

But, that's none of our business. We're just telling the story.

### Pros Make Fee Courses Pay

It's our observation that the fee courses that have made money and coming out of the depression in the best shape are those at which good business men pros have been conducting the golf plant affairs.

Certainly good pros are hard to get, but on the other hand when you get one, he's worth keeping with co-operation and some earning incentive. The fee course pro has no soft life. Many times he is lucky if he gets a day a week off, and you may be sure that if he lines up some tournament for what should be his off day he will be there to see that he and the plant make money.

Just to give you an idea that the fee course pro's job in some of the smaller towns is not love's young dream, here is a letter we received:

I came here in September, and opened up nine holes October 6. My position was pro in charge of the works, salary \$75 per, expecting lots of lessons, club and ball selling. Later I discovered there were two country clubs also about ten stores that sold golf equipment in the neighborhood.

Anyway, I had to rebuild the nine hole layout. It was too dangerous. After a lot of work we got down to normal.

First season 30,000 nine-hole rounds were played. I acted as starter, issued tickets, collected fees, and worked as caddie master and refreshment slinger from daylight until dark.

Next season I built another nine-hole, making 18. Up to then I had only three or four rounds on the course. My two bosses who owned the course worked in relays, one always on the job. Every once in a while one or the other would come to check up the cash register, then take a hike off over the course, count the players or observe their names, then come back and check up again to see if all was "hunky dory".

Saturdays and Sundays were my busy days, starting at daybreak and ending at dark. Sometimes I even had to eat on the first tee. After two years I thought I would try to make a little money, so I started seriously into giving lessons. Knowing the people and being then very popular I soon began to make good. Put up a course record 68—34-34. Some of the players came from the other clubs and took lessons. This did not suit the owners



**STOP FIDDLING  
AND**

**fight**

**BROWN PATCH**

Here's **REAL**  
organic mercury  
protection for  
\$1.65 a green!



Brown patch is in the spotlight now! No time to experiment with unproved fungicides. No sense in trying *any* new treatment merely because it is "cheaper." You can't fiddle with brown patch. You have to **FIGHT** it!

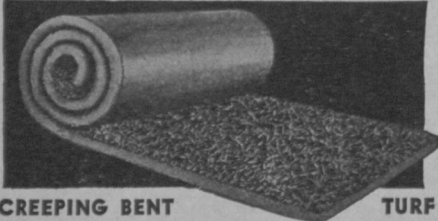
**SPECIAL SEMESAN** has what it takes to control the disease. It contains real organic mercury. Is a product of brown patch control specialists. Has a definite, very economical rate of application — 1 lb. to 6,000 sq. ft. of turf. And costs as little as \$1.65 a green!

Order from your wholesaler. Five lbs., \$10.00; 25 lbs., \$42.50; 100 lbs., \$165.00. Bayer-Semesan Company, Inc., du Pont Bldg., Wilmington, Delaware.

Other Fungicides: Regular SEMESAN—25 lbs., \$46.25; 100 lbs., \$180.00; 300 lbs., \$525.00.  
NU-GREEN—25 lbs., \$30.00; 100 lbs., \$115.00;  
300 lbs., \$330.00.

**Special SEMESAN**

# ● push PGAs and Penfolds.. if you want to lick store competition!



CREEPING BENT

TURF

Our true Washington Strain Creeping Bent in solid turf form makes model greens. Also in stolon form. Withstands drouth like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

ILLINOIS GRASS CO. Telephone  
18455 Reigel Road (near Chicago) Homewood, Ill. Homewood (Ill.) 746

## \$1.45 or less per green for CONTROL OF BROWN PATCH

To obtain a high degree of control without shock or damage to the turf—to accomplish this at the lowest possible cost—use CUREX. We conservatively recommend one pound per average green. But a large number of greenkeepers have discovered that even less may be used with satisfactory results. The new CUREX—in lighter, finer, fluffier form—provides a very wide margin of safety. Contains 20% mercury—more than any other organic fungicide and sells for less per pound. Nothing else can give the greenkeeper so much value per pound of prevention or cure!

PRICES: 25-pound pails.....\$ 37.50  
100-pound drums..... 145.00

CUREX, INC., 521 Fifth Ave., New York City

### CUREX

#### THE LOW COST FUNGICIDE

—they thought they were getting nothing out of it, so I had to cut it out.

So again I started another "racket". I gave the boys and girls from high school golf lessons free and provided clubs and balls. This went along fine for a while. There were 20 girls and 40 boys. So once again along came owner No. 1 and said, "I'm sorry, but we will have to discontinue this. The kids are getting in the way and no revenue."

Then along came the end of the season. We had had plenty of play and made money, but they informed me it was not up to expectations; therefore, they would have to cut down on expenses. So after a little conversation, they decided to let me go, saying they could manage through the winter without a golf pro, as both of them could handle the job, one inside the club, the other out on the course.

I did not go back last season; they got a pro in June. He stayed six weeks and packed up again and went back home. Last season I opened up a golf school and driving range. Made a little money but got persuaded to install lights for night practice. This not only burned plenty of light, but burned me and my few dollars up. So this season I have decided not to open up again here.

I have had 25 years' experience in the game of golf in all branches, but the last three years have been the limit.

### Bowling Leagues Weld Members' Interest Thru Winter

EACH winter sees more and more clubs turning to bowling as a means of holding member interest through the non-golf months. Alleys are reserved for a definite day and hour, and few clubs find it difficult to stir up plenty of enthusiasm.

In Chicago, no less than fifteen golf clubs have regular weekly games among teams of members. Medinah CC, Olympia Fields and South Shore have a regular tournament of ten or more 5-man teams from early fall until well into March. Interest

## T THE NEW P 1935 TWIN PAX

● New models—New features—More attractive—Lighter weight—A bigger sensation than the 1934 models. Des Moines Glove & Mfg. Co., Des Moines, Iowa.

# Is Bent Just Bent To You?

There are some thirty varieties of Bent grass and one should have some practical knowledge relative to handling them if he is to give worth while advice as to the variety which will give the best results. There is no one variety that is a sure "cure all" in all localities. The kind that produces a "Rolls Royce" turf in California or Washington may prove to be a "second hand flivver" in Missouri, New York, Wisconsin or other states.

I am a farmer. Most of my farms are devoted to the growing of different varieties of the Bent grass of grass and some of these varieties make the finest turf of anything in existence. I have had a great deal of experience covering many years in furnishing golf clubs, municipal parks, athletic fields, etc., with fine turf grass seed for their putting greens, fairways, and lawns. I always endeavor to furnish those varieties of Bent that do the best in those localities where the seed is to be used.

**WHEN YOU PURCHASE SEED DIRECT FROM THE FARMS WHERE IT GROWS YOU ARE ASSURED OF AN ABSOLUTELY FRESH, VIABLE, ACCLIMATED, WINTER HARDY PRODUCT THAT WILL PRODUCE MORE PERMANENT AND DESIRABLE RESULTS ON YOUR COURSE THAN ANY SEED OF FOREIGN ORIGIN.**

Boost one of your own American industries to the extent of purchasing your seed from the American farmer who grows it.

ALSO  
FAIRWAY  
SEED

**A. N. PECKHAM, Kingston, Rhode Island**

ALSO  
FAIRWAY  
SEED

runs high and officials of these clubs are loud in their praise of bowling as a means of welding the members closer to the club and its activities.

Similar bowling schedules are followed by clubs in New York, Cleveland, St. Louis and Buffalo. In the latter city, the women golfers have the Buffalo Woman Golfers' Bowling league and recently completed their nineteenth tourney. Each club has one or more teams in the competition.

## PRO BILT CO. NOW MAKING CLUBS IN EAST

Locust Valley, L. I., N. Y.—Pro-Bilt Co., with postal address Box 425, Locust Valley, has taken over equipment of the Schavolite Golf Co., and will make clubs for pro sale only.

At the head of the Pro-Bilt Co. are Bob Kilpatrick, formerly with Spalding and Schavolite, Jack Ross, veteran pro, who continues as pro at The Creek club, and Fred Chase, formerly in charge of repair and shipping departments at Schavolite.

The boys have started with a good line of clubs and ought to do all right. They

know their business and they have a host of pro friends.

## BALTEX NEW TOUGH COVER ON TOMMY ARMOUR 50c BALL

Elyria, O.—Worthington Ball Co. has put a new patented tough cover called Baltex on the Tommy Armour 50 cent balls. The Baltex cover is claimed to have increased resiliency and longer wear, along with pronounced toughness.

## MAC SMITH CLUBS ADDED TO NEW CATALOG

Nashville, Tenn.—With A. C. Link joining N. C. Lyon and Mac Smith in the executive staff of Link-Lyon, Inc., several new clubs Mac has designed have been put into production.

A new catalog showing these new woods and irons has been issued and will be sent to any pro on request. Link-Lyon, Inc. has a strict pro-only sales policy.

## BOTH PENNSY MOWER MODELS ARE OF MALLEABLE CONSTRUCTION

Primos, Penn. — Pennsylvania Lawn Mower Works, in a recent advertisement in these pages, mentioned the malleable

## HYDROLIZE for PERFECT GREENS

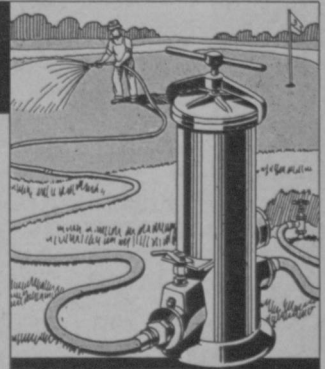
### ... AND CUT MAINTENANCE COSTS!

● The HYDROLIZER SYSTEM provides a NEW PRECISION SERVICE for Brown Patching, Fertilizing, Worming and Insectkilling—with many new SAVINGS IN COSTS. A new SAFE method that requires no preliminary mixing and guards against the misuse of chemical values. You set a simple control valve for the mildness or richness desired and the HYDROLIZER does the rest—AUTOMATICALLY.

The HYDROLIZER SYSTEM is highly recommended by greenkeepers and horticulturists throughout the country. Write for complete information and FREE CHART that tells how to mix your own chemical preparations.

**WRITE TODAY!**

HYDROLIZER CORPORATION  
ELMHURST, ILLINOIS



If you don't see what you need advertised in GOLFDOM, write us

## BROWN PATCH

EFFECTIVE, ECONOMICAL CONTROL assured with PFIZER MERCURIAL MIXTURE. 2/3 Calomel, 1/3 Corrosive Sublimate, endorsed by foremost Clubs and Leading Turf Authorities.

**PFIZER MERCURIAL MIXTURE**  
CONTAINS 81% MERCURY

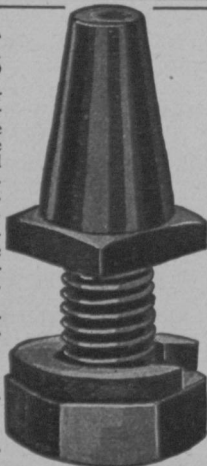
Write for Circular

**CHAS. PFIZER & CO., Inc.**  
444 W. Grand Ave. 81 Maiden Lane  
CHICAGO, ILL. NEW YORK, N. Y.

### 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

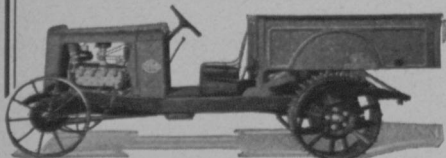
MR. OF SPUDS, FORDSON WHEELS, ETC.

## STAUDE General Utility Tractor

\$495 to \$795

Attachments only \$155 and up for Ford models T, A, B, and V-8. Money back guarantee. Write for details.

**E. G. Staude Mak-A-Tractor Co.**  
2696 University Ave. -- St. Paul, Minn.



### ● BENT GRASS ●

BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

### HIRAM F. GODWIN

Box A, Redford Sta.,  
Detroit, Mich.

R. F. D. No. 3,  
Pottstown, Pa.

iron construction of its DeLuxe 36-inch fairway mower, but failed to point out directly that its 30-inch model is of similar material.

The Pennsylvania people claim that malleable iron makes these mowers unbreakable, a valuable sales point, and accordingly ask that greensmen understand that the feature applies to both DeLuxe fairway mowers.

### ST. MUNGO HAS NEW 50 CENT FLOATER BALL

Newark, N. J.—A new St. Mungo ball, The Floater, is being made by the St. Mungo Sales Corp., 121 Sylvan Ave. The ball retails at 50 cents. It floats and is built especially for the light hitter.

### KIERNAN AND ROBERTS PROMOTED AS SPALDING EASTERN OFFICIALS

New York City—A. G. Spalding & Bros. announce another advance for Matt Kiernan, formerly head of Spalding's eastern wholesale golf department. Matt now is responsible for all Spalding wholesale sales in the east.

Walter Roberts, Matt's assistant in the golf dept., has been made eastern golf manager.

Pros who know Matt and Walter all will rejoice at the promotion of these two brother toilers in the cause.

### GREENKEEPERS' EXHIBIT SHOWS TREND TO PNEUMATIC TIRES

JUST as farmers in the past few years have been swinging more and more to pneumatic tires for their tractors and farm implements, so have greenkeepers seen the advantages of this new development. Country clubs have become an important market for manufacturers of rubber tires, according to sales officials of The Goodyear Tire & Rubber Co.

Difference in equipment, as compared with a year ago, was especially noticeable at a recent meeting of The Cleveland Dis-



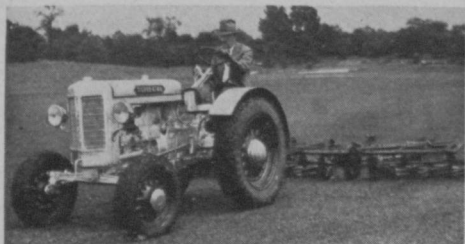
Goodyear tires on McCormick-Deering tractor.

trict Greenkeepers' Assn., held at Portage CC., Akron. Many pneumatic-tired tractors and power mowers were displayed and demonstrated. All of the tractors pulling gang mowers were similarly equipped—

whereas only a year ago scarcely any of the equipment would have been mounted on rubber tires.

There are many advantages in pneumatic tires over steel wheels, the Good-year men declare, and the fact that the majority of new tractors and power mowers being sold to golf courses are pneumatic-equipped seems to bear out their contention. Many of the steel-wheeled units already in service are being changed over to pneumatics.

One of the outstanding advantages of pneumatics for golf course use is the fact they are easier on the turf, particularly



Goodyear-equipped Silver King tractor.

if the ground happens to be soft. Rubber tires don't damage trees or sidewalks, and make possible use of the units over a wider area. Farmers are impressed with the fact they can do more work in the same length of time, and this is a factor that is also important on golf course equipment. Less power is required for operation, resulting in a fuel and oil saving. The equipment undergoes less wear and tear and therefore has longer life, due to the cushioning effect of the pneumatics.

Equipment on which pneumatic tires are finding ready use includes tractors, mowers, utility wagons, compost spreaders, wheelbarrows and green mower carts, used to carry mowers from green to green.

#### HENRY, HOYT AND HAY JOIN MAC SMITH SALES STAFF

Nashville, Tenn.—Link-Lyons, Inc., makers of MacDonald Smith golf clubs announce appointments of Pete Henry, widely known golf salesman, as eastern sales mgr. Bill Hay will represent Link-Lyon,

## HAYFEVER

ASTHMA and SUMMER COLDS are unnecessary. Complete relief only \$1.50 Postpaid. Nothing else to buy. Over 40,000 HOLFORD'S WONDER INHALETS sold last year alone. Mail \$1.00 today for full season's relief to THE DANDEE CO., 252 HENNEPIN AVENUE, MINNEAPOLIS, MINN., or write for Free Booklet.



## 1472 GOLF COURSES SOW

## SCOTT'S Recleaned GOLF COURSE SEED

There is only one reason why SCOTT'S GOLF COURSE SEED is sown regularly on one-quarter of the country's courses. It produces results every superintendent has a right to expect. Scott's seed is pure seed—free from inert matter and noxious weeds. Plant Scott's Golf Course Seed this fall and notice the difference. Write for a bound copy of "Lawn Care."

FREE!



**O. M. Scott & Sons Company**  
356-A MAIN STREET MARYSVILLE, OHIO

## CHANGES in SCORE CARDS

referring more particularly to allocation of handicap strokes and pars on longest holes.

**Were recommended by  
the USA in Jan., 1935**

These, vitally, affect your score card if you would have it correct.

Full explanation in our price list in a section titled "Preparation of Copy for Score Cards."

That Happy Combination of Quality and Economy is offered in our

## New Broadmoor One-Color Score Card

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

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

Tell us any idea for making GOLFDOM advertising more helpful

## Wilson Lasting Flavour prepared meats solve summer menu problems



**LUNCHEON MEAT**  
Hams—  
pear shaped, half size, family size  
Heart O'Ham • Pork Tongue  
Ox Tongue • Calf Tongue  
Brisket Beef • Fancy Sulze  
Chicken—Whole and half • Chico  
Boneless Pork Hocks—Jellied  
Pork Tid-Bits  
Spiced Beef—Sugar cured

They offer a great variety of menu possibilities—are attractive—nourishing and economical. No cooking required. They are always ready to serve and have absolutely no waste.

Many managers tell us that for buffet luncheons and suppers, Lasting Flavour Products are without equal. Great favorites on Ladies' Days.

Get a trial assortment from your provisioner today. Packed in vacuum tins—always ready to serve—slices evenly and easily.

A supply in the pantry remains good until used—a "life saver" in many an emergency.

Lasting Flavour Products Division  
Chicago



*The Wilson label protects your table*

### CLUB OFFICIALS and PROS

●  
**Keep Supply Business at Club**  
●

Install Nationally Known

### FULNAME GOLF BALL MARKER

A REAL PROFIT MAKING PROPOSITION.  
WRITE AT ONCE FOR COMPLETE DETAILS.

(Over 3000 Clubs Now Profit with Fulname Marking)

**The Fulname Co.,** Cincinnati, Ohio  
LeBlond Building

### LEWIS GOLF BALL WASHER Standard Everywhere

You will find Lewis Washers wherever you go—So be sure YOUR course has a Lewis Washer at every tee—They are now available in 5 colors in addition to White—for an extra charge of 25 cents. See your golf equipment dealer.

Lewis Washers in lots of 1  
to 10 .....\$6.00  
In lots of 11 to 20.....\$5.50  
Complete tee ensemble—washer, tee stake, towel, waste container, tee data plate .....\$10.50  
Lewis Bag Rack and other equipment.

**G. B. LEWIS COMPANY**  
Dept. GD 835, Watertown, Wis.



Inc. on the west coast and make his headquarters at 1543 17th St., San Francisco.

Bill Hoyt, another well known, experienced golf salesman, will handle Link-Lyon, Inc. sales in Ohio, Michigan, Indiana, Virginia and northern Kentucky. Hoyt will work out of 919 Oxley Rd., Columbus, O.

### WHAT TO NAME NEW BALL IS SERIOUS PUZZLE, SAYS CONLIN

If you happen to be around 1790 Broadway, New York and call in on Eddie Conlin, ringmaster of U. S. Rubber golf ball sales—and if you see Ed frowning and surrounded by stacks of books, pamphlets and papers—you have caught him in the throes of christening preliminaries on a golf ball.

Explains The Conlin:

"A good name on a golf ball is an important factor in its sale. Good names are hard to get and dozens of our advertising, selling and manufacturing staff have to puzzle themselves for months until finally some fellow has a heaven-sent hunch or a laboriously thought-out idea that we all finally can agree on as something worth using.

"There are plenty of good obvious names that anyone would be glad to use but

## PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 3/4 in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING  
COMPANY  
Joliet, Ill.      Catasauqua, Pa.

## NORTHLAND BENT

Plant Patent Pending

A limited quantity of stolons is available for fall planting at a special introductory price.

**EARLE M. BARROWS**  
MINNESOTA VALLEY FARMS

Route No. 4, Minneapolis, Minnesota



# Buy with Confidence!

Whatever your needs, GOLFDOM'S advertising pages will serve as a dependable guide to reliable sources of supply. Mention GOLFDOM when you write these advertisers. If you can't find what you need, refer to the list below. Draw lines through items on which you want complete information and prices. Mail to GOLFDOM, 14 East Jackson Blvd., Chicago. It will bring you facts and figures you need in making your purchases.

## FOR THE GOLF COURSE

- Ant eradicators
- Arsenate of lead
- Bag racks for tees.
- Ball washers
- Bent grass stolons
- Bird houses
- Bookkeeping systems
- Books on
  - golf architecture
  - greenkeeping
- Brown-patch preventives
- Charcoal (soil conditioner)
- Chickweed eradicators
- Clamps, for pipe leaks
- Compost distributors
- Compost mixing machines
- Diesel engines
- Drinking fountains
- Dump carts
- Fencing
- Fertilizers
- Fertilizers distributors
- Flags, flag poles
- Furniture
- Hole cutters
- Hole rims (putting cups)
- Hose, water
- Hose boxes (underground)
- Humus (soil conditioner)
- Hydraulic mixers
- Insecticides
- Lime, hydrated
- Limestone, pulverized
- Mole and gopher traps
- Mole and gopher poisons
- Mowers
  - putting green  tee
  - fairway  rough
- Mower blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
  - perforated for drainage
  - water
- Playground equipment
- Pumps (state capacity)
- .....
- Putting cups
- Rakes, adjustable, for traps
- Rollers
  - fairway
  - green
  - spiked
- Scythes (motor driven)
- Seed
  - fairway
  - green
  - rough
- Seeders

- Shelters (golf course)
- Skeet layouts
- Sod cutters
- Soil screeners
- Soil shredders
- Sprayers
  - barrel pump
  - power engine
- Spike discs
- Sprinklers
  - greens
  - fairway
- Sprinkling carts
- Swimming pool information
- Tee data plates
- Tee markers
- Tile, drainage
- Tractors
- Tractor tires,
  - low pressure
  - pneumatic
- Tractor wheel spuds
- Water systems
  - for greens
  - for fairways
- Water system engineer
- Weed killers
- Worm eradicators

- Leather jackets
- Movie cameras, projectors
- Practice clubs
- Practice driving devices
- Practice nets
- Prizes
  - cups
  - trophies
- Rain jackets
- Score cards
- Shafts
  - hickory
  - steel
- Shoes
- Shoe spikes
- Shoe trees
- Sockettes
- Sweaters
- Sweat shirts
- Tees
  - wood  celluloid
  - rubber
- Trap-shooting  traps
- shells  targets
- Underwear

## FOR THE CLUBHOUSE

- Ales
- Bar equipment
- Bath slippers
  - paper  wood
- Bars
  - fixed
  - portable
- Bath towels
- Beer
  - bottle
  - draught
- Beer cooling equipment
- Cash registers
- Cheese
- Deodorants
- Disinfectants
- Kitchen equipment
- Laundry equipment
- Liquors
  - gin
  - whiskey
  - wine
  - mixers
- Linens
- Lockers
- Mineral water
- Refrigerators
- Rugs—runners for aisles
- Showers
- Soda fountains
- Water coolers
- Water softeners

## FOR THE PRO SHOP

- Archery golf supplies
- Bags
  - canvas
  - leather
- Balls
  - .25  .35  .50
  - .75
- Ball marking machines
- Belts
- Bookkeeping system
- Buffing motors
  - A.C.  D.C.
- Caddie badges
- Caddie uniforms
- Calks for golf shoes
- Caps
- Clubs
  - Brassies  Drivers
  - Irons  Matched sets
  - Putters  Spoons
  - Women's
- Club racks for pro shop
- Garters
- Gloves
- Grip dressing
- Grip wax
- Handicap
  - racks  cards
- Hats, duck with vizor

Club.....

By..... Club Position.....

Address.....

Town..... State..... Date.....

● IMPORTANT — FILL OUT FORM ON REVERSE OF THIS PAGE ●

# DOES GOLFDOM HELP YOU?

If you get good from these pages, how about your fellow officials? Are they on our mailing list so they too can keep posted through GOLFDOM? Perhaps we haven't been notified of your organizations latest elections or appointment. Better do them a favor by tearing out this page and mailing it, filled in, to GOLFDOM, 14 East Jackson Blvd., Chicago.

*Please PRINT plainly. Home or business addresses preferred.*

President .....

Address .....

Green-chairman .....

Address .....

Manager .....

Address .....

Professional .....

Address .....

Greenkeeper .....

Address .....

Club .....

Town ..... State .....

Number of Holes ..... Is Course Private, Daily Fee or Municipal? .....

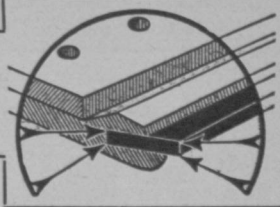
*Please give us this additional information for our records:*

Swimming Pool?.....How Many Tennis Courts?.....Trapshooting or Skeet?.....



## EXTRA SAVINGS ON YOUR MOWING

Budd Blades, with their four edges, save you a lot of cutting time. And when you stop and think of the extra savings they bring in preventing costly layups, and expensive sharpening costs, you begin to realize that it's costing more being without Budds than having them. Try them NOW on one mower, and you'll want them on all. Write for details. BUDD MFG. CO., Dept. G, Ravenna, Ohio.



## BUDD • BED • BLADES

they've already been used and registered in the United States patent office by another manufacturer. Once in a while some unfortunate operator will pick a name that looks great and get balls marked up only to be seriously out of luck when it is discovered that someone else had used the name previously.

"The golfer and the pro have no conception of the thought and research the ball maker has to devote to getting a good name for the ball he has spent a lot of money to develop. The name will have thousands of dollars spent on it in advertising before it registers strong and habitually with the buyers and will bring enough business to give the maker a chance to get in the black.

"When you've got a good ball and are spending your good dough to make people acquainted with it, you can't depend on the old line about a rose by any other name being just as sweet.

"To show you what this christening job amounts to, see what we had to do before we christened our new Spun Latex U. S. Royal with the name that certainly has helped to make many sales.

"We carefully went through—name by name—lists of all the yachts in this country, the race horses, the different brands of cigars, the Pullman Cars, the Scottish Clans, and the names of streets of several different cities—like Providence, Rhode Island, where U. S. balls are made. About the only book we did not try was the dictionary. This is no small job—and if you do not believe that, try it yourself.

"Finally, our thinking came around to what the ball was made of and how it was made. The raw material was Latex, which is the milk or sap that is taken from the cultivated rubber trees grown on the plantations owned by the United States Rubber Co. This material—Latex—is

spun into thread, as a spider spins its web—the thread that is used in making our new ball. This gave us the name Spun Latex, and through our advertising the name Spun Latex has registered to such an extent that today the golfers are asking for the spun Latex ball rather than for the U. S. Royal made of spun latex.

"No, sir, the job of getting a new name for a new golf ball is not an easy job. If you think it is, give me one that is short, easy to pronounce and remember, and one that has not been used before. Do this, and I will gladly cross your palm with silver—that is, if we decide to use it."

### Classified Ads

10 cents a word per issue. Minimum charge \$2.50

To GREEN-CHAIRMEN, GREENSKEEPERS and GUARDIANS OF CLUB TREASURES.

You can produce perfect turf of deep color, throughout the season with 'Terre' LAWN-SPUR and 'Terre' TOP-DRESSING. Prominent Golf Clubs in the metropolitan area (names on request) have proved the value of these products after exhaustive tests. LAWN-SPUR (8-6-5) is a special turf fertilizer developed after years of scientific plot tests. Its plant food is supplied from 12 sources, each becoming available at different periods. Thus, continuous feeding is provided with a minimum of loss from leaching. 'Terre' TOP-DRESSING is a scientific blend of organic matter produced especially for golf greens. It is perfect for spreading drier, finer, weed-free and more economical than home-made topsoil. In combination with Lawn-Spur, it has produced amazing results on courses and worth-while savings on club treasures. As soil, turf and fertilizer experts to many well-known golf clubs, we invite your inquiry.

MACMULLEN-TERHUNE COMPANY  
Fertilizer-Grass Seed Headquarters

Rochelle Park New Jersey

Experienced Greenkeeper with highest performance record over ten year period at first-class clubs now available immediately for new situation due to financial difficulties at present club. Expert in highest character of course maintenance on small budget. Experienced in construction work. For complete details and references write: Ad 849, % *Golfdom*, Chicago.

For Sale—Sporty nine hole golf course, complete, clubhouse and Pro shop, needed tools. Located in central Indiana with population of 500,000 within one hour's drive. Bent grass greens. \$32,000 investment can be bought for \$15,000. \$9,000 will swing it. Address: Ad 848, % *Golfdom*, Chicago.

### KEATING NURSERY

SPECIALIZING in

GENUINE METROPOLITAN BENT STOLONS

Proven the fastest grower and most resistant to disease.

Good supply of Atlantic City and Washington bents always on hand.

ORDER NOW

WM. KEATING—Greenkeeper, Clive, Ia.

## NEW LIFE FOR GREENS & FAIRWAYS

"Lime Crest" CALCITE (Pulverized)

does wonders in sweetening soil, making grass on greens and fairways grow lush and green. Finely pulverized high-calcium limestone—quick acting, long lasting. Write for full information. Limestone Products Corp. of America, Dept. Y-1, Newton, N. J.



AUGUST, 1935

# Golfdom

The  
Business Journal of Golf

VOLUME 9, No. 8

PUBLICATION OFFICES: 14 E. JACKSON BLVD., CHICAGO, ILL.  
Tel.: HARRISON 5942

Editor  
HERB GRAFFIS

Eastern Rep., ALBRO GAYLOR  
20 Vesey St., New York City  
Tel.: COrtlandt 7-4031

Adv. Mgr.  
JOE GRAFFIS

Central Rep., RAWLINS & HUNT  
333 N. Michigan Ave., Chicago  
Tel.: RANdolph 6225

Managing Ed.  
JACK FULTON, JR.

## CONTENTS

Wooing the Women, by Tom Ream.....	9
Path to Perfect Fairways, by Kenneth Welton.....	13
Dutra Gets New Shop.....	17
In the Rough, with Herb Graffis.....	20
Opportunity for Club Re-Organizers.....	24
Meeting Today's Shortage of Bartenders.....	26
How Spiking Helps, by C. C. Worthington.....	29
Ousted Pro Wails Job Loss.....	30

## ADVERTISERS' INDEX

Barrows, Earle M.....	36	Lewis Company, G. B.....	36
Bayer-Semesan Co., Inc.....	31	Limestone Products Corporation of America.....	39
Buckner Mfg. Co.....	4	Links, The.....	5
Budd Mfg. Co., The.....	39	McClain Brothers.....	27
Curex, Inc.....	32	Milorganite.....	3rd Cover
Dandee Co., The.....	35	Old Orchard Turf Nurseries.....	2nd Cover
Des Moines Glove & Mfg. Co.....	32	Peckham, A. N.....	33
Detroit Harvester Co.....	7	Penfold Golf Balls, Inc.....	32
Dodge Co., C. B.....	6	Pfizer & Co., Inc., Chas.....	34
Dow Chemical Co.....	1	Phoenix Mfg. Co.....	36
Dunlop Tire & Rubber Co.....	23	Portable Elevator Mfg. Co.....	6
Fate-Root-Heath Co., The.....	4	Premier Poultry Manure Co.....	28
Flex Lawnmower Blade Co., Inc.....	4	Professional Golfers' Ass'n.....	27
Florida Humus Co.....	7	Royer Foundry & Machine Co.....	29
Fulname Co., The.....	36	Scott & Sons Co., The O. M.....	35
Godwin, Hiram.....	34	Sewerage Commission, The.....	3rd Cover
Goodyear Tire & Rubber Co., The.....	19	Skinner Irrigation Co., The.....	6
Hillerich & Bradsby.....	21	Staude Mak-A-Tractor Co., E. G.....	34
Horner, R. S.....	34	Stump & Walter.....	30
Hydrolizer Corporation.....	33	Tonagren Co., P. & M.....	7
Illinois Grass Company.....	32	United States Rubber Co.....	4th Cover
Johnson, Inc., J. Oliver.....	2	Vestal Co., John H.....	35
Keating Nursery.....	39	Wanamaker, John.....	30
Kroydon Co., The.....	25	Wilson Sporting Goods Co.....	8
		Wilson & Co., Inc.....	36
		Worthington Mower Co.....	3