



One of the policies of F. H. Ohaus, vice president and sales manager of The Kroydon Company, Maplewood, N. J., is to get his men together frequently and learn from them first-hand what is happening in the various territories. At such meetings money-making ideas are generally hatched. Above is a picture taken while the men of the sales force were at the factory during the week of June 10th.

Left to right—front row: L. W. Dalton—Neb., Ia., Kan., Mo.; John C. Baduini—Factory and New England; F. H. Ohaus—vice president—in charge of sales; John J. Birkhofer—general superintendent; T. B. O'Brien—N. J., Metropolitan New York district; H. J. Baltz—production manager; E. W. Reeve—ass't supt. Left to right—standing: M. G. Kenann—credit and office manager; Cliff Castle—Los Angeles district; Robert E. Hoffner—Penn., Va., Md., Del., D. C. district; Godfrey Meier—Tex., Okla., Ark., La., Miss. district; Geo. H. Beaudin, Jr.—Wis., Minn., N. and S. D.; Frank E. Mitchell—N. Y. State and New England district; Don Forster—San Francisco district; Guy R. Champlain—N. and S. C., Ga., Fla., Tenn., Ala.; John B. Carnell—in charge of Chicago office; Rudy Herger—ass't supt., steel shaft division; A. Earle Schlax—Mich., O., Ky., and W. Va.

pensers, and are offered as a means of eliminating waste, improving restroom service and creating goodwill.

Pabst Brewing Co., with the dedication of an extensive addition to its Guest Center in Pabst City, Milwaukee, on June 14, has offered its thousands of annual visitors a type of structure unique in America. The new addition, called Blue Ribbon Hall, is a faithful reproduction of a 17th century continental minstrel hall—complete even to one of the interior balconies from which visiting minstrels

in medieval times sang out the news they gathered on their travels.

The ceremonies with which Blue Ribbon Hall was dedicated, were participated in by Fred Pabst, chairman of the board of the Pabst company, Governor Julius Hell of Wisconsin, Mayor Carl Zeidler of Milwaukee, and hundreds of employees and visitors to the great Milwaukee brewery.

United States Rubber Co., in regard to rigorous tests its balls must undergo before getting the company's stamp of approval, releases the following:

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"One test, in particular, calls into play a new machine of devilish ingenuity. It's a sort of driving machine that projects a golf ball at terrific speed against a steel baffle plate which is angled to hurl the ball with great force against still another steel baffle and carom it from there into a series of canvas strips to stop its zig-zag, lightning course. This treatment produces such a high degree of internal heat that the ball must be rested and cooled between shots.

"However, the same ball is struck again and again—first to test the life of the paint, then the toughness of the cover, and finally the durability of the core. This is followed by a post mortem employing scalpel and microscope, and the cause of science and golf marches on.

"Every step in the construction of each U. S. golf ball is punctured, as it were, by a searching test which checks the quality of material and processing up to that point. In addition to the most severe kind of tests, such as the one mentioned, there are innumerable other scientific tests to prove that the distance, compression, whiteness and lasting quality of the paint, as well as other desirable features, are all embodied in the new True Blue U. S. Royal."

Spalding announces that the week of August 20th will find all its golf pro salesmen gathered at the company plant and offices at Chicopee, Mass. New merchandise and policies will be presented at that time.

Periodic visits of Spalding salesmen to the company factories has long been a Spalding policy since it gives the men a better understanding of the manufacturing processes behind the equipment they represent.

Crawford MacGregor Canby Co., has recently opened a new branch office, right in the center of the Detroit golfing country clubs. Located in the Birmingham Theatre Bldg., at Birmingham, Mich., the branch is under the guidance of genial Irve Allen, who is being assisted by Midge Murray.

Complete service from the branch is offered to all pros in the surrounding territory. The nearby pros can and will receive deliveries within two or three hours after placing the order, or at the most, the pros in Mich., Ind., and northern Ohio will receive over-night delivery. A complete line of Tommy Armour clubs, bags, balls, sportswear, accessories and tennis rackets are carried in this branch office.

Irve has been a part of the golf business for a good many years. His chief hobby is aiding the pros in presenting salable merchandise to their club members. In fact, Irve spends lots of time discussing with the pros and their members the

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



Photo above shows the new MacGregor branch office at Birmingham, Mich., which is right in the center of golf clubs in the Detroit District. Most clubs in the district can now receive deliveries within two or three hours after placing their order. Irve Allen (left) is in charge of the new MacGregor branch.



'why and therefore' of golf equipment—for instance, what kind of equipment is best suited to each type of person and how much fun the game really is.

The opening of this branch marks another milestone in MacGregor's history. Each year the acceptance of Tommy Armour, Tourney Woods and

Irons and other MacGregor merchandise has demanded the opening of a new branch office—as the one in Birmingham of this year. At the present time MacGregor services the pros from branch offices in New York, Boston, Birmingham, Chicago, Milwaukee, Seattle, Los Angeles, San Francisco, and Dayton.

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A small compact clubhouse keeps the club operating cost at a minimum.

The course will net \$4,000 a year with all hired help.

This is a most attractive setup for a semi-retired couple who would like to have something to do for the three or four summer months each year and to be able to spend the balance of the year in California or Florida. Price \$25,000; agreeable terms. Address: Ad 700, c/o Goldom, Chicago, Ill.



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CANTON, OHIO



S. Cal. Greensmen Do Grand Job on First Turf Show

THE first Western Turf and Equipment Conference, held May 22-23 at Griffith Park, Los Angeles, was a rousing success from start to finish. The event, sponsored by the Golf Course Supts. Assn. of S. Cal., was attended by more than 200 greenkeepers, green-chairmen, park and cemetery superintendents. Twelve equipment manufacturers were on hand, and participated in the outdoor demonstrations. Success of the program in its first year already has the greensmen looking forward to next year's show.

The first day of the conference was devoted mainly to inspection and demonstration of equipment at the Griffith Park muny course. The order of inspection was: fairway mowers and tractors; sprink-

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lers, putting green mowers; power lawn mowers. A stag dinner that evening at the Embassy hotel (conference headquarters) in Los Angeles concluded the initial day's activities.

A series of field trips got the second and concluding day's program under way. This series of turf inspections kept the greensmen busy until 2 p. m., at which time the men gathered at the Embassy hotel to hear Dr. W. H. Chandler of the U. of C. Citrus Experiment Station, Riverside, speak on "Soils and Fertilizers as Related to Plant Growth". The concluding feature of the educational program was a talk by Dr. R. H. Bohart, U.C.L.A., on "Ground Insects and Their Control". A banquet at the Embassy that evening wound up the conference in grand style.

A tour of a pipe manufacturing plant at Long Beach on June 11, featured the regular June meeting of the association. Pipe is of great interest to all California



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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.

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superintendents, for they generally have from 13 to 17 miles of pipe in an 18-hole watering system.

Budgets have been slightly increased here in the last three or four years, and the courses are showing the benefit of the increase.

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G. C. S. A. S. C.

Iowa Greenkeepers Make Initial Research Payment

REGULAR monthly meeting of the Iowa Greenkeepers Assn. was held June 11 at the Des Moines G&CC; approximately 45 of the state's green superintendents were in attendance. The greater part of the day was spent in inspection of Bill Keating's greens at the Des Moines club. Bill had his entire course in excellent shape, and all of his Metropolitan and Washington greens were in splendid condition.

After the tour, the greensmen conducted a business meeting, at which time they advanced \$100 to be applied on the turf research program under way at Iowa State College. This was the first payment made toward the ISC turf research program this year, and a discussion concerning the raising of the remaining money indicated the balance can be met without any trouble.

Midwest Greensmen Set Up Qualifications—June meeting of the Midwest Greenkeepers Assn. was held at the Cary (Ill.) CC, where Herman Kamholz is green superintendent. Herman had his course in tip-top shape, and the greensmen enjoyed a round of golf before getting into the business end of the session.

The main topic for discussion was "Turf Research." Other business concluded at the session was the naming, by President Graham Gardner, of a qualification examination board for prospective members of the Midwest Greenkeepers. Committee appointees were Frank Dinelli,

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who is to serve 3 years, Harold Clemens, 2 years, and Gerald Dearie, 1 year.

Ray Didier, superintendent at Tam O'Shanter CC, reported his course is in fine shape for the Chicago Open, which will be held there July 19-21.

Gerald M. Dearie.

White Opens New Resort Layout—

Robert White, a Scot who served as first president of the PGA a quarter century ago, is opening a 200-room hotel in Savannah, Ga., with an 18-hole golf course, named the Savannah Oglethorpe. White announced quietly he had purchased the \$1,900,000 hotel property, built in 1927, and "eased it open" without fanfare or formality. Purchase price for the hotel and 150-acre tract was not disclosed. The course was designed by Donald Ross.

New Orleans Holds Ace Contest—

Fifth annual Times-Picayune hole-in-one tournament was scheduled to be held July 7-12 at City Park in New Orleans. Prizes totaling approximately \$300 in value were to be distributed to winners in the contest; first prize was a \$75 set of irons, second prize a \$50 golf bag, and the third place winner receiving a \$40 set of wood clubs.

Each contestant is entitled to 4 shots with 4 balls in good condition; players can use their own clubs, or those provided free by the sponsors. There are no eligibility restrictions and no charge or obligations upon participants in the contest.

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Golfdom

The Business Journal of Golf

JULY, 1940



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