

PLAYGROUND APPARATUS



For 21 years, Everwear Playground Apparatus has been recognized as the standard of quality. Built to withstand the abuse of after-hours roughnecks. Embodies every element of safety human ingenuity can devise. Playable as though the kids themselves had planned it. Send for catalog.

log 20. Lists 161 different models and sizes of apparatus.
THE EVERWEAR MANUFACTURING CO.
Dept. 28, Springfield, Ohio

Ever Wear

The Security people have put a price on the merchandise that enables the pro to offer some great values to their members. The rain jackets and leather jackets in the line also are going over big with the pro trade as excellent quality goods at very attractive prices.

DOUBLE-ROTARY'S NEW SPRINKLER

Kansas City, Mo.—The Double-Rotary Sprinkler Co. has recently placed on the market a companion model to the Double Rotary Sprinkler for golf courses, the Double Rotary Junior which is for home owners and club gardens.

This new Double Rotary has the features of the heavy duty model plus a stationary feature and a lower price. Th's means it is a rotary sprinkler, a stationary sprinkler and a stationary spray all in one. It produces a mist-like spray for seeded flower beds; rain-like drops for blooming flowers and tender lawns; or a drenching shower for shrubs and gardens.

This Junior model operates on the Double Rotary principle; pressure through the hose nozzle causes the aluminum wheel to rotate at high speed. This action through a simple system of self-oiling reducing gears, causes the entire sprinkler head to rotate on its standard. The water is cut into rain-like drops or a mist-spray

Shreds Green or Wet Manure

The KEMP Soil Shredder is the only machine that will shred green or wet manure. It will also shred or grind and sift compost, soil or sod in one operation. Besides using it for preparing soil or compost for the greens, you can also use it for turning over compost.

Write for testimonials and our 30 DAY FREE TRIAL OFFER. KEMP MFG. CO., Dept. C, 2001 Peach St., Erie, Pa.

KEMP POWER SOIL SHREDDERS

by the distributor wheel. An adjustable nozzle easily regulated by the fingers regulates the outcoming water for shower or spray.

"Three years of constant experimenting and laboratory research are behind the development of this new model sprinkler," says Lou E. Holland, president of the



Double Rotary Sprinkler's new "little brother."

Double Rotary Co. The Double Rotary Junior operates wherever water pressure is available and sprinkles over a circular area, when rotating, up to 80 feet in diameter (more than 5,000 square feet) or down to 15 feet in diameter, according to water pressure.

The Junior model is sold on a ten-day trial basis under money-back guarantee.

HYPER-HUMUS

is the only cultivated, disked and finely ground humus on the market.

86 to 89%

Pure Organic Matter

Write for quantity prices and instructive literature.

HYPER-HUMUS COMPANY

51 Park Place Newton, N. J.



TRADE MARK REG
Hyper-Humus

Makes Greener Greens



—and yardage indicators. Brilliant white porcelain lettering on lustrous porcelain black enamel; weather and rustproof. Used on America's leading courses. Lettered to conform with any distances and pars. Write manufacturers of LUSTERLITE Enamels.
CHICAGO VITREOUS ENAMEL PRODUCT CO., Cicero, Ill.

JUNE, 1929.

Editorial Contents

Value of Vigilance and Skill in Equipment Care—By Fred Sherwood....	19	Where Paint-brush Put New Life in Shop's Sales	52
Soil Tests That Determine Degree of Acidity—By H. R. Cox.....	21	Department Head Harmony Vital to Advance	54
Cash Register Approach Shots—By Herb Graffis	24	Out of Leach's Mail-bag.....	55
"I Was a Green-Chairman and Got Along"—By Spencer M. Duty.....	26	New Brunswick Fertilizer Experiments—By Howard B. Sprague....	61
Club Manufacturers' Association Plans Standard Shafts.....	30	Some Varying Slants on Billing Policies and Methods.....	66
Small Town Clubs Profited by Paying Pros More.....	40	Making Permanent Drainage Installations—By Dale Perrill.....	72
Chain Store Ideas as Aid to Pro Merchandising—By B. H. Blake.....	46	Music's Charms Soothe Savage Deficit	78
		What Manufacturers Have to Say...	79

HAS "TOE-ITCH" REMEDY

Indianapolis, Ind.—Reyno Co., 31 W. 35th street, is getting after golf club trade with its preparation for curing athlete's foot, the disease that is said to come from from wet shower-room and locker-room floors. The preparation is based on a formula brought back from Panama some years ago by an American engineer. The prevalence of this foot trouble since golf became so popular brought many calls on the engineer for the preparation. He related that the preparation had a 100 per cent record of curing the ailment, and finally decided to finance the manufacture of the material instead of giving away bottles of it to his friends and their friends.

The plan of distribution is to be through pro-shops or locker-room attendants, and also through the clubs as it is suggested that each club keep a couple of bottles of

the "toe-itch" preparation Reyno on its bathroom shelves. The liquid retails for \$.50 a bottle, and sells to the clubs or club employes at \$.30 a bottle in quantities of two dozen bottles.

SPALDING'S 1929 GOLF GUIDE

Publication of the 1929 edition of Spalding's annual golf guide, the standard reference work concerning the game's records again marks the official opening of the season throughout the country. Grantland Rice, its editor, has made an amazing comprehensive and valuable collection of results of the 1928 tournaments, this material being conveniently presented by districts. In addition to the extensive records which are available in book form nowhere else, the book has much information on the prominent personnel of golf, a lot of good pointers on playing, an array of

PIONEER GOLF & LANDSCAPE CO.

DESIGNERS Golf Courses BUILDERS

122 So. Michigan Ave., CHICAGO

handicapping data, a glossary of the game's technical terms and the rules of golf inserted so they can be detached without mutilating the guide. There are other interesting and informative features of the book. The book costs 35 cents and is obtainable at any Spalding store. Barring one detail it is flawless. In its list of aces made during 1928 it omits that made by Golfdom's editor, the only shot worth mentioning that he ever made.

NEW DUBAY FUNGICIDE FOLDER

New York City.—Bayer-Semesan Co., 105 Hudson St., has issued a new circular of Semesan and Nu-Green for the control of brown-patch, pythium and snow mold, and for the disinfection of seed with Semesan. The new folder has concise directions for use of these standard remedies. It will be sent free on request by the Bayer-Semesan Co., or any of the many course supply dealers handling the Dubay preparations.

Hickory Shaft Conference at Columbus, O., June 4

A GENERAL conference on hickory golf shafts has been called by the U. S. government Bureau of Standards for June 14 at Columbus, O. All interested are invited to attend. Specifications and methods of testing will be presented for approval at this meeting. This data now is available in printed form at Department of Commerce offices.

Committees of the Hickory Golf Shaft Manufacturers' association and National Golf Club Manufacturers' association, working with the Bureau of Standards, have devised a practical mechanical method of testing hickory shafts that is said to provide assurance of uniformity in the supply of hickory shafts according to specifications. Leading manufacturers of hickory golf shafts have been working energetically for some time to get this matter of a scientific check on standardized quality to give them and their customers protection. They claim the problem now has been solved with complete satisfaction.

Expert Greenkeeper and Instructor—With 25 years' successful and extensive experience seeks position with good all-year round club anywhere in U. S. First-class references. Address R. P., % Golfdom, Chicago.

Dependable Professional—Now employed wants good 9 or 18 hole course. Excellent instructor and thoroughly reliable. Seven years' experience. Address E-2, % Golfdom, Chicago.

LEONARD MACOMBER INCORPORATED

*Golf Course Architects
Engineers, Contractors*

664 North Michigan Avenue
CHICAGO

**Durable
Efficient
Dependable
Economical**

A Guaranteed Double Outlet, Positive Drive, Revolving Sprinkler

Widest possible coverage consistent with a full, complete and uniform water distribution. Water inlet threaded to fit on 1/2-inch pipe. Coverage 120 Feet or More. Price \$8.00 Delivered

Warner Sprinkler Company
4279 So. Hoover St., Los Angeles, Cal.



DOES YOUR CLUB PAY THE CADDIES BY TIME?

Many leading clubs throughout the country do.
Acts as an inducement to boys to become caddies.
Makes caddies as willing to work for poor players as good ones.
Has been proven the most satisfactory to both players and caddies.



Send for
folder and price

THE CALCULAGRAPH

PRINTS THE TIME of "START," "RETURN" AND ACTUAL AMOUNT EARNED IN DOLLARS AND CENTS. It is used by many leading clubs. Is the ideal time recorder for timing caddies.

CALCULAGRAPH COMPANY

General Office - - - 50 Church St., New York
Western Office - - 565 W. Washington St., Chicago

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, 443 South Dearborn Street,
CHICAGO - - ILLINOIS

Salesmen—Calling on pros can make expensive money representing a national firm. Excellent sideline, as all pros are interested. State lines now carried and territory covered. Replies treated confidentially. Address George Pearsall, 77 Park Place, New York City.

Vol. 3

JUNE, 1929

No. 6

Advertisers' Index

Allied Golf Co.	Outside Back Cover	McWane Cast Iron Pipe Co.	71
Alger, Alonza B.	74	Miller, W. P.	69
American Seed Co.	10	Mitchell Mfg. Co.	11
Angle-Tee Co., The.	69	Mitten, L. F.	8
Armco Culvert Mfrs. Assn.	10	Morley Button Mfg. Co.	55
Aschert Bros.	74	National Cast Iron Pipe Co.	17
Bayer-Semesan Co., Inc.	67	National Mower Co.	77
Bean Mfg. Co., John.	2	Nelson Mfg. Co., L. R.	71
Beeckley-Ralston Co.	Inside Back Cover	New York Toro Co.	77
Buckner Mfg. Co.	6	Nieblo Mfg. Co.	53
Butchart-Nicholls Co.	51	Packard Construction Co., The Dorr.	74
Calcutagraph Co.	83	Page Fence Assn.	12
Campbell Irrigation Co.	2-61	Paul & Beekman Mfg. Co.	53
Capehart Automatic Phonograph Co.	31	Peckham, A. N.	75
Carbide & Carbon Chemicals Corp.		Pennsylvania Lawn Mower Works.	
Pyrofax Division	7	Philadelphia Lawn Mower Co.	5
Carrier, Lyman	75	Philadelphia Seed	17
Chicago Vitreous Enamel Prod. Co.	81	Pioneer Golf & Landscape Co.	82
Converse Co., F. S., Inc.	4	Premier Poultry Manure Co.	8
Daniels, M. A.	77	Professional Golfers' Assn.	47
Des Moines Glove & Mfg. Co.	61	Pyratone Products Co.	58
Double Rotary Sprinkler Co.	10	Radwaner Seed Co., Inc., I. L.	70
Dillon & Co., J. H.	56	Reade Mfg. Co.	68
Dunlop Tire & Rubber Co.	41	Reyno Co.	60
Economy Irrigation Co.	76	Roosevelt Hotel	16
Everwear Mfg. Co., The.	81	Roseman Tractor	18
Fate-Root-Heath Co., The.	77	St. Mungo Mfg. Co.	55
Flossmoor Nurseries, Inc.	79	San-Tread Co., Inc.	53
Friend Mfg. Co.	8	Security Golf Wear.	57
Fulname Co., The.	59	Sewerage Commission, The.	80
General Timber & Lumber Co.	56	Spalding & Bros., A. G.	43
Godwin, Hiram F.	14	Springfield Lawn Sweeper Co.	80
Goodyear Tire & Rubber Co.	9	Staudt Mak-A-Tractor Co., E. G.	77
Granby Mfg. Co.	37	Stump & Walter.	6-80
Hickory Golf Shaft Assn.	31	Synthetic Nitrogen Products Co.	70
Hornor, R. S.	79	Thompson Mfg. Co.	27
Horton Mfg. Co., The.	32	Toro Mfg. Co.	63
Hubbard Nurseries	79	Turtle Valley Farms.	8
Hyper-Humus Co.	81	U. S. Golf Architects, Inc.	75
Ideal Power Lawn Mower Co.	13	U. S. Golf Mfg. Co.	59
Illinois Grass Co.	74	U. S. Rubber Co. (Balls)	1
International Harvester Co.	3	U. S. Rubber Co. (Hose)	15
Jacobson Mfg. Co.	51	Vestal Co., John H.	79
Johnson, J. Oliver, Inc.	14	Vulcan Golf Co.	38
Kemp Mfg. Co.	81	Walker Cement Products, Inc.	6
Kenilworth Inn	12	Wanamaker, John	54
Lake Geneva Creeping Bent Nurseries	87	Ware Co., Walter F.	52
Leach, B. R.	71	Warner Sprinkler	83
Leesley Grass Co., Robt. F.	4	Water-Iron Co.	53
Lewis Co., G. B.	73	Weis, John W.	74
Macomber, Leonard	83	Willy, John	83
MacGregor Compost Distr. Co.	12	Wilson-Western Sporting Goods Co.	49
Mallinkrodt Chemical Works	29	Worthington Mower Co.	44-45
McCullough Sons Co., The J. M.	77	Young Co., L. A.	33-34-35-36

Editor
HERB GRAFFIS

Eastern Representative
ALBRO GAYLOR
20 Vesey St., N. Y. City
Tel. FitzRoy 8173

Golfdom
The Business Journal of Golf

Copyright
Published 1st of each month
236 North Clark St.,
Chicago, Ill.

Tel.: STAtE 3160-1

Pacific Coast, HALLETT COLE, 122 E. 7th St., Tel. Trinity 1793, Los Angeles, Calif.
Forms close 25th of month preceding date of issue. Address all communications to home office, Chicago

Circulation: A personally addressed copy of GOLFDOM is mailed free, each month, to the president, green chairman, greenkeeper, house manager and professional of every golf club in the United States, Cuba, Mexico and Hawaii. Please notify us at once of any changes in above offices, sending us the new names and addresses.

Advertising Manager
JOE GRAFFIS

Western Representative
DWIGHT H. EARLY
100 N. LaSalle St., Chicago
Tel.: CENTral 4158

The advertisers pay for your GOLFDOM; deal with them.

STROKE-SAVERS

Sell on Sight

No other golf clubs have the instant appeal of Stroke Savers. A golfer merely handles them and immediately wants one or a set. They perform too—by improving the approaching and putting of any player. On any golf course—Stroke Savers attract immediate attention and sales pile up for the Pro who is ready to supply the demand. 1929 is a Stroke Saver year—you will increase your golf club business by displaying these improved irons.



Nationally Advertised

A stream of advertisements in the Saturday Evening Post, Colliers, and all the leading golf magazines—point out the advantages of Stroke Savers to Millions of golfers. In this advertising we are featuring our new book, "The Short Game" by P. A. Valle, international authority on golf, and sending it free on request. Be prepared to take care of the demand for Stroke Savers. Let us send you a copy of "The Short Game" and tell you about our attractive display stand, prices, etc. Stroke Savers are favored for prizes this year. Every player appreciates having one or a set of Stroke-Savers to complete his regular set of irons.

THE BECKLEY RALSTON CO., 70 W. 22nd St., Chicago, Ill.



Square
Tapering
Grip

An exclusive
Stroke Saver
Feature. The
secret of re-
laxation, con-
fidence, and
accuracy in
short ap-
proaches and
putting.