H. Tull, golf architect, formerly associated with Arthur D. Peterson, Inc., is now located at 14 Bancroft Parkway, Wilmington, Delaware.

U. S. Rubber Co. advises that an item in October GOLFDOM's "What's New" section referred to one of the balls in the U. S. line as the "U. S. Royal." The sentence in question should have read—"The U. S. Fairway (Geer patent cover)—for the golfer who wants the most in golf ball economy."

The Murdock Mfg. & Supply Co., Cincinnati, Ohio, originators of the first outdoor water service devices in 1853, in describing their full line of "Genuine Murdock" outdoor hydrants, street washers (lawn hydrants) and drinking fountains for installation on golf courses, point out the following features of Murdock fixtures: Murdock devices are made of the best grades of heavy grey iron, and 85% red brass castings; all parts are built to standardized dimensions so they readily interchange, are carefully machined to gauge, and all parts are tested prior to assembly in the fixture to 150 lbs. hydraulic pressure, with the completed device being given a final test to insure delivery of as nearly perfect an operating fixture as possible. These features, the makers say, are the underlying qualities that the words "Genuine Murdock" signify to the trade.

The Murdock Outdoor Bubblefont is the fountain the company recommends for golf course use, and this is the fountain in popular use today at many of the nation's courses. The Outdoor Bubblefont can be installed anywhere on the course, and if the valve and working parts are placed below the lowest possible freezing point, it need never again be touched except to be periodically re-washed and the bubble stream occasionally adjusted to insure a comfortable drink to the user. These are all metal fountains of bronze, brass, iron and steel, designed to resist public abuse to the utmost and once installed should give many years of continuous service at a minimum of maintenance expense.

Another popular Murdock fixture is the "Lock-Lid" street washer or lawn hydrant which was designed at the request of park officials to effec-



Again Joe Roseman, with his 37 years of golf course maintenance experience, comes along with a new design to go along with the latest Ford (Ferguson system) tractor. An outstanding feature of the tractor is a patent (applied for) hydraulic lift that raises mower ten inches from the ground simply by moving control handle. This enables operator to go over curbstones, and travel 1 to 25 miles an hour in reaching cutting objectives. Note, too, the "knee-action" of the front wheels.

tively prevent tampering with unattended fixtures. The 'lock' is of simple but sturdy construction integral with the fixture, and is opened and closed by the same 'key' that operates the fixture. Designed to afford easy access to the maintenance or service man, it will at the same time resist entrance of the vandal with the tools he usually carries, thus preventing him from turning on the water, allowing it to waste a considerable amount of water, and also doing damage to the working parts.

The Murdock 'Lock-Lid' lawn hydrant is set in the sod, paving or other surfacing flush with the top, and is practically concealed and out of the way when the lid is closed. This 'Lock-Lid' hydrant and the Outdoor Bubblefont represent, the makers feel, the best fixtures of their types in the field today, and these will be pushed in 1941 advertisements in GOLFDOM. Catalog and complete data on Murdock fixtures will be gladly supplied upon request to the company.

Edwin L. Morris, vice-president in charge of sales promotion for the Pabst Brewing Co., has been appointed vice-president in charge of advertising and



Wolfe (L) and Morris look over advance proofs of two forthcoming Pabst advertisements.

sales promotion, according to a recent announcement by Harris Perlstein, president.

Clifford H. Wolfe, formerly assistant advertising manager of Swift & Co., has joined the Pabst organization to assist Morris in his advertising activities.

Penfold has again lined up its own sales force following a year's trial with a sales agency. The move is intended to increase the personal relationship between professionals and the Penfold office where the coffee is always on the fire. Large shipments of Penfold balls have already been made to all territories.

The Penfold 1941 setup is as follows: George Braid, Midwestern sales manager; Robert J. Van Stone, branch manager at Cleveland; John Stevens, Eastern sales manager; Stan Kazmark, Southern sales manager; and R. C. King, branch manager of the Seattle office.

Representatives and their territories are: "Col."

FOR YOU AND ALL
AMERICA

HOT SPRINGS

NATIONAL PARK • ARKANSAS

Government owned & Supervised

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.

For Pictorial Booklets
Write FRANK W. BYRNES
Manager



HOTEL
MAJESTIC
APARTMENTS AND BATHS

Direction
Southwest Hotels Inc.

MRS. H. GRADY MANNING, Chairman
R. E. McEACHIN, Gen'l Mgr.

GRASS SEED
of
"Known Quality"

Write for Our New Prices

Stump & Walter Co.

SPECIALISTS IN GOLF GRASS SEEDS,
FERTILIZERS AND EQUIPMENT

132-138 Church St. (Cor. Warren St.) New York

IMPROVE
GREENS and FAIRWAYS
AT LESS COST

with

RUHM'S PHOSPHATE

insures

- SPRINGY TURF
- NO BARE SPOTS
- LONGER ROOTS
- DENSE GRASS
- RESISTANCE TO DROUGHT AND DISEASE

WRITE
for prices
and full
particulars.

Better, cheaper source of the phosphorus which grass and flowers need. Pays to apply early.

RUHM PHOSPHATE & CHEMICAL CO.
MT. PLEASANT, TENN.

**R. H. Tractor
Wheel SPUDS**

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



E. F. House, metropolitan New York; Jack O'Connor, Philadelphia district; R. B. Nickerson, New England section; E. J. Hayes and Ray Graves, Midwest section; Bryan Winter, Southwestern section; Stan Thompson and Carl Kopplin, Southern Calif.; R. C. King and E. R. Fredericks, Northwest section.

Kaddie Kart Mfg. Co., 105 N. Clark St., Chicago, reports over 100 California golf courses have installed Kaddie Karts since Labor Day. Fleets of 20 to 50 of these bag carriers to a course are in constant demand.

Biggest resistance that representatives of Kaddie Kart meet when selling the product to golf courses is the fear that introduction of the carriers will reduce the demand for caddies, putting some of the boys out of work. Actually, it is stated, the carts put no boys on the sidelines, since it is found that the golfers who use Kaddie Karts are the ones who never employ a caddie. And after a fleet is available for a short while at a course, many golfers who habitually hire a caddie also rent a cart to make the boy's work easier and permit him to perform his caddy duties more efficiently.

The company also points out that the national defense program is going to mean smaller and younger caddies as the older boys drift into service or factories. Easing the young lads' burdens with Kaddie Kart will solve a problem likely to arise before long.

Acushnet Process Sales Co. after making "wholesome increases" in 1940 golf ball sales on its 1939 sales figures, looks at 1941 in confidence it'll continue its highly satisfactory progress with its pro-only policy and its comprehensive line.

The Titleist for professional use, which has proved so popular ever since its introduction last spring, will again be offered as the leader in the high-compression construction bracket. The Titleist for expert use, the Bedford, the Green Ray and the Pinnacle for 1941 will carry on the Acushnet tradition for uniformly fine performance in their own price classifications. The Club Special is held in the line to meet the demand for a really good 25c ball.

Greatly expanded manufacturing facilities, which it is expected will be in operation for the opening of the spring season, will help speed up deliveries.

The H. B. Humphrey Company, advertising agents for the Acushnet Process Sales Company, reports that consumer advertising in national magazines, which has proved so effective during the past two years, will be continued on about the same scale this year. As always, Acushnet will hold to their policy of selling only through the

● **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 Station, Detroit, Michigan

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



Lock-Lid Lawn Hydrant

Lid locks! No monkeying with fixture by caddies or other "playful" persons who might leave water running. Write for catalog "L." It is free. It is very important to get the Genuine "Murdock" Lock Lid Lawn Hydrant. Murdock Water Devices standard since 1853.

MURDOCK
The Most Reliable Name on Water Service Devices

Anti-Freezing Outdoor Bubble Font

Most widely-used, sturdiest, most dependable anti-freezing Outdoor Drinking Fountain in U. S. New, modern "octagon" design. Pedal action. A fresh drink each time. Fool- and vandal-proof.

The Murdock Mfg. & Supply Co., Cincinnati, Ohio



pro-shop. Along this line it is reported that Acushnet now has plans underway which will assure the golf pro even more complete protection against undesirable competition than in the past.

Al Link, Hillerich & Bradsby representative in the Illinois-St. Louis section, has introduced a novel method of displaying the new H.&B. line of pro-only Power-Bilt clubs. An idea of the display arrangement provided for the convenience of the



Al Link (r.) demonstrates display to Eddie Gayer, Chicago district pro.

pro may be obtained from the photo herewith, which shows how the Power-Bilt line has been displayed at many clubs where the pro has the

GET READY NOW..
for that Floodlighting Job

KEEP MEMBERS AND GUESTS AT THE CLUB AFTER DARK
for Increased Revenue

Revere can show you the way to increase attendance by floodlighting your practice driving ranges and putting greens, swimming pools, club house and parking area. Outdoor floodlighting is a specialized business with REVERE. For years, the combined resources and engineering skill of our organization have been devoted exclusively to the production of floodlights, poles and lighting equipment.

Write for Full Information and Sports Lighting Bulletin

REVERE ELECTRIC MFG. CO.
2927 NORTH PAULINA STREET - CHICAGO
Originators of the Hinged Floodlight Pole

INDOOR and OUTDOOR LIGHTING EQUIPMENT of EVERY DESCRIPTION

space and facilities to permit its being set up on the grounds near the pro-shop. The display thus presented has captured the attention of many club members, whose subsequent complimentary remarks are often accompanied by a desire for one or more of the items shown.

Worthington Mower Co., Stroudsburg, Pa., announces two new appointments among its distributors. J. S. Connolly is the new Philadelphia distributor for the Worthington company, handling the sales and service of Worthington products in eastern Pa., southern N. J., and Del. His address is 1520 Belfield Ave., Philadelphia. Leo G. Heller, formerly the company's Southeastern distributor, is in charge of the Philadelphia office.

New Southeastern distributor is Henry Westall, whose headquarters are at Beaver Lake Golf Course, Asheville, N. Car. Westall will personally supervise Worthington sales and service in both the Carolinas, and eastern Tenn.

The Case "VI" tractor and sickle bar mower manufactured by J. I. Case Co., Racine, Wis., was announced to the public for the first time in May of last year. Designed primarily for the mowing of highways, golf courses and large turf areas, its acceptance far exceeded the plans of the manufacturer. It has proven itself, through its first

SNOW-PROOF

Leather's Best Friend

Get your share of the profitable SNOW-PROOF business. Nationally advertised. Water-proofs, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Guaranteed by Good Housekeeping. Odorless, colorless, not sticky. Sold only in Bismark Brown cans. Retails at 3 1/2 oz. 25c, 1 lb. 75c, 5 lbs. \$3. Money-back guarantee. Descriptive folder and sample can sent FREE on request.

Dept. 13
THE SNOW-PROOF CO.
Middletown, N. Y.



MAKE THE SUNNY DAYS Money Days

SELL Congo SUN HATS!

Congo, the nationally-famous Sunhats, are made in several styles and in a variety of materials. Models to retail at 50c and \$1.00.

Also a complete line of Visors and Caps for tennis, golf and all outdoor activities... models to retail at 25c, 50c and \$1.00.

Write us for Catalog... Order from your Jobber.
HEADQUARTERS for SUNSHINE HEADWEAR
THE BREARLEY CO., ROCKFORD, ILL.



Don't forget to look for the
Big Announcement in Feb. GOLFDOM!

LEWIS GOLF BALL WASHERS

G. B. LEWIS COMPANY
Department G1
WATERTOWN, WIS.

HENDERSON'S Golf Grasses

Now that you're thinking
of your requirements for
the coming season, why
not write to us for
prices?

PETER HENDERSON & CO., 35 Cortland St., New York City

season, to be particularly well adapted for use in combination with gang mowers, the makers say.

An outside turning radius of 7 ft. gives the flexibility demanded today by golf courses throughout the country. The weight of only 2,200 lbs. is well within the limit of safety for use on all types of turf. Powered by a 4 cylinder motor of

conditions so that all danger of damage to fairways through wheel slippage has been eliminated. A four-speed transmission gives the operator an opportunity of cutting at any speed his particular conditions demand, and on any grade where fairway mowers may be expected to travel.

United States Rubber Co., Rockefeller Center, New York City, announces the following changes in the personnel of the company's golf ball department: W. C. (Bill) Frederick has taken over the territory left open by the resignation of J. E. (Jim) Coker as of October 1, 1940. This territory comprises the Carolinas and a small part of Virginia. Bill Frederick has heretofore covered accounts on Long Island, N. Y. Jim Coker, incidentally, resigned in order to join the Royal Canadian Air Force, with which he is now affiliated "somewhere in Canada."

C. A. (Carl) Fenner has been assigned to the western Michigan territory formerly covered by L. A. (Leo) Martin, who is now district manager of the Detroit sales office of the General Products division of the U. S. Rubber Co. Leo Martin started in this capacity last September 1st, when W. F. (Warren) Pressey was transferred to the New York General office as sales development manager, General Products division.

Walter E. Chapman has been assigned to the territory on Long Island, N. Y. formerly handled



124 cu. in. displacement, and designed throughout to meet all Case standards of excellence, it has ample power for either 3, 5 or 7 gang mowers.

Tire equipment has been tested in different sections of the country and under all types of turf

**GRASS
SEED**

for better
**GREENS
and
FAIRWAYS**

Samples and Prices on Request

Send for Our Complete Catalogue of
EQUIPMENT and SUPPLIES for the Course.

MICHELL'S SEED HOUSE
Philadelphia, Pa.

GRASS SEED SPECIALISTS FOR FIFTY YEARS

Three Styles of One-Color

Score Cards

of Excellent Quality are

Priced \$20 to \$25 for 5,000

*Produced by a New Process they
are complete and of correct size.*

Samples of these and higher priced
2-color cards to clubs on request.

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

by Bill Frederick. Walter Chapman was assistant pro at Tupper Lake GC, during the 1940 season, and was formerly assistant to Charlie Mayo, pro at Lido CC, Long Beach, L. I.

Arthur D. Peterson, Inc., 420 Lexington Ave., New York City, announces that J. R. Van Kleeck has become associated with the Peterson organization. Van Kleeck was formerly with the firm of Stiles and Van Kleeck, golf course architects, and has supervised the building of several municipal courses in the New York Metropolitan district.

Burke Golf Co., Newark, Ohio, is making the Tuning Timer invented and patented by A. J. Chapman, well-known pro of the Wheeling (W.Va.) CC. Chapman's device consists of a weight that slides on the club shaft and which is released by a spring catch located slightly below the grip.

Chapman and other pros have found the device very effective in teaching a smooth, well-timed swing and in developing the pupil's balance. Retail price of the Tuning Timer is \$10.

Schenley Distillers Corp., 350 Fifth Ave., New York City, announces that Jack Redmond, noted trick shot golfer, is now busy booking exhibitions and making preparations for another tour of the nation's golf clubs in his promotion of Golden Wedding whiskey.

One of the Redmond promotions for Schenley is the distribution of a golf putting card, which, when set up indoors on any flooring or carpeting, gives a golfer valuable putting practice. For information on obtaining Redmond for exhibitions, and also in regard to requests for practice putting cards, address Schenley at its New York office.

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

Pro-Greenkeeper desires connection for '41; wide experience in operation of private and public courses. Wife can assist in operation of club. Best of references, can go anywhere. Address: Ad 115, % *Golfdom, Chicago.*

English Golf Professional—Middle thirties, nine years most prominent club in Canada, five years well-known Philadelphia club, perfect record, top-notch credit, wants Western or Southern connection. Runs well-appointed shop, knows his business thoroughly. Address: Ad 105, % *Golfdom, Chicago.*

Caddiemaster—Age 27—Available March 15th; 10 years of golf club experience. Wishes position with Club requiring high standard of service. Will sign for reasonable salary and go anywhere. Address: Ad 114, % *Golfdom, Chicago.*

Professional—Ten years' successful experience. Capable of taking full charge of clubhouse and course supervision. Well educated, good character and personality. Married. Age 29. Address: Ad 106, % *Golfdom, Chicago.*

Greenkeeper—At present serving Eastern resort club to its high satisfaction, desires new location with greater earning possibilities. Thoroughly experienced man with excellent record of first class maintenance at low cost. Diligent, resourceful and versatile worker who gets a lot of work from a contented, well-managed maintenance force. Highest recommendations. Address: Ad 107, % *Golfdom, Chicago.*

Experienced Caddie-Master and Starter—Seeks position at top-grade club where perfectly trained caddies and efficient first tee starting is desired. Expert member handling. Prefer mid-west position. Address: Ad 108, % *Golfdom, Chicago.*

For Sale—A bargain. Championship 18-hole golf course on 260 acres of wooded rolling land. Large clubhouse completely equipped. Course adjoins one of the best and fastest growing cities in Florida. Address: Ad 109, % *Golfdom, Chicago.*

Professional—Years of experience with two of the finest clubs in America. Expert teacher, college course in horticulture. Reference as to ability and character. Address: Ad 110, % *Golfdom, Chicago.*

Pro—Seeks new location with club; exceptional instructor, business management, expert greenkeeping. Highest recommendations. Wife is fully familiar with club work. Address: Ad 111, % *Golfdom, 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 112, % *Golfdom, Chicago.*

Caddiemaster—One of the country's most efficient wants new permanent position. 39 years old, 23 years experience. Expert in recruiting, teaching and supervision of caddies. Highest character and ability, references. Address: Ad 113, % *Golfdom, Chicago.*

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

Excellent Pro, Expert Greenkeeper, and Efficient Business-manager wants a connection for 1941. Available March 1. Courteous and Reliable. Best of references. Address: Ad 104, % *Golfdom, Chicago.*

Position Wanted, Man and Wife, to manage country clubhouse. Fifteen years experience; understand food, liquor control; can manage all types of employees to an advantage. Can assure you we can produce results and give satisfaction. Write: Ad 102, % *Golfdom, Chicago.*

Pro-Greenkeeper—For 11 years, assistant to outstanding pro-greenkeeper at noted club, seeks job of his own. Well-trained and competent in teaching, greenkeeping and business management of greenkeeping and pro departments. Thoroughly reliable; pleasant character. Highest references. Address: Ad 103, % *Golfdom, Chicago.*

For Sale or Lease—188 acre, 18-hole Takodah Golf Club. Fully equipped, modern clubhouse; cocktail room; modern showers and lockers. Pro-shop. Best public fee course within fifty miles. Write W. Conan Thornton, 82 South Macy Street, Fond du Lac, Wisconsin.

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.

Wanted Immediately—Man and wife to take charge of clubhouse, all concessions, and pro department. Club is semi-private 9-hole all-year course, with average regular membership of 120. Small but modern clubhouse. Living quarters in clubhouse, with light, fuel and water furnished. If interested, write: Secretary, Coos Country Club, Marshfield, Oregon.

Pro-Greenkeeper—Wants new job. As practical, hard-working maintenance expert has put present, and other courses, in great condition for very little money. Excellent teacher, thoroughly experienced and reliable man with pleasant personality. 18 years' greenkeeping knowledge; will consider pro or greenkeeper job, or combination. Highest references. Available at moderate salary. Address: Ad 101, % *Golfdom, Chicago.*

We want a young, ambitious professional. No loafers or drinkers. Club membership 200. Michigan location. Lots of young members. 18-hole course. Address: Ad 116, % *Golfdom, Chicago.*

Greenkeeper Wanted—Must understand all phases of greenkeeping and course maintenance. Reply stating age and experience. Give references. Tom Newlove, 1832 S. State St., Syracuse, N. Y.