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*world's largest exclusive*  
**GOLF BALL MAKER**

# DECIDE ON COURSE STANDARDS

By KENT  
BRADLEY

*... and the problem of maintenance budgeting is a much simpler task*

**M**ANY golf clubs are now in better financial condition than they have been since the boom days of budgets. However, this is no time, nor is there good reason for spending for superfluous standards.

Labor maintenance funds reach their peak in June, July, August and September in northern states. Expenditures in these months are 50% (and often more) of the labor costs for the entire year.

My advice is to conserve money for needed revamping and improvements to be done in the fall, winter and spring. Money for seed and fertilizer besides labor can be kept available if maintenance operation standards are specified at the time of making up annual greens appropriations. A special emergency fund should be made at the same time to cover unforeseen extras that may be needed during mid-season.

The standards herein are defined as the number of times a given job is done within a normal working week, at an average cost, based on the unit per area maintained.

## Must Hold to Specifications

If a contractor agrees to build a house to specifications, his business will fail if he agrees to install extras not agreed upon and allowed for in the original estimate. This holds true with golf course operation. If you allow your superintendent money to mow greens 4 times a week, he cannot cut 6 times and still do the other scheduled routine work without more money.

Assuming that \$36 is the cost of mowing greens 4 times a week, \$18 more will NOT permit cutting 6 times. Other costs increase: more time to pole ahead of cutting; if extra men are needed to cut, they must fill out the day on other work; extra fertilization, watering, topdressing and spiking go with increased mowing. The use of power machines might appear the solution, but remember these machines need more care than hand machines, and require a higher type of men to operate them.

Consider that today's machines cut at a higher frequency (more cuts made per foot of forward travel). This gives a more

even and longer-lasting playing surface between mowings than possible to obtain some years ago.

Increase in number of daily players is again beginning to delay workmen so that, hurry as they may, they cannot keep work up to schedule.

From the road, golfers easily discern a well-kept course, from one that is unkempt. The better kept course requires that not only major jobs be done, but prompt and regular attention be given to numerous details. It is that way either due to unlimited expenditures, or to good management of the superintendent, the co-operation of all department heads, and the tolerance of reasoning members.

The superintendent who attends to business knows from his cost-keeping records, just what can be done under the various conditions and emergencies he encounters. When no daily costs records are kept, it is an indication that poor management exists.

Bear in mind and allow for the higher cost of material and labor, before raising standards. Decide whether you want the highest standards dues will permit, or the highest obtainable, money-no-object.

## No Magic Lamp Around to Rub

Don't kid yourself thinking the superintendent will get by somehow or pull bunnies from his bonnet. What you throw at him will boomerang back and sock you in the pocket-book region of your pants. . . . as far as the eventual golf course and costs are concerned.

Golfers who play different courses come back to say the fairways are better at another club. When questioned further as to greens or other items, they concede that their own course is kept better from that angle. The reason is obvious that the praised fairways are receiving more care at the expense of neglecting the greens.

There being no classification of golf course maintenance operation standards available, the writer has made up a set that readers can take as arbitrary, and refer mainly to work done in the months as mentioned above.

These may not be applicable to your specific case, and are offered as a help to

## CLASSIFIED GOLF COURSE MAINTENANCE ROUTINE OPERATION STANDARDS

*Heavy type indicates average standard maintenance at private club course*

## Item—Greens

JOB	STANDARD A	STANDARD B	STANDARD C	STANDARD D
"Pole".....	daily.....	cutting days.....	when wormy.....	irreg.....
Sweep.....	daily.....	cutting days.....	<b>when littered</b> .....	irreg.....
Mow putting surface.....	6 x wk.....	<b>4 or 5 times wk</b> .....	3 x wk.....	2 x wk.....
Mow collars & approaches.....	4 x wk.....	<b>3 x wk</b> .....	2 x wk.....	1 x wk.....
Mow outer banks.....	3 x wk.....	2 x wk.....	<b>1 x wk</b> .....	accum.....
Change holes.....	daily.....	<b>4-5 x wk</b> .....	3 x wk.....	2 x wk.....
Spike roll.....	weekly.....	fortnightly.....	<b>when begins to pack</b> .....	after packing.....
Water.....	<b>3 x wk</b> .....	2 x wk.....	1 x wk.....	irreg.....
Fungicide.....	weekly.....	every 10 days.....	when attacked.....	after attack.....
Top-dress.....	monthly.....	every other month.....	2-3 times yr.....	once yr.....
Fertilize.....	<b>regular monthly schedule</b> .....	as funds and time permit.....	when turf gets thin.....	once or twice yr.....
Weed.....	regular schedule.....	<b>often in spare time</b> .....	when accum.....	neglected.....
Patch with sod.....	<b>promptly as scarred or worn</b> .....	early attention.....	when accum.....	annually.....
Repair ball marks.....	weekly.....	<b>early attention</b> .....	when accum.....	neglected.....
Insecticide.....	regular schedule.....	<b>promptly when needed</b> .....	irreg.....	neglected.....
Supt. Inspected.....	<b>daily once or twice as needed</b> .....	every other day.....	twice wk.....	irreg.....
Compost or top dressing.....	<b>made on course and screened</b> .....	mixed on course, from bought material.....	bought commercially, made and screened.....	

## Item—Tees

Mow.....	6 x wk.....	4-5 x wk.....	<b>3 x wk</b> .....	2 x wk.....
Move markers.....	daily.....	every other day.....	twice wk.....	1 x wk. or not at all.....
Service ball washers.....	daily.....	every other day.....	<b>twice week</b> .....	1 x wk. or not at all.....
Clean towels.....	daily.....	every other day.....	2 x wk.....	1 x wk.....
Ice water coolers at tee.....	daily.....	all "hot days".....	week end only.....	
Clean up litter.....	daily.....	every other day.....	<b>twice wk</b> .....	once wk.....
Empty trash catchers.....	bi-weekly.....	<b>weekly</b> .....	irreg.....	neglected.....
Water.....	3 x wk.....	every other month.....	1 x wk.....	irreg.....
Topdress.....	monthly.....	one wk.....	2-3 times yr.....	once yr.....
Plug or seed divots.....	2-3 x wk.....	every other month.....	fortnightly.....	monthly.....
Fertilize.....	monthly.....	<b>every other month</b> .....	twice yr.....	once yr.....
Weed.....	regular schedule.....	<b>often in spare time</b> .....	when accum.....	annually.....
Supt. inspected.....	daily.....	every other day.....	twice wk.....	once wk.....

## Item—Fairways

Mow.....	3 x wk.....	2 x wk.....	1 x wk.....	
Water.....	weekly thru season.....	once or twice wk. in dry weather.....		
Fertilize.....	<b>twice yr</b> .....	once yr.....	every other yr.....	
Pick up papers.....	weekly.....	fortnightly.....		
Patch divots.....	monthly.....	twice year.....	yearly.....	topdress every other yr.....

## Item—Rough (same unit areas)

Mow.....	weekly.....	fortnightly.....	monthly.....	every other month.....
Hand trim.....	weekly.....	fortnightly.....	monthly.....	every other month.....

## Item—Traps and Mounds

Rake.....	daily.....	every other day.....	2 x wk.....	irreg.....
Weed.....	twice wk.....	weekly.....	<b>fortnightly</b> .....	irreg.....
Trim.....	weekly.....	fortnightly.....	monthly.....	irreg.....
Trim brooks & pond banks.....	weekly.....	fortnightly.....	monthly.....	twice season.....

## Landscape Work and Miscellaneous Routine Work\*\*

Mow lawns.....	twice wk.....	weekly.....	fortnightly.....	monthly.....
Fertilize.....	3 x yr.....	twice yr.....	<b>annually</b> .....	bi-annually.....
Water.....	Weekly thru season.....	once or twice wk. in dry weather only.....		

Pick up trash, trees, shrubs, flower beds, bed borders (edged), roads, paths, parking space, clubhouse service, buildings, equipment care.....

} Optional standards to suit requirements.

} Same standards as greens, for greens' turf. Same upkeep standards tees, for tee turf.

\*\*Does not pertain to golf directly, but inclusive in budgets, both in time and cost; and receives regular attention, either by greensmen, gardeners, or extra help hired for this purpose, and charged to golf course budget. While secondary to golf course work, this work must be carried on, often at the expense (or neglect) of minor items of golf course work.

green committees. Prof. L. S. Dickinson stresses that cultural conditions should be primary, for without them in mind, playing conditions are costly and difficult to obtain.

Although a standard graded as B suffices for your course, your maintenance may be graded as A. Some clubs meet A standards for some items and B standards for others. Thus it could be assumed that an average might fit in as B plus. At certain times of the year high standards are not necessary, due to low play, or the job not requiring as much attention, and if standard C or D is used in the fall, it is no reflection on the management. In fact it is a credit, because by not unnecessarily keeping a high standard, other work can be done to greater efficiency. Standard A as given may not be high enough to suit some clubs, but it is questionable if there is actually the need of spending or even wasting the money. This brings up another angle as to whether a few players on the course justifies raking out every foot print in traps, just to make things to please them, at a higher cost per player.

**Krueger Leaves Club**—Harry Krueger, veteran popular club manager in America and abroad, has resigned from his position at the Evanston Golf Club, and will devote his entire time to the Continental Restaurant, located on Milwaukee ave., a half mile north of Lake ave. While at Evanston Harry gained the reputation among many liquor authorities as having the most complete wine card of any country club in the U. S.

**Slippers Save Towels**—Unnecessarily heavy use of bath towels many managers have learned is curtailed by installing convenient racks for paper slippers in the same room as the shower stalls, instead of outside. Athletes' foot prevention also results from the proper location of the slipper racks.

**Style Shows Boost Luncheon**—Best attended affairs on the women's programs at golf clubs during last summer were the fashion shows, arranged in cooperation with local dress shops. Without exception these fashion parades and luncheons drew record crowds.

## GOLF'S MARKET PLACE

Wilson this season presents a Christmas gift package, which is already registering strong with the pros doing their ordering early. The package includes a dozen Hol-Hi K-28's and a new book showing how to play every shot in golf, "From Tee to Cup." The K-28 ball has enjoyed a sensational first year, with many major tournament victories to its credit, and Wilson expects this ball to break all former Wilson ball sales next season.

The book, "From Tee to Cup," has actual action poses of Denny Shute playing the long irons, Sarazan shooting the woods, Ralph Guldahl demonstrating the short irons and Johnny Revolta showing how to come through in the scoring zone. In addition, there are action pictures of these four golfers putting, and a picture golf lesson for the ladies by Helen Hicks.

Anticipating a heavy demand for its 1937 U.S. Royal gift packages, the Golf Ball department of U.S. Rubber Products, Inc., is working ahead of schedule to provide an adequate supply of these very attractive gift packages.

There is no extra charge for the U.S. Royal gift packages this year, and they are available in either dozen or half-dozen sizes. The attractive gold, red and black embossed wrapper makes these gift packages bright, sure-to-be-appreciated Christ-

mas, birthday, anniversary, or bridge prize gifts.

Three choices of U.S. Royal balls will be available in gift packages: the Royal Blue, Royal Arrow, and the Royal Nassau.

Pros are urged by U.S. to order in plenty of time to assure an ample supply for the holidays. There need be no fear of over-stocking; by removing the special gift wrapper, one has standard merchandise that may be sold at the full price at any time.

At a recent meeting of the board of directors of A. G. Spalding & Bros. at New York City, Walter B. Gerould was elected v-pres. in charge of accounts.

Gerould started with Spalding in 1921, as cashier of the Chicago branch. Later he was transferred to the Pacific coast in charge of accounting. For the past six years he acted as assistant to C. A. Brandenburg, former general manager of the Spalding coast division (recently made assistant to the President, C. F. Robbins.)

Gerould's headquarters will be in New York.

Douglas Tweedie, for more than 30 years connected with Spaldings at Chicago, since 1924 as Western Division mgr., is moving to New York to take charge of all Spalding's retail stores.

Doug is a son of the late Herbert Tweedie, who with two others founded the Chi-

# World's Biggest and Finest Lawn, covering 231,150 acres, is the Greenkeeper's Empire!

That tremendous territory of turf must be kept as perfectly groomed as the finest of lawns. Greenkeepers handle this job with amazing success because they know their jobs from the ground up.

Joe Roseman—a veteran golf architect and greenkeeper — began development work on fairway mowers 24 years ago. Not long after he perfected his first five gang outfit—a mowing machine which revolutionized fairway maintenance in cutting and turf improvement. He made his mower from the intensely practical viewpoint of the greenkeeper—long, dependable service at low operating cost.

He made his mower from the ground up, pioneering in mower design that gently rolled and conditioned the soil and made the turf firmer and healthier . . . a mower that assured better traction and eliminated skidding and scalping . . . a roller type mower for fairways similar to the roller type putting green mowers which have replaced side wheel mowers on 98% of the courses in United States.

His continuous activity in architectural and maintenance supervision gave him the greenkeepers' intensely close connection with the problem of fine maintenance at low cost. Consequently Roseman was the first to advocate course construction and design for complete machine mowing — and is the mower-maker who achieved the most practical design for handling awkward contours. That has been a Roseman contribution to course maintenance that has saved millions of maintenance budget dollars.

Roseman always has been close to the greenkeeper's dilemma of being compelled to do magic with comparatively little money. That's why he builds mowers so that per-year cost is by many dollars the lowest in golf. More than 80% of the Roseman mowers bought in the last 11

years still are in economical, satisfactory service.

Midlothian, Westmoreland and Onwentsia, outstanding in the Chicago District for their excellent fairways, all have used, continuously, their Roseman mowers which they purchased 12 years ago. Pickwick, conceded to be the finest daily fee course in the country has used Roseman mowers from the day it opened—11 years ago. If you want to see beautiful fairway turf and learn the vital importance of advance mowing on turf development, we'll be glad to make arrangements for you to play and study this modern layout.

Thirty years ago when Alec Ross won the National Open at Philadelphia, Joe Roseman was getting his ground work in greenkeeping at the Philadelphia Country Club. Since then, through all of the constant and revolutionary advances in greenkeeping Joe Roseman has maintained close contact with greenkeeping conditions—as an architect, as a practical greenkeeper, and as an intimate associate of hundreds of other practical greenkeeping experts who have been leaders of the profession.

Sharp increases in wages, the exacting demands for perfect grooming of courses, heavier play, fairway watering, but still the old cry for economy, have been met from the strictly practical standpoint by

**JOE ROSEMAN'S LATEST AND MOST OUTSTANDING ACHIEVEMENT IN GOOD GREENKEEPING — THE 1938 ROSEMAN 30 in FAIRWAY UNIT. Sold only in gangs. 27 NEW FEATURES TO FURTHER FAIRWAY MOWING ECONOMY AND THRIFT.**

Greenkeepers and chairmen who keep pace with progress will make a thorough investigation of the new and greater Roseman unit—and its smooth running mate, the 1938 ROSEMAN Special Tractor—the golf course van of all work. Write today for complete details. Address: ROSEMAN TRACTOR MOWER COMPANY, EVANSTON, ILL.



cago Golf club in 1893. He is one of the best known and esteemed men in the golf business, having been for many years the advisor and rescuer of many a pro when he needed a friend.

Worthington golf balls are offered for Christmas selling in attractive holiday packages. These packages hold either the half dozen or the dozen size regular box. Packages themselves are attractively made from aluminum foil with appropriate holiday design imprinted in contrasting colors.

Three brands of Worthington balls are offered in this holiday wrap: Championship Tommy Armour, in packages of 1 dozen to retail at \$9.00, and in ½ dozen packages to retail at \$4.50; the Tommy Armour, in packages of 1 dozen balls to retail at \$6.00, and packages of ½ dozen balls to retail at \$3.00, and the Black Diamond, in packages of 1 dozen to retail at \$4.00, and in packages of ½ dozen to retail at \$2.00.

The 1938 Championship Tommy Armour ball embodies several advantages in con-

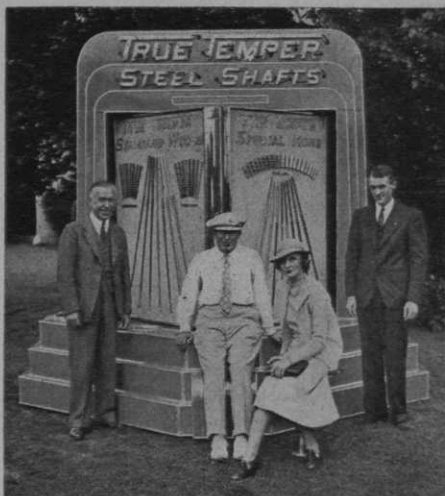


Worthington's 1937 Christmas package.

struction. The most outstanding is due to a process of graduated windings which provides a uniform tension throughout the ball so there is no chance for the ball to distort or go "off round" in actual play.

For clubs remote from power lines or where electricity rates are high, the wind may now be used to generate electricity at a claimed cost of 50c a year. Wincharger, manufactured by the Wincharger Corp., Sioux City, Ia., looks like a farmer's windmill. A ten-foot propeller is geared to a 32-volt generator rated at 650 watts, although it actually delivers more than this output, according to the makers. Current is stored in wet-cell batteries.

Wincharger delivers an average of 1,000 kilowatt hours per month which around a club may be used for operating motors attached to irrigation pumps, compost machines, sharpeners and the like in the maintenance department, for running all



True Temper had this striking steel shaft exhibit at the big \$12,000 Open held at Belmont CC (Boston district). The display was set near the clubhouse and gave a large crowd a close-up on True Temper standard wood and iron shaft construction.

In the picture, l. to r.: George Shaw, True Temper sales engineer; Harry Cooper and Her Highness, Mrs. Cooper; and Gurdon Leslie of the True Temper staff at Geneva, Ohio.

manner of machines in the clubhouse, including the radio, for buffing motors in the pro-shop and for lighting.

Thousands of Winchargers are now in service at farms, gas stations, tourist camps, etc. Easy to install by anyone, it sells for \$84.95, less batteries, and is fully guaranteed to satisfy in every way.

Interested club officials are asked to write the company for literature and complete details. Address Wincharger Corp., 701 Division St., Sioux City, Iowa.

"The fellow who had difficulty in convincing people the rumor he was dead was incorrect had nothing on us," says E. E. Chapman, president and general manager of the L. A. Young Golf Co., "when it comes to convincing people we are making our own line of Walter Hagan golf balls.

"We have had our own ball factory in operation for two years, yet day after day our salesmen are told we are only 'jobbers' of golf balls.

"Several months ago we prepared an elaborate booklet, 'The Hive of the Hagen Honey Center,' in which 15 or 20 views of our golf ball department were shown.


"Perhaps in another 10 or 15 years, people will come to believe we are building, fabricating, manufacturing, constructing, putting together, and otherwise assembling every ball in the Hagen line."

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., have recently issued an interesting catalog, "Pure as the water you

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## PAGE FENCE ASSOCIATION

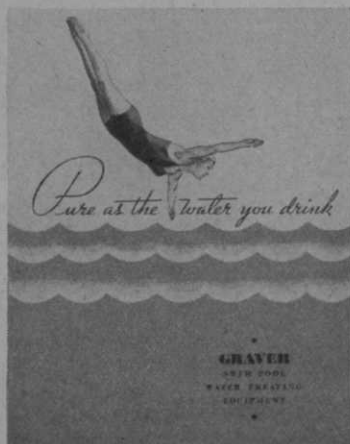
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AMERICA'S FIRST WIRE FENCE—SINCE 1883

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drink." The catalog describes Graver equipment for treatment of water for swimming pools, and embodies such information as will prove especially interesting to clubs or municipalities who contemplate building a pool.

The bulletin also contains a report from pool owners of replies to questionnaires sent out by the Graver concern. Such



questions as date of installation, whether memberships increased, did dining room and bar sales increase, are answered fully in the resume of replies from country clubs. Copies of the bulletin will gladly be sent free upon request.

American Fork and Hoe Co. are bringing out some new designs for 1938 for different golf club manufacturers, who will make their own trade announcements.

True Temper Shafts are now made in a wide range of shapes, flexibilities and weights to satisfy the whims of every golfer—in fact, most of the club manufacturers would prefer to see fewer designs so not to confuse the trade. New colors are available in durable finishes, and ladies' wishes, in particular, may now be indulged along this line, as far as the pros' willingness to bother will permit.

Volume of orders is far ahead of last year's business, although rising costs are cutting profit margins considerably. It looks like a great year in golf.

Acushnet has an interesting merchandise plan for Christmas. Since Acushnet golf balls are distributed solely through pros, it is difficult to tie up Christmas business for pros who are generally on the winter circuit or, in most cases, away from their club at the holidays.

Acushnet has a gift that may be inspected and ordered while clubs are still open during the fall. The gift package is to be advertised nationally in December for mail delivery, crediting the pro with

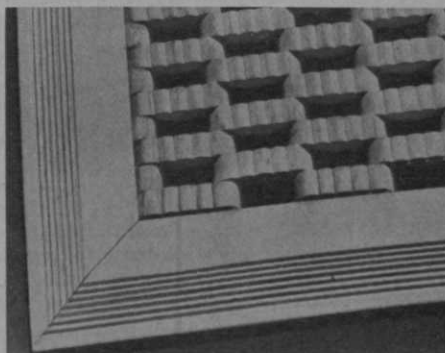
each sale that may come in through this channel.

The Xmas gift combination is offered in two sizes, one of which contains five Acushnet 75-cent balls, and a beautiful and attractive man's brush and comb, supplying thereby an individual locker-room kit for the member who likes to have his own personal gadgets. The combination sells complete for \$5. The other outfit contains a dozen Acushnets and a brush and comb and sells for \$10. Both are in the nature of a considerable bargain.

Walter Ring, widely known golf salesman, now is with Hillerich & Bradsby Co., with offices at New York. Also now with the organization at New York are John Stevens, former pro who is widely acquainted in the golf field, and Frank Ryan, brother of Jack, pro at Louisville (Ky.) CC.

Just on the market from Goodyear Tire & Rubber Company is the new "aquatic" link mat, a rubber floor mat especially designed for use in country club locker-rooms, swimming pools and corridors where barefoot traffic is common.

Similar to Goodyear's All-Weather link mat in appearance, the new mat has rounded ridges on each individual link which resist slipping but are not uncom-



fortable to bare feet. Practically indestructible under service conditions, quick draining and easy to clean, available in plain or almost any combination of colors, and made in square finish as standard but may also be had to fit irregular areas.

In black, red, or black and red, mats are priced at \$1.05 per sq. ft. if regular shapes and \$1.10 per sq. ft. if irregularly shaped. Other colors or combinations are \$1.30 per sq. ft. regular shape and \$1.38 in irregular shape. Brass wire bindings (to avoid rusting) add 25c per sq. ft.

On August 30 when Spalding's golf professional salesmen met in New York to go over the 1938 line of golf clubs, golf balls, caddie bags and sundries with Walter Roberts, wholesale golf manager, the city





Spalding's golf salesmen combined pleasure with business during sales convention held August. 30. Here's a golf session at the Forest Hill Field Club.

was sweltering under a prolonged heat wave. After an intensive session everyone was pleasantly surprised to find that a golf outing had been arranged for the following day at the Forest Hill Field club, Bloomfield, N. J.

The outstanding shot of the match was a hole-in-one scored by Arthur Lynch on a 203 yard, par three hole with a number 3 iron.

After the tournament and a fine dinner at the club, each salesman started out immediately to cover his territory, tired, but full of enthusiasm over the fine new line for 1938.

Portland (Ore.) branch of Northwest Toro Co. has been opened at 417 S. E. Clay St. A complete line of Toro equipment and accessories is in stock and expert service facilities are on tap.

Acushnet's prize contest, in which awards went to pros selling the largest number of Acushnet 75-cent balls in proportion to the membership of the club, stirred up one of the biggest entries of any merchandising event in golf. More than 400 pros submitted their bids. Winner of first prize was Sam Schneider, Corpus Christi (Tex.) CC. In second place was Ben Lord, Glens Falls (N.Y.) CC; third, Charles P. Betschler, Hillendale CC, Townson, Md.; and fourth, Al Collins, Indian Hills CC, Kansas City, Mo. A special prize went to George Jacobus, Ridgewood (N.J.) CC for the largest sales of Acushnet 75-cent balls at any U. S. golf club.

Although the contest provided substantial sales impetus for the Acushnet line of balls, it worked in great shape even for the pros who didn't get into the prize bracket because it gave them a par for 75-cent ball sales. In numerous instances the process of setting up an objective in 75-cent ball sales to the highest possible percentage of members resulted

in a marked increase of ball sales in top grades. The contest was credited by pros with having had a definite responsibility for the general increase in 75-cent ball sales experienced at pro-shops this year. Pros reported that the Acushnet idea of establishing a check-up on 75-cent ball sales per member provided a signal that enabled the pro merchants to keep close watch on the competitive ball sales to their members.

G. B. Lewis Co., manufacturers of ball washers and tee equipment, is introducing a new type of ball washer known as the Multi-Ball Roto-Washer. Here is what they say about it:

"It will clean dirty, grass-stained balls as fast as they can be fed into the washer. You simply turn the crank and as soon as they are clean they pop out sparkling white and as good as new.

"While the ball is going through the washer, patented deflecting baffles rotate

it so that all sides come against the circular brush for a thorough cleaning. By mean of these baffles, spotty, uneven wear of the brush is eliminated. The natural wear that does occur is compensated for by a coil spring so that at all times there is a uniform pressure of the ball against the bristles. The brush is easily renewed and a drain plug facilitates cleaning out the accumulated dirt and sediment at the bottom.



"From the players' standpoint, it will be an ideal washer. Operation is natural and

easy. Eliminates all splashing and soiling hazards. Will clean balls as fast as the player can feed them into it. And it is jam-proof.

"This washer will give many years of satisfactory service due to its sturdy and simplified construction."

The Lewis Standard washer, well-known on golf courses throughout the world, will be continued for an inexpensive yet effective means of golf ball cleaning.

A new invention, the Green Key Cultivator, has recently been placed on the market by its designer, Joe A. Roseman, pres., Roseman Tractor Mower Co., Evanston, Ill. The new Roseman tool is especially designed for weeding, raking, edging, trimming, pruning or planting, which makes it ideal for use in care of golf links, parks, gardening and the like. Workmen who have tried out the cultivator have found it a simple, inexpensive tool ideal



for golf course use, and are shown in the accompanying photograph weeding fairway and trimming and cleaning out shrubbery with the cultivator.

The tool has a hook-shaped claw for raking, weeding, and edging, its three teeth sharpened along beveled sides formed by the V shaped troughs. A cutting blade is fastened to the lower face of the shank and projects beyond the end of claw. Blade can be adjusted to provide varying lengths

and can also be arranged for lateral swinging adjustment so as to position it at varying angles with respect to the claw. Further details may be had upon request to the manufacturer.

William Evans, veteran club manager, has joined Premier-Pabst Sales Co. and will work the clubs, hotels and restaurants in the holy cause of Pabst Blue Ribbon beer. He is widely acquainted with club

William  
Evans



management personnel and problems, having been manager of the Tidewater club at Newport News, Va., Upper Montclair (N.J.) CC, North Shore, Beverly and Ridgemoor country clubs in Chicago and University club of Milwaukee.

Evans was one of the organizers of the national Club Managers' assn. and its second treasurer. During the war Bill was in charge of feeding 52,000 employees at the government powder plant, Nashville, Tenn. His first job in food and beverage service was with the White Star line. From that he went successfully with the Cunard and International Mercantile Marine lines. He handled troops during the Boer and Spanish-American wars. Bill spent 20 years at sea prior to his land service at clubs. His pep and looks belie the years he has spent in dining and winning the public.

Bill was born in Wales. He was one of the two guys in America who figured Tommy Farr would show well against Joe Louis. The other one was Farr.

Dunlop's sporting goods division salesmen are now in the field soliciting expectation orders after one of the most successful sales meetings in the history of the company. The meeting, held at the home office in Buffalo on September 16 and 17, was attended by the entire field force from Calif. to Mass. and was featured by a dinner on September 16 at the Buffalo AC. A motion picture program of tennis and fight pictures followed the dinner.

High spots in the new set-up for 1938 include the featuring of the Dunlop Maxfli