

PAGE *Golf* FENCE



PROTECTS TOURNAMENT REVENUES • STOPS THEFTS • KEEPS OUT CAMPERS • PREVENTS PLAYING ANNOYANCES • ATTRACTS MEMBERS

Since PAGE originated woven wire fence in 1883 hundreds of golf executives have looked to PAGE FENCE experts for solutions to their fencing problems. A large percentage of the nation's courses are now PAGE fenced—protection against theft, intrusion, vandalism, accidents—safeguarding tournament and exhibition revenues—winning membership good will and high-class enrollments. There's a type of PAGE FENCE for every golf course requirement.

AVAILABLE IN 5 WEATHER-RESISTING METALS

To meet destructive air conditions peculiar to various localities, PAGE FENCE is offered in 5 superior metals—Page P-12 Copper-bearing Steel, Page-Armco Ingot Iron, Page-Alcoa Aluminum, Page-Allegheny Stainless Steel, and Page genuine Wrought Iron. One of these metals will be found more suitable than all others for erection in your locality. The PAGE FENCE distributor nearest you will recommend impartially the metal best for your purpose.

NATIONAL ADVISORY AND ERECTING SERVICE

92 Page Fence Distributors with complete responsibility in fence erection service, estimates and consultation are located conveniently throughout the United States—associated to serve you wherever you are. The one nearest you will quote you on any type of golf fence from the lowest to high backstop fence, in metals named above. Write for the name of nearest fence expert. Secure our free booklet, "FENCE FACTS."



Page Fence is a product of the Page Steel & Wire Division, American Chain & Cable Company, Inc.

PAGE FENCE ASSOCIATION

Dept. G-1039, Bridgeport, Connecticut

AMERICA'S FIRST WIRE FENCE—SINCE 1883

started the tour at the Wakonda course in Des Moines.

Jack Welch, Wakonda greenkeeper, pointed out how Metropolitan bent on his practice putting green had been practically ruined by excessive wear during the National Intercollegiate event held at Wakonda in August. He had replaced about three-fourths of the green with Washington, which had been in long enough for the greensmen to compare the two bents as to color, texture, etc. White grubs and their injurious effects were seen on the 18th fairway at Wakonda, as well as on the other golf courses visited.

At Waveland, Bert Rost showed the group how Zoysia metrella had grown this past summer without watering, after it was set in the nursery. Of special interest was the fact that it was very green and attractive in appearance on the 18th fairway, while the surrounding bluegrass was burnt badly. Probably one of the main reasons for this is that the Zoysia roots could be found down in the soil for at least 8 inches. A plot of this grass has been started at the garden in Ames, and it will be kept clipped 1 inch in height next summer to see if it can stand lawn conditions.

The greensmen next stopped at the Des Moines G&CC, where Bill Keating put on a demonstration showing the superiority of Metropolitan bent as compared to Virginia bent on his course. Keating also pointed out a stand of Bermuda, in a deep gulley, that is 16 years old—very unusual in Iowa temperatures.

200 Attend New Jersey Turf Field Day

APPROXIMATELY 200 attended the annual Turf Field Day at the New Jersey Agricultural Experiment Station, New Brunswick, September 12. Three points of interest were specifically covered during the day. One was the great value of lime when used in conjunction with other soil improving materials; another was the display of new grasses, and third, the essentials of crab grass control.

The principal benefits derived from the proper use of lime include the great increase in the ability of the soil to take in moisture and maintain satisfactory growth in dry periods, the correction of sod-bound condition by stimulating the normal decay of the annual crop of grass

roots, thereby increasing soil humus, and the improvement in ability of grass to utilize nitrogen fertilizer present in the form of ammonia. In many of the strips where lime had been applied in contrast to adjoining areas with no lime, the turf covered was complete and thrifty in comparison with only 50 to 60% coverage. The difference was most striking where no artificial water had been given during the summer to off-set the effects of the severe drought.

Another feature of the day was the display of new species and strains of grasses, particularly those which had been claimed to be capable of producing turf without mowing. Although several species had required little or no mowing during the dry season, they were poorly adapted and suffered severely from the drought. The general conclusion was that standard species and strains were still preferable because of the better quality of turf produced, and mowing was not yet to be discarded.

GSA Annual Show Rounding Into Shape

PLANS are well under way for the fourteenth annual educational conference and equipment show of the Greenkeeping Supts. Assn., to be held in New York City, February 6-9, according to GSA officials. All exhibits, lectures and entertainment will be held at the Hotel New Yorker, official convention headquarters.

The exhibition show will open Tuesday, February 6, and will close Thursday, thus giving the exhibitors three full days to make their contacts. The floor plans showing sizes and costs of booths are now available and may be obtained along with any additional information, by writing Don R. Boyd, Portage CC, Akron, Ohio. Boyd reports convention committees have been working on details for the pleasure and enlightenment of the greensmen in attendance, since last May, and the prediction is that the educational and entertainment programs will top those at any previous national greenkeeper convention.

THOMPSON & JONES

GOLF COURSE ARCHITECTS
45 West 45th Street, New York, N. Y.

Let's Look at Things

IN THE LIGHT OF EXISTING FACTS

AS A FIRST MOVE toward important developments in our merchandising program, I have called a meeting at which all of our key sales executives will be present. The purpose of this meeting is:

(a) To carefully consider the problems of the golf equipment industry, especially as they affect the distribution of Wilson golf equipment through the Professional shops, and,

(b) To evolve a possible plan by which more new players can be interested in golf and the present players induced to play more often.

The golf club manufacturing industry has been and is faced at present with some definite problems that are difficult to solve. The number of golf rounds played in the late twenties, according to a survey made by a neutral agency, was about 90 million. The productive facilities of the manufacturers during that period were such that all manufacturers were able to handle the demand for clubs.

Along in 1932 the demand for golf goods materially decreased—there were about 30 million rounds of golf played, and, consequently, less balls and clubs were used.

In 1935 and 1936 the number of rounds played jumped up to around 60 millions and probably today the number is still 20 to 25% less than at the peak.

We, as well as other manufacturers, are geared up with machinery and pro-

ductive facilities to take care of a much larger market than at present exists.

Therefore, it seems that it is the problem of all who are in this golf business—both manufacturers and professionals—to give study to some plan, both collectively and individually, which will affect the growth of golf played and thereby increase the demand for clubs.

In the past few years the chief objective of all factories making clubs has been to get enough business to keep all manufacturing units on a basis that will earn the fixed charges and manufacture economically.

The emphasis in the sale of these commodities is entirely too much upon price. The individual manufacturers depend upon that to hold their volume. Therefore, we hope, as an individual manufacturer, to find some way to increase the demand for golf clubs by having more golf players and more golf played by those now playing.

At this special meeting, above mentioned, we hope to develop a plan that will accomplish our major objective. We will report back to you in later issues of this magazine conclusions of vital importance to you and to us, realizing that there are certain Pro Shop merchandising problems that must be solved. We believe you will agree that we are attempting to do our part in that regard.

L. B. Jrely President

WILSON SPORTING GOODS CO.

WHAT'S NEW IN GOLF FOR 1940

Improvements in the Spalding Tournament woods (distributed exclusively by golf professionals) are built around three main points:

1. **Bulger Faces:** Years of research, plussed by tests on driving machines have developed a face whose curvature, Spalding claims, is the most uniform and satisfactory result ever obtained in this phase of golf club manufacture.

2. **A Two-Piece Sole Plate** takes into consideration the normal shrinkage and expansion on every wood club. Such shrinkage and expansion, caused by climatic changes, normally causes a single-piece sole plate to be either too short or to extend beyond the club.

3. **Larger Fibre Faces** on the Tournament woods reduce the danger of chipping if balls are not hit squarely on the sweet spot.

Spalding 1940 Tournament irons, also pro-only, again feature the short hosel used in 1939. This feature is claimed to give greater distance and more control through redistribution of weight to the blade.

Added features on Tournament irons are a slightly rounded sole in the areas known as the "lie" and the "heel." This makes the clubs more nearly uniform for golfers of all heights and arm lengths. A slightly stiffer shaft for added distance is available on demand. It is recommended especially for the tournament player and long hitter. Ferules and shafts blend pleasingly into one another, thus causing no objectionable "eye-stop." The Spalding Form Grip of course will again appear in 1940.

The **Dunlop** line for 1940, which is now being shown in the field, will feature the new tough covered Maxfli ball. This new ball retains the famous "click" of the championship Maxfli but has been constructed to meet the demands of the high handicap golfer. Recent tests show that it compares favorably with other balls in distance but shows remarkable qualities of durability.

In the club line the **Henry Picard Autograph** woods and the **Craig Wood Silver Cup** line are highlighted. These two stars, who enjoyed such a successful competitive season this year, designed these clubs after exhaustive tests, and Dunlop believes them to be the finest ever offered to the golfing public.

Announcement has been made by **E. E. Chapman**, president, **The L. A. Young Golf Co.**, manufacturers of the **Walter Hagen** line of golf clubs and **Hans Thorner Ski Equipment**, of the removal of the offices and factory of the company from Detroit to Grand Rapids. The company purchased two of the former plants of the **Berkey & Gay Furniture Co.**, located at the corner of **Godfrey Ave. & Oxford St.** in Grand Rapids.

The plants are ideal from almost every standpoint for the manufacture of a line of golf clubs, due to their earlier occupancy as a furniture factory—all of the necessary dry kilns and other like equipment being already in the plant. While no purchase price was mentioned by Chapman, it is known that the previous holders of the building

valued it in excess of \$100,000. This brings to Grand Rapids a new industry which will give employment to between four and five hundred workers.

Alterations to the extent of about \$20,000 were made in the plant property and the **L. A. Young Golf Company** will take occupancy about October 23. The transfer from Detroit to Grand Rapids is being effected with as little dislocation of the normal activities of the company as possible, a cessation of production being necessary for only the matter of a few days. Excellent shipping facilities are available and this should be of considerable importance during the rush season when speedy deliveries are essential.

The company will maintain a sales office with a large stock on hand in Detroit from which shipments can be made immediately into Detroit and adjacent territory. **E. P. Rankin**, Michigan sales representative, will be in charge of the Detroit office.

United States Rubber Co., 1790 Broadway, N. Y. C., reports sales of U. S. gift ball packages this season show big increases, with pros doing heavy ordering of stocks before the holiday rush is on, and others picking up off-season profits by taking advance orders for U. S. gift packages. A practice putting cup is given away with deluxe packages of 1 dozen U.S. Royal Blue or Three Star U.S. Royal balls, selling at \$8.00. Other U.S. gift packages are the Royal Blue and the Three Star U.S. Royal in ½ dozen packages, at \$4.00, and the U.S. Fairway ball in deluxe packages of 1 dozen and ½ dozen, selling at \$6.00 and \$3.00 respectively.

Beckley-Ralston Co., in presenting its 1940 line of **Stroke Saver** short game irons, including putter, chipper and approach cleek, has announced availability of a new and very attractive lithographed metal stand which will display 12 of these clubs to advantage in the pro-shop.

The company also announced the 9th edition of its interesting book, **Scientific Putting and the Short Game**, by **P. A. Vaile**, is now ready for distribution and will be featured in its advertising during the coming season. Copies of the book will be sent free to pros along with new price list on **Stroke Savers**. Write **Beckley-Ralston Co.**, 52 W. Cermak Rd., Chicago.

Wilson Sporting Goods Co. plans for 1940 include, first of all, a brand new **K28** ball, the result of an entire summer of experimenting with new cover stocks. This ball will be packaged as an unusually attractive display piece, and will also have the added feature of having each ball individually boxed so that it will not be necessary for the purchaser to remove any ball until he is ready to use it.

Wilson's club line for 1940 shows many downward revisions in prices, all of which have been given the stamp of approval by pros who have had the

opportunity to see the line. There will be one new line of irons in the \$8 retail price range, the Wilson Top Notch. These irons again are the result of approximately a year and a half of experimentation, during which time the models have been modified and taken to many pros for criticisms and suggestions. In Wilson's opinion, this new line is the ultimate in golf club manufacture and represents the combined knowledge and opinions of its own factory designers and workmen and the large army of golf professionals who have aided in developing the clubs. These irons will be ready for delivery around January 1, 1940.

In the bag line, Wilson has developed a new type of Indestructo golf bag. In these bags many unusual and yet desirable types of leather not used heretofore in golf bag manufacture, have been utilized. One bag is manufactured from baby water buffalo hides, each bag requiring the hides of two buffalo calves from which only the finest selections are used. Other leathers are Huarachehide, Aniline cordwain, Aniline top grain steerhide, and Aniline mission finish steerhide.

With its present advisory staff of women, Wilson will continue to improve and refine its line of women's clubs to meet the increasing demand of more excellence of play on the part of more women golfers in the country. Keeping step with this movement, it has developed new wood head models and new shafts for women's clubs, which will all be incorporated in the 1940 line.

Acushnet Process Sales Co., despite unsettled conditions abroad, expects to continue the policies of the past. Following its most successful year in the manufacture and sale of golf balls, Acushnet has announced the company will stick to its 100% pro sales policy and will maintain the high standards of quality which have won so wide an acceptance for its Titleist, Bedford and other golf balls.

National advertising to the golfing public will be continued as Acushnet feels its campaign has been highly successful this year, and, unless very abnormal conditions arise, will go right ahead with it.

To improve service to its many pro customers throughout the country, Acushnet anticipates the establishment of additional warehouse facilities. These new warehouses will be located at strategic points and should expedite the delivery of merchandise.

Two pro-only shafts are being featured in the steel shaft line of James Heddon's Sons, Dowagiac, Mich.—the established popular Heddon Power-Shoulder shaft and the newer Speed-Swing shaft, the latter with a streamlined cross-section. The Speed-Swing shaft is growing rapidly in favor since

● BENT GRASS ● BOTH SOD AND STOLONS

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

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

YOU CAN'T AFFORD to go another year without a copy of turf's most valuable maintenance guide

GOLF COURSE COMMON SENSE

By G. A. FARLEY

\$2.00

Formerly \$4.00 — NOW **\$2.00** Postpaid

This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the country's foremost greenkeepers. And the book only recently had its price cut by exactly 50%—the first price cut since it was written—so it is more than ever the outstanding bargain-buy for those connected in any way with golf course maintenance. A complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions.

PARTIAL TABLE OF CONTENTS

- Soils, Fertilization and Growth.
- Grasses, Fairways, Hazards.
- Tees, Putting Greens.
- Topdressings and Turf Repair.
- Weeds and Diseases.
- Equipment and Supplies.
- Greenkeeping in the South.
- Golf Course Trees.
- Drainage and Water Systems.
- Birds, Animals and Insects.
- Keeping Course Records.
- Growing Choice Flowers.

Order your copy today. You'll have a long head start on licking those turf problems that have caused you so many headaches in the past.

GOLFDOM BOOK DEPARTMENT

14 E. Jackson Blvd.

Chicago

SCORE CARDS

EXCELLENT THREE-COLOR QUALITY

\$2 PER 1,000

In lots of 10,000 and up
5,000-9,000, \$2.45 Per M 1,000-4,000, \$2.90 Per M

Brand new idea—pictorial golf lesson posed and edited by a top-ranking pro (Guldahl, Runyan, Snead, etc.) on back each card. For samples and details, write Pictorial Score Card Company, Inc., Dept. F, 26 Broadway, New York City.

its debut in the bags of numerous tournament pros.

Both shafts are restricted in sale to clubs made by various prominent club manufacturers exclusively for pro resale. Heddon's newly adopted policy of restricting use of its shafts to pro-only clubs is of great and timely importance to pros, says Charles Heddon, president of the company, in view of recent activity in "dolling up" appearance of cheaper clubs which are sold in competition with pro retail outlets. Improved appearance of grips and heads to resemble pro standard of clubs calls for pros paying particular attention to distinctive appearance of their high grade merchandise, points out Heddon. He adds: "Inasmuch as the shaft is commonly recognized as 'the heart of the club,' it is plain that shafts of outstanding design used only in clubs sold by pros alone, will be of great value in protection of the pro market."

Kroydon, in its 1940 line, has kept its eye on the practical new ideas that help the pro do a bigger and a more profitable business. One of the special features is the special pro model, which has been named "The Long Ranger." This model is not catalogued and is made up under the pro's own name at a special price.

In the general line Kroydon is offering the pros — and which it will tell the pros' customers about through national advertising — is the new stainless steel iron selling at \$7.50. Previously, the lowest price for Kroydon irons with stainless steel heads was \$10.

Kroydon also has a new Deluxe wood. This wood has a two-tone insert in the face, which insert is highly durable, water resistant and chip-proof. This Deluxe wood retails for \$15. For the mass market, Kroydon has a wood at \$6, also with an insert. Form-fitting grips come on all Kroydon top line irons and woods.

Also new is the Kroydon special alloy offset putter, the Kroydon Klipper, so named because it will help to clip off strokes. And this coming year Kroydon will have a line of High Power Muscle Back irons selling at \$5.

As usual, there will be the Kroydon line of balls, special-feature golf bags, gloves and head covers. The company has put eye appeal into all these items through smart packaging. And each item will be backed by sound merchandising and progressive advertising to help pro sales — and at a profit.

Except for two or three old time favorites, which are retained by popular demand, the 1940 Hillerich & Bradsby Louisville Power-Bilt line of woods is new and improved. The new line includes deep, shallow, pear-shaped, and blunt-nosed models, with enough different designs to enable the golf pro to offer his members a well-rounded and finely-balanced line.

One very noticeable feature about the 1940 line of woods is the number of models with insert faces. These inserts vary in color, shape, and material, but all blend well with the finish and design of the heads.

Regular stock models are being offered with greater choice of different types of shafts than during previous seasons.

One of the biggest numbers in the 1940 Louisville Power-Bilt line is the new top-grade iron. As in 1939, customers have the choice of either the plain

back blade or flange sole. The company believes the club to be the ultimate in weight distribution. Without any radical departure in the shapes of Power-Bilt blades, the weight has been concentrated in the blade, by taking weight away from other parts of the head where it was more or less superfluous and cumbersome.

A word about ladies' clubs. The success enjoyed in 1939 is responsible for what the company terms elaborate plans for 1940. Three models designed expressly for ladies' requirements will be offered by Hillerich & Bradsby this coming year. One at \$9, another at \$5.50, and a third at \$4.50. And, in ladies' irons, there will be models of special tailored specifications available in all price ranges.

An extensive study has been made relative to ball "compression," and the result is, users of Louisville Power-Bilt balls will be able to definitely determine what compression best fits their needs and what is more important, they will then be able to get balls of the precise compression desired. This is a scientific step that relieves the golfer from being so much at the mercy of the ball.

The Al Link Gripper glove, one of the welcome ideas that stepped into the golf glove business this year, has been greatly improved for 1940. Incorporated in the new glove will be a few things the makers have learned since the debut of this great seller.

Two Louisville Power-Bilt automobile trailers now are travelling the roads of the South and Mid-West. One is operated by the Gilbert brothers, Clive and Bob, and the other by Art Hagan. Gilbert's trailer will make frequent rounds of all the clubs in Florida during the coming winter season.

Distribution of the Louisville Power-Bilt line has always been, and will continue to be, exclusively pro-only — there are no exceptions.

Dispatches from American Fork & Hoe Co. at Cleveland, state that through the interest and help of the golf professionals, the company is closing one of its most successful years in the sale of True Temper golf shafts.

The record of "wins" by players using True Temper shafts in the 1939 tournaments even exceed the records of previous years.

For 1940, True Temper states that they will do everything that is possibly within their power to further deserve the good will which they have always enjoyed from the golf professionals, by further improving the quality of their product and increasing its acceptance by the golfing public by vigorous advertising.

One of the noteworthy new items in the True Temper line of 1940 will be "The Mercury," a shaft new in design, distinctive in appearance, that can be used in clubs falling within the medium priced range.

The Burke Golf Co.'s 1940 line will feature an exclusive pro-only line of clubs, according to a recent company announcement. The new club line will be augmented by the Billy Burke Hyspeed 75c ball, which again will be sold solely through pros. The new pro line includes an assortment of inlaid and plain faces in the woods, and in the irons, a new blade—the Compacter flange—with blade considerably deeper than that the ordinary golfer is accustomed to, is featured. The irons

come in either stainless or chrome finish. In addition, an assortment of shafts, all by True Temper, to better fit the different types of swingers, will be available. There will be a complete price range in this new line.

A new driver, the Bomber, retailing at \$10, is expected to be one of the best-sellers in the 1940 Burke line. Introduced just at the close of the 1939 season, the Bomber created much favorable comment among golfers who tried out the club, and sales boomed immediately. The Bomber has a 2 inch face, has considerably more loft than an ordinary driver, and is $\frac{1}{4}$ oz. heavier than the regular woods. Continued increased sales in the Burke Sav-a-Shot line of clubs warranted adding a new chipper and two new putters to that line.

A new bag of semi-oval design features the Burke bag line for 1940. The semi-oval design bag has round bottom, and semi-oval top. This bag combines the best features of the old round-type bags and the oval bags of later design, and is expected to prove very popular among golfers who still retain much liking for the earlier bags. 1940 line of ladies' bags features colors in blue, maroon, taupe and brown. Price range of the complete Burke bag line is from \$2.50 to \$60.

The Burke company announces business has been unusually good the past season, with sales the largest in its history. Salesmen have been out with the Burke 1940 line since the middle of September, and all report lively fall buying.

The Horton Bristol Sales Corp., Bristol, Conn., salesmen are already on the road showing the new Bristol line of golf clubs for 1940, and reports coming into the company daily indicate the line is getting a very favorable acceptance. The Paul Runyan wood clubs, which have been improved by reducing the overall size of the heads without sacrificing the depth of face, are again being featured. The driver in all of the Paul Runyan sets is decidedly deeper than the other clubs, but this is accomplished without giving them the appearance of being the least bit unwieldy.

The clubs in the higher grade sets are equipped with the Bristol Equi-Tuned shaft, which makes for perfect matching. The new irons are also improved. The backs have a new design with a low center of gravity; the irons in the highest grade sets have the Bristol Equi-Tuned shafts, and in the intermediate type sets the irons are shafted with the Bristol Tapered-Section shafts.

A new color scheme of bright gray is used on the new 1940 model irons, adding to the richness of their appearance. The heads have a very rich lustre, the faces are line marked, and all have the retarded heel.

The new 1940 Walter Hagen line has been well received by the professionals, as evidenced by advance orders, and all indications are for continued increases in golf equipment sales for the 1940 season, reports E. E. Chapman, president of The L. A. Young Golf Co., who has just returned from an extended trip throughout the western states.

"Due to the unusual acceptance of the iron models designed by Walter Hagen for 1939, no change has been made for 1940," Chapman went on to say, "and only a few changes have been made in the wood models. Possibly the most interesting addi-

THERE'S NO PRO ALIVE who can't use \$50 —and there's not a live pro who can't make more than that selling **PARGLOV**

TRADE
MARK

TrueGrip

The past season, more golf pros 'cashed in' on more PARGLOV profits than ever before — because PARGLOV, leader from the start, again stepped out with selling that topped all golf glove sales records.

The new Air-Conditioned PARGLOV, with impetus from national advertising and unqualified acceptance by leading pros and amateurs, set phenomenal sales records. Its superior design, materials and workmanship, and the nation-wide popularity of the PARGLOV name, brought a steady flow of buying customers into Pro Shops.

Get on the PARGLOV wagon for 1940 and ride to even greater profits. Write for literature and prices on the complete PARGLOV line—today. It's the finest and most complete ever offered the pro trade.

See our Zelan treated club head cover at the DuPont display, Boardwalk, Atlantic City, N. J.



THE K. L. BURGETT CO.
Peoria, Ill.

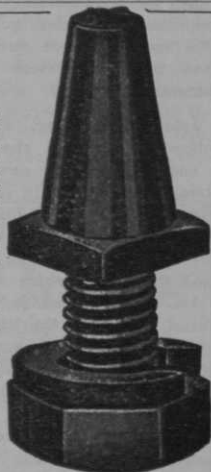
R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORD-SON WHEELS, ETC.



Copies of Robert Hunter's famous book on golf course architecture, "The Links," are still available at the bargain price of 75c each. Send cash, check or money order to GOLFDOM today!

tion is the Proconsol set of woods and irons in the medium price range, which will round out the group of clubs restricted to sale in pro-shops only.

"We realized in 1938 that the trade-in situation was becoming more and more a problem in pro merchandising, because, like the automobile industry, so called 'clean deals' were becoming less frequent. All of this has been anticipated in the designing and pricing of the Hagen pro-only numbers, which have proven a real assistance to the pro in handling this type of transaction.

"Another important addition is the outstanding value represented in the Viceroy woods and irons priced to reach the lower price market and the public links player."

"Viceroy and Proconsol models, though just introduced, have had a warm reception wherever shown by our men on their fall trips. In addition to a substantial spring business booked on these models, many pros requested rush shipment of several sets for anticipated sales during the balance of the season.

"From all indications, it would be advisable for the professional to place advance orders covering his reasonable requirements at once, due to the present market trends of raw materials," advised Chapman.

The K. L. Burgett Co., Peoria, Ill., reports the newest addition to its line, the Zelan-treated clubhead cover, is meeting with enthusiastic approval wherever it has been shown. The covers come in several bright colors and are water repellent. The head portion of the new cover has been especially padded so that it gives the club more protection than any cover the company has made heretofore; also, since its introduction last June, the cover has proved to be more durable than even the best of leather covers manufactured by Burgett. Another very popular thing about the cover, the company announces, is its very reasonable price. The cover is being displayed at the DuPont exhibit on the Boardwalk at Atlantic City, N. J.

Led by a sensational first year sale on the air-conditioned Parglow golf glove, the company did 20% more business during the season just closing than in any previous year, according to K. L. Burgett, president.

John Wanamaker, Philadelphia, announces the following principal changes in its line for 1940: a complete line of new golf bags, promoting the streamline features in certain numbers; a new Butchart Deluxe wood model to retail at \$12, the other Butchart models remaining the same; a new improved stainless iron, using the same model as used this year, which was a very excellent seller.

All the Wanamaker sundry lines will be continued, including the Ville D'Este shirts and Pinch hats, both of which have been great selling items this past season. No additions will be made to the golf ball line in 1940, but improvements are being made in all brands.

Wanamaker announces Charles E. Byles will again be its Southern sales representative. Byles will head for the Southern territory about the middle of December.

Kenneth Smith, Kansas City, Mo., line of clubs, hand made to fit the individual golfer's needs, has

several new additions to its line for 1940. A new line of irons, the Arowin, has been designed for the men, and will augment the popular Arowin wood models. The present irons will be known as the Dartwin line, which now gives a complete Dartwin selection, Dartwin woods having already been introduced.

The makers also report its Winall line of woods and irons, designed exclusively for women golfers, has proved exceptionally popular.

Clarence Rickey, president, Crawford, MacGregor, Canby Co., makes the following announcement on MacGregor's 1940 selling policy:

"Back in 1934 when MacGregor announced that thereafter their very finest and most heavily advertised line of clubs would be Tommy Armour pro-only, and always pro-only, it seemed like the whole golf world thought we had gone out of our heads. We heard so many so-called sound reasons that, honestly, we sometimes wondered ourselves, but that was away back then.

"I guess the argument we used to hear the most often and, frankly, the one that used to worry us the most, was that whiskey old baloney about the pros being poor business men who wouldn't see the chance to promote pro-shop sales by getting behind Armour pro-only clubs.

"Now I expect even Henry Ford, J. P. Morgan and John D. themselves might compliment the boys for their business acumen in really backing us up on this pro-only policy. I know we do and I rather believe a lot of others must, for it seems that I am constantly hearing of more and more pro-only equipment going on the market.

"Yes, we have religiously guarded your profits and our own truthfulness for five years now and it's paid both of us, and I hope our sons may have the same mutual respect for each other fifty years from now."

Buckner Mfg. Co., Fresno, Calif., having concluded a most successful year, anticipates 1940 to show another continued increase of Buckner sales and installations, according to company reports. The Buckner Model 6, the quick-coupling sprinkler for complete coverage, in use on thousands of acres of leading courses over the country, will again be featured for sale to clubs in 1940. This sprinkler features positive slow-motion control, self-cleaning head that eliminates clogging, and sand-proof lubricated double bearings. Information on this sprinkler, and also on the complete Buckner line of watering equipment, will be sent upon request.

At a meeting held at Geneva, N. Y., on September 15, Alex Sehlmeier, manager of the grass seed and golf department of Stump & Walter Co., 132-138 Church St., New York City, was elected president of the New York State Seedsmen Assn. Other officers chosen at the meeting were Harry Glen, Hart & Vick, Rochester, vice-pres.; George Weaver, Fredonia Seed Co., Fredonia, secy-treas.

Perfection Sprinkler Co., Plymouth, Mich., announces still further improvements in its 1940 line of Perfection sprinklers and one-man proportioners. Sprinklers will feature increased simplicity of adjustment and improved design of working parts, and coupled with several other important changes in construction, the new Perfections will be found

a New BANDAGE GAUZE

SPECIAL SLIDE-TOP TIN FOR SPORT USE!

ASK YOUR wholesaler about the Gauztex assortment and display. Eye-catching, sales-making, and profit-making. General Bandages, Inc., 508 S. Dearborn St., Chicago, Illinois.

GAUZTEX
THE SELF ADHERING GAUZE



outstanding in performance and long, continuous service.

The Perfection one-man proportioner has met with unusual success since its introduction, and greenkeepers and dealers everywhere are enthusiastic in their praise for its economical, time-saving performance, according to company reports. Complete information on the 1940 Perfection line will gladly be sent upon request to the company.

So far this year, the Turf Service Bureau of the Milwaukee Sewerage Commission, sole producers of Milorganite organic turf fertilizer, has analyzed 2,563 soil samples for clients from all parts of the United States and Canada. In every case, a detailed report accompanies laboratory findings. Besides explaining the significance of analytical results, the report contains definite suggestions so the greenkeeper and club can establish a rational fertilizer and liming program for a one to four year period.

It is only reasonable to presume that this is a worthwhile service because it has expanded each year. Its value is further substantiated by the many voluntary letters telling of turf improvement following the practical application of the findings. Success has been achieved because the Turf Service Bureau specializes in fine turf management. Laboratory tests are made by competent chemists trained for this purpose, and results are interpreted by agronomists who have devoted all their time to turf grasses for more than twenty years.

All samples are tested for reaction to determine possible need for lime, and available calcium and magnesium are determined also. This indicates type of lime needed when test for reaction shows that lime should be used. Available phosphorus

ANONYMOUS GOLF BALLS

FULNAME for FAIRPLAY

Unmarked golf balls promote petty annoyances that do not belong to a gentleman's game. FULNAME markers now in use at thousands of clubs speed up play by preventing mistakes, give closer control over caddies—and make money. Write today! THE FULNAME CO., Station "O," Cincinnati, O.

CADDIE BADGES—We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.

THE MODERN, SCIENTIFIC WAY OF GETTING BETTER — DEEPER TURF is with

ROOTONE

Reg. U. S. Pat. Off.

TREATED SEED

Be sure all of your seed for future plantings is treated with ROOTONE. Simple, safe and inexpensive.

Write to us for nearest dealer.

AMERICAN CHEMICAL PAINT COMPANY
DIVISION B-2
AMBLER, PA.

and potash are determined on all samples, and other tests for chlorides, sulphates, nitrates, ammonia, etc., are made when needed. Up to now, and until further notice, there has been no charge for this service.

Skinner Irrigation Co., Troy, Ohio, announces numerous minor changes and improvements are being made on Skinner line valves and sprinklers for 1940. These changes are largely in the direction of making equipment still more fool-proof and in anticipating and meeting the more unusual conditions.

The basis of development in the Skinner line has been scientific irrigation. There are as definite and as well established principles of watering as in any other science. The Skinner System is in a position to furnish any type of sprinkling equipment required to meet any conceivable condition, manufacturing sprinkling devices ranging from small portable sprinklers to underground concealed watering heads, snap valves, hoseless systems, and sprinkling equipment covering 200-300 ft. diameter.

A Skinner planning service, in charge of a graduate and licensed engineer, has made plans for many of the leading courses in the country. While manufacturing and selling high-grade sprinkling equipment is its major business, the Skinner System desires to work with local engineers and golf designers and will cooperate with them in their efforts. Where competent concerns of this type

Three Styles of One-Color
Score Cards
of Excellent Quality are
Priced \$20 to \$25 for 5,000

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

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

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



The L. A. Young Golf Co. sales force and executives who attended the recent annual meeting held at Detroit Leland Hotel in Detroit, are shown in the photo above. Starting from the extreme left around the table, the men are: Richard Link, club factory supt.; Bob Waters, in charge of shipping; Bob Warra, Detroit salesroom asst.; Bruno Minkley, New England rep.; Charlie Christopher, northern Pa. and western N. Y. rep.; C. J. Burke, of Burke-Thumm, Ltd. Toronto, Canadian licensee for the Hagen line; George Shaw, field rep. for the American Fork & Hoe Co.; Tom Stevens, southern Pa., Md. and Del. rep.; George J. Herrmann, secy-treas.; Eddie Rankin, Mich. rep.; Bob Smith, golf ball factory supt.; E. E. Chapman, pres.; L. A. Young, chmn. of the hd.; Walter Hagen, vice-pres. and dir.; H. E. Mitchell, home office staff; Larry Dow, N. Y. branch mgr.; George Eberle, Okla., Kas., and Mo. rep.; Gordon Goyette, Ohio and Ind. rep.; Ed Perry, home office staff; Paul Hargraves, Tex. rep.; Bob Duvall, Wis. and Minn. rep.; Paul Sage, Chicago branch mgr.

are not available to a club, the Skinner company will undertake engineering, planning and installation work, if desired.

The Skinner line is covered quite comprehensively in a golf manual No. 236, which the company will be glad to send to those desiring further information on Skinner products.

Roseman Tractor Mower Co., Evanston, Ill., reports sales of its Roller-Drive Fairway Mower have shown a nice increase during the early fall months, and on the strength of this spurt in sales and because of the interest being shown in the new 1940 Roseman models, the company expects 1940 business to show another improvement. The latest development in the Roseman line of golf course tractors—the general utility Special Model 500, an all-purpose model with dump body and demountable side boards, has received users' immediate approval, the company also reported.

A new film demonstrating the Roseman line of mowers and tractors in actual operation, has recently been completed, according to Joe A. Roseman, president, and is now available for showing to clubs. Complete information on the Roseman line and dates for showing of the film may be had by writing the company.

Double Rotary Sprinkler Co., Kansas City, Mo., reports the new double nozzle sprinkler introduced in mid-season this year has created an unusual amount of interest, and also tell that the company has experienced its best year in many years. The Double Rotary Heavy Duty, or Model H sprinkler, has been well known for 20 years, primarily as a greens sprinkler. With the new double nozzle, it covers well over 100 ft. in diameter under good pressure, and is readily adaptable to lower pressures. It is well recommended for newly seeded ground, because its action is even and gentle, like actual rainfall.

The principle of operation of this sprinkler is that one stream of water turns a large aluminum wheel which serves the double purpose of breaking the stream into rain-like drops, and, with the wheel operating a system of gears, turns the entire

sprinkler head so that the stream of water rotates. Above this stream is a second one, which clears the wheel entirely and goes far out to pick up where the first leaves off, thus enlarging the circle by many feet. Wind does not check the rotation of the sprinkler. The improved model sells at no increase in price.

There is also an improved Double Rotary Junior sprinkler employing the double nozzle principle. The Junior gets about the same distance as the Heavy Duty model, but with less volume. All Double Rotary parts are replaceable, so there is virtually no wear-out to the sprinkler.

Rototiller, Inc., Troy, N. Y., announces that the New York City Park Dept. has just purchased 9 Rototillers for the purpose of quickly restoring approximately 1,000 acres of park lawn that were destroyed during the recent drought. It has been estimated that with the use of Rototillers it will be possible to complete the entire seed bed preparation and reseedling of this vast acreage of lawn within a few weeks time.

The success of the gardens and lawns prepared by Rototillers at the two World Fairs was largely responsible for New York City placing its order for Rototillers.

Brunswick-Balke-Collender Co., 623 S. Wabash Ave., Chicago, announces a new "first" in bar fixture history—the Brunswick Salon-Style models, which feature modern beauty and flexibility of arrangement, and at a new low price. The company announces the new Salon-Styling brings the following innovations to an establishment where the right sort of customers gather; personality, design and color that catch the eye of the people you want most for your patrons; unlimited change of decorative scheme at surprisingly low cost; individualizes the establishment and sets it apart as a modern, popular gathering place; provides the "change of scenery" successful clubs, hotels and the like use to stimulate their taproom business; complete color range.

Display column niches and large shelf space offer many opportunities for a frequent change in