

it would look like Colleen Moore's doll house in a New York slum alley.

These points are just brought out to show that there is a relationship between the work of the architect and the maintenance of the golf course. Some of our best golf architects have tried to build greens and tees so that there would be a minimum of labor required, but generally it has not worked out that way. For instance some tees have been elevated and the banks drawn out to a gradual slope so that they could be mowed along with the fairways, but most players like the tees more closely cropped than the fairways. Then again there should be 60 to 100 yards of rough between tee and fairway proper so that a bad tee shot is penalized, and time is lost in the moving operation if that is to be done as it should.

Greens Force Reduced

But let us get back to the beginning of the depression when most clubs had to cut their cloth to suit their pocketbooks. In most cases the greens crew was first to be reduced both in wages and numbers of men. In many cases where previously the greenkeeper had a crew of 9 men he had to get along with 6 or even 5. Then it was that the leading equipment manufacturers, in many cases at the urge of the greenkeepers, started manufacturing larger gangs of fairway mowers, not only to cut wider swaths, but sturdier so that they could be speeded up a few more miles per hour. Actually the latest fairway units can be speeded up to almost 15 m.p.h. and still stand up; whether they make an ideal cut at that speed is open to question. We find that at any speed over 10 m.p.h. all the makes of fairway units will more or less roll and jump, making a wavy cut which is objectionable to the players. Then again, although most of the newer rubber-tired tractors will pull seven units under almost any condition, there are times when the course is so wet and the grass so heavy, that even the dual-tired newest make of tractor will slip, causing cultural damage.

However, supposing the 7 gang set of fairway mowers could be speeded up to 15 m.p.h. and that the tractors could handle them properly, just how much are we going to save? If, under the old method, it took a man with a tractor and 5 units two days to cut an 18-hole course, under the new method, with a new type tractor and 7 units, he can do it in half

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Fertilizers and
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Feed as many balls as you want. Turn the crank — and out they pop — one at a time—sparkling clean. No gears — no splashing. Ea. \$15.00

the time. You have saved a man's time probably two days a week and released the tractor for other work. However, I believe most of us will find that is a maximum.

Power putting green mowers on certain daily fee courses have enabled owners to operate and make a profit when without them they might have had to close down, even when most courses are still operating with a labor budget considerably less than they had in 1929. Green-chairmen and greenkeepers have been taking stock of the newest machines with a view to cutting labor costs still lower. They have not gotten far because right now labor costs are down as far as is consistent with the type of maintenance required.

Power Saves Hours

Let us consider the facts: If the greens on any course average 7,000 square feet and 5 men require 3 hours to mow them, 15 hours in all—two power mowers will do the mowing in the same time, 6 hours. In all you have saved exactly 9 hours each day. The greens are mowed; that is one man these two machines have saved you. In order to save one man you have to purchase two machines. Then, as we have shown, when you come to do

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GOLF COURSE
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THROUGHOUT
the
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FORT WAYNE, IND. R. 2



other work such as traps, topdressing, weeding or any other job on the course, you are one man shy. I am very much in favor of the power putting green mower as a labor saver at times when other work is more important than the mowing of the greens.

Power Unit Frees Men

At most clubs play is light one or two days a week. That is the time when your power mower really releases labor for other jobs which on these days are more important to you than the mowing of the greens. There is generally a tee to sod or repair, the road to fix, or some extra planting to do. If necessary, one man can mow all the greens on these days with the power mower, and really save labor.

So, when we get down to actual cases, one power mower on any 18-hole course will not allow the greenkeeper to dispense with one man. Some of us have a real problem in getting the rough cut and there is need for better and more economical machinery to do that job. Generally the older or more used fairway units are ganged up into 3's or 5's for this job and supplemented by a hay mower for the heavy rough. We have found that the



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Sprinkling Equipment

units do not make a perfect job on the rough, except it is constantly kept closely cut about 1 to 1½" and we find by doing that, the player who slices or hooks into the rough often gets just as good a lie as he would do on the fairway. So we try to keep this rough a little longer and more dense than we can do by cutting it with the units. This means that we have to cut it with the hay mower almost always. That is a slow job and we find that any time saved by the new fairway units is more than taken up in cutting the rough.

Rough Gang Unit Needed

The newest hay mowers, with rubber tires, are an improvement and do a good job, but when you ask a hay mower to cut and cover about 250 to 300 miles a week, or something like 9,000 to 10,000 miles a season, they are just not built that way, so there is a need for a gang unit that will cut the rough higher, and at a greater speed than anything we have as yet.

However, I believe one or two of the leading equipment manufacturers are working on something to fill that want,

**YOUR TURF WILL
BE *Better*
IF YOU USE**

**SCOTT'S
GOLF COURSE
SEED**

ASK FOR PRICES

O. M. Scott & Sons Co.
Marysville, Ohio

but if and when we get that we shall require just as many men as we now have, or more if we can get them. There is one other machine that I have given some thought to, namely a machine to rake short cut grass and leaves. Those who have many trees adjoining their fairways and all over their property will appreciate the need for this. The farm hay rake is no good for this and the sweepers on the market are only for greens and hand work, although we have tried linking three of them up and pulling them with the tractor. However, they are not built for that. I have been in communication with most of the manufacturers trying to get a machine of this sort for that work, but with very little success to date.

A. J. CARTER, secy-treas. of the Hiland Public GC of Butler, Pa., is a patient, gentle man most of the time. But recently he got his dander up and penned this wail, which will be thoroughly understood by all golf club officials. Carter's classic:

"How about every club hiring a big, beefy foolkiller, with a big, knobby club, to follow ill-bred and inconsiderate vandals around the course, knock them kicking and

belabor them with enthusiasm, alacrity and assiduity, when, out of arrogance and destructive meanness of their little souls, they drive the ball off a green, work determinedly to break a flag-pole, ignore deep and destructive divots they have dug, wreck ball-washers, shout maniacally, drive into players ahead, *and then come into the clubhouse and inform you that your course is punk and ought to be sowed to oats or buckwheat?*

"How can we liquidate this acute, triangular pain in one of our large, prominent spheroidal surfaces? Who'll suggest something?"

"IT'S INDISPENSABLE!"

These are the oft-repeated words by smart greensmen who found out it didn't pay to try to 'get along' without a copy of . . .

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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.

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GOLFDOM BOOK DEPARTMENT

14 E. Jackson Blvd.

Chicago

Bonnie Briar "Sells" Club By Smart Promotion

A CONSISTENTLY successful job of 'selling' the club to the members has been the good fortune of the Bonnie Briar CC in Larchmont, N. Y. No small share of this accomplishment is credited to the fine handling of club publicity, and to the informative, lively club bulletin, the Bonnie Briar News, rated among the best club organs in the country. Frank M. Wallace, Bonnie Briar manager, tells in the following words how members at his club go about the very important job of keeping the membership 'sold' on the attractions their club offers.

For many years the board of governors at Bonnie Briar has been aware of the importance of good publicity in connection with "selling" the club and its activities to the membership and the community which surrounds the property.

In common with most of the other clubs in Westchester county, there are several reasons why constant promotional efforts are necessary. First of all, as a "community" club, whose members live within a three to five mile radius, Bonnie Briar is indeed a second home the year around . . . and the only disadvantage this presents is that we must not allow the membership to think that their club is anything other than always "alive" and interesting to drop into. Also, the club is located near other nice clubs, and is only a short drive from New York City, so that we are faced with the competition of pleasing distractions easily available other than those being offered at the club.

Has Youngish Membership

Another thing, our membership averages less than 45 years of age, which means that they are active constantly and have many distractions aside from club activities; therefore we feel we must "sell" each function several times with plenty of advance copy to make it register. This results in our getting reservations, which are important in assisting the operator to plan his expense.

The club's promotional literature is presented in four forms. The Bonnie Briar News is a 4-page bulletin published about 9 times each year and is timed "in season"



THE **NATURAL, INEXPENSIVE** WAY
TO SOLVE YOUR FAIRWAY CONDITIONING PROBLEM—
CULT-HOE your fairways!

Do you have fairway headache at your course? If you are suffering from this common affliction, use the following prescription: take a new **Evans Fairway Hoe**, let its heavy duty prongs penetrate the turf to give full benefit of fertilizer and water—then watch the results. You'll have thicker, healthier turf growth and will have developed deeper, stronger roots in no time.*

Made to support heavy weight where heavily crusted soils must be penetrated. Adjustable to soil conditions and depth desired. For a real recovery, use the **Evans Fairway Hoe**—it'll do the job quickly, surely, and economically. Write for catalog and price list on

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*Evans Fairway Hoe will aerate and cultivate your turf at rate of 40 acres a day with a tractor.



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A. S. Kirkeby, Managing Director

Belleview Biltmore

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FLORIDA**

PROS: Your Profits for 1940
are in the hands of your members

PARGLOV



protects your members' tender hands, improves their grip and their game, keeps 'em happy from start to finish—and that means more business for your shop! PARGLOVS are self-sellers with a good margin of profit. Attractive counter display carton invites members to try them on—and the guarantee behind them is they're, by far, the world's most popular golf glove with leading pros and amateurs.

The PARGLOV line for 1940 is the finest and most complete ever offered the golf pro trade. Get set for PARGLOV's heavy early season demand—order your supply today, either direct, or from your dealer.

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

to reach the membership 2½ weeks before an important holiday or major event. In addition to furnishing a means of presenting promotional material at length, we attempt to foster good-will by inserting snapshots of members about the clubhouse and at club functions, which together with chit-chat about personalities is basically flattering. This organ is edited by a member of long standing whose business borders on the advertising sphere, and therefore the material has an original and rapier-like quality.

In connection with our four or five major social functions, we issue a broadside with an intriguing "cut-out" for a cover, which hits the membership at first glance, and from experience, is a most effective reservation producer. For follow-up purposes, timed to reach the membership on the Friday preceding the affair in question, or for lesser functions, we use a French-fold announcement, in colors, to fit a No. 10 envelope.

In order to keep the club before the membership during the winter months, we use a pre-vue announcement in a French-fold and colors, which together with cards, which fit a 6¾ envelope, to advertise special dinner and cocktail dances, permit of a reasonably priced publicity schedule to keep 500 families thinking about their club. Thus the year around the membership receives better than two publicity pieces a month. It is therefore necessary to use ingenuity in connection with the forms, type face, artwork and the text to avoid "typing" our announcements.

As regards text, all announcements are informal in language, and if the social function is in costume, as for instance, the annual barn dance, the text may be in appropriate dialect. We feel that since our members live and work in an atmosphere of constant bombardment by the efforts of the best writers in sales appeal, that anything we could produce in formal invitation would be second rate-reading.

Finally, you can see that instead of budgeting our publicity for the year, we have found it more effective to apportion this expense to the function at hand, and in the final result the publicity is directed to making a success of the particular business at hand, instead of being only a part of a regular schedule. This way, the members get many more encouragements to "drop into" the club.

LOOK! NEW POWER SPRAYER FOR TREATING AND FERTILIZING PUTTING GREENS McCLAIN HYDRO-MIXER

A real inexpensive power spraying outfit is now yours for applying chemicals and fertilizers. Fastest equipment ever sold.

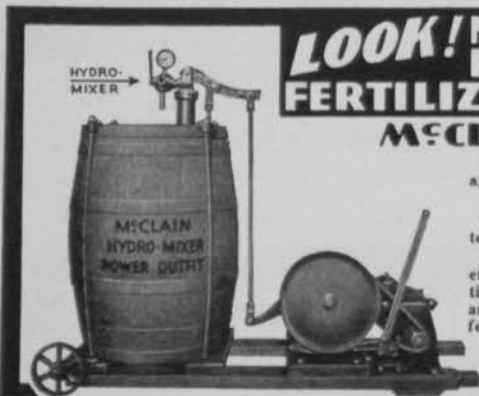
Everybody knows the Hydro-Mixer from coast to coast.

Get this complete low cost Power Outfit or add a Power Unit to your present hand Hydro-Mixer.

Nothing like the McClain Power Hydro-Mixer for speed and efficiency. Treats entire Green in 10 to 15 minutes. Labor practically eliminated. Works on any pressure. Displaces obsolete and high priced spraying rigs everywhere. Runs whole day on few cents worth of gasoline. Perfect control and operation.

Low price will amaze you. Write for literature.

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Club Builds Fine Driving Shelter for \$250

A YEAR ago the executive committee of the Lawrence Park GC, Erie, Pa., hit upon the idea of constructing a practice driving range on the club grounds. Accordingly, plans were made and the project put into work. The success of the idea has been even greater than the most enthusiastic board member hoped for.

As Lawrence Park is anything but a wealthy club, the problem of cost was one to be carefully considered. Price, of course, depended on the local market for lumber, and fortunately for us, it was favorable at the time of construction. Labor would ordinarily be another big item, but in this case that problem was solved by nearly 35 of the members coming out to the club and 'pitching in' on an old-fashioned 'building bee'. It took just one day to build the shelter with all this help. Lumber had been ordered cut to specifications so that delays in cutting and fitting were eliminated.

The shelter itself is 50 ft. long and 12 ft. high, sloping to 10 ft. in the back. It is believed the height could be reduced approximately 2 ft. and still provide ample space. Individual stalls for 6 persons are provided—each being separated

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FOR RESERVATIONS
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by mesh wire barriers for the sake of safety. It is felt, however, that 5 tees will be ample and will prove more satisfactory, and this change will be made shortly. The roof is of good grade tar paper. For other clubs who contemplate building similar structures, the total material cost may be figured at from \$200 to \$250.

The shelter is situated on a knoll and so faced that sliced or hooked balls do not get lost in the adjacent wooded territory. The mowed portion of the range is approximately 300 yards long, and distances

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\$12.50



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5. Parts available. When, eventually, a part does become worn it can be replaced. We maintain a parts and repair department.

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STANDARD GOLF COURSE EQUIPMENT.

SEAMLESS STEEL FLAG POLES
TRU-VUE WOOL AND COTTON FLAGS

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|---|---|
| <div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto; font-size: 2em; font-weight: bold;">4</div> <p style="font-weight: bold; margin: 5px 0;">GREEN FLAGS</p>  <p style="font-weight: bold; margin: 5px 0;">FAIRWAY FLAGS</p>  <p style="font-weight: bold; margin: 5px 0;">DIRECTION FLAGS</p>  <p style="font-weight: bold; margin: 5px 0;">SPECIAL FLAGS</p> | <ul style="list-style-type: none"> —“Quality” Wood Poles —“One-piece” Putting Cups —Cup setter and cup extractor —“Cuts-True” Hole Cutters —Divot and Turf Repairers —“Six-Ball” Washer —Ball Rack and Ball Retriever —“Aluminum” Yardage, Tee, Green, Direction, Regulation and Entrance Signs and Markers —“Agrometer” Soil Tester |
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SO FOR THE OUTSTANDING CONTRIBUTION TO BETTER GOLF FIRST PRIZE GOES TO MR. PINWIDDLE, OUR GREENKEEPER, FOR HIS MAINTENANCE OF PERFECT GREENS. (HE USED HENDERSON'S GRASS SEED!)

Don't miss Booth 47 at the N. Y. Convention. Steve Gilman and Wright McCallip will be there.

PETER HENDERSON & CO.
35 Cortlandt Street, New York, N. Y.

are plainly marked. Occasional cutting with a fairway mower keeps the grass short enough to enable balls to be retrieved easily. The range is located only 50 yards from the first tee and it has been found that many members and guests buy a bucket of balls to limber up while waiting their turn to tee off.

Balls are furnished by the club and were purchased in a lot of 150 dozen and painted with a vivid stripe for easy identification. A bucket of 40 balls costs 25c. Club officials expect 1940 to liquidate the entire investment. The net income from the range accrues to the club and the money is being put back into the course in the form of improvements and regular maintenance. A further plan will be to give free instruction once a week by the club professional, Carl E. Wendel, to all who use the range between certain hours.

Jones Building Strategy Into New Cornell Course

AN outstanding 9-hole golf course is being built at Cornell University by Robert Trent Jones, well-known golf architect. When ready for play for Cornell students in the autumn of 1940 it will provide holes of such variety that graduates of the course will be prepared to tackle any layout in the country. The course will measure approximately 3,500 yards, with par either 35 or 36. It will comprise about 69 acres, part of which now is the university poultry farm.

An appropriation of \$25,000 by the board of trustees enabled the department of physical education and athletics to proceed with the project. It will enable Cornell students to play at a nominal fee and is another step in the program of carry-over sports fostered by James

ATTENTION!

Have officers for 1940 been selected at your club? If they have, we will appreciate your turning to page 61—and giving us the information asked for on that page. It will help your club—and your newly-elected officials.

Lynah, director of athletics. Sufficient land is available for the expansion of the course to 18 holes within several years.

The holes are being constructed so that back tees and alternating tees will lengthen the holes and add variety to approach shots. According to Jones, the Cornell course will exemplify the three architectural types of courses now being played upon throughout the world. These are, says Jones, the strategic, the penal and the heroic.

Combines Three Design Schools

Adds Jones: "The strategic school, of which St. Andrews in Scotland is a prize example, is characterized by a limited number of traps ingeniously placed in the environs of the greens, thus making a formidable defense for the hole. The penal school is at the other end of our architectural pendulum. Pine Valley, and Oakmont, are examples. Troubles face one on all sides, and the slightest deviation from the straight and narrow courts disaster. This school of architecture, while not materially imposing too great a penalty on the crack golfer, plays havoc with the dub and detracts from his enjoyment of the game."

The heroic school is an evolution of the strategic and penal, according to Cornell's architect. "Although distinctive, it combines the best features of both," he says. "Examples are Sunningdale, Moortown, Combe Hill, in England, Banff and the Royal York in Canada, and Cypress Point in the States.

"Its design is based on the alternative penalty plan, thereby instilling a sporting element into the game. The direct line to the green is blocked with traps placed at a diagonal to the line of play. In taking a direct route to the green, the player is required to perform a longer and more accurate shot than if he chooses to take an indirect route at the short end of the trap. If the player wishes to avoid the trap entirely, he can do so by taking a wide and open fairway, making a detour to the hole. The traps in the area of the green are placed with similar skill. Therefore any player can bite off as much as he feels he can chew. Although the direct route with its trouble offers a great deal of self-satisfaction if successfully played, the penalty is great if one fails. In the indirect route, the player is usually asked to sacrifice but one stroke."

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



Special SEMESAN contains two organic mercuries for quick, longer-lasting effect against brown patch and dollar spot, yet it costs from one-half to two-thirds less than inorganic mercury mixtures and gives greater effective coverage. Treats turf for only 21¢ per 1,000 square feet. Costs as little as \$1.25 a pound. Five lbs., \$7.00; 25 lbs., \$32.50; 100 lbs., \$125.00—from your supply house. Applied in solution or dry with compost. Write for free Turf Disease Pamphlet.



Your supply house also stocks Regular SEMESAN and NU-GREEN, still used on many courses. Ask for prices.

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More Popular Than Ever!

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The HENRY BALL WASHER

Clubs like the Henry Ball Washer because it's cheaper, better and more efficient. Golfers like the Henry because it's easy to use—and does a superior job of washing balls.

The Henry washes golf balls with rubber, eliminating old-fashioned brushes. The Rotary Squeegee, patented by Henry, is made of Latex, pure gum rubber, extra tough, yet soft enough to clean the ball thoroughly without injury to the cover. The Henry is compact, attractive in appearance, and its housing of heavy gauge pressed steel will last a life-time.

Solve your washer problems permanently by ordering your Henrys, direct, today.

Dealers are invited to write for proposition.

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WHAT'S NEW

Hillerich & Bradsby Co., Louisville, announces that Helen Macdonald, who has been prominent as a golf professional for almost 20 years, has become associated with the company as design consultant on H & B golf clubs for women. The Hillerich & Bradsby line for 1940 includes new matched sets of women's clubs that reflect Helen's extensive experience with the problem of properly fitting golf clubs to women.

For more than 10 years Miss Macdonald has conducted a successful indoor golf school in Chicago's Loop district, and in establishing that record has instructed thousands of women golfers. She is widely



known among golf pros. Her discussions with hundreds of pros on the subject of women's clubs and women's golf instruction, are reflected in the distinctive engineering of the new H & B models for women.

Toro Manufacturing Co., Minneapolis, Minn., announces four new distributors: the E. B. McCartney Co., 6 Prospect St., Madison, N. J., who is covering northern N. J. and Long Island; the Park Supply Co., 136 Martine Ave., White Plains, N. Y., whose territory is Westchester, Putnam and Dutchess counties in N. Y., and Fairfield county, Conn.; Charles Lennon & Son, Liberty, N. Y., covering Sullivan, Orange, Delaware and half of Ulster