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Backed by 50 years of golf ball experience; this ball gives maximum distance and accuracy on the greens.

The North British Rubber Import Co. of America, Inc. is the authorized agency in the United States and Canada for the famous George Nicoll finished golf club. Detailed information in our new 1940 illustrated catalogue will be mailed upon request.

We are backing your selling efforts on North British golf balls with promotion and advertising in national newspapers, magazines and trade publications. Our slogan is "Buy from the Pro."

Stay Young—Play Golf

NORTH BRITISH RUBBER IMPORT CO. OF AMERICA INC.
 11 PARK PLACE NEW YORK

Tempting the Gourmets

Second installment by famous food authority
on tasteful fare for clubs' early season menus.

By Peter Greig

IN RECENT years I do not recall a single invitation to dine at a friend's club because he was proud of a certain dish he would like for me to taste, or because, "We have a claret I don't think we have to be ashamed of." An exception is a generous friend who often asks me to the almost miraculous New Year's Day spread at the Union Club, where we over-indulge in their superb game paté, served on that occasion, and drink too many glasses of a positively totalitarian (rather than authoritarian) punch, made from a secret recipe which I believe has been in the club's possession for one-hundred years or so. So, if I were a manager today, I would consider it one of my first duties to bring back to the membership an awareness of the table the club sets and an awareness of its wine list. Both will take a bit of doing. Both can be done.

In the dining room the problem can be approached from two angles—domestic and foreign. First ascertain what regional dishes there are that you can popularize by calling attention to them on your menu, noticing the seasons as they come, of course. Some local dishes are appropriate all the year 'round. Let me illustrate. Your club is located, say, in the state of Connecticut. Gingerbread with applesauce is a typical Connecticut dish and I bet if you'll use this recipe you can serve plenty of it at Saturday lunches before golf. Trouble with most gingerbread is it's too sweet, but observe that this calls for no sugar at all and served hot is a he-man's dish.

1/2 cup sour milk	1 teaspoon cinnamon
1 cup black molasses	1/2 teaspoon nutmeg
2 cups pastry flour	1/2 teaspoon cloves
2 eggs	2 tablespoons ginger
1/2 teaspoon salt	1 teaspoon soda

The above should be sufficient for a 7x11 shallow baking pan. Beat up the

molasses until light and fluffy, then beat up the eggs and add them to the milk. Mix together the flour, soda, salt and the spices and sift them into the mixture. Line the baking pan with paraffin paper, grease the sides, pour in the mixture and bake in a slow oven for half an hour or forty minutes. Serve hot from a round serving platter, in the middle of which are stewed apples or apple sauce and have whipped cream on the side if you wish.

Connecticut streams, like those in many other states, are full of trout. If your fishing member brings in a dozen beauties, really wild, (not liver fed as in the pools of his fishing club), they can be deliciously cooked a la meuniere, and just before serving, lay on the fish half of a banana you have lightly cooked in butter. Do this, that is, if he is really fresh from a mountain stream, but if the trout are liver fed, you will have to use elaborate recipes carefully to conceal their often horrible taste. Trout cries aloud for a sharp, young wine like a Moselle or a young Rhine; a rather sharp, dry Alsatian wine like a Riesling goes perfectly with the fish. If it is to be a swanky dinner, with other fine dishes to follow, here is an opportunity for you to sell some Montrachet, the greatest white wine of France, but remember that you cannot follow such a great wine as Montrachet without one equally great, such as Chambertin, or a Richebourg, or if you are lucky enough to get hold of it, a Romanee Conti.

Study Dishes Famous Locally

Well, I have gotten far away from this question of familiarizing your members with regional dishes. Study your location and see what can be developed from the cooking lore in your territory. There is plenty to be found. The state of Wisconsin, for example, doesn't produce only smelt and some wonderful cheeses. There is cabbage with beef marrow which, I should think, would be another excellent Saturday pre-golfing luncheon dish, until the hot weather. Cut the cabbage in eighths and wash well and cook it half an hour in boiling salt water; drain, add soup stock and beef marrow cut in small pieces, an onion and seasoning. Boil until

"Method of Rating Golf Courses and Official Handicap System of the Chicago District Golf Assn." is a new booklet recently issued by the CDGA, Hotel LaSalle, Chicago.

The booklet, written by Thomas G. McMahon, chairman of the CDGA handicap committee, gives complete details and statistical data on the association's experience in formulating a handicap system and course rating method that is working with high satisfaction.

"KADDIE KART"

A NATIONAL SENSATION THAT DEFIES THE IMAGINATION



**TO
CLUB OWNERS
MANAGERS
PROFESSIONALS
AND
CLUB OFFICIALS**

"Kaddie Kart" is a psychological success. It has met the most critical analysis of player acceptance ever given any golf device. It is quickly accepted as a necessity. "Kaddie Kart" will revolutionize GOLF BAG toting and develop new players for your club. It is a money maker for club or professional on purchase or rental basis.

One club averaged \$250 per month from their 30 "Kaddie Karts." Every one of the clubs that used "Kaddie Karts" in 1939 have at least doubled their order for 1940.

We welcome your correspondence. Write to us for complete information about this caddie problem and the "Kaddie Kart" solution.

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CHICAGO, ILL. U. S. A.
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"Kaddie Kart" is a complete answer to the caddie question.

1. It is never overburdened.
2. It carries the clubs without effort.
3. It is always ready in spring, summer, fall and winter.
4. It keeps bags clean and players' clothes from being ruined.
5. A child or woman can carry the largest bag of clubs and smile. At last a humane aid to the caddie and player. Send for a complete outline.



Patent Pending

the stock is almost all reduced, remove the onion and serve. So much for the local or domestic angle.

Now regarding the foreign angle. What country does your chef hail from? France, probably. Find out what part of France. Ask him what regional dishes he can make in this country that he used to enjoy as a boy in his own part of France. Then arrange with the house committee to circularize the membership that Chef Gaston, being from (say) Franche-Comte, the club is specializing in the following typical Comtois dishes. I have picked on Franche-Comte because it is not such an obvious cuisine as Bordelais or Provence. It is a part of France that produces fine cattle, good mushrooms and cheeses—Gruyere, the most famous—so the following dishes might build up the reputation of the cuisine of your club and be particularly attractive for your Thursday night parties.

Les Gaudes, a rather complicated but superb corn soup; La Pauchouse (fresh water fish stew made out of carp, perch, etc., awfully good and very cheap to make); bouef a la mode Vezulienne, which is larded rump of beef, which could be featured as the cold dish for Saturday and Sunday lunches, and an absolutely wonderful baked dessert of milk rolls mixed with cherries and sugar, called roncín aux cerises de Montbeliard, on which alone, if made right, a club kitchen might establish its reputation.

Build Up Your Reputation

To sum up, are you making your members aware of the good cooking you can give them (1) by playing up the serving of dishes famous in your state; (2) by having your chef cook dishes famous from his native home, that other clubs cannot make? These are the sort of dishes that your members rave over when they eat them, say, in France, and they will rave over them the same way in their own club dining rooms, provided you are careful to see that the members are told what they are eating, and why.

Mr. Greig will answer wine and food questions from golf club managers. Address your questions to Peter Greig, care of GOLFDOM, or to Mr. Greig direct, at 347 Madison Ave., New York.

IT'S ON THE HOUSE

By TOM REAM
Mgr., Westmoreland CC

The man of today understands that he must feel well in order to look well and has finally learned how to make his physical regimen serve both ends.

Do you ever make notes on safety and accident prevention and then act on them?

Spread the gospel of hygiene in the handling of all foodstuffs.

Study the importance of using the right cleaner for walls, floors, marble and tile surfaces.

There's nothing small about running a small club if the small club be well run.

The use of sound-proofing materials is the best cure in clubs for noise nuisance.

Stop and think—the member you gossip with has sense enough to know that he also will be a member you gossip about.

The "know how" in the management of meats is a good asset for any club executive.

A good club man renders pleasant service whether it is politely asked for or rudely demanded.

Are you a progressive manager? Then your door is open to every sales representative. It is the only way worth while ideas can be exchanged and obtained.

Life is one continuous sales job. The best salesman is he who best understands human nature.

Are you helping to make a more satisfied member with every contact?

The fact that some members fail to say "thank you" shouldn't discourage a service-minded club personnel.

Be not afraid of inspiration; you need it. You can do nothing effectually without it.

Buy Father's Day Stamps

for more Father's Day Sales

REMEMBER DAD



FATHER'S DAY

Priced at the
rate of
\$100 for 25,000

Millions of letters, statements, packages, etc. will carry this attractive Father's Day stamp this year. The proceeds of this stamp sale are being used by the non-profit, co-operative Father's Day Council to publicize and promote Father's Day to the consumer from coast to coast. No one is being taxed. By buying these stamps, you help yourself to greater Father's Day volume.

Send your order at once. The Council must make its plans early in order to plan effectively, so that Father's Day can be the greatest possible success for your business.

Father's Day Poster Set

*displaying this official picture helps
you and helps Father's Day*

You will not have to be urged to buy this gorgeous Father's Day set of four pieces for only \$1.00. It is a terrific bargain. Buy many sets at this low figure.

NATIONAL COUNCIL FOR THE PROMOTION OF FATHER'S DAY, INC.

Is a non-profit co-operative organization for the upbuilding of Father's Day observance. This is YOUR Council . . . Representing and endorsed by Every industry!

9 E. 41st ST. DEPT. Q. NEW YORK CITY

USE THIS ORDER BLANK TODAY!

DEPT. Q _____ Date _____

NATIONAL COUNCIL FOR THE PROMOTION
OF FATHER'S DAY, INC.
9 E. 41st St., New York City.

Please send us FOB New York, when ready the following:

_____ Sets of Combination Displays, at \$1.00 per set.

TOTAL \$ _____

EACH SET CONSISTS OF

1 POSTER—15 x 20—4 colors (mounted on board and easled)

2 DISPLAY CARDS—10 x 13—4 colors (mounted on board)

1 STREAMER—8 x 18 (unmounted for window pasting)

4 PIECES IN ALL (No choice of units available)

(Packed and sold only in these 4 pieces to a set)

Enclosed is check _____ Money order _____ for \$ _____

Name _____

Address _____

Attention of _____

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**SPECIAL combination offer
for limited time only!**

- 1 poster approximately 15 x 20—4 colors—mounted on board and easled.
- 2 display cards approximately 10 x 13—4 colors—mounted on board.
- 1 streamer approximately 8 x 18—unmounted for window pasting.

4 PIECES IN ALL—FOR ONLY

\$1 Per Set

Each piece embodies the magnificent 4-color painting by that famous artist, McClelland Barclay; which is the official symbol for the 1940 Father's Day Poster.

200 at Midwest Greens Party—Annual dinner-dance of the Midwest Greenkeepers Assn. was held April 24 at the Tam O'Shanter CC, Chicago District. More than 200 greenkeepers and green-chairmen, and their wives, were in attendance. Guests at the affair included the Tam O'Shanter board of directors.

Principal speakers at the banquet were Graham Gardner, M.G.A. president, and George S. May, president board of directors at Tam O'Shanter. Toastmaster was W. A. Weismann, secretary of the host club's Board, who made the boys feel 'plenty at home' with his speech of welcome.

THE members of the New Jersey Ass'n of Golf Course Superintendents, at their meeting held April 1 at the Suburban GC, Union N. J., were favored with an excellent talk from an expert in the profession, J. H. Melady of Stump & Walter Co.

Melady's talk could have been titled "Handicaps." He delved at great length into the misgivings of poor construction and how this short-sighted policy caused increased maintenance expense.

Jack Quail, Ex-GSA President, Dies Following Appendectomy

THE ranks of the greenkeepers lost one of its leaders on Monday, April 1, when Jack Quail, superintendent at Irem Temple CC, Dallas, Pa., succumbed to peritonitis, which developed following an appendectomy performed March 25. Irem Temple members sent their personal physicians and specialists in a futile attempt to pull him through the crisis. Funeral services were held April 5 at Westview, Pittsburgh, almost in sight of the farm on which Jack was born, and on which the Highland CC, which he served for nearly 20 years, was later built.

Mr. Quail, who was 39 at the time of his death, was one of the best known figures in national greenkeeping circles. It was he who filed the Articles of Incorporation of the then National Assn. of Greenkeepers of America, in 1928. He was elected a director at the meeting of the incorporators in June, 1928, and at this

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PICTORIAL SCORE CARDS

*Over three million already sold, to nearly
five hundred golf clubs, in all 48 states!*

PERSONALIZED, of course: imprinted with your club name, your yardage, local rules, par, women's par, handicap stroke, name of your professional (if desired), etc.

HORIZONTAL SCORING: professional style—more convenient for transferring hole-by-hole scores to records, tournament sheets.

PRINTED IN THREE COLORS: red, green and black, for greater clarity in scoring "we," "they," and side-match scores.

A COMPLETE LESSON ON EVERY CARD: a famous pro illustrates, in text and "magic-eye" photographs, the use of every one of the 13 clubs in your bag—an outstanding feature!

AMAZINGLY LOW PRICES because of our quantity operations:

1,000 to 4,000 cards.....\$2.90 per M
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Write for free samples and full details today!

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meeting, was also named secretary, holding this position until 1932. He was elected vice-president of the N.A.G.A. in 1936, and in 1937 was elected to the presidency of the national greenkeepers body.

Mr. Quail was secretary-treasurer for 12 years of the Tri-State greenkeepers group, which he aided in organizing, and was also a member of the committee for Fine Turf Research at Penn State College. He was also a member of the executive committee of the national greenkeepers from 1932 until assuming the presidency in 1937.

His survivors are the widow, Mrs. Frances Eaton Quail, a daughter, Bobbie-Lou, 15, and a son, John Jr., 12.

J. B. Boyd Killed In Accident—J. Byron Boyd, veteran greenkeeper and course constructor, was killed April 3 when a train struck his automobile on the outskirts of Indianapolis. Mr. Boyd was widely known and highly esteemed throughout the central states where his work had identified him with numerous courses.

Three of Mr. Boyd's sons, Don, Mavor and Taylor, are prominent course superintendents. Also surviving are his widow, Mrs. Nellie Davis Boyd, and two daughters, Mary Catherine Boyd and Elizabeth Boyd.

*We've stepped up the
Balls and dressed
up the line*

for **PENFOLD'S 10th
PRO-ONLY
ANNIVERSARY**



WHAT'S NEW

Dunlop Tire & Rubber Co., 500 Fifth Ave., New York City, presents pros this season with a member campaign having a powerful tie-up with the members' desire for better scores.

The Dunlop pro campaign provides attractive certificates to players who break 100, 90 or 80 for the first time. If a player wins two of the certificates during the year he is awarded a handsome gold-plated trophy suitably inscribed. Behind the campaign is extensive analysis revealing that the reason for a pro's failure to get and hold firmly his member's patronage is the failure of the player to shoot well enough to interest him keenly in golf.

Club membership mortality increases almost in direct ratio with the higher scores of players. Hence Dunlop figures that the campaign's incentive and recognition for breaking 100, 90, or 80 will be instrumental in putting the pro in stronger with individual members and the club.

An honor roll for display by the handicap rack, listing the players and the dates and scores of breaking 100, 90, or 80, is an item in the campaign. There also is an Award of Merit for pros who better their members' games during this campaign.

Early response of pros, members and club offi-

PENFOLD GOLF BALLS, Inc., 11 Park Place, New York

PLEASE SHIP TO:

PRO.....

CLUB.....

ADDRESS.....

....Doz. LL*PENFOLD*75 limit of length

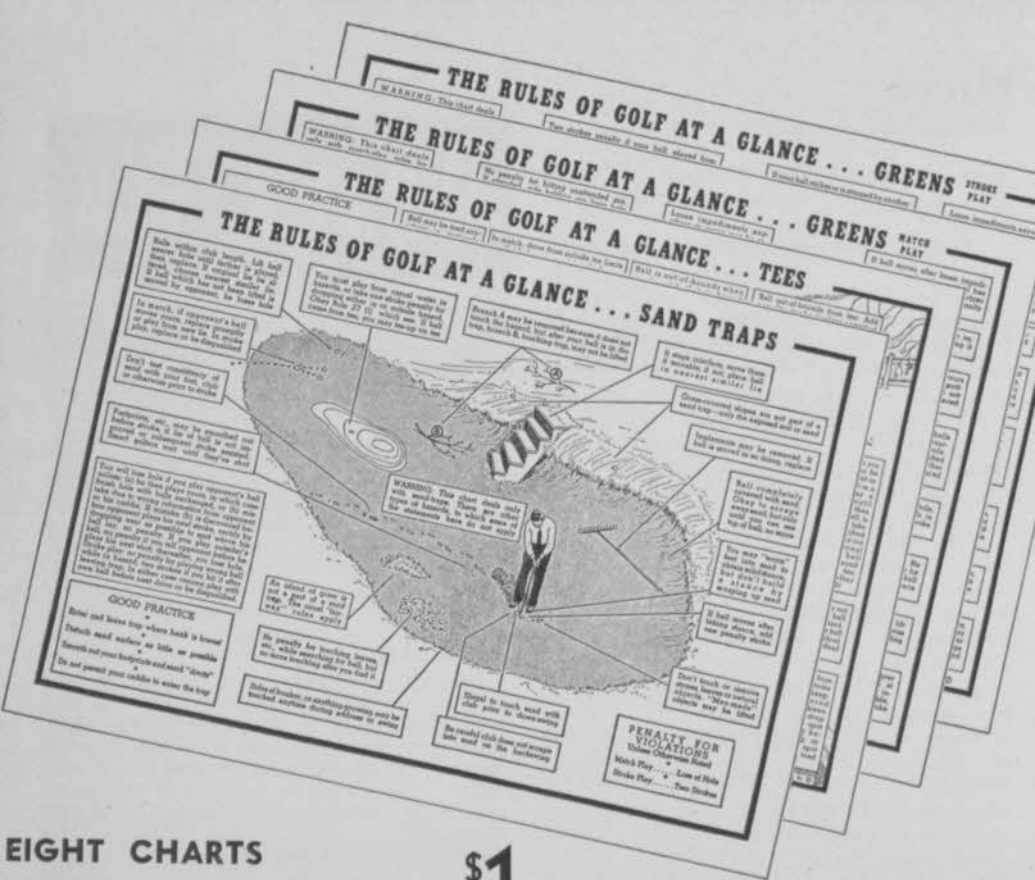
....Doz. LT*PENFOLD*75 long but tough

....Doz. PENFOLD*50 pick of the field

....Doz. PENFOLD*35 ideal for its job

....Doz. Penfold AUTOGRAPH designed especially for light swingers and women golfers.

Use this Coupon as your order card



EIGHT CHARTS
MAKE A COMPLETE SET... \$1

Cold Words Warmed Up!

The official Rules of Golf are necessarily cold, precise and exact. These charts, in every-day language and aided by drawings, cleverly group the Rules into the zone of the course to which they belong—tees, fairways, rough, hazards and greens. The Rule applying to ANY situation likely to

arise may be found quickly, ILLUSTRATED for easy understanding.

Over 2,000 golf courses now have these charts permanently posted in locker-rooms, grills and pro-shops. Ideal, too, for caddie education. As for your members, they'll find the charts invaluable in settling the daily Rules arguments no club is without.

Complete sets consist of eight charts, as follows:

- | | | | |
|--------------|------------------------|----------------------|----------------------|
| A—Tees | C—Greens (match play) | E—Hindrances to Play | G—Water Hazards |
| B—Sand Traps | D—Greens (stroke play) | F—Through the Green | H—Multi-Ball Matches |

Sets may be purchased framed or unframed. UNFRAMED SETS, 8 charts to set, 7 x 10 inches, plus ample margins for framing, on durable paper are priced at: 1 set, \$1.00; 3 sets, \$2.50; 10 sets, \$7.50—all postpaid. Charts A to F will be mailed at once; charts G and H (in preparation) will follow when released in mid-June.

FRAMED CHARTS, mounted under glass in one 19 x 24 inch walnut-finish frame and carefully packed for shipment—charts A, B, C and D only—are \$2.50 each, 3 frames for \$7.00, plus express charges collect. Advance orders also accepted for last four charts—E, F, G and H—in frame to match, for mid-June delivery.

Remit with order; be sure to specify if framed or unframed sets are wanted.

ADDRESS ORDERS TO Book Dept., GOLFDOM, 14 E. Jackson, Chicago

cials to the Dunlop campaign for better golf, consequently more business for pros, is phenomenal, says Vincent Richards, manager of Dunlop's Sports division.

Wilson Sporting Goods Co. has issued an attractive booklet, "Helen Hicks Golf Hints for Women." It is certain to be of lively interest to girl and women players and contains considerable simple, helpful material. Much of the distribution of this book will be by pros who can use it to increase women's interest and sales with this publication.

Acushnet Process Sales Co., New Bedford, Mass., tells in the following release a recent Acushnet outstanding performance:

A record worth shooting at was hung up at Mount Plymouth, Florida, in March when a 71-year old golfer played 90 holes in one day. The marathon golfer was Robert E. Wagner, a member of the Riverside GC, Chicago District.

Wagner's amazing feat was accomplished with the use of only one ball, an Acushnet Titleist, which he hit 471 times during the 90-hole endurance test. His score for each round, in spite of a high wind, was 101, 86, 93, 95 and 96. Thus he finished stronger than when he started and set a record that many a golfer young enough to be his grandson might envy.

The Acushnet company has acquired Wagner's

Pros—You're the doctor!

It's up to you to protect the hands of your members—and Parglov is the ideal prescription. Unless your members' hands are protected, they're bound to catch on fire after a few holes—and sore hands put your players in a poor buying mood. Remember that!

TrueGrip PARGLOV

is a sure bet to provide more enjoyment and better scoring for your members because, in addition to protecting hands, it performs the vitally important job of providing a firm, but relaxed, grip, thereby eliminating tension and assuring a smoother swing.

Keep your members happy—and keep your cash register ringing away—with Parglov. They outsell, by a wide margin, any other golf glove made. Order your supply today, from your golf distributor, or direct.

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



Sani-Treads

are softer—water-resisting
—FIT LIKE A GLOVE!

Sani-Treads are the famous 'ounce of protection' against Athlete's Foot and other infections. Floors may look spotless and still be germ-laden! Delight your members—keep sturdy Sani-Treads handy to help them sidestep all foot troubles. So doing, you'll also cut down on wear-and-tear on towels!

For 16 years, patented Sani-Treads have been the best friends of golfers' feet—the choice of discriminating clubs! Refuse cheap imitations—they only disappoint. Order a supply today—or, write for free samples. Prices at rock-bottom.

SANI-TREAD COMPANY, INC.

567 Washington St., Buffalo, N. Y.

578 King St., W., Toronto, Canada

CHARLES F. HUBBS & COMPANY

383 Lafayette St., New York City
Distributors in Metropolitan District

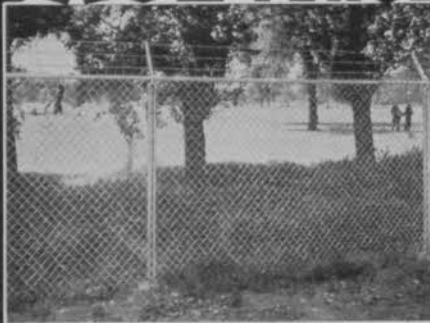
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REG. U.S. PAT. OFFICE

THE ORIGINAL CLUB BATH SLIPPERS

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IT'S INDISPENSABLE!

You can depend upon it that whatever your turf problem is, you'll find just the right answer in . . .

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

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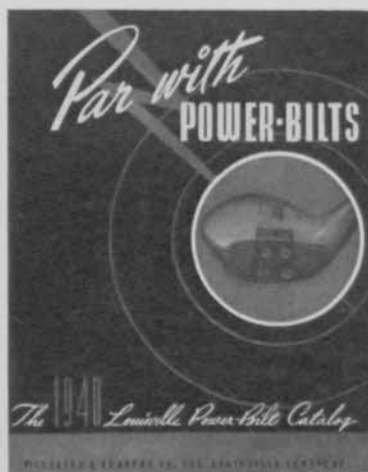
Titleist for its golf ball Hall of Fame where the company preserves the many Acushnet balls which have made golfing history.

Crawford, MacGregor, Canby Co. pro publicity campaign which supplies pros with newspaper lesson outlines to use in local newspapers under the local pro's own name, is clicking extensively. The local pro radio broadcast material also is being widely and effectively used by pros.

Copies of the newspaper lesson and broadcast material will be sent to pros who haven't already received them, upon request to the company's headquarters at Dayton, O.

Hillerich & Bradsby's new 1940 Louisville Power-Bilt catalog has recently come from the presses and is now available to the pro trade. The catalog, 10" x 13" and printed in four colors, is the most complete presentation of the Power-Bilt line the company has yet undertaken.

The company has done a superb job of color printing showing its pro-only Louisville Power-Bilt clubs in full color. The plates are used in the



Power-Bilt catalog and on a striking shop display card. Men's and women's clubs are illustrated.

Another very helpful pro-shop H&B display is that of the golf ball compression chart, giving information on ball performance for hard and medium hitters in such a way that the player is acquainted with the wisdom of letting the pro prescribe the proper ball.

A counter card and a circular for pro enclosure in member mail, on the Al Link Gripper Glove, are two other effective items in the H&B advertising for boosting pro sales.

A. G. Spalding & Bros. is enthusiastic over reports being received on the performance of the newest product of Spalding's research laboratories—the Double Dot ball, the ball that is both tough—and long. This ball, which made its debut at the recent North and South Open, won the immediate approval of a critical Pinehurst jury, and is now available through all pro-shops.