



HAGEN 288 SALES

*forced us to double
our paint facilities!*

That the public recognizes real merit in a product is amply proven by sales of our Walter Hagen 288.

To keep within shouting distance of demand, we have had to double our paint facilities. The machine illustrated, on which all 288's are painted, will handle 80 balls a minute. He's a wise pro who cashes in on current merchandising trends. How's your stock of Hagen 288's?

The L.A. Young Golf Co.
DETROIT

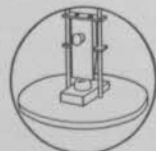
THE TRIPLE TEST

• Tie into a sure thing with Worthington's Tommy Armour Golf Balls. Each one of these famous balls is given "The Triple Test" to prove before it leaves our factory that it is tough—that it is long—that it is accurate.

The Compression Test proves that extra distance is built into the ball.



The Guillotine Test demonstrates the extra toughness of its Vulcanized Latex Cover.



The X-Ray Test reveals that the center is perfectly round, thus insuring its accuracy.



The new 1938 Tommy Armour "50"—sells for **50c**

The Tommy Armour "75"—sells for . . . **75c**

THE WORTHINGTON BALL COMPANY
ELYRIA, OHIO



FREE!—"1938 Rules of Golf"

Write today for a supply of the new "1938 Rules of Golf" booklet. Please make your request on regular club stationery.

THE WORTHINGTON BALL CO., Elyria, Ohio
Please send me the new "1938 Rules of Golf"

Name _____

Street _____

City _____

State _____

WORTHINGTON
world's largest exclusive maker of
GOLF BALLS

Heart Attack Fatal to Maurice McCarthy, Sr.

MAURICE McCARTHY, SR., one of the finest in golf's old guard of pros, died suddenly at his home at Flushing, N. Y., May 7. He was stricken with a heart attack at dinner. He had worked at Spalding's Fifth avenue store, teaching, on the day of his death. He was 63 years old.

Surviving him are his widow, two sons, three daughters and three grandchildren. His elder son, Maurice, Jr., was intercollegiate champion while at Georgetown U. and was a member of two Walker Cup teams. Last summer he won the Ohio State championship.

Maurice was born in Ireland and came to this country in 1890 where he was placed as a pro at Pittsfield, Mass. The 15-year-old youngster made good in every department of the game. He was a fine instructor up to the very end. He was a competent golf course architect and during his career laid out more than 125 courses in the U. S. It was after 9 years at Pittsfield that he moved to Watertown, N. Y., where he constructed his first golf course for the Jefferson Country Club at Watertown. Among other links which he laid out were those of the Old Flatbush Golf Club, now the site of Brooklyn College; the Hershey Country Club at Hershey, Pa.; the Knickerbocker Country Club at Tenafly, N. J., and the course at Kingsport, Tenn. The last was one of his most difficult tasks, since marsh land had to be drained and the course completed in two months.

Maurice was a grand old gentleman and sportsman; a fine specimen of the school of pioneer pros who set the game on a firm, high basis in this country.

Field For Penfold Match Play Tourney Announced

THE twelve players who will compete in the Penfold \$5,000 match play tournament have been announced. The contestants, who are the leading low-scorers of the preceding season, are: Charles Whitcombe, P. J. Mahon, Henry Cotton, A. J. Lacey, Reggie Whitcombe, Sam King, R. Burton, W. J. Branch, Abe Mitchell, Bert Gadd, A. H. Padgham and Percy Alliss.

The twelve players will compete in a round-robin for the entire week of June 13, at Sandy Lodge Club, Hertfordshire, England. Prize money is donated by Penfold and the gate receipts will be turned over to the Ryder Cup Fund.

Father's Day Offers Pros a Path to Added Sales

ALERT pro merchants are going to take advantage of the selling possibilities of Father's Day this June.

Two weeks before Father's Day last year a brainy pro in New York state put up in his shop a sign which read:

WHAT ARE YOU GOING
TO GIVE DAD
ON FATHER'S DAY?

He'd enjoy and brag about that new set of golf clubs he wants, but that he hasn't bought because he is always so busy giving to his family.

The sign sold 10 sets of woods and 6 sets of irons by reminding wives that the pa had a big present due him.

British Pro Requirements Under Fire—

Daily protests are appearing in the golf columns of English newspapers over the British PGA's requirement for membership in the association, which is an apprenticeship of five years. This regulation bars such stars as Jack McLean, Bobby Locke, the brilliant South African golfer who has recently turned pro, and several other strong challengers from competing in important professional events.

The "Sports Trader," British trade paper, sides with the PGA in the argument, saying in a recent issue: "We side with the PGA, membership of which brings with it many privileges, and this clause in the rules and regulations ensures that only men who know their job from A to Z, apart from playing, enjoy them. It is hard luck on Locke, McLean, and company, but one has to serve similar periods of apprenticeship in other professions, ranging from accountants to engineers, so why not golf?"

Golf Stronger in Mexico—Al Espinosa, who celebrated his return to his spring, summer and autumn job at Portage CC (Akron, O.) with an ace on the 129-yard third, had his best season at the Mexico City CC since becoming connected with the famous club in the sister republic to the south. Al forecasts that Mexico eventually is going to register strong as a winter golfing territory for Yanks.

A LEADER in Pro Shops EVERYWHERE



A good product well advertised is any merchant's greatest asset—for it means repeat sales and bigger profits.

Louisville POWER-BILTS are a good product and nationally advertised to your club members. Are you cashing in on this asset that's yours for the asking?



Write for your supply of illustrated POWER-BILT folders for distribution to your club members



HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KY.

Answer above ad with QUICKMAIL No. 19

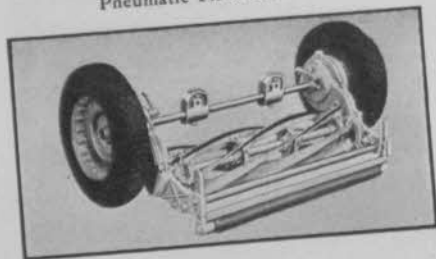
**What
BROUGHT DOWN OUR
MAINTENANCE COSTS?**



**"Those Fast
Efficient
Pennsylvania
Mowers"**

"By replacing old worn-out equipment with new Pennsylvania Mowers I got more work—faster work, with less labor costs and eliminated tie-ups and repair bills. "The condition of the course? Why even the chronic complainers are complimenting me on its 'tournament condition.'"

Pennsylvania DeLuxe Fairway
Pneumatic Tires Optional



Up-to-date features perfected and proved! This DeLuxe Pennsylvania Fairway is of Unbreakable, Malleable Iron Construction. (30- and 36-inch sizes) The Giant 36-inch Quint cuts a swath within two feet as wide as a gang of seven 30-inch units! New improved tubular frame, which is used on the 3-, 5- and 7-gang is rugged but light in weight. Resting entirely on the mowers, ground wheels for support of the frame are eliminated.

Send for NEW CATALOG

PENNSYLVANIA LAWN MOWER WORKS
Primos (Delaware Co.), Penna.

PENNSYLVANIA
Quality
LAWN MOWERS

Ohio State Supts. Hold Annual Outdoor Demonstration

HEATHER DOWNS CC at Toledo, was the site of the Ohio State Association of Golf Course Supts. annual outdoor demonstration on May 16. The exhibition, followed by a dinner and brief meeting, was one of the most successful sectional affairs conducted by greenkeepers. It drew from beyond the golf field and attracted many park and cemetery superintendents who wanted to see the pacemaking practices employed in golf course maintenance. Numerous club officials and a delegation from the Michigan and Border Cities Supts. assn. also attended the meeting.

Demonstrators and their subjects were: Gilbert Swartzlander, Inverness, fairway mowers; Louis Zerger, Fostoria, sprayers; George Parker, Valleywood, green mowers; Wilbur Waters, Highland Meadows, spiking greens; Grover Swisher, Findlay CC, power mowers; Roy Johnson, Findlay Fairlawn, rough mowers, and William Pfeiffer, Chippewa, compost mixer.

The reception committee was composed of: Charles Mayer, Heather Downs; Roy McElhenny, Toledo CC, and Dick Merritt, Sylvania. The entertainment committee included: Bill Barton, Toledo municipal links; Walter Hansen and Leo Merritt, Sunningdale.

The event was given excellent publicity by Toledo newspapers. Dick M'George, whose column "Tee Shots and Short Putts" is a bright feature of golf journalism, wrote of the Ohio superintendents' demonstration:

Equipment Show Was Largest to Date

The biggest show of golf equipment ever seen on an Ohio course was displayed for the benefit of more than 250 persons yesterday at Heather Downs CC when the Ohio State Association of Golf Course superintendents held its annual spring meeting.

Eighteen exhibitors demonstrated power motors, green spikers, both hand and motor, compost mixers, sprayers and every other gadget used to keep a golf layout in top notch condition. One of the highlights of the exhibition was a demonstration of a rotor brush used for the working in of topdressing.

The demonstration was the second of its kind. Next spring's show will be in Co-

lumbus. Nearly 150 of the spectators were members of the state association, while others noted in the crowd included green-committee chairmen from various local courses, cemetery groundkeepers, and golfers interested in work on the lay-outs.

Don Boyd, president of the state association, spoke briefly at a dinner meeting following the demonstration. Henry Marti, president of Heather Downs, and Gordon Jeffery, city welfare director, also spoke.

A tournament for the National Association is scheduled for Congress Lake, Hartville, Ohio, next September. Charlie Mayer was host to the superintendents yesterday.

Club Bulletin Is Economical Way to Get Publicity

H. L. CLASEN, manager at the Ridgeview GC, Duluth, Minn., has come up with what looks like a mighty effective way, and an inexpensive method, for managers at the smaller clubs to get the publicity and advertising they need. For a small outlay of cash Clasen bought a mimeograph machine, some paper and envelopes, obtained a P. L. & R. permit for mailing, and started to print his own paper, the Ridgeview Reporter, which he mails to the 240 members of Ridgeview.

Members have gotten a big kick out of the newsy little bulletin and Clasen reports his dining-room business has picked up considerably since he started printing his paper. The first issue was dated April 27, and has been appearing weekly since that time. Announcements, interesting stories about the members, bulletins on condition of the course, and a line here and there on some dining-room special, make the sheet a lively one for every member.

Clasen acts as owner, publisher, editor, reporter and printer, and Mrs. Clasen catches what mistakes might be made by her reporter husband. He estimates it takes about two hours to print, fold and get the issue ready for mailing, so the time element isn't one that would prohibit other managers from taking up the idea. While Clasen prints the sheet, waitresses address and stamp the envelopes; when the printing is finished, all help with the folding and inserting into the envelopes.

Here's what it costs Clasen to turn out the Reporter, certainly a cost that would soon more than pay for itself: the Letter-graph amounted to \$18.75, 500 envelopes were \$1.00, 1,000 sheets of mimeograph paper cost \$2.00, and a post office permit allows Clasen to mail envelopes for 1c. The permit cost nothing, but he had to

What
**MAKES OUR COURSE
THE BEST AROUND?**

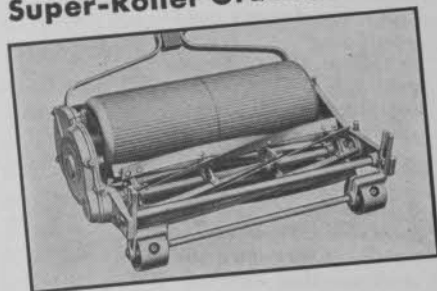


**“Thorough
Dependable
Performance of
Pennsylvania Mowers”**

“As a Greenkeeper there are two things I insist on in a greensmower, first—it must produce true, ribless greens; second—it must cut easily and quickly.

“That’s why I’ve never found any to compare with the Pennsylvania. It runs over the green as lightly as a rabbit. No packing or tearing of the sod on turns, with this machine.”

Super-Roller Greensmower



For years Pennsylvania’s Super-Roller Greensmower has been producing the “magic carpets” that induce golfers to say, “What marvelous greens!”

Its high-speed, 18-inch blades — 8 of them — are made of finest crucible analysis steel. Light-running and easy-pushing it produces championship-quality greens. Its construction is a mechanical masterpiece including such features as Interchangeable Aluminum Rollers, Oil-Tight Dust-Proof and Self-Aligning Ball Bearings, train of three Cut Gears in Dust-Proof Case and Caster Wheels mounted on hardened steel bushings with Alemite Lubrication.

Send for **NEW CATALOG**

PENNSYLVANIA LAWN MOWER WORKS
Primos (Delaware Co.), Penna.

PENNSYLVANIA
Quality
LAWN MOWERS

Answer above ad with **QUICKMAIL No. 15**

store bait:

golf balls may be a pro's
bread and butter, but
they're just "customer bait"
to a store.
they call 'em "loss leaders"
and it's all the pro's loss

* * *

if a ball isn't popular
stores won't touch it.
if it's in demand
they'll move heaven and earth
to get it
and then kick hell out of it!
stores *won't* promote a ball,
they let the pro do that.
and when the pro puts it over
the store takes it over,
and *relieves* the pro
of sales and profits . . .

* * *

there's just one defense
and a pro doesn't need
a building
to fall on him to see it.
push a ball
the stores can't get.
that's your only way out.

* * *

8 years ago
Penfold started pro-only.
we're still pro-only and will
continue that way.
get Penfolds going at your job
and watch your members
come back to you for more.
Penfolds aren't
"cheaper downtown"
they just aren't "downtown."

go "pro-only" with

PENFOLD

NEW YORK: 11 Park Place, New York, N. Y.
CHICAGO: Currier & Lee, 427 West Erie St.
CLEVELAND: Dist. Terminal, 2000 W. 14 St.
SAN FRANCISCO: Poinsett & Co., 121 2nd St.
SEATTLE: Bob King & Co., 852 East 57th St.

purchase a rubber stamp which carried the permit number, and this is stamped by hand on each envelope. Another item, stencil sheets, cost \$1.50 a dozen.

Many clubs undoubtedly already have a mimeograph machine, and if such is the case, a newsy little bulletin such as the Reporter could be turned out weekly for as low as \$5.00 or \$6.00, which includes costs for envelopes, paper, postage, and stencils. The publicity value of such a paper to the manager is tremendous, and at Ridgeview and at other clubs who have been turning out similar promotion, they'll attest to the great value of the thing in increased club revenue, club interest, and general good fellowship.

Greensmen Turn to Rhyme to Forget Job Woes

GOLF course maintenance doesn't drive men to drink as often as might be suspected. But it does seem to drive them to poetry. New England now presents its representatives in GOLFDOM's Garden of Poesy:

First on the tee is Harrison G. Taylor, green-chairman of the Worcester (Mass.) CC, with his classic "Lament of the Green-committee Chairman," which is a poem ending with a statement strongly endorsed by other green-chairmen.

Now for Mr. Taylor's imperishable verse:

*I used to be so happy
When I went out to play,
You'd always find me smiling
On any pleasant day.*

*I'd go and get a caddie
And hand him all my clubs;
'Twas fun to be a-playing
With the usual bunch of dubs.*

*I thought the fairways perfect,
The rough—'twas not so bad,
The greens were simply lovely,
They'd make any golfer glad.*

*I'd say—"if up in heaven
They have a course like this,
I surely hope I go there
For a million years of bliss."*

*Then one day they chose me Chairman,
To look out for the greens,
I'll never be the same, boys,
For it shattered all my dreams.*

At once they began to tell me
The course was on the bum,
And everyone who worked on it
Was blind, and deaf, and dumb.

Some said the greens were much too long,
Some said they're much too short;
They were too fast—they were too slow,
In fact, they ruined sport.

They said the trees were in the way,
With branches outstretched wide,
But when to help we cut one down,
"He should be shot" they cried.

A guy would play around the course
Recouping from a jag,
And blame our genial pro
'Cause his putts weren't in the bag.

A lie upon the fairway
Was always in a hole
And every single sand trap
Was like a concrete bowl.

All this grieved me greatly
For I couldn't understand
Why golfers from other cities said,
"Your course is simply grand."

So—I will go to heaven boys
And play o'er hill and dell
And those who don't like a course like ours
Will have to go to Hell.

Then we present with pride that other
Sweet Singer of the Sand Traps, Charles
Parker, who, when not in the throes of
composition, functions efficiently as supt.
of the Wianno GC at Osterville, Mass. Mr.
Parker smites his bloomin' lyre with the
following result:

*I'm a lousy advertiser of my own intrinsic
worth,*

*'Tis said no puling cry announced the
coming at my birth.*

*And so on through the years I've been
that ordinary cuss*

*Who's pushed along up through the ranks
with no alarming fuss*

*To call attention to myself or sound the
great "I am."*

*I warn you though, I hold myself in no
one sense a "ham."*

*No matter what the title is or what the
job has been*

*I'm still that golfers' "hair shirt" the
keeper of the Green.*

*I know my jobs a sinecure. Oh yes! An
A-1 cinch,*

GOSH!
**Six thousand
square feet!**



IN YOUR BATTLE against the ravages
of brown patch, you know *exactly* how
much coverage *Special SEMESAN*
will give. One pound treats 6,000 square
feet of turf — gives your greens the
protection of *two* real organic mercury
ingredients — and does it for as little
as \$1.29 per application! *Special
SEMESAN* saves in labor cost because
fewer applications are necessary under
severe brown patch conditions; and
saves repairs, because it does not
damage the spray rig. Easily applied
in water solution or dry with compost.
Send Quickmail Coupon 16 for free Turf
Disease Pamphlet—and order *Special
SEMESAN* from your supply house.



5 lbs., \$7.00; 25 lbs., \$33.00;
100 lbs., \$129.00. Other Du
Bay Fungicides: Regular
Semesan and Nu-Green.
Ask your supply house for
prices.

BAYER-SEMESAN COMPANY, INC.
DU PONT BLDG., WILMINGTON, DEL.



Congo HATS

You'll see 'em on every fairway from Hollywood to Halifax . . . Congo and King Congo Hats. Again your club members will dig into their jeans to buy new 1938 Congos if you give them a chance.

The "Congo," illustrated above, retails for 50 cents. Made of white or tan duck with green pyralin visor. Each hat individually steam blocked.

KING Congo

is a new big brother of the famous "Congo." Made of lightweight Panama Repp, sanforized shrunk and steam blocked, with flexible stitched brim. Colors . . . white, tan, grey and light green. Retail for \$1.00.



Composition Head Display free with 3 Dozen King Congo Hats. Increases sales tremendously.

JACKMAN SPORTSWEAR CO.
14 E. Jackson Blvd. Chicago, Ill.

APPLY CHEMICALS QUICKLY AND SAFELY TO PUTTING GREENS McCLAIN HYDRO-MIXER

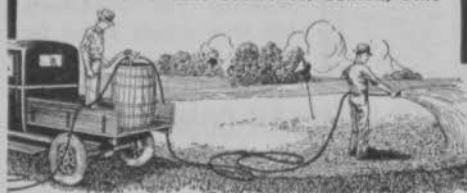
This is the speed outfit they are all talking about. Hundreds now in use.

Greenkeepers everywhere saving time, labor and money by treating and fertilizing Greens in fraction of time required by expensive sprayers.

Costs very little. Simple to operate. Works on any pressure. Gives uniform and safest distribution of Turf Chemicals.

Write for literature today.

McCLAIN BROTHERS COMPANY, Canton, Ohio



*Of course at times, say now and then, is
felt a little pinch.
I know my job is all of that as through
the years I go.
I know, because by word and act you
all have told me so.*

*From time to time a confrere strikes up
the sounding brass.
Admits he knows entirely about this stuff
called grass,
And from his lips there gushes forth, or
from a facile pen
A wealth of scientific lore. A man above
all men.
Oh envy's bitter potion it seems my lot to
drink
Until, in my own plodding way, I stop a
bit and think
Of how these high turned phrases check-
up with what I've seen.*

*The proof is not the pudding. The proof
is in the Green.
Now sometimes, too, I see spread forth
upon the Daily News
That expert "Bent" is now in charge and
down will come the dues.
It may be "Mashie Niblick" that master
mind of links
Who's come to rehabilitate our club. At
least that's what he thinks.
Or right down through the clubhouse from
front door to the back,
About my greens, there's no one who will
not take a crack;
"Now laddie buck when I was young and
worked upon a farm"
"We don't have this fancy bunk to do us
so great harm."*

*And so on far into the night, or else
they'll endless spout
From windy, wordy, writings until they
have me out.
I know that stuff goes over big at the
nineteenth or the grill
And I begin to boil and steam and look
around, for some one to kill
Upon good wife I vent my grouch until
she hollers, "Hey!
"Snap out of it. Look for the laughs. To-
morrow's another day."*

*Gee, gosh and such! Don't get me wrong.
My head's not getting sore
Tho I'm a wee bit groggy as they check
me more and more.
I'll take the cuts they hand me and try
and keep alive.
I'm waiting to be told just how two men
will work as five*

*Or how the kids can be kept dressed and
Missus looking neat
When pay checks shrink from month to
month. It sure will be some feat.
But just the same I'll play along until the
very day
The old man with the scythe swings once
and cuts me down to hay.
I'll try to keep up with the boys who know
their thus and so
I'll plug and read and study and forget
about the dough.
The wise boys say, "You're nutty" per-
haps they're right, alas!
I just can't think of laying down, because
I love my grass.*



**IT'S ON
THE HOUSE**

By TOM REAM,
Manager
Westmoreland CC

Back of every successful club, you'll find a good picker of employees.

Good food, like good music, is composed, enjoyed. But all is not then lost. The memory lingers on.

The staff reflects the head. Don't act imperious unless you want your club to have a cold, resentful atmosphere. And you don't!

There is no sense in depending on memory. You may be proud of it but it will fail you. Memorandums are safest.

One of the most cutting criticisms the member can make is that he likes the golf course, but the clubhouse help is "un-trained."

Welcome the critic. Someone has to pull things about or the dust will accumulate under furniture and under brains. If you think you're the best ever, you're in danger.

The successful manager is close to the problems of his employees.

Take care of the corners and dark places and the rest will come naturally.

It takes effort, and is worth the effort, to have your club recognized as one of the topnotchers in your district.

There's always something doing in a good club because the management is up and doing.

The
Winner!
at the
19th.
HOLE



86 PROOF

From the published results of a national survey of Golf and Country clubs, conducted by "Golfing" magazine to determine the Scotch Whisky preference of club members, it is observed that BALLANTINE'S occupies top position, based on volume of sales, among the fifty representative brands of Scotch Whisky considered.

It is gratifying to note this preference for BALLANTINE'S expressed by Country Club members, who represent a cross section of the most discriminating consumers of Scotch Whisky in the United States, and with our appreciation we give unqualified assurance of continuity of the quality, character and maturity which have created for BALLANTINE'S such outstanding popularity.

Ballantine's

ESTABLISHED 1827

**LIQUEUR BLENDED
SCOTCH WHISKY**

10 and 17 YEARS OLD

"21" Brands, Inc.

NEW YORK
SOLE AGENTS FOR THE UNITED STATES



NEW

WEATHERPROOF



Folding Furniture

Bring new beauty to club house porches and club lawns . . . new comfort and pleasure to members and guests . . . with colorful Steelart Folding Furniture. Bright sunshine, rain and hard service can't harm its beautiful finish. Easily carried anywhere. Both tables and chairs fold compactly . . . occupy minimum storage space when not in use.

Steelart weatherproof Folding Furniture is available in white and green. Illustration shows the attractive appearance of the white combination in a typical summer setting. Attractively priced, useful for many purposes at all seasons, this colorful, sturdy, durable furniture will help stimulate greater use of income-producing club services. LYON METAL PRODUCTS, INCORPORATED, 3406 River Street, Aurora, Illinois.

Designed and built
by The Makers of

USE
QUICKMAIL
COUPON
No. 8

LYON
GOLF LOCKERS

Bonnie Briar Pool Rules Are Model for Other Clubs

CLUBS with swimming pools will find the following regulations of Bonnie Briar, Larchmont, N. Y., pretty well cover the necessary rules for use of any club pool. Particular attention is directed to the way in which the instructor-attendant has been made "czar" of the pool; it is only by giving an employee such authority that a pool can be operated to give the maximum pleasure to those members and guests using it.

Bonnie Briar's swimming pool regulations:

The Pool will be open and a Life Guard will be in attendance on week days beginning at 10:00 A.M., and on Saturdays, Sundays and Holidays at 9:00 A.M. Closing hours will vary as the season progresses; notices as to the hours, when established, will be posted in conspicuous places. No one shall use the Pool when the authorized attendant is not on duty.

The signing of the monthly pool service subscription entitles members and their immediate families to lockers, a towel, storage of bathing attire and the use of the pool without charge. The fee for all others is \$1.00 for adults and 50c for children under the age of 16, with the exception of Saturdays, Sundays and Holidays, when the fee will be \$1.25 for adults and 75c for children. Payment of a greens fee entitles the guest to free use of the pool.

On week days, all children under the age of 16 must leave the pool at 5:00 P.M., with this exception: where parents wish to actually accompany their children in the water after 5:00 P.M. This privilege will be extended by the attendant on request.

On Saturdays, Sundays and Holidays, all children must leave the pool at 4:00 P.M.—no exceptions.

Children under 7 years of age if unable to swim will not be permitted in the pool at any time unless they are taking swimming instructions. Governesses or maids are not permitted to use the pool. Ladies and girls must wear caps in the pool.

Persons in bathing attire are not permitted to leave the pool area.