

for play by low handicap and tournament players only.

"Hagen 288 Blue will test from 50 to 65 and has a medium hard wound core with cover of medium thickness. This ball is for the average golfer who desires maximum distance, but who is not an extremely hard hitter.

"Hagen 288 Green will test from 40 to 50 and is wound at medium low tension with tough cover. This is designed to meet the demand for a 75c ball combining both distance and durability.

"A novel packaging idea will carry the theme of the various colors, and well-designed counter cards will aid the professional in supplying the exact Hagen 288 that will suit the individual needs of his members.

"An attractive assortment of counter displays is now in course of preparation, one of which features clubs for juniors, and these will be ready shortly for general distribution."

The Burke Golf Co.'s 1939 club line will be changed but slightly from the features introduced last May to the professionals, and which scored a big hit with all the pros. The Willie Klein Recorded line, the Willie Klein K-27, and the K-60, which cover a wide price range, will carry the double flange head introduced on the irons a few months ago, while the punch-iron type of head will be used in the Billy Burke Recorded, the Billy Burke Autograph, and the K-50. The conventional type flange sole head is used in some of the less expensive irons.

Woods for 1939 have been changed but slightly due to the success of the various models during the past season. A valuable feature of the wood club line, which also applies to the irons, is that various lines of woods are made for the particular purpose of being fitted to definite styles of play. Pros, in going over the sample line, readily appreciate this feature.

The Burke bag line has been completely redesigned and repriced for the coming year. Natural steer hide is the favorite leather in the better grade bags, and a new grain leather, Barkrome tanned, appears for the first time in the intermediate price range.

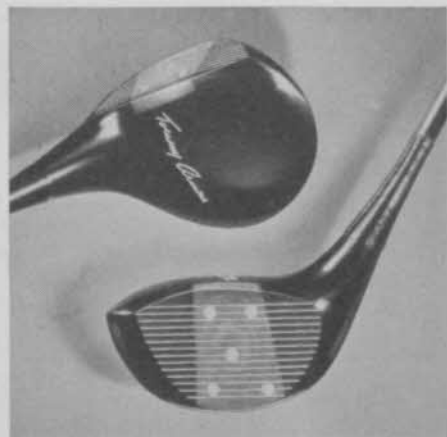
The Burke company also announce an even better ball for 1939, with emphasis made on the toughening of the covers without detracting from distance. Further details on the Burke line for 1939 will gladly be supplied by the company.

Golfers this year are already showing plenty of excitement over three new MacGregor wood clubs which made their appearance in the Tommy Armour Silver

Scot line for 1939. Each of the three models provides a basic feature in construction and these, together with other tried and true Tommy Armour models, gives a selection of clubs that is complete in every respect.

The famed pro-only policy of MacGregor on Tommy Armour woods and irons is going into its fifth season; it has consistently gained new friends and fostered protected sales for pros throughout the country. Backed by effective consumer advertising and fine sales appeal the Tommy Armour merchandise is in the top rank of popular acceptance.

MacGregor's outstanding new wood model for 1939 is the Tommy Armour Silver Scot Jumbo, patterned after the popular Tourney wood. It is an extreme deep-faced driver with a span of 2 in. from sole plate to top of head. The rockem-sockem power in the Jumbo is like a Howitzer blast that brings the greens closer to the tees than they have ever been before. MacGregor executives have received reports that ordinary golfers amaze themselves by getting upwards of 40 yards more distance from the tee



Silver Scot Jumbo wood.

with the Jumbo. Because of its enlarged head size it cannot be constructed in weight less than 13 $\frac{3}{4}$ ounces. Its retail value is \$15.00.

The Tommy Armour Silver Scot Model 202 is a strictly new MacGregor design. It is a beautifully patterned, pear-shaped model which has earned immediate acceptance among the pros. It has a red fibre inset face and polished mahogany finish.

The outstanding feature of the 202 Model is the special MacGregor True Temper shaft with a new "feel" sensation. This shaft is an exclusive MacGregor development that is being introduced for the first time in the 202 Model.

Third of the new MacGregor Tommy

ARE YOUR SHOWERS

"the best part of the game"?

There's no better way to get "in right" with your members than to install Powers Safety Shower Mixers at your club before next spring. Besides giving them a new experience in shower comfort, you'll save on fuel and water costs because there's no waste of HOT and cold water and time. You'll eliminate the constant risk of shower accidents caused from scalding.

Safety features prevent scalding and unexpected "shots" of hot or cold water. They keep the temperature of the water where the bather wants it.

Act now, get an estimate of the cost of installing Powers Mixers. Be among the hundreds of other clubs who are enjoying real shower bath comfort—you'll have a better club 'all around'.

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Offices in 47 cities—see your phone directory

Use Quickmail coupon No. 18 today to get further information and prices on Powers Shower Mixers.

POWERS SAFETY SHOWER MIXERS



Armour woods is the Penna Model, and in every respect it is a different wood. It is a long spliced-neck type that is a variation of the Tourney Wood and modeled after the personal-use clubs of Tony Penna.

In accordance with the annual practice of bringing all Spalding golf salesmen to the plants in Chicopee, Mass., the entire company's golf sales force descended upon this quiet New England town in the early part of September. Several days were spent in going over 1939 merchandise and in formal trips through the factory.

The automatic golf driving machine was brought into use, proving the merits of



Line-up of Spalding men who attended the annual sales get-together at the Chicopee plant and came away all pepped up over the merits of the line for next year.

the line in actual play. Special enthusiasm was voiced by the men as they went over the new line which promises to be a great boon to golf sales and player's scores.

The new Spalding Christmas Golf Ball Package, which is radically different this year and adaptable for sale the year 'round, was shown at this meeting and met with great enthusiasm from the sales force.

Two new top line wood models for the 1939 Macdonald Smith line have been announced by N. C. Lyon, president, Lyon, Inc., Nashville, Tenn. The models feature insert faces, one ramshorn, the other fibre. Lyon also announced a new low price line of woods and irons to be known as "Truline." The entire line of Macdonald Smith models has been improved for 1939, Lyon said.

The Horton Mfg. Co., Bristol, Conn., announce that the new Bristol line of clubs has been greatly improved over former years. The main change is in the Pyramid irons, the heads of which have been thickened at the top of the blades, and they all have the retarded heel, and are more compact than ever. These changes

(Continued on Page 65)

GOOD
LOCKER
AND
SHOWER
FACILITIES
ARE A MARK
OF A
CLASS-A
CLUB



Mass. WPA Photo

Battery of shower stalls at George Wright Municipal G Cse, Boston.

By CARL
HATTROB

IT HAS been said that a good course, good food, and good shower-rooms 'make' a golf or country club, while the lack, or poor condition, of one or more of them will 'break' a club. I'm not going into the first two of these conditions because this magazine has articles written regularly telling how to bring the course and cuisine up to best possible standards, but I would like to make a few comments on shower and locker-room facilities and what they can do for the club.

Right now is the time to consider shower and locker-room improvements, and get them into operation before play begins in the spring. Clean, modern locker-room facilities are something every member greatly appreciates, and pays for, and the cost involved in bringing the equipment up to date is generally paid for many times over with more clubhouse patronage, additional members, and an improved disposition around the club.

When I look around and see how much modern shower and locker-room equipment helps and means to a club, I can't understand why some, with all the grumpiness and complaints they receive, can continue to put up with inadequate, antiquated equipment. Locker-rooms filled with steam, or shrieks of agony from some member who has been scalded unmercifully with boiling hot water or frozen stiff with shots of icy water, just

because a nearby flush valve has been used, seem to make little or no difference to a few club officials, but how long they can continue to ignore these "handwritings on the wall" is another thing.

Clubs are fast coming to the realization that nothing can so thoroughly upset an otherwise perfect day of golf than for a player to come into the locker-room after a round, step under a shower and, in trying to regulate it, is alternately frozen and scalded. That doesn't make for happy members, and those who have this experience thrown at them time after time are going to give up their affiliation with the organization.

Official Tells New Equipment Benefits

One veteran official, in recognizing this fact, made the following pertinent remarks when new locker and shower-room facilities were installed at his club:

"On the belief that good shower and locker-room facilities add to the pleasure of a good golf game, and that inferior equipment of this type can destroy all the enjoyment that has been gained on the

For a better, bigger 1939 — Play and Sell RALPH TYLER'S "MOR-KIK" Woods and Irons

Each club individually hand made to exacting specifications, for super feel and extreme distance. Features built-in by exclusive methods. Use Quickmail coupon No. 17 today to get 1939 pro-only price list and information on Impactum "Mor-Kiks" and complete Tyler golf line. It'll mean more profits and more satisfied customers for you in 1939.

●

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1315 N. WALNUT STREET
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Reduce Your Sales Effort!

Locate in The Lytton Building—the 'golf mart' of the Middle West! Take advantage of the drawing power of the golf companies—golf publishers—and the golf associations in this building.

This Is the Headquarters for Pros! Your Chicago Office Should Be Here!

The following concerns are cashing in on this location! WHY NOT YOU?

The Burke Golf Co.

Golfing

Golfdom

The Kroydon Company

The L. A. Young Golf Company

Jackman Sportswear Co.

Professional Golfers Ass'n of America

THE LYTTON BUILDING

14 E. Jackson Blvd.

Chicago, Ill.

links, we have made an investment of \$18,000 in improved shower and locker-room facilities.

"All of our old style marble showers with tile floor were ripped out. With them went the old master mixer, set for 120 degrees, which was supposed to supply non-scalding water for all the shower stalls. In their place we now have 14 modern shower stalls of grey Carrara glass, each equipped with safety shower mixers, individually set to prevent scalding. To harmonize with the grey of the shower stalls, the ceiling was painted a distinctive shade of blue and the walls an old rose. In such a setting, we felt that white shower curtains would be out of place, so we arranged to obtain some of an old rose tint for the outer compartment of the shower stalls. In the shower-room, as well as in the rubbing room, modern terrazzo has replaced the old tile flooring.

"Now the club has shower facilities which the members feel are second to none and in which each takes a personal pride. With such facilities for after the game, slices, hooks and missed putts are the more easily forgotten—and the shots that "clicked" are the more happily remembered."

New Lockers Provide Every Need

Many clubs are making new locker installations, replacing out-of-date, worn out units with the very latest equipment. Lockers are designed nowadays to provide for the member's every need and to promote locker-room happiness, and to do it the manufacturers provide a selection ranging from the luxurious double door deluxe models to space conserving single

FULNAME BALL MARKING

—a service that sells YOU and your merchandise, too!

Write FULNAME CO., Station "O,"
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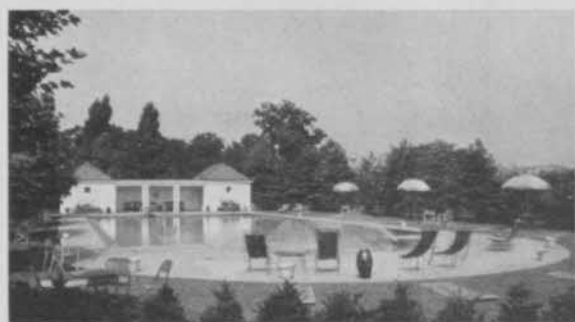
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BOTH SOD AND STOLONS

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

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Box 122, Redford Sta., Detroit, Mich.



FOX CHAPEL GOLF CLUB

SWIMMING POOLS

FOR SMALL AND LARGE CLUBS

EXPERIENCED PLANNING
KEEPS COSTS WITHIN
LIMITED BUDGETS

INFORMATIVE LITERATURE
ON REQUEST

CONCRETE OR STEEL POOLS

ACKLEY, BRADLEY & DAY

Designers of Fine Pools
STARR BUILDING, PITTSBURGH, PA.

• Use QUICKMAIL Coupon No. 7 to answer this ad •

door units, either single tier or double tier.

When changes such as the above are made at clubs, sometimes it is possible to gain sufficient space to permit installation of a cocktail corner right in the locker-room. A radio and modern chrome steel tables and chairs can provide further enjoyment of that 19th hole, right in the locker-room. Other clubs have installed a barber shop at the same time they were making locker-room changes. At any rate, there's a lot that can be accomplished, at a small expenditure, that will go a long way in making the club a happier, better place to enjoy oneself.

GOLF'S MARKET PLACE

(Continued from Page 62)

have improved the clubs without departing from the principle of the Pyramid method of weighting; namely the shorter and heavier the club, the lower the Pyramid weight on the blade.

The wood club line contains several new models, the chief characteristic being that the face on the driver models has been deepened, creating a decided difference in depth between that of the driver and the brassie, spoon and wood cleek. The shafts in all of the higher priced Bristol clubs will again feature the Equi-Tuned shafts.

In the current motion picture, "Care-free," Fred Astaire does a golf novelty dance number that arouses the admira-

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Where golfers meet in the atmosphere of 'Old Heidelberg'—the perfect combination of a delightful eating place and '19th hole' in the heart of New York. *Open Sundays.*

Janssen wants to see you!

tion of every golfer who views the picture. Astaire's demonstration proves that he possesses considerable skill as a shot maker and further confirms the importance of a sense of rhythm and proper balance in hitting a golf ball.

Astaire's knowledge of balance and rhythm has made him "tops" in his profession, which gives a great deal of point to the following statement he makes concerning Wilson golf clubs:

"In my new picture "Carefree" I used Wilson golf clubs because of their rhythm of swing." (Signed) Fred Astaire.

Allis-Chalmers Mfg. Co., Milwaukee, Wis., have placed on the market a new tractor, the Model "B," which is ideally suited for work on golf courses, public parks, cemeteries or wherever fast, dependable, low cost power is required. The Model "B" engine is a 4 cylinder, vertical valve-in-head type, and develops 16.31 belt hp. with the engine at 1,400 rpm. Large, low pressure hydromatic tires are standard equipment. The hydromatic tires are filled with liquid ballast to place extra weight close to the ground for added traction.

The Model "B" has 3 forward speeds and reverse. A special variable speed governor makes it possible to set and main-



tain the engine speed at any desired point up to 1,800 rpm. The Model "B" delivers, without extra equipment, at \$495.00 f.o.b. Milwaukee. It is made to handle 3, 5 or 7 gang mowers or other drawn equipment. Further information can be had by writing the company.

Almost every day there comes news of another golf marathon where the Acushnet Titleist golf ball proves its mettle, Acushnet officials report. The latest story comes from Pueblo, Colo., where Charley Oakley, City Park pro, used a single Titleist in his 174-hole workout. Using just one club, a No. 3 iron, Oakley averaged 4 2/5 strokes a hole. He started at 4:50 a. m., taking only an hour and a half for lunch and rest. Except for being stymied by darkness, he could have played several hours more, Oakley stated.

Judging from the many unsolicited let-

ters being received by the Acushnet company, the new Titleist ball is the big hit of the marathon craze. After 232 holes of record-making play, one Titleist, according to a recent letter, was still fit for doubling its record.

Retirement of Frank W. Heiskell as advertising manager of the International Harvester Co., after 45 years of service with that company and McCormick Harvesting Machine Co., has been announced by C. R. Morrison, vice president. Heiskell was succeeded as advertising manager on October 1 by A. C. Seyfarth, who was the former assistant advertising manager.

Seyfarth, widely known in the advertising profession, entered the employ of



F. W. Heiskell



A. C. Seyfarth

the Harvester company in 1904 after attending the U. of Michigan and the U. of Chicago, and after working for a short time as advertising solicitor. His first job with the company was as a catalog writer. Successive promotions advanced him to chief catalog writer and copy chief, where he was in charge of all advertising copy production. He became assistant advertising manager in 1913.

Heiskell's entire business career was given to the service of McCormick Harvesting Machine and International Harvester companies. On August 1, this year, he rounded out his 25th year as advertising manager of the Harvester company.

Carroll E. Johnson has been named assistant advertising manager of the Harvester company, succeeding Seyfarth in that position. Johnson joined the advertising department in 1903, after several years of retail selling experience. His first job was in charge of direct-mail and house organ distribution. In 1909 Johnson joined the copy department and wrote general copy until 1915, when he was made copy chief, the position he has held until his recent promotion. When Johnson became copy chief, around 1,000,000 pieces of direct mail copy were mailed out each year. Now an average of 5,000,000 pieces is mailed from Chicago annually.

A new timber, greenheart, imported from British Guiana, is being actively

pushed in the American market by Greenheart and Wallaba Timber Co., New York City. The wood is the strongest and most durable timber available in commercial quantities, and in cost runs about 30% above the cost of choice white oak. However, since it has twice the strength of oak, less lumber need be used on a given job, according to the importers, thus making greenheart strictly competitive in many cases.

Union County (N. J.) Park commission is considering greenheart for floorings and steps, as tests indicate that golf shoe cleats will scarcely penetrate the wood, which is rot-proof and requires no painting.

Interested lumber users are urged to write the importers for an interesting booklet describing greenheart.

Dunlop introduced its new 1939 Picard Personal Model Woods with a unique display at the Hershey CC during the recent Hershey round-robin invitation tournament.

In a giant display, depicting an old time golf scene, four woods dated back to 1894 were displayed under the heading "Golf Clubs of Yesterday" and were contrasted with the new woods which were designed by Henry Picard, the Hershey pro. The



display, near the giant score board, attracted much attention, and the new clubs too, received much favorable comment.

One of the loud complaints of greenkeepers is the difficulty they experience in removing cups from one spot to another. The cups would corrode and become solidly encased in the turf, and their removal



Before the True Temper exhibit at the recent Cleveland \$10,000 Open stand George Shaw (left), American Fork & Hoe Co., and L. B. Icelly, Wilson Sporting Goods Co.

meant the disturbing of turf to a serious extent. However, practical tests under the supervision of Peter Henderson & Co. have demonstrated their new Tournament Golf Hole Cup does not corrode, and may be removed from the ground, even after the elapse of one year, without disturbing the turf.

This new cup is made of highly polished aluminum, is rustproof and will not harden into the turf. It is unbreakable, and cannot be damaged by the weather, makers claim. The polished surface never needs scraping or cleaning, the sides are smooth without indentations, and there is no bottom flange. Thus the cap may be easily twisted to get a perfect seat. The lack of indentations means you do not have to pull against the soil when removing cup.

Greenkeepers' comments on the new cup have been most favorable. Further information may be had by writing the company at 35 Cortlandt st., N. Y. C.

How many times have you made some joking remark on the golf course about the desirability of an escalator when climbing toward some distant "green"? That time may come after all, because the Pittsburgh (Pa.) Field Club is doing even better than that by actually installing an elevator to carry golfers from the 17th green to the 18th tee, a vertical distance of 70 ft., equivalent to about a 6 or 7-story building.

The installation consists of a steel tower connecting with a bridge structure about 270 ft. long, running from the tower to the tee. The elevator, being installed by the Otis Elevator Company, has full automatic push-button control, with an automatic arrangement so that as soon as the

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Three Styles of One-Color
Score Cards

of Excellent Quality are

Priced \$21 to \$26 for 5,000

Produced by a New Process they
are complete and of correct size.

Samples of these and 4 higher priced
2-color cards to clubs on request.

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Rubber or
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THE ROOT MFG. CO.
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**R. H. Tractor
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quickest to put on or take
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ciency and cultivate turf
... that's why more than
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clubs use them. Durable
and low priced. All sizes
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Sample spud and circular
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MFR. OF SPUDS, FORD-
SON WHEELS, ETC.



players have left the elevator at the upper level it will automatically return to the lower landing to receive the next group of passengers.

About 6,500 men have returned to work in the International Harvester Co. automotive plants during the last few weeks. Tractor business has been a factor responsible for re-employment. IHC reports doing very well in golf club tractor sales this year, and having excellent prospects for 1939 orders.

Slammin' Sam Snead, Canadian open champion and leading 1938 money winner among golf professionals, proved himself the hardest hitter among the entrants in the Glens Falls (N.Y.) open tournament who tried out a laboratory device installed by General Electric engineers. Snead's top swing was 81.1 m.p.h. which was about two miles per hour faster than the speed recorded by any of the other golfers, and 12 miles faster than the best swing to be made by Gene Sarazen. However, Snead tested his strength before play, whereas Sarazen made his test upon completion of 18 holes in the morning round.

The device consists of two phototubes and light sources which effect two beams of light about 6 in. apart. These beams run at right angles to the path of the club, which is swung from a platform. The driver cuts the first beam a split



Snead is shown testing swing speed on G.E. measuring device.

second before it strikes the ball on its tee and almost immediately afterwards cuts the second beam. Both phototubes operate Thyatron tubes, the first one causing a condenser to begin charging and the second one stopping it. The resulting voltage charge across the condenser is measured by a meter, which is calibrated in terms of miles per hour.

Several women golfers tried the device but none was able to record more than 55 m.p.h.

Where To Buy It

This page, for the convenience of club officials, is the most efficient means you can take to get literature and prices from dependable sources of supply. It is a great aid to intelligent purchasing.

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
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 Dump carts
 Fencing
 Fertilizers
 Fertilizer distributors
 Flags (greens)
 Hole cutters
 Hole rims (putting cups)
 Hole rims (sand green)
 Hose, water
 Humus (soil conditioner)
 Insecticides
 Irrigating equipment
 Mole and gopher poisons
 Mowers
 putting green tee
 fairway rough
 Mower sharpening machines
 Peat moss (soil conditioner)
 Pipe
 perforated for drainage
 water
 Playground equipment
 Pumps (state capacity)

 Putting cups
 Rollers
 fairway
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 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
 Sprinklers
 greens
 fairway
 Swimming pool information
 Tractors
 Tractor tires
 low pressure
 pneumatic
 Tractor wheel spuds
 Water systems
 for greens
 for fairways
 Weed burners
 Weed killers
 Worm eradicators

Practice driving devices
 Prizes
 cups
 trophies
 Rain jackets
 Score cards
 Shafts
 hickory
 steel
 Shoe spikes
 Shoe trees
 Sockettes
 Sweaters
 Tees
 wood celluloid
 Trap-shooting traps
 shells targets

FOR THE CLUB HOUSE

Adding machines
 Ales
 Athletes Foot Remedies
 Bar equipment
 Bath slippers
 paper wood
 Bars
 fixed
 portable
 Bath towels
 Beer
 bottle
 draught
 Beer cooling equipment
 Cash registers
 Deodorants
 Disinfectants
 Kitchen equipment
 Laundry equipment
 Liquors
 gin
 whiskey
 wine
 mixers
 Linens
 Lockers
 Mineral water
 Refrigerators
 Rugs—runners for aisles
 Showers
 Shower mixers (automatic)
 Soda fountains
 Water coolers

FOR THE PRO SHOP

Bags
 canvas
 leather
 Balls
 .35 .50 .75
 Ball marking machines
 Belts
 Bookkeeping system
 Buffing motors
 A.C. D. C.
 Caddie badges
 Caddie uniforms
 Caps
 Clubs
 Brassies Drivers
 Irons Matched sets
 Putters Spoons
 Women's
 Club racks for pro shop
 Gloves
 Grip dressing
 Handicap
 racks cards
 Hats, duck with vizor
 Leather jackets
 Leather preservative
 Movie cameras, projectors

Club

By Club Position

Address

Town State Date

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

Thanks—In Advance!

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 those 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.

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Town State

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

If course formerly operated under another name, write OLD name here

PRESIDENT
(or owner)

Address

GREEN-CHAIRMAN

Address

CLUB MANAGER

Address

HOUSE CHAIRMAN

Address

GOLF PROFESSIONAL

Address

GREEN-KEEPER

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

SEE OTHER SIDE