

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.

**R. H. Tractor
 Wheel SPUDS**

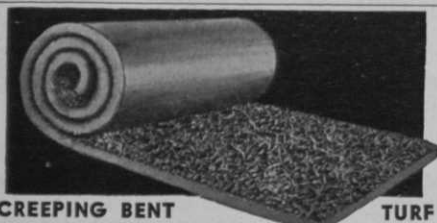
quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

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, FORD-SON WHEELS, ETC.



CREEPING BENT

TURF

Our True Washington Strain Creeping Bent in solid turf form makes model greens; supplied in rolls ready to lay down like a carpet. Withstands drought. Fully guaranteed. Used by hundreds of Parks and Golf Courses. Also sold in stolon form. Nursery grown Blue Grass Sod also available for use on tees and fairways. Write or phone for prices and samples.

ILLINOIS GRASS CO.

Telephone Homewood (Ill.) 746

191st & Crawford Ave., (West of) Homewood, Illinois



KLEN-ZIP
 REMARKABLE NEW
 CLEANER FOR GOLF BALLS •

Newest chemical for removing dirt, grime and stains. Colorless, odorless. Does not get rancid, foul or slimy. No injury to hands or clothing. No soap, alkali or acid. Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY, Canton, Ohio

**Paying Bets in Balls
 Will Boost Shop Sales**

WALLIE ROBB of Wilson Sporting Goods Co. is energetically pushing a campaign to have golf bets made and paid "in balls instead of bucks."

Robb points out that this custom already is highly popular in the South and should be spread for the great increase it will mean in pro-shop ball business. He urges pros to push the idea by shop display signs and slips of the "gift certificate" kind, which, if signed by the losing member entitle the winner to get the ball or balls involved in the wagering, at the pro-shop, charged to the loser's account.

Considering the amount of money that changes hands in golf bets over a week end, the "pay in balls instead of bucks" idea Robb is pushing should help pros a lot in competing with other retail and with "buy it wholesale" ball dealers.

WHAT'S NEW

"The best is none too good for my old man"—You believe that—America believes that—Spalding believes that. In fact that's what Spalding had in mind when it designed the special Spalding Fathers' Day gift golf ball package illustrated below. The box is of a combination brown leatherette and con-



tains 6 Spalding top quality 75c golf balls plus a dozen fluorescent tees. The box has a hinged cover and can also be used for jewelry, handkerchiefs, etc.

Horton Mfg. Co., Bristol, Conn., in a recent ad in the New York Times did some very effective "personalized" advertising by listing names of pros,

and their clubs, in the New York Metropolitan district who handled the Bristol-Built line of clubs. Pros in L. I., Westchester, Dutchess and Orange counties, N. J. and Conn., 111 of them, were named as Metropolitan district sources for Bristol-Built clubs. The 2-column ad also gave a strong plug for the pro, telling that the surest short-cut to better golf is to follow the pro's guidance.

Peter Dawson, Ltd., Glasgow, Scotland, producers of Peter Dawson blended scotch whiskey, this year is conducting the Peter Dawson National Ringer Golf Tournament—an extension of the basic idea of a regular "selected score" tournament which makes it possible for hundreds of U. S. golf clubs to compete, one with another (each club playing its own course) for a handsome trophy to be known as the Peter Dawson Trophy.

The idea of the competition, which will run for two months, starting July 1 and extending through August 31, is to compile a composite score of the best 18 holes shot during that period by a given club's entire membership, which includes, naturally, women players. The Peter Dawson company supplies each entering club with a scoreboard, size approximately 2' x 3', to be hung in the club foyer, pro-shop or locker-room.

Best scores as they are made for each hole are posted on the scoreboard, so that on August 31, the score posted represents the best individual 18 holes scored throughout the two-month period. It's quite possible that 18 members will each contribute a hole in compiling this composite score.

Any club with a private, permanent membership and an 18-hole course of over 5,850 yards may compete. Scores made by women playing from ladies' tees shall be eligible for posting provided the ladies' tee is not more than 60 yards ahead of the regular tee.

Besides the special Dawson trophy, which will be in perpetual competition, a large replica will annually be awarded for permanent possession to the members of the winning club who helped to



This picture of George L. Clatty was taken in 1932 at his driving range in Mt. Lebanon, (Pittsburgh, Pa., suburb) which was one of the earlier successful ranges. George wasn't too proud to retrieve balls. He's now running a well-patronized range on Bower Hill Road at Pittsburgh.

John Sproul, US golf ball sales mgr., who relays this picture of a pioneer driving range, says that Clatty's still buying US Driving Range balls, same as he did in 1932. Sproul also coyly mentions that US Driving Range balls are the biggest selling practice range brand in the world.

GOLF REQUISITES

Send for 1941 GOLF CATALOG free on request—contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, and Grass Seed.

SEND FOR YOUR COPY NOW

Stump & Walter Co

SPECIALISTS IN GOLF GRASS SEEDS,
FERTILIZERS AND EQUIPMENT

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

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

HERE IS THE SECRET TO FINER PUTTING GREENS

Soil Goodbye
OLD FASHIONED FILLER FERTILIZERS!

THOUSANDS OF GREENS NOW KEPT IN TOP PLAYING CONDITION with VEG-E-TONIC

THIS clean, odorless and soluble turf food is really going places with the Golf industry. Big and little courses are using Veg-e-Tonic everywhere.

Highest percentages of Nitrogen, Phosphoric Acid and Potash. Goes right down to grass roots and stays there for prolonged fertilizing activity.

Its low cost and positive action will amaze you. Easily applied. Write for literature and free testing sample.

McClain Brothers Co. - Canton, O.

Robert Bruce Harris

GOLF
& Landscape Architect

664 N. Michigan Ave., Chicago, Ill.

Phone: Whitehall 6530

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

June, 1941

45



Why Tempt the "Boy" in Man?

Unlocked Lawn Hydrants tempt the "boy" latent in man to froul with the fixture. The Murdock LOCK-LID does not. The locked lid forbids tampering; prevents water losses. Get the "Genuine" Murdock and you get the Lawn Hydrant with the lid that locks.

MURDOCK

The Most Reliable Name on Water Service Devices

Drinking Men Crave Drinking Water

Walking in the hot sun whips up a thirst for water. And Murdock Outdoor Bubble Fountains are ready to slake their thirst with a fresh, cool drink. They are dependable, sturdy, fool-proof, anti-freezing.

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



LEWIS *golf ball* WASHERS *at every tee!*



This new Lewis paddle-type Washer is going over in a big way. Your course should have one at every tee! Ask about One Dollar TRADE-IN OFFER on old washers.

G. B. LEWIS CO. Dept. G6
WATERTOWN, WIS.

create the winning composite score. In addition, there will be individual smaller awards which will be sent not only to members who contribute to the winning composite score, but also to those who contribute to the 50 next lowest composite scores, plus anyone scoring a double eagle or hole-in-one. Entry forms and complete details on the tournament may be secured by writing to Peter Dawson National Ringer Tournament, 2 Park Ave., New York City.

Chicago Eye Shield Co., 2300 Warren Blvd., Chicago, Ill., has developed a spectacle-like device which promises to "keep your eye on the ball" if you do as you're told. Nation-wide advertising and publicity is already pushing sales of the device.

The new glasses for golfers have V-shaped openings in the lenses, near the lower nose in one end and at the outer edge in the other, openings that direct your eyes at the white pill you're about to try to hit. The balance of the lens area is a transparent amber. The formula is simple. If you look through the V-shaped openings you

are in proper position for the swat. The ball is white as it should be. If it appears as an amber



Model points to quarter of lens containing V-shaped opening in the new golfers' glasses.

pellet, your head isn't set right for the swing, and there's no one to blame but yourself if you top the ball or miss it entirely.

The device takes into account the promotion of that "balance-in-motion" so important in golfing. And, besides, it's a good pair of sun glasses in the bargain. Prices and full details may be obtained by writing direct to the company.

For the first time special Father's Day promotion will be conducted this year for U. S. Royal golf balls. John W. Sproul, sales manager, has announced a special presentation wrapper will be provided for U. S. Royal and U. S. Fairway packages. This will carry a painting of the "typical



**McCLAIN
HYDRO-MIXER**

*SPRAYS A GREEN IN 10 MINUTES
TREATING & FERTILIZING GREENS
NOW DONE BY ONLY ONE MAN!*

AMAZING piece of equipment now saving thousands of dollars for Golf Courses everywhere.

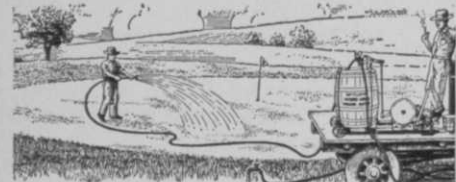
Our new Power Unit is the last word in cutting down expense of applying Fungicides and Fertilizers. Extreme accuracy and uniformity are just a natural performance of the Hydro-Mixer Outfit.

Attaches to your present water system. Works at any pressure. Hand or power operated.

Be up to date. Get one of these outfits now. If you have a hand outfit, add a Power Unit and still go faster.

Write for literature.

McCLAIN BROTHERS COMPANY — CANTON, OHIO



BENT GRASS SEED		VELVET BENT RHODE ISLAND BENT—Purchase viable, winter hardy seed direct from the grower.
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also Fairway mixtures

A. N. PECKHAM
KINGSTON, RHODE ISLAND

● 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

American father," portrayed as a cheerful, middle-aged business man—and of course, a golfer.

The wrapper may be stripped from any unsold packages after Father's Day, June 15, leaving the regular U. S. Royal package intact.

A unique announcement of the promotion plan has been mailed to the trade in the form of a letter which, when reversed, becomes a poster advertising the special package. According to Sproul, Father's Day sales have been increasing materially during the past few years. From advance orders now in hand, he said, a new record should be set in 1941.

A new and greatly improved **Page Fence** catalog has been announced by Page Steel & Wire Div. of the American Chain & Cable Co., Inc., Monessen, Pa.

By a simplification of sections so that the buyer can quickly select the fence for his particular need, Page helps the fence buyer over many technical hurdles. Each section is devoted to a particular type of fence and is complete with large pictures,



Cover of new Page catalog.

description, and specifications. Technical construction details are illustrated by simple line drawings.

A card addressed to Page Fence Assn., Monessen, Pa., or Bridgeport, Conn., will bring a copy of the No. 641 Page Fence catalog to you promptly.

The Newark Specialties Mfg. Co., 55 Hudson Ave., Newark, Ohio, offers several playing accessories to the golfer, designed to improve his game. The Swing Doctor is a practice driving gadget consisting of a flexible rubber trigger, simulating a golf ball, that's set at tee-height in sturdy composition mat. Instructions explain how to detect hook or slice with the device.

Another Newark item is the Putting Eye, which

"GRIP-SPIKES" PREVENT SLIPPING

CUT STROKES — IMPROVE STANCE

Used by Leading Pros and Best Golfers. 8 sizes, flat or pointed stud. Inserted by hand.

Pros—Order your requirements now.

NORTH & PFEIFFER MFG. CO.
HARTFORD, CONN.

consists of an adjustable mirror that permits the player to look at the ball and the hole at the same time. The mirror, which clamps on the shaft, teaches correct lining-up of putts and proper stroke technique. The Newark company also distributes the In-Destruc-To Directional Golf Tee, which is made of the toughest India rubber, and points direction to pin. Complete details and prices on the golf items may be obtained by writing the Newark company direct.

Jack Jolly, 872 Broadway, Newark, N. J., sole distributor for Silver King golf balls, announces that M. F. Gilham, 600 Woodrow St., Columbia, S. Car., is now covering the pro trade in S. Car., Ga., Ala., Fla. and Tenn. for Silver King and the Colonel golf ball.

The Martin Dennis Co., 859 Summer Ave., Newark, N. J., announces that as a further service to pros handling Lexol, leather conditioner for bags, shoes, upholstery, etc., it also puts up Lexol with mahogany or black dye added. These special Lexols, which are in addition to the regular neutral Lexol used on golf bags of all colors, accomplish the double purpose of reconditioning the leather and recoloring the russet or black, as the case may be. They are particularly good for older bags which have become badly scuffed.

Another tip from the Martin Dennis company to pros is that an effective and fast way to recondition bags is to hang them on a cord in the pro-shop and spray with Lexol which has been put in the container of an ordinary fly spray gun. According to the company, pros on the Pacific Coast are conditioning bags this way and report excellent results.

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

For Sale: Beautiful 9-hole golf course. Also 100 acre farm and oil station on Highway 24. Price \$7,000, one-half down. Monroe City, Missouri. Address: *Olliver W. Nolen, Attorney General's Office, Jefferson City, Missouri.*

Manager—desires position with first class country or city club which needs able management and business promotion. 19 years' successful experience, and employed at present, but seeks change offering greater opportunity. Fine record for supplying distinguished service at moderate cost. Knows how to promote clubhouse activity. Finest references. Address: *Ad 601, % Golfdom, Chicago.*

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