

**★ GET READY NOW..**  
*for that Floodlighting Job* ★

**YOU'LL FIND OUT  
 IT PAYS TO LIGHT THE CLUB GROUNDS  
 AFTER DARK**

Increased revenue is a necessity with any club. The floodlighting of Swimming Pools, Practice Driving Ranges, Putting Greens and Children's Playgrounds, etc., after dark, will keep members and guests at the club, adding much additional revenue.

Notice the way other clubs have increased after-dark activities. Reverse will help engineer your lighting for you.

Write for full information and Sports Bulletin G-2

**REVERE ELECTRIC MFG. CO.**  
 2927 NORTH PAULINA STREET, CHICAGO  
*Originators of the Hinged Floodlight Pole*  
**INDOOR and OUTDOOR LIGHTING EQUIPMENT of EVERY DESCRIPTION**

**GRASS SEED**  
 of  
**"Known Quality"**  
 Write for Our New Prices

*Stump & Walter Co.*  
 SPECIALISTS IN GOLF GRASS SEEDS,  
 FERTILIZERS AND EQUIPMENT  
 132-138 Church St. (Cor. Warren St.) New York

is widely known by pros and knows the golf business as a successful worker in it.

The Acushnet Process Sales Co., New Bedford, Mass., on Jan. 15 made public its latest move to guarantee price maintenance to pro-shops in all parts of the country distributing Acushnet golf balls. The policy of this company is and has been to sell



its balls through pro-shops only. As a result of the good will and increased sales realized, Acushnet has found it advisable to strengthen and protect its policy in every possible way. Wherever Acushnet balls were reported for sale at unauthorized outlets, immediate steps have been taken to remove the balls from those points of sale. Further, whenever possible to trace this merchandise to its source, the supply has been immediately cut off.

Heretofore, Acushnet has never been able to support its efforts to protect the pro with the threat of a penalty. Now, Fair-Trade legislation recently enacted in 44 of the 48 states, makes possible court action against any retail outlet selling balls bearing the Acushnet name and at prices lower than those established by Acushnet in reciprocal agreement with one or more pros in that state.

Referring to this new set-up, the management says: "We know that the pro has been greatly helped by our efforts in the past. We are, there-

fore, glad to make this announcement as further evidence of our interest in the pro's financial wel-

fare. We hope it may in some measure repay him for his consistent loyalty to Acushnet."

Durable Mat Co., 778 Brook St., Akron, Ohio, announces that enthusiastic reports are being received from Durable mat users everywhere regarding the performance of Durables at their courses. Players say that Durable mats improve their game since they prevent slipping—wet or dry. The mats always lie flat, and do not 'grab' the club should it touch the surface in driving. This prevents broken shafts and wear on the club tips. Also, spacers woven into the resilient, rubberized fabric strips, which are woven on spring steel wire, make it easy to insert tees into the mats.

Course operators report that from the maintenance standpoint, Durable mats eliminate trouble and upkeep expense. There is no problem of uneven grass or barespots which sometimes cannot be avoided on turf tees. Too, the mats are reversible, providing four different driving tees practical for both right or left-handed players.

Standard size Durable mats are five feet square

● **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 Station, Detroit, Michigan

**Robert Bruce Harris**  
**GOLF**  
 & Landscape Architect

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 Phone: Whitehall 6530

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 AGRICO for Fairways.....8-6-4  
 AGRICO for New Seeding.....6-8-2

Each grade of Agrico is a carefully balanced complete fertilizer—gives you more turf-feeding power per dollar invested.

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### No Monkey-Business Here!

The lid of this Murdock Lawn Hydrant LOCKS! "Playful" persons can not tamper with fixture and waste water. Be sure to specify "Genuine MURDOCK" Lock-Lid Lawn Hydrant. Get it direct from Murdock. Write for copy of Catalog "L." It is free.

## MURDOCK

The Most Reliable Name on Water Service Devices

### Golfers Drink Water!

Provide Outdoor Drinking Fountains for members. Murdock Anti-Freezing Outdoor Bubble Font popular everywhere. Sturdy, dependable, won't freeze up, furnishes fresh drink each time.

The Murdock Mfg. & Supply Co., Cincinnati, Ohio



and one inch thick. Special sizes are made to order for outdoor or indoor use, in any style desired. The manufacturers will gladly supply further details upon request.

On Monday, December 23, the Acushnet Process Company, New Bedford, Mass., gave a party for all its 850 employees at the well-known Dan's Pavilion. After dinner, floor show entertainment was provided, followed by dancing.

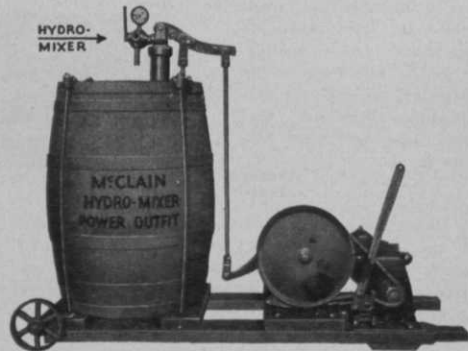
In bonuses to the employees the company distributed a substantial sum. This is the second year in succession when good business has made it possible to share profits with all those who helped build them.

The high light of the evening was the presentation to Philip E. Young, president, Acushnet Process Company, of a radio direction-finder compass for his yacht, the Black Arrow. This compass was bought and presented by the employees as a whole. Young expressed his appreciation of the splendid co-operation given by every one during the past twelve months and emphasized the increasing need for continued team play.

McClain Brothers Company, of Canton, Ohio, is continuing to find a wide reception for its Power Hydro-Mixer outfit, which has now been on the market several years. For a number of years their hand operated Hydro-Mixer proved exceptionally popular everywhere for treating and fertilizing putting greens. However, the popularity of the

hand outfit was so great that many of the McClain customers suggested the need of adding power to this unique piece of equipment.

The company announces that those who already have the hand operated Hydro-Mixer can now pur-



chase the Power Unit and attach it to their present outfit in a few minutes. The power outfit is said to run a whole day on a few cents worth of gasoline. This new power outfit, McClain officials announce, will be on display in McClain booth No. 11 at the Detroit equipment show. Complete literature and prices may be had from the company at any time.

**GRASS SEED**

For better  
**GREENS**  
 and  
**FAIRWAYS**

Samples and Prices on Request

Send for Our Complete Catalogue of EQUIPMENT and SUPPLIES for the Course.

**MICHELL'S SEED HOUSE**  
 Philadelphia, Pa.

GRASS SEED SPECIALISTS FOR FIFTY YEARS

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

A major program of plant expansion to care for anticipated increases in sales volume during 1941, has been announced by Fred Pabst, chairman, **Pabst Brewing Co.** Production capacity must be enlarged.

More Pabst Blue Ribbon beer and ale were sold during 1940 than during any previous year



FRED  
PABST

in the company's 96-year history. This record was established with the aid of three consecutive record-breaking months during the last quarter of 1940.

The electric eye has made its appearance in golf as a controlling feature of Master Eye Golf, a new practice device made by the **Fairway Co., Inc.**, 47 Second St., San Francisco, Calif.

On a view of a hole projected at the end of the Master Eye device away from the tee, position of the ball as it would be on the fairway is shown. This ingenious feature shows whether the ball hit has been hooked, sliced or straight, and how far it was hit. There also is a yardage indicator dial, and a fairway replica scoring diagram on the wall alongside the player, for showing results of the shot.

The device is operated on a coin box basis. After

the coin is dropped a time control begins operating. The electric eye and recording mechanism is in operation for the period covered by the coin payment.

Master Eye is said to be bringing excellent returns at installations now made on the Pacific Coast.

"Red" O'Dea, former Midwest golf pro, has been appointed representative for U. S. golf balls in the Chicago District. Along with Keith Muller, well-known U. S. representative, he will cover some of the metropolitan area of Chicago and adjacent territory.

In addition to his duties as a pro in the summer months, O'Dea has traveled as representative for a general line of sporting goods. As a result of this combined activity, he is well equipped to sell the compete line of U. S. balls. "Red" replaces Verne Nash who resigned recently to go into another line of work.

**Masters Planter Co.**, 4025 W. Lake St., Chicago, Ill., has a product, **Handi-Cart**, which should find countless uses around a golf course. The new **Handi-Cart** may well prove to be the successor to the wheelbarrow. There is no shoveling or stooping to load up the **Handi-Cart**. The operator just tips it down and rakes grass-cuttings, leaves, trash, earth, sand, etc., right into the cart—then tips it back and he has a full load. Similarly, to load heavy stones, bricks, cement blocks, etc., all he has to do is tip the front down, with no lifting at all.

**Handi-Cart** is made with sturdily supported sheet metal body; solid steel axle; 10 inch disc wheels; rubber tires. It is made in two sizes, of two and three cubic feet capacity, and is most inexpensively priced. Full details may be obtained by writing direct to the company.

## WANT ADS: Rates, 10c Per Word — Minimum, \$2.50

**Excellent Pro, Expert Greenkeeper, and Efficient Business-manager** wants a connection for 1941. Available March 1. Courteous and Reliable. Best of references. Address: Ad 203, % *Golfdom, Chicago.*

**Help Wanted**—Pro, and wife as cateress. 9-hole private course, 150 members. Cabins for living quarters. Address: Secretary, Rock River Country Club, Sterling, Illinois.

**Manager or Steward**—Wishes position city or country club. Over 30 years' experience in the best clubs and hotels. Economical operator, best of references as to character and ability. Address: Ad 202, % *Golfdom, Chicago.*

**Experienced manager** desires connection with a golf club—have also had years of experience catering and restaurant management. Enjoy good health—industrious. Best of references. Address: Ad 201, % *Golfdom, Chicago.*

**Greenkeeper**—18 years' experience. Ten years at one club. Know bent grass; can furnish good reference. Will go any place. Address: Ad 206, % *Golfdom, Chicago.*

**Caddie Master and Assistant Pro**—27, very capable with caddies. Good personality, no teaching, but excellent salesman. Also experienced club maker. References. Address: Ad 207, % *Golfdom, Chicago.*

### CLUB OFFICIALS—

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

**Greenkeeper** with over 22 years' thorough experience—all phases of first-class construction and maintenance, wants year-round position with modern club. Reasonable salary. Highest references. Address: Ad 204, % *Golfdom, Chicago.*

**Help Wanted**—Moderate sized New York state country club desires married couple to operate clubhouse on concession basis. Man who also could serve as pro would be especially desired. Please outline qualifications and experience in first letter. Details of the club's operation will be sent you on request. Address: Ad 205, % *Golfdom, Chicago.*

**Greenkeeper**—Desires position; 17 years' experience. Understands all phases of turf culture, including fairway irrigation, construction, disease treatments. College trained. Married. Age 35. Address, Ad 200, % *Golfdom, Chicago.*

**Ed Vines**, Assistant Professional under Alex Baxter at Kenwood Country Club, Cincinnati, Ohio, desires club of his own. Two years' experience in teaching, selling, managing, etc. Competent, reliable; highest references furnished. Age 24. Will go anywhere for personal interview. Address: Ed Vines, Kenwood C. C., Cincinnati, Ohio.

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# BOCA RATON CLUB one of the fine courses piped with CAST IRON...



*Courtesy of Boca  
Raton Club.*

*Boca Raton,  
Florida.*

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