## A MODERN SWIM POOL

#### Will Add to the Beauty and Enjoyment of Your Club

The most important consideration in planning a pool is the purity of its water. Graver has solved this problem by designing a Complete Swim Pool Unit (adapted to any size pool) for filtering and recirculating the water. The Graver Unit consists of filters, sterilizer, heater, pumps, and

all needed accessories. It is compact, easy to operate, economical to install and maintain.

All Graver Equipment is the result of three-quarters of a century of engineering skill and experience.

Send today for recent Research, showing how pools have increased memberships and revenue for country clubs. An in-teresting book will be included on Design, Construction, and Operation of Modern Pools.

#### GRAVER TANK & MFG. CO., INC.

New York, N. Y. - - Chicago, III. Catasaugua, Pa. - - East Chicago, Ind.

Here's a Bargain! The LINKS

**ROBERT HUNTER'S** Famous Book on Golf Course Architecture



Hundreds of golf course officials and greenkeepers use The Links as an authoritative guide to proper construction and remodeling of their golf courses. Its expert advice prevents costly mistakes in design; saves thousands of dollars in construction; eliminates architectural blunders. Sooner or later, perhaps this month, your course will need some re-modeling. You'll find The Links most valuable in guiding the work.

Tells how to lay out a golf course; how to re-design holes; how to locate and mould tees and greens; how to place and construct hazards; how to relieve monotony and make your course interesting. Profusely illustrated with photographs and diagrams of famous golf holes in America and England, and tells why these holes are famous.

> This book was a "best seller" at \$4.00-but we have acquired all remaining copies and offer them, while they last, at the astounding low price of 75c each. Send cash, check or money order today. You won't be disappointed.

**GOLFDOM BOOK DEPARTMENT** 14 EAST JACKSON BLVD. CHICAGO, ILLINOIS Spectators not in bathing attire must refrain from using those portions of the pool decks designated for the exclusive use of bathers.

The Club is not responsible for any accidents resulting from the use of the pool, or for lost bathing suits or other articles. Valuables may be checked with the attendant at the locker control booth or main office desk.

New York State regulations make the enforcement of these three following rules compulsory:

- 1. Bathers must use the showers before entering the pool.
- 2. The foot bath **must** be used before entering and on leaving the pool.



132-138 Church St.

New York

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3. Every person using the pool must register at the control booth.

The instructor-attendant is in complete charge and his decision shall be final in all matters pertaining to the conduct and safety of the bathers. He **must** report not only violations of these regulations, but any conduct on the part of an individual, which in his opinion is dangerous, or encroaches upon the privileges and pleasures of others enjoying the pool.

POOL OPERATING COMMITTEE.

#### Asks Help in Solving Evils of Equipment Trade-Ins

USED maintenance equipment trade-ins, one of the costly causes of many an argument and headache to equipment dealers and golf clubs, gradually is coming under control. However, there's still vast room for improvement if the course equipment dealers are to be permitted to make a profit that will allow the excellent character of service representative dealers supply to clubs.

A clear statement of the dealer's position on trade-in allowances is made by W. E. Lafkin, of the Golf & Lawn Supply Co., equipment and supply dealers in the New York Metropolitan district. This statement to greenkeepers and chairmen, follows:

A most serious note that we should like your co-operation in solving, is the tradein evil on used golf course equipment, which has crept into this business with the depression. This company, along with other reputable distributors of golf course machinery, is trying to solve a difficult problem which cannot be done without the aid and co-operation of our friends.

Contrary to the belief of many, no manufacturer takes back a piece of used golf equipment taken in trade for new machinery. The problem of used machinery is distinctly that of the distributor to solve. True—the manufacturers of golf machinery have an interest in the welfare of their distributors, just as the car manufacturers are trying to help car dealers solve their problem. They do carefully survey the situation sach year and



a money saving plan to prevent and control Brown Patch on your Greens this year. Our program of spray treatments is being adopted everywhere.

acquainted with this plan and learn about big savings you can make using Fungol. One pound treats 3,500 to 7,000 square feet.

> Fungol also keeps Greens free from Earthworms, Sod Webworms, Cutworms and Grubs with special chemicals pro-

vided at no extra cost. Hard playing healthy turf is yours with Fungol. Fungous diseases practically unknown with use of this valuable product. Write us today. McCLAIN BROTHERS COMPANY CANTON, OHIO



GET A FREE SAMPLE, FACTS AND INFORMATION ABOUT THIS TIME TESTED TURF PRODUCT FOR CONTROLLING BROWN PATCH AND SOIL VERMIN

CIDE

Get

issue a Blue Book which fairly sets forth prices to be paid for certain used machinery. We believe these figures are fair and about in line with what we find used equipment can be sold for, in the New York area.

Our experience leads us to believe that equipment over eight years old is so limited in value, as to be considered unsalable in most cases. Certainly it is obsolete, just as much as a 1930 model car.

Our trouble and that of other distributors, has not been acute on equipment made in the period from about 1930 to date. The chief problem is on equipment of the vintage of the early twenties, in some cases going back to 1921.

The price of used machinery is determ-



ined by what the buyer is willing to pay. Common sense tells us that junk is just what the name implies, whether it is in your hands or ours and neither of us would buy it. If it is fit to be used at all, there is always reconditioning to be done and reconditioning, handling and sales costs must come out of the selling price. For instance, a used three unit gang mower which might be sold for \$75 might easily have cost \$55 to haul in, recondition, sell and deliver. Accordingly, the dealer who allowed over \$20 for such an outfit would be losing money, and no business has solved the problem of operation without profit.

With your co-operation, we propose in the future, to control this situation by limiting trade-ins to reasonably late model tractors and mowers, which are in salable condition and which can be put in salable condition within the limits permitted by the allowance made and what the purchaser will be willing to pay. Most of you gentlemen have a good general idea of the costs involved in reconditioning and the life of the equipment, and with your co-operation, we are sure that we and other dealers will be able to solve this problem to the satisfaction of all parties.

Most everyone will agree that golf purchasing course power was much greater in the '20's' than at present. Have you ever thought of purchasing power in what your dollar will bring in 1938 as compared with 1927? For example we looked over some old 1927 invoices the other day and perhaps you toc, will be interested in the comparison. A Toro 3unit super fairway mower sold in 1927 for \$440 F.O.B. New York. In 1938 a vastly improved Super Mower 3-unit outfit sells for \$380. About 131/2 % less, yet wage costs are about 25% higher!

### GOLF'S MARKET PLACE

Requests for "The Way of a Caddie with a Man," Bob Davis' famous golfing classic which U. S. Rubber's Golf Ball Department is offering to pros for distribution to players, have exhausted the first printing of 150,000, and have started the presses humming on a second edition.

"The Way of a Caddie with a Man' is one cf the greatest golf stories ever written," says E. C. Conlin, U. S. Golf Ball sales manager. "Our company first distributed this story ten years ago. It was a terrific hit at that time. As a result of accumulation of requests we decided recently to order a new printing. We figured that in addition to providing golfers with

a great yarn, it would also give pros an additional opportunity to win the favor of their members.

"Apparently it is doing just that, an judged from the reports we have received from pros everywhere. Requests for extra copies are coming in every day. We will take care of them as long as the second printing lasts. After that, I don't know."

printing lasts. After that, I don't know." Conlin says that his company's experience with the popular booklet is typical of the success of the entire promotion program for the year.

"We have had more requests for promotion material and we have received more favorable comments on our promotion helps this year than ever before," he declares. "That goes for every piece the new U. S. Royal Wall Poster, the four new golf score cards, and the Tournament Kit equipment. For this reason, U. S. Rubber today enjoys the best relationship with pros in its entire history.

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The Athygienic Foot Glove, for the treatment and healing of athlete's foot, has recently been placed on the market, and with great success, by the **Medico Corporation**, 827 E. Locust St., Milwaukee. The Athygienic Foot Glove is a soft dressing that comfortably fits the toes; is de-



signed to prevent friction and contact between afflicted areas. It cushions each toe for comfort while the wearer is active or resting, and it also protects against further infection. It also has the

additional function of keeping medication constantly applied to sore spots.

The manufacturers make a point, and a strong one, of the fact that members are going to feel a lot more like playing and buying—if they're not being bothered with athletes foot, or sore, aching, tired feet.

Athygienic Foot Powder, a soothing medication to be used with the glove, is furnished with each treatment kit. The glove prevents the powder from being rubbed off by friction between the toes and does not allow the powder to become separated from the chafed areas beneath the toes. Stretching and drying forms for foot gloves are contained in each kit, and are made to retain the original shape of each glove after being washed.

each glove after being washed. The gloves, made of mercerized, undyed knitted fabric, come two to a kit, one for each foot, and they come in three sizes, wide, medium and narrow. Further information will be supplied upon request to the company.

Hillerich & Bradsby Co., Louisville, Ky., have just issued their 1938 Pro-Only Power-Bilt catalog, which is being sent to



Answer above ad with QUICKMAIL No. 23

## NOW, NOT NEXT MONTH,

you must start building the swimming pool that your club has been wanting, if your members are to get much fun out of it this summer.

## YOUR SWIMMING POOL,

you'll find, will be the magnet that'll pull the members out to the Club, when it's hot — if you haven't any, some other pool will draw 'em, and that leaves YOU out!

A "GUNITE" Swimming Pool can be built in a few weeks, doesn't cost much to build, and is economically operated and maintained — and, on top of that, it'll be a big money maker! All of which crabs any alibi you can think of so why not make a start. NOW, by asking us for details?

CEMENT GUN COMPANY

ALLENTOWN, PENNSYLVANIA



only the golf pro customers of the company. The book is a fine printing job, contains many interesting and picturesque golf course scenes, and pictures and describes the entire Louisville Power-Bilt line of golf equipment. The catalog consists of 24 pages and cover, and is plastic bound.

The edition was serially numbered and just enough copies were printed to supply the company's pro customers. Additional illustrated leaflets for special distribution to club members can be had, however, upon request to the company.

Schenley Import Corp., Dept. G., Empire State Bldg., New York City, has prepared a handsome and serviceable ringer scorecard that is available for free distribution by club managers or pros to their members as long as the supply lasts. The card has adhesive material at the top of its back so it can be stuck inside

The card has adhesive material at the top of its back so it can be stuck inside a member's locker, providing a convenient place for keeping record of the season's rounds. The card is so designed that it is very valuable for maintaining a record of one's wagers as well as one's scores. Consequently it reminds a fellow when he has been careless with his handicapping. Schenley's idea in putting out this helpful ringer scorecard is to keep golfers reminded of Dewar's White Label Scotch



FULNAME MARKER

The Golf Ball Marker used in every state in the union and 18 foreign countries.

### FULNAME DIE

For Exclusive use in the Fulname Marker —insures 100% perfect marking and will not distort or cut the ball.

FULNAME MARKING

The Stamp of Good Sportsmanship.

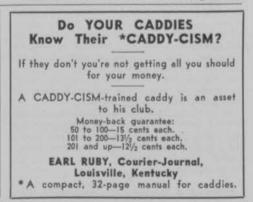
THE FULNAME COMPANY Box 85, Station "O" Cincinnati, Ohio



whisky for those happy moments when the winners collect and the other guys are reconciled to paying off.

From England Albert Penfold reports the introduction of an entirely new golf ball. This most recent **Penfold** development is apparently produced along radically different lines and will be known as the "Penfold Patented."

The new ball embodies startling devel-



opments of Penfold's exclusive, cold, Chemo-Weld process. By this process controlled vulcanization by Chemo-Welding makes it possible to make an extremely thin cover; and it goes on the ball without damaging nor destroying the life of the rubber core.

The new ball has met with an enthusiastic response among English golfers since it satisfies their demand for a golf ball giving extreme length yet toughened to withstand the hardest punishment.

Penfold claims the new "Penfold Patented" is his greatest forward step in ball-making. It is expected this new ball will be put into production in the American Penfold factory some time this fall.

Bob Haggerty, Wilson's pro golf department New York manager, announces a new golf promotion film will soon be made available by the company. It is to be a 16 mm. sound film, and will show some of the current outstanding professional golfers in actual tournament play. Those whose shots are pictured are Ralph Guldahl, Sam Snead, Denny Shute, Gene Sarazen, Johnny Revolta, and Jimmy Hines. Shots were taken in both regular and slow motion, so the film will, of course, be instructive as well as extremely interesting.

No definite plans have been made as yet for distribution of the film, but arrangements will be completed for showings over the country within a short time.

Kenneth Smith's new booklet, "Why Kenneth Smith Hand Made Clubs Improve Your Game," has just come from the presses and is now being distributed to the pro trade. Features pictured and described are the new Arowin and Dartwin clubs, for the wood game, and introduced on these models are the patented Armoring collar for more grace and strength, and the exclusive Lock Weight construction



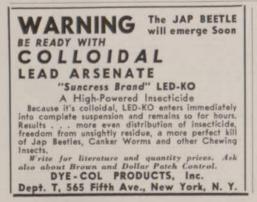




SEE OTHER PAGE IN COUPONS FARTHER FORWARD IN Patent Pending in U. S. and Foreign Countries-Louis Balter

this year. The pro catalog features the Tommy Armour clubs, now in the fourth year as "pro only," women's Silver Scot clubs, Ernest Jones models for men and women, the MacGregor line of balls, bags and accessories.

**Dunlop** is supplying pros throughout the country with a personalized display stand in conjunction with a special campaign on the Dunlop Max-fli championship golf ball. Holding one dozen balls and made of real



"lessons by appointment" are carried in conjunction with the pro's name.

Information on how these displays may be obtained can be had by writing the Dunlop Tire and Rubber Corp., Promotion Department, 500 Fifth Ave., New York City.

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., made good use of a report on contemplated swimming pool installa-



# Free to Readers:

As a convenience to readers, this page appears monthly in GOLFDOM. Use it, whenever you are in the market for any product used by your club, to secure literature and prices from dependable sources of supply. Then you'll know your buying is being done intelligently.

Study the ads in this issue of GOLFDOM carefully; you should find most of the products your course, clubhouse and pro-shop need for efficient operation. If you need further information on the products listed below, return this page, filled out, to GOLFDOM, 14 E. Jackson Blvd., Chicago. You'll get complete information.

#### FOR THE GOLF COURSE

Arsenate of lead Bag racks for tees Ball washers Bail washers Bent grass stolons Bird houses, sanctuaries Bookkeeping systems Brown-patch preventives Charcoal (soil conditioner) Clamps, for pipe leaks Compost distributors Compost sterilizers Conteiners wasta Containers, wi waste Drinking fountains Dump carts Fencing Fertilizers Fertilizer distributors Flags (greens) Hole cutters Hole rims (putting cups) Hole rims (sand green) water Hose. Humus (soil conditioner) Hydraulic mixers (fertilizer) Insecticides Irrigating equipment Lightning arresters Lime, hydrated Limestone, pulverized Mole and gopher poisons Mole and gopher traps Mowers Mower blades Mower blades Mower blades Mower sharpening machines Peat moss (soil conditioner) Pipe perforated for drainage Playground equipment Pumps (state capacity) Putting cups Putting paths (sand green) Resurfacer (Skating Rinks) Rollers fairway green spiked Sand green equipment Scythes (motor driven) Seed fairway green rough Seeders

Shelters (golf course)

Skeet layouts Sod cutters Soil screeners Soil shredders Soil testers Sprayers barrel pump power engine Spike discs Spike rollers Sprinklers areens fairway Swimming pool information Tee markers Tractors Tractor tires low pressure pneumatic Tractor wheel spuds Turf renovator Water systems ☐ for greens ☐ for fairways Water system engineer Weed burners Weed killers Worm eradicators FOR THE PRO SHOP Bags canvas leather Balls □.35 □.50 □.75 Ball marking machines Ball Vending Machines Belts Bookkeeping system Buffing motors A.C. Caddle badges Caddle uniforms D D. C. Calks for golf shoes Caps Clubs Brassles Drivers Irons Matched sets Spoons Women's Club racks for pro shop Gloves Grip dressing Grip wax Handicap acks Hats, duck with viz Leather jackets Leather preservative cards vizor Movie cameras, projectors

Practice clubs Practice driving devices Practice putting devices Prizes Cups trophies Rain jackets Score cards Shafts hickory steel Shoes Shoe spikes Shoe trees Slot Machines—Table Games Sockettes Sweaters Sweat shirts Tees wood C celluloid Trap-shooting [] traps 1 targets shells Underwear . FOR THE CLUB HOUSE Adding machines Ales Athletes Foot Remedies Bar equipment Bath slippers D paper Bars D wood fixed portable Bath towels Beer bottle draught Beer cooling equipment Cash registers Deodorants Disinfectants Fireworks Kitchen equipment Laundry equipment Liquors gin whiskey wine mixers Linens ockers Mineral water Refrigerators Rugs-runners for aisles Showers Shower mixers (automatic) Soda fountains Water coolers Water softeners

Club							••••••		••••••
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	IMPORTANT-FILL	OUT	FORM	ON	REVERSE	OF	THIS	PAGE	

## Thanks—In Advance!

70

It's no trouble for you to fill out this page and mail it to GOLFDOM, and you'll be doing us a great favor.

You see, this magazine is edited solely for the five men listed below and is crammed with information to help them "do a job" for your course and club. That's why GOLFDOM wants its mailing list up-to-date at all times. Don't let your club's copies reach the wrong men.

Fill in this page NOW and mail to GOLFDOM, 14 East Jackson Blvd., Chicago.

Club		
Town	State	
Number of Holes	Is Course Private, Daily Fee or Munici	pal?
16 source formerly o	perated under another name write OLD name here	

PRESIDENT (or owner) Address	
CAFFN	
GREEN- CHAIRMAN Address	
CLUB MANAGER	
Address	
GOLF	
Address	
GREEN-	
Address	
	4

Please give us this additional information for our records:

Is liquor for sale at your club?......Beer?......Wine?......