APRIL, 1940

it is too bad that the impact of this work was almost completely deadened by lack of official interest. Both green-chairmen and greenkeepers can well afford to spend the time, today, to consult the back files of GOLFDOM and acquaint themselves with Heald's work.

The work and expense entailed in developing a norm for golf course maintenance will require more than the interest of an individual or one group of interested men. It can come only from the cooperative interest and effort of greenkeepers and their associations, club officials and golf associations. Sponsorship by the USGA Green Section should result in the collection of a sum from all those who ought to be vitally interested so that the actual work can be turned over to qualified, competent accountants. If this work falls into the hands of accountants who have been described as, "men who have become dwarfed by the rites they perform," it will be doomed to failure-a failure that will be disastrous to personnel and to golf turf. If the problem is properly understood and appreciated, peculiarities and special problems of course maintenance costs will first be thoroughly studied and sound cost accounting practices and methods will then be adopted.

We will then have arrived at a point where it can be said with reasonable certainty that golf is or is not costing too much. And if, as it may be demonstrated in some cases, that golf maintenance has grown beyond its financial limits, we will have laid a firm foundation from which to work in bringing the cost of golf back into line.



The L. A. Young Golf Co., Grand Rapids, Mich., has its 1940 catalog of Walter Hagen golf equipment carrying, in addition to illustrations and data on the products, a series of instruction views of Hagen. Walter is shown making wood and iron shots and in stances for uphill and downhill lies.

Among the new features of the Hagen line are polo grips on the putters.

Mallinckrodt Chemical Works, St. Louis, Mo., at the recent greenkeepers' convention in N, Y, C., introduced a measuring glass which is to be used to measure Calo-Clor and Suspension Calo-Clor, the former for dry application, and the latter for liquid application to turf for brown-patch prevention. The



Lawn Rollers



\$6.00 EACH VELVET BENT RHODE ISLAND BENT—Purchase viable, winter hardy seed direct from the grower.

A. N. PECKHAM KINGSTON, RHODE ISLAND



new glasses will replace the old, paraffined, cardboard measuring cup which was included with each 25-lb, container of either of the materials.

The new measuring glass is attractively lacquered in red and black, and will enable the greenkeeper to make accurate measurements in small quantities of the above two brown-patch remedies. The glasses come enclosed in strong mailing cases and are being distributed by Calo-Clor dealers. Greenkeepers



interested in obtaining one of these measuring glasses should write either to their dealer, or to Mallinckrodt Chemical Works in St. Louis or New York City.

Burke Golf Co., Newark, O., has a new folder descriptive of its pro-only line consisting of eleven models of woods and 8 models of irons. This folder also gives details of the Burke Sav-A-Shot irons for approaching, and the Burke putters. Information concerning the Burke line of luggage, apparel and pro-shop sundries also is presented.

The Heddon company announces it now has ready for free delivery, a handsome display stand for pro merchandising effect, designed to display one club, mounted with the Heddon "Speed-Swing" shaft.

ATTENTION!

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!



Constructed of especially compounded solid rubber that provides long wear and non-slip features. Will not ercep on wet floors. Sanitary, roomy and extremely practical. Will resist inroads of antiseptie solution.

Indispensable in shower rooms and swimming pools. Diameter 19 inches. Height 3½ inches.

JUDSEN RUBBER WORKS, Inc. 4107 W. KINZIE ST. CHICAGO, ILL.



This effectively places club merchandise right out where a customer prospect cannot fail to see it; the club is held lightly by the stand, so it can be instantly removed for test or handling.

Golf professionals whose stocks are equipped with Heddon "Speed - Swing" shafted e l u b s ar e urged to address a request to J a m e s Heddon's Sons, Dowagiac, Mich., which will bring to them promptly one of these new and attractive displays.

The Heddon "strictly pro" policy insures that clubs mounted with the high quality "Speed-Swing" shafts will be found only in pro merchandise, exempt from cut-price competition.

Evans Implement Company, 569-71 Whitehall St., S. W., Atlanta, Ga., announces that promotion of its Fairway Hoe, which met with immediate approval from users last season, will be pushed by the company again this year. Users, which include golf clubs, schools, and individuals who have large areas of turf to maintain, are enthusiastic in their praise of the fine job the Culti-Hoe has been doing in cultivating and aerating their fairways and turfed areas.

The Culti-Hoe gives thicker, healthier turf growth and develops deeper, stronger roots in no time. That is because the heavy duty prongs of the Culti-Hoe penetrate the soll and give grass the full benefit of both fertilizer and water. The





Of course not! It's been fed Swift's Special Golf Fertilizers and Vigoro!

• Strong, h a r d y fairways and velvety greens come easy when you feed Swift's Special Golf Fertilizers and Vigoro. These superior, fast-working fertilizers are the result of years of Swift research and practical experiment. They supply just the right kind of *balanced* nourishment grass needs . . and they've proved their worth on leading courses everywhere. A Swift expert will be glad to study *your* soil, recommend the exact fertilizers to give best results.

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Rototiller does a complete job in ONE operation --really a greenkeeper's idea of Paradise! Major Butts Golf Course Discs introduce all the essentials into established greens and fairways, making them

into established greens and fairways, making them evenly grassed and patch-free. Engine driven tines prepare deep, finely pulverized, completely aerated putting green foundation — fer-tilizer worked in evenly from top to bottom — ready for planting. Rototiller also tills soil, weeds out quack grass, and with accessories, mows lawns and rolls greens. It'll pay for itself in a hurry! Write for establer for catalog.





CREEPING BENT

TURF

Our true Washington Strain Creeping Bent in solid turf form makes model greens. Also in stolon form. With. stands drouth like nothing else. Fully guaranteed, Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now. Telephone ILLINOIS GRASS CO. Homewood (III.) 746

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GOLFDOM

wheels of the Fairway Hoe, the vital part of any rotary hoe, are built to withstand hard usage, even over hard, stony land. The rotary pivot, selfequalizing end brackets automatically adjust themselves to inequalities of the ground so that both front and rear hoe wheels are working in the soil. all the time.

The high carbon angle steel frame of the Fairway Hoe is of flexible construction that adjusts itself easily to all conditions and is strong enough to support any weight without bending prongs, where additional weight is needed to get proper penetration in heavily crusted soils. The depth of hoe points is 3%"-spaced 5" apart front and rear making actual difference on each hole about 21/2". Weight is approximately 870 lbs. The Fairway Hoe will aerate and cultivate turf at the rate of 40 acres a day with a tractor. For complete details on the Evans Fairway Hoe, and also for copies of the 1940 Evans price list and catalog, write the Evans Implement Co., Atlanta, Ga.

The Kroydon Company, Maplewood, N. J., has just issued its new catalog showing the complete line of Kroydon equipment for 1940. The booklet is attractively printed in three colors, and pictures and describes the Kroydon club models, for men and women, Kroydon balls, and Kroydon clubhead covers. Pros who have not received copies of the catalog may obtain same by writing the company.

Agricultural Insecticide Co., Inc., Belle Glade, Fla., manufacturers of Super-Mineralite, for the control of both large and small brown-patch, announces the following setup for distribution of the product: American Hydrolizer Co., Elmhurst, Ill., is Midwest distributor, covering Ill., Ind., Iowa, Minn., Nebr., Wis., Mich. and Ohio; the Worthington Midwest Co., Glenview Ill., is exclusive seller in the Chicago District. In California, Washington and Oregon, Arthur Langton, San Gabriel, Calif .. is in charge of Super-Mineralite distribution.

Super-Mineralite, which has incorporated several known elements that are beneficial to grasses and putting green turf, is so compounded that its effectiveness will be staple in any section of North America. It will not injure the most delicate grass. For complete details, write direct to the company. or its distributors.

Reddy Tee Co., 960 Bergenline Ave., Union City. N. J., begins its 19th year in the golf business with Reddy Tee orders at a high figure. Headcovers and gloves are added to the line now.

Worthington Mower Co., Stroudsburg, Pa., announces the following new distributors for Worthington products: J. C. Russell, 132 St. Peter St., Montreal, Canada, will handle Worthington distribution for the province of Quebec: Wm. Rennie Seeds, Ltd., Jarvis & Adelaide St., Toronto, is the distributor for the province of Ontario. K. J. Harrison is in charge of Rennie's new golf department. Both the Russell and the Rennie concerns will have complete service facilities.

The Southern Tractor and Equipment Co., Hemphill Ave. and 14th St., Atlanta, Ga., is new Worthington distributor for the state of Georgia. Bill Benton, sales manager of the Southern Trac-

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tor concern, and a staff of five salesmen are covering the state. A warehouse for new machinery and a complete service department are facilities of the Southern company.

In Alabama, the Alabama Machinery and Supply Co., with offices at 112 Cocea St., in Montgomery, and at 2921 2nd Ave., S., in Birmingham, will take over Worthington distribution for the state. Weldon W. Doe, Jr., former Alabama state amateur golf champion, is in charge of golf equipment sales for the company.

M. E. Powell, 408 W. 4th St., Oil City, Pa., has begun the manufacture of inexpensive novelty trophies. He made the amusing Gaffney trophy



presented to the winning team in the annual homebred-foreign-born competition in New Jersey. Requests for copies of this trophy and other prizes induced Powell to start with four different trophies. ranging in price from 60 cents to \$1.50.

The Fertigator Sales Co., 705 W. South St., Kalamazoo, Mich., makers of the Fertigator, for sub-surface fertilization and irrigation of trees, makes the following announcement to greenkeepers, horticulturists and tree experts, concerning its product:

It has long been realized that trees are suffering from civilation—that under the artificial conditions of today, with their roots under pavements and sidewalks or in parks or country club grounds that must be kept cleaned-up, that trees lack the natural humus and chemicals they require to thrive.

Surface fertilizing and irrigation does not penetrate deep enough to benefit the trees sufficiently; it merely attracts the tree roots upward where they absorb the food the grass needs, resulting in poor lawns.

The Fertigator is the answer to these problems. It allows the placing of fertilizer down in the subsoil where the roots get to it quickly. It operates by carrying the fertilizer into the ground in suspension in water so it softens the sub-soil and







Vectoris chain, ocorress and wholy soluble food that goes right down to grass roots quickly and stays there. Big and little courses now using Vec-E-Tonic everywhere. Easily ap-plied and most economical. Write for

literature and free testing sample, MCCLAIN BROTHERS CO., CANTON, OHIO

R. H. Tractor Wheel SPUDS

quickest to put on or take quickest to put on or take off. Increase tractor effi-clency 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 equip-ment dealer cannot supply, write direct to

R. S. HORNER Geneva, Ohio MFR. OF SPUDS, FORD-SON WHEELS, ETC.



FOOD IN GOLF G

Larcourt, INC. 36 West 44th Street New York City

flushes the fertilizer into the soil. A series of charges is easily made around the tree at the



"drip" circle, and thorough irrigation of the subsoil is made in the same operation.

Additional information on the Fertigator may be obtained from golf course equipment dealers or by writing the Fertigator company, Kalamazoo,

Wilson Sporting Goods Company's "Uni-Pak" carton, which stimulates the sale of three golf balls as a unit, with each ball packed in a separate carton to prevent sollage and scuffing, won top award for the Wilson company in the Folding Cartons Group of the 1939 All-America Package Competition, sponsored by Modern Packaging Magazine.

This patented "Uni-Pak" is ingeniously perforated by use of cut scores and perforating scores on each side of center ball nest; this permits a quick, easy, clean break-apart of center nest, leaving two sealed, tuck-end cartons for the remaining two balls. The exposed ball is played first, and the other two, still safely packed individually, are protected when carried in the golf bag. Simple



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PRINTED TO HELP YOU BUY

Whenever you don't know where to turn for a given item of club, course or pro-shop needs, get in the habit of using this page. Just draw a line through the product or products in which you are interested. We'll send the word on to leading manufacturers and distributors of each wanted item and you'll get prices and literature from them direct.

And if you've had an election recently, fill in the bottom of the page so GOLFDOM will reach the men at your course for which it is published.

Bent grass stolons Sand green equipment Bird houses, sanctuaries Scythes (motor driven) Brown-patch preventives Scythes (motor driven) Dimking fountains Seed I fairway [green] Dump carts Soil screeners Fertilizers Soil screeners Fertilizers Soil screeners Fertilizers Sprayers [] power engine Hole rims (putting cups) Spike discs Hole rims (putting cups) Spike discs Humus (soil conditioner) Swimming pool data Insciticides Tractors Mowers Iow pressure I putting green [] tee low pressure I paneumatic Tractor tires Peat moss (soil conditioner) Turf pluggers Pipe, water Jairways Playground equipment Weed killers	Bandages Buffing motors [] A.C. [] D.C. Caddie badges Caddie uniforms Calks Caps Clubs [] Brassies [] Drivers [] Irons [] Matched sets [] Putters [] Spoons [] Women's [] Juniors' Gloves Grip dressing Handicap [] racks [] cards Hats, duck with vizor Movie cameras, projectors Pencils, golf Practice driving devices Prizes Rain jackets Score cards Shalts, steel Sockettes Sweaters No. of Is cours	CLUB HOUSE Adding machine Athletes foot remedies Bar equipment Bath slippers paper wood Bars fixed portable Bath towels Beer bottle draught Cash registers Deodorants Disinfectants Kitchen equipment Laundry equipment Laundry equipment Lockers Refrigerators Runners for aisles, rubber Showers Shower mixers (automatic) Soda fountains Water coolers e private,
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By.....Club Position.....

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GREENKEEPER Address								
Is liquor for sale at your club	?		Reer?			Wine	7	-



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This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the 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 con-nected in any way with golf course maintenance. A complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions. instructions.

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PETER HENDERSON & CO., 35 Cortland St., New York City

diagrammatic illustration on bottom of package shows easy break-apart feature.

Roger R. Wilterding and Edward C. Berg of Ace Carton Corporation, Cicero, Illinois, are the designers. The entire package is manufactured by this company. Prize winners in the 1939 All-America. Package Competition were officially announced in the March issue of Modern Packaging Magazine, and received awards at a presentation dinner at the Waldorf Astoria hotel, New York City, on March 27.

Jacobsen Mfg. Co., Racine, Wis., announces enthusiastic reception of its Turf Conditioner, for greens reconditioning, and the steel wire brush attachment for loosening dead matter on a green to be picked up by the mower. The combination of the roller and turf conditioner, and the steel wire brush attachment, corrects matted bent, brings



better turf aeration, generates healthier growth and helps prevent brown-patch.

Treatment by this combination recommended by

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DRAINAGE IRRIGATION SWIMMING POOLS

GOLF ARCHITECTS

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LANDSCAPE ENGINEERS

the manufacturers, is to run the roller with slicer attached over the entire green, first one way then the other, giving the green a criss-cross slicing. Next, cut the green with the mower equipped with the steel wire brush. Then apply topdressing, following your own favorite method, and your greens are ready for immediate play.

Complete details on the roller and Turf Conditioner, and the steel wire brush, may be had upon request to the Jacobsen company.

Penfeld's 10th season is also the 10th anniversary of its rigid pro-only policies. In 1931 when the idea of marketing golf balls strictly through the pros was first introduced, the "experts" called it "radical." But ever since, more and more golf goods suppliers have entered the class pro market; if only on one or more items.

Today, 10 years later, every Penfold ball made is still sold only through the pros. No Penfolds go to the stores and this rigid policy is so well established, showing such healthy growth, that it need never change.

For the 1940 anniversary season Penfold has stepped up all the balls of the line. An entirely new and novel type of self-selling packing—colorful and eye-catching—has been designed for most effective pro-shop display.

The new balls, in their new packing, will be available to pros on and after April 1st.

Merck & Co., Inc., Rahway, N. J., manufacturing chemists, as a result of extensive experiments with calomel and corrosive sublimate for the control of large and small brown-patch, has devised and manufactured a product known as Turfcalomel. Turfcalomel contains both corrosive sublimate and very finely powdered calomel, with an inert material which prevents caking, gives bulk, and permits more even distribution of the active ingredients. The product is supplied in 6 oz., 12 oz., and 30 oz. cartons; 5 lb., 25 lb., 50 lb., and 100 lb. fibre drums. Complete information on the new turf fungicide may be had by writing the company.

COUNTRY CLUBS are you seeking high grade Managers, Stewards or Bookkeepers? If you are, write to: Club Systems Service, 4836 Drexel Blvd., Chicago.

WANT ADS Rates: 10c per word; minimum, 25 words

Position Wanted as Club Manager-Woman, age 39: American. 16 years experience, also course maintenance. Thoroughly understands food and liquor control. Magnetic personality. A-1 references, Desires summer club, also one in south during winter months. Address: Ad 407, % Golfdom, Chicago.

Pro-Manager-25 years experience, only three positions, as Master Pro and Clubhouse Manager. Planned, designed and built golf courses; well acquainted with all soil conditions and grass. First to introduce golf in high schools. Excellent teacher and promoter. Present position averages about 1,000 lessons per senson, but desire to make change. Hold one PGA mid-western tournament title. Age 41; American. Address: Ad 406, % Golfdom, Chicago.

Experienced Caddie Master and Assistant Prowidely known as organizer of outstanding service, desires new location. Record of highly satisfactory service to prominent eastern clubs in caddie recruiting, training, supervision. Familiar with course maintenance and management. Thoroughly dependable. Will go anywhere. Address: Ad 408, % Golfdom, Chicago.

Greenkeeper available—Age 37; sober, congenial. References. 15 years' experience in construction and maintenance. I am not a cheap man, but a reasonable one. Appreciate early reply. Address: Ad 405, % Golfdom, Chicago.

Ad 405, % Goldarm, Catcago. Greenkeeper—8 years' experience; learned profession in Scotland, including two years at world famous Scotlish links—2 years at Canadian club in U. S. 7 years. Seeks position at smaller club. Midwest preferred. Experienced in club repairing and teaching. Single, age 32. Very best references. Address: Ad 404, % Golfdom, Chicago. Greenkeener-with over 22 years' experience on

Greenkeeper-with over 22 years' experience on course of national prominence wants position. Thorough knowledge all phases construction and maintenance. Married. Any location. Highest references. Address: Ad 402, % Golfdom, Chicago.

Greenkeeper—College trained and recommended, desires position. 17 years' experience. Understands all phases of greenkeeping, including construction and fairway irrigation. Young, married. Address: Ad 401, % Golfdom, Chicago.

Golf Pro-from St. Andrews, Scotland, desires position. Sober. Nine years at last club. Fully experienced. Married. Can take charge of clubhouse, etc., if need be. Address: Ad 400, % Golfdom, Chicago.

Manager-wants position with country club. 17 years' successful experience managing country and city clubs. Great record of promoting clubhouse activity and supplying distinguished service at moderate cost. Highest references. Married. No children. Address: Ad 408, % Golfdom, Chicago.

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