



Milady moans, "My lovely hairdo is ruined. Got caught in the rain. I look awful!"

### Rain Bonnets are the answer!

Purse-sized. Each in plastic envelope. Smart, flattering colors: Blue, green, yellow, peach, pink, rose or clear. Soft, durable Neo-Seal. Sold by many pro shops from Coast to Coast. Retail \$1.00 each. One dozen in display carton. \$7.20 prepaid.

**RAINBONNETS. P.O. Box 6021, St. Petersburg Beach, Fla.**

and Grass Retarding; Alfred Dixon, supt., Missoula CC; Mavor S. Boyd, supt., Highland GC, Billings, and Wm. Karth, supt., Meadow Park CC, Construction of Greens; Herb Harsh, supt., Lewistown CC, Greens Maintenance; Henry Fiske, supt., Green Meadow CC, Helena, Fall Treatment of Greens; Dr. F. M. Harrington, MSC, Turf Nurseries.

Dr. Harrington is program chairman, Mavor Boyd, pres. of the association, and R. M. Peterson, secy.

### Sprayer on Mower Tractor Keeps Fairways Weedless

Frank Dinelli has come up with an idea, which, although simple enough, is also a smart answer to a fairway problem. Frank has installed on his fairway mowing tractor a hand operated sprayer equipped with an overlength spray pipe.

The idea is for the tractor operator to spot any stray dandelions, plantain, buckhorn, knotweed or patches of chickweed and apply a dose of 2,4-D without leaving the seat of the tractor.

Frank has found that the best way to look over the fairways is from the seat of the tractor used to pull the fairway

mowers. Of course, this would not be practical unless weeds were pretty well under control.

— *The Mole in Midwest Supts' Bull Sheet*

### YEAR-AROUND ADVERTISING

(Continued from page 34)

date. Some 300 golfers were involved in that outing.

#### Goes After Group Business

As to direct mail, he said that "we watch for the sun to come out" before launching the big Spring mailing. This is a sales letter opening with the words "It's that time of year again", and addressed to industrial plants, businessmen's groups, and social and fraternal organizations.

Gentlemen:

It's that time of year again!

The days are getting longer . . . and more of them are fair. It's beginning to get a little warmer. Why, it's just getting to be golfing weather.

Have you had an itch to swing a club lately? How about that longing look you gave your bag the other day. Yes sir, man, it's that time of year again.

Here at Cherry Hills, each pleasant day spurs us on a little more to make our club



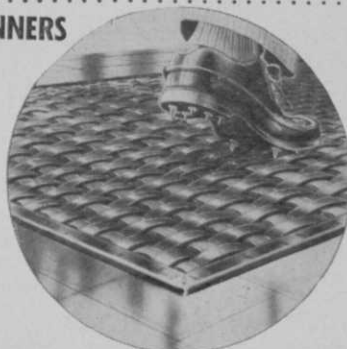
### PNEU-MAT-RUNNERS

Are Spike-resistant,  
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STANDARD  
WIDTHS!

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36"-42"-48"

TRIAL SECTIONS

24"x60"—\$10.00

20"x24"—\$ 4.00

Postpaid

Write Today  
for Details

**SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.**

more and more 'golf shape' (apologies to all ships at sea). And as each additional request for a tournament or club date comes in and is assigned, we know that this is going to be a bigger and better season than ever. But, we'd like to know that our old friends are going to be here too. How about you, friend? Have you made your plans and reservation yet? We've got some choice dates for some choice people. Let's hear from you . . . soon.

Walter S. Wallace

P. S. You won't know the place this year. Everything but that old 'homey' atmosphere is changed . . . and out at the first tee there's a spanking new Pro Shop that carries everything for us 'Pill Pushers' . . . W. W.

p. p. s. I'm enclosing a handy reference sheet with all particulars to make it easy to make your decision . . . and the phone number is INteroceen 8-9607

At least 5,000 of these pieces, together with a detailed fact sheet, are sent out at the end of March every year to produce what Wallace calls "a gratifying number of replies": Because the club has never used "cold" sales calls to obtain tournament business, this mailing is an important factor in promotion.

Upon receipt of a telephone or mailed order, the club sends the prospect a confirmation letter telling him that a specific date is being held for his outing. The prospect has only to sign the contract to complete the booking. Then, after the outing, Wallace makes sure that the customer receives a letter of thanks ". . . we're glad you came and we hope you come back again . . ."

Dear Sir:

This is a 'bread and butter' letter.

But it is one about which we are entirely sincere. We were real happy to have your group out here the other day. It is groups such as yours that are our 'bread and butter' and we want you to be sure that any time you come to Cherry Hills the welcome mat is out and our entire staff is ready and eager to serve you.

As you may have gathered, during your visit here, Cherry Hills is a multi-purpose country club. Our facilities have been carefully designed to accommodate golf tournaments, dances, banquets and other forms of group entertainment and enterprise. If, therefore, your group has occasion to put on any function of this nature, why not give us a call (the number is INteroceen 8-9607) and see what we can do for you.

Once again let me say on behalf of the club and its entire staff — we're glad you came and we hope you come back again, soon and many more times thereafter. It is a pleasure to serve you.

Walter S. Wallace  
for Cherry Hills

Supplementing this three-stage direct mail program, Cherry Hills makes use of newspapers and radio. Small ads are placed in two metropolitan papers on days preceding holidays and up to five spot announcements per day introduce time signals on a local Hammond station.

Wallace, now in his 17th season in the golf course business, his 13th as a manager, is proud of the repeat business he has seen in his 6 years at Cherry Hills. A number of his tournament accounts have returned for 4 and 5 years, and he cited a steel company in this category whose 700-player outings are "one of my oldest and biggest accounts."

"Incidentally," he added, "it was my Chicago classified directory ad that brought in those steel people in the first place. A group of 85 golfers from a branch office of Coca-Cola came to me recently the same way."

Other firms and groups that play their annual tournaments at Cherry Hills are Sinclair, Standard Oil of Indiana, Acme Steel, Republic Steel, Santa Fe, Rock Island, Elks and Masonic Lodges, and medical and dental societies.

As a man who oversees the golfing pleasures of so many people, Wallace has little time for recreation himself. The business end of the game has kept him off the course for the last 7 years, but he can take pride that he "stopped while he was ahead". That is, he was a 73-74 golfer when he took over Cherry Hills.

## LEARNING ABOUT JOB

(Continued from page 32)

placed at all strategic sand traps and that raked by caddies or members be enforced at all times.

(2) Eliminate shrubbery now planted 200 yards out from tee on left of 2 fairway. These are a nuisance and of no value in the playing of the game. In speaking of directions—left and right in identifying traps is given by facing the green from the direction of the tee. Around 2 green, bring the left trap closer to the bunker, on the right reduce the trap to about one-fourth its size and face the side along the green. Seed or sod the balance of the trap. On 2 revet sand traps around green.

(3) Trim and revet traps.

(4) Revet sand traps around green.

(5) Same as 4. Clean shrubbery along left fairway along the ditch.

(6) Eliminate far trap on right. Narrow fairway on left of 6 to green.

(7) Eliminate sand trap on left of tee and face sand trap on right. Around green face both sand traps and revet.

(8) Eliminate most of sand traps on

THE SAME HIGH QUALITY  
AS ALWAYS in

**Pro-Grip**

NON-SLIP GRIP RESIN  
JUST A NEW AND  
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**MINIATURE  
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We can furnish you  
**COMPLETELY**

Prices and Details on Request

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right. Thin out shrubbery on left of green.

(9) Trim all traps and re-vert those near greens.

(10) Clean up trap. There has been some discussion that some of the traps on the right from 10 tee be eliminated because of interference with ladies' driving. I mention this for discussion of the board. Eliminate dead trees on right of 10 green.

(11) Clean up trap and eliminate one on far right.

(12) Eliminate scallops on trap on right. Clean and re-vert traps around green.

(13) Clean up traps.

(14) Move trap on right of green forward and closer to green.

(15) Clean up traps.

(16) Eliminate most of trap in back of green in connection with work on 2 hole.

(17) Clean up all traps.

(18) Dig mud hole out in front of green so that the lake comes up to the edge of the bank. Trim the sand trap and re-vert so ball can not be putted out of traps.

5. Suggestion is made that an electric out-door clock be placed on the chimney of club-house facing 10 tee.

6. All dead trees should be taken down.

7. In conjunction with the house committee we should have at the 5th tee up-to-date rest rooms with facilities for barbecues on special days.

8. Under new construction we would suggest for consideration an auxiliary tee on 5 that would change the play of the hole, the tee to be close to the present ditch away from the shelter house. Another improvement would be an alternate tee on 9, by eliminating one old tree. A beautiful tee could be made, improving the hole considerably without any additional cost except our own labor.

9. In the way of new equipment I am informed that we will need two additional power mowers and 2,000 feet of 1 in. water hose, one tractor power rake and a few sundry supplies. I have not had time to study the proportionate labor expenses that go into the budget as compared to other items and charges, but do hope to have this information by the time the above items come up for discussion.

In addition we will try as an experiment, and on such holes as are feasible, placing 200 yard markers from the center of the tees, and we will also put a distinguishing marker 150 yards from the green, and if this idea is popular and acceptable, we may later plant an ever-

**Monroe FOLDING  
BANQUET  
TABLES**

Direct Prices and  
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Lodges,  
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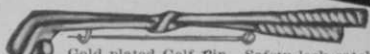
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Gold plated Golf Pin. Safety lock catch  
\$1.55 Plus P.E. Tax  
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...1952 GOLF TROPHY  
CATALOG

**THE TROPHY & MEDAL SHOP**  
10 S. Wabash Ave.  
Chicago 3, Ill.

green in the place of the stake.

We have in mind doing all work and improvements as far as possible with our own equipment.

Other suggestions that should have consideration are: fixing up the help quarters at the dormitory, repair and repaint some sections of the fence, put in a hot air furnace in the pro shop and eliminate the dangerous open flame gas heater, establish a pumping system for our deep well and have it piped to the caddy house and to the 10th tee.

#### CARLON HAS INFORMATION FOLDER

The Carlon Products Corp., Cleveland 5, Ohio, makers of Carlon Flexible Plastic Pipe and fittings for golf course irrigation, have a new folder which gives index charts on working pressures, weight per foot, and normal shipping lengths for the various pipe sizes. Another index gives specifications on the plastic fittings. Weighing only  $\frac{1}{8}$  as much as steel pipe, Carlon can be handled without special rigging and can be curved to follow irregular surface contours above or below frost level. It is guaranteed against rot, rust and electrolytic corrosion. Further information may be obtained by writing the company.

A. G. Spalding & Bros., Inc., again sponsors play-by-broadcast of the U. S. L. T. A. National Tennis Championships at Forest Hills, Sept. 6 and 7 via a special coast-to-coast hookup. The national broadcast marks the 9th consecutive year Spalding has sponsored this colorful event which climaxes the tennis season each year.

#### TESTS SHOW BUILT-IN PROTECTION FOR "ATHLETE'S FOOT" POSSIBLE

Built-in protection against catching "athlete's foot" around swimming pools, locker rooms, and showers by adding fungi-destroying materials, such as copper

compounds, to the regular portland-cement concrete used in these structures, may soon be a reality; according to Biologist Radcliffe F. Robinson of Battelle Institute, Columbus, Ohio.

"Our investigations have shown that concrete containing 10 per cent copper acetoarsenite can be very effective in preventing the growth of the mold, 'epidermophyton interdigitale'. This mold is known to be among the causes of athlete's foot."

Leaching tests indicate the exact life of the fungicidal copper compound in showers and around swimming pools, where it is subjected to leaching or washing away by large quantities of water, should remain fungicidal for two or three years, and possibly for a much longer time.

The pleasing light green color of the copper acetoarsenite would eliminate the necessity of painting. In several years, this feature in itself could pay for the cost of the copper additive, Mr. Robinson points out.

E. R. Bowman, pro-manager, Valdespino GC, El Paso, Texas is entering the golf accessory and course equipment supply business covering the West Texas, New Mexico and Arizona territory. Bowman is seeking distributorship for a line of golf bags, shoes, sportswear and other sundries. Manufacturers interested in representation in this area can reach Bowman at P. O. Box 3337, Station A, El Paso.

#### MacGREGOR MERCHANDISE FOLDER PRO SALES STIMULATOR

Special merchandise folders made available to professionals in the Spring by the MacGregor Golf Co. received such popular reception additional supplies had to be made available to take care of requests. Used as inserts in monthly mailings to club members, placed in lockers and used as pro shop hand-out pieces, pros report the folders have resulted in "plus" sales.

**GOLF'S TOP EXHIBITION**  
*The Master of Golf Magic*  
**JOE KIRKWOOD**  
*with his entertaining and instructive*

**TRICK SHOT SHOW and CLINIC**

Indoor and Outdoor Shows

For Booking Details Write:

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## GOLF AWARDS



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Better Value  
Top Quality  
Quicker Service  
Free Delivery on  
Prepaid Orders.  
Send for free catalog.

**Sports Awards Co.**  
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**EVERYTHING IN  
GOLF AWARDS**

SEND FOR FREE CATALOG

**R. S. OWENS & CO.**

2039G W. 13th ST.  
CHICAGO 8, ILL.

**PRO FINISHED  
PERSIMMON HEADS**

**WOODS HAND MADE TO ORDER  
WON-PUTT ALUMINUM PUTTERS**

Quick Service on All Types of  
Repair Work.

**Bert Dargie Golf Co.**

2883 Poplar Avenue, Memphis 11, Tenn.

Pros wanting folders to stimulate sales for August, September and October may order additional quantities free of charge.

Appointment of Herbert H. Handlemann to Store Manager of the Paramus Garden Center (N.Y.), which features an extensive line of seeds, bulbs, garden supplies and gifts, has been announced by J. Edwin Carter, pres. of Peter Henderson, Stump & Walter Co. Affiliated with the Horticultural business for the past 38 years, Handlemann had served on the Executive Board of Peter Henderson, Stump & Walter Company, where he has been associated for the past 22 years. Prior to that, he was with Vaughan Seed Co. for 16 years.

**SPALDING DOT AND TOP-FLITE  
GOLF BALLS GIFT BOXED**

Spalding once again offers the Tru-Tension wound Dot and rugged Top-Flite golf balls in attractive Christmas gift boxes at no extra charge. The dozen size gift box has the appearance of luggage tan leather with simulated gold embossing and an ornamental crest on top. The interior of the gift box is cork lined and can be used for cigarettes, jewelry or as a utility box.

Golf balls may again be personalized with the player's name. Both the gift



boxes and personalizing are available at no extra cost. The balls are also available in half dozen size boxes but can be personalized in the dozen lots only.

**NOTT INTRODUCES SOIL CONDITIONER**

A highly concentrated soil conditioner formulated by the Nott Manufacturing

**GET THE BEST**

**GOLF RANGE SUPPLY CATALOG**

Wholesale to the "trade" only

**WITTEK GOLF RANGE SUPPLY CO.**

**GOLFERS** equipment and accessories as well as RANGE supplies and equipment may be conveniently ordered from the WITTEK GOLF SUPPLY CATALOG. Saves you money too... Satisfaction guaranteed.

**Wittek GOLF RANGE SUPPLY CO.**  
5128 W. North Ave. Chicago 39, Ill.

**AMERICA'S BIGGEST SELECTION  
of  
GOLF AWARDS**



A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

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Tele. - Wabash 2-5255



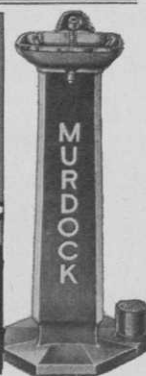
## GOLF PRINTING

Score Cards - Charge Checks  
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Caddie Cards - Handicap Systems  
Forms for Locker and Dining Rooms  
and for the Professional.  
Fibre and Paper Tags  
Envelopes - Stationery  
Samples on request.

**VESTAL CO., 701 S. LaSalle**  
Chicago 5 Phone: HArrison 7-6314  
Established 1912

Nothing like August to  
show up the value of  
**MURDOCK Outdoor Drinking  
Fountains and Hydrants**  
Members appreciate cool drinks  
The Murdock Mfg. & Sup. Co.  
Cincinnati 2, Ohio

**MURDOCK**  
OUTDOOR  
DRINKING FOUNTAINS  
HYDRANTS  
LAWN HOSE BOXES



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209 E. 49th Street  
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## WILLIAM F. GORDON Golf Course Architect

Member  
American Society of Golf Course Architects

Doylestown,  
Pennsylvania

Co., Mt. Vernon, N. Y., under the trade name of "Soilife" has proven through extensive tests that it changes the structure of the soil and provides such benefits as better drainage, less erosion, better water absorption, more effective use of soil fertilizers and better and stronger root structure. Soilife is formulated from "Aerotil", a development of American Cyanamid Co. It is easily dissolved in water and applied with a sprayer. Spiking is necessary on fairway and turf areas before application.

## NEW MODEL RUTLEDGE CADDY SAVER

The Rutledge Company, 3333 W. Belmont Avenue, Chicago 18, Ill., has a new deluxe Caddy Saver golf cart, constructed along the same lines as the original Caddy Saver, but with 12" wheels. A new ratchet attachment makes it possible to adjust the handle and lock it in position



to suit the height of every person. The new handles are made from case hardened steel plate, rather than from castings or forgings.

Rutledge Caddy Saver carts really roll when folded — a feature that has made them popular wherever shown and sold and the bracket attachment for clamp-

## ROBERT TRENT JONES

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American Society of Golf Course Architects

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Phone — Valley 3-3444

Turtle Creek, Pa.  
Suburb of Pittsburgh

ing the bag to the cart — an exclusive Rutledge invention, gives the owner full access to all bag pockets and compartments. Caddy Savers are precision built throughout and equipped with 1.75 rubber tires, ball bearing wheels and hand grips.

Tommy Bolt and Chick Harbert, who have fared well in tournaments this year, have joined the advisory staff of The Fawick Flexi-Grip Co., Akron, O. The firm is producer of Golf Pride rubber and cork grips and is introducing its new "Rib-Lock" model.

**DODGE, INC., NAMES AGENCY FOR  
NEW ADVERTISING CAMPAIGN**

Dodge, Inc., manufacturers of trophies and makers of a long line of gift-ware, has named Ivan Hill, Inc., to direct its advertising and public relations. A. W. Cowles, gen. mgr., Dodge, Inc., made the appointment as part of the company's new plans for a more extensive promotional effort in behalf of its thousands of dealers across the country. Joe Risolute of Ivan Hill, formerly advertising manager for Wilson Sporting Goods Co., will serve as account executive in the planning and execution of all advertising and promotional work.

**TORO HAS NEW TYPE SNOW PLOW**

A new type snow plow has been developed by Toro Manufacturing Corp., Minneapolis. Named the Snowhound, the plow



has a 17 in. plowing swath, is powered with a 2½ Briggs and Stratton 4-cycle engine, is easily pushed and throws snow 10 to 15 ft. to the right or left of the machine. Snow is collected through a screw-action rotor which propels it up and out of the directional chute thus making it impossible for snow to be compacted in front of plow and reducing tendency of the mechanism to freeze in very cold weather.

**WILLIAM P. BELL AND SON**

**GOLF COURSE ARCHITECTS**

Member: American Society  
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544 Sierra Vista Avenue  
Pasadena 10, California

**Don't Let CRABGRASS  
Spoil the Beauty of Your  
Fairways this Year!**

use

**WEEDANOL**  
**CYANOL (PC)**  
**Crabgrass Killer**

ASK YOUR DEALER

**ASSOCIATED CHEMISTS, INC.**  
North Collins, N. Y.

## ACUSHNET TELLS XMAS GIFT PERSONALIZED BALL PLAN

Once again Acushnet is offering to pros an attractive promotion idea to help them cash in on the ever-growing Christmas gift ball business.

Last year pros who tied in with Acushnet Christmas promotion sold thousands of dozens of balls. This year, with the stimulus of national advertising added, says the Acushnet company, sales should go way ahead of last year's figures.

Personalized Titleists packed in a very sturdy de luxe case with many after-uses



will be offered gift seekers at no advance in price through the advertising columns of magazines reaching over 3 million readers.

The prospective gift-purchasers will be urged to order through their pros. If the pro shop is closed for the season, they may order direct from Acushnet, and the pro in each case credited with the sale.

Leon D. Faucett, 1325 Lakeside Drive, Garland, Texas now representative for the Freddie Haas putter in the Southwest.

## NEW ALL-PURPOSE CEMENT

Professionals, superintendents and club managers will be interested in a new all-purpose cement, "Weldit", being marketed

by Singer Home Products, 121-03 Sutphin Blvd., Jamaica 4, N. Y. Ability of the clear liquid to cement anything to anything else permanently, Weldit is reported to be the cement that supersedes "all ordinary glues and pastes".

Unaffected by water, alcohol, naphtha, oil, gas, etc., Weldit can be used indoors or out for repair, and as weatherstripping, insulating, weatherproofing and caulking material. Although Weldit seals and bonds permanently, it remains pliable, allowing for natural expansion and contraction of sealed or cemented materials due to weather conditions.

## ALDRIN APPROVED FOR CONTROL OF TURF INSECTS

Aldrin, distributed by Julius Hyman & Co., Denver, Colo. has been approved by the Production and Marketing Administration, USDA, for the control of Japanese beetle grubs, European chafer grubs, white grubs, green June beetle larvae, lawn chinch bugs and ants in turf and in ornamental nursery and greenhouse soils where ornamentals are grown. Dosage recommended is 1½ gals. of Shell Aldrex 2 (or 12 lbs. 25% Aldrin Wettable Powder) per acre. Treatment should be applied in spring or when insects are observed to be troublesome. Additional information on Aldrin for soil insect control by writing Julius Hyman Co.

## FAWICK INTRODUCING NEW RIB-LOCK GRIP

A new Golf Pride golf club grip is claimed to aid the player in properly holding the club, give greater traction action, relieve tension, absorb shock and provide easier control for better ball direction. It is easy on the hands and attractive in appearance. The new grip is made of rubber and cork, with cap and grip molded to shaft in one piece. It is to be known as the Golf Pride "Rib-Lock" model and is a product of the Fawick Flexi-Grip Co., Akron, O. J. A. Karns, gen. mgr. of the firm, is the designer.

The "Rib-Lock" name for this new model was suggested by the fact that a rib, or comfortable ridge, extends the full length of the grip on the underside. This helps to correctly position the grip in the hands, relative to the face of the club.

Vertical indentations, on the surface of

"This will be the fourth season when my so-called 'hot weather' fertilizer treatments will be made entirely with Liqua-Vita.

"The compatibility of Liqua-Vita with other material and the constant growth and color it maintains guarantee its spot on my yearly budget."

Philip I. Cassidy  
Greens Supt., Weston Golf Club  
Weston, Mass.

**AMERICAN LIQUID FERTILIZER CO., INC. . . . Marietta, Ohio**



FOR YOUR CONVENIENCE—GOLFDOM'S

# Buyers' Service

Check off your Needs, tear out and mail this sheet to *Golfdom, 407 S. Dearborn St., Chicago 5, Ill.* You'll get prices and literature direct from the sources of supply.

## Golf Course

- Aerifying equipt.: Fairway   
green
- Architects: course  house
- Ball washers
- Ball Washing Compounds
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Crabgrass control
- Divot fixer
- Drinking fountains
- Fencing
- Fertilizers
- Flags (greens)  Flag poles
- Fungicides

- Gasoline engines
- Golf Course Const'n Engineers
- Hedge trimmers
- Hole cutters
- Hose, 3/4"  1"
- Humus
- Insecticides
- Lapping-in machine
- Miniature Course Const'n
- Mole traps
- Mowers: putting green   
whirlwind  tee   
fairway  rough  hand
- Mower grinders
- Compost, prepared
- Peat Moss
- Pipe
- Playground equipment

- Pumps
- Putting cups
- Refuse containers
- Rollers: power  water filled
- Sand (for greens, tees)
- Scythes (motor driven)
- Seed: fairway  green
- Sod cutter
- Soil screeners  Soil shredders
- Sprayers: power  hand
- Spikers: greens  fairway
- Sprinklers: f'way  green
- Sweepers (power or hand)
- Swimming Pool equipment
- Swimming pool cleanser
- Tractors
- Tractor wheel spuds
- Water systems, fairway
- Weed chemicals

## Pro Shop

- Bags: canvas  leather
- Bag carts, for players
- Bag supports
- Bag towels
- Balls: Regular  Range
- Ball markers
- Ball reconditioner
- Ball retriever
- Bandages, adhesive
- Buffing motors
- Calks, for shoes
- Caps and hats
- Club cleaning machine
- Clubs: Woods  Irons   
Putters

- ★
- Club repair supplies
  - Club separators for bags
  - Cushion-sole Inserts
  - Dressing for grips  bags
  - Golf gloves
  - Golf Grips: Leather   
Composition
  - Golf Practice Devices
  - Golf shoes
  - Grip preparation for hands
  - Handicap racks  cards
  - Mech. Range Ball Retriever
  - Practice driving nets

- Preserver for leather
- Pro accounting book
- Rain bonnets (women)
- Range ball washer
- Score cards
- Sport seats
- Sportswear: Shirts  Socks   
Sport jackets  Rain jackets   
Windbreakers  Slacks
- Tees (wood)  plastic
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies

## Club House

- Air conditioning equip.
- Athletes foot preventives
- Badges (caddie and guests)
- Bars (portable)
- Bath mats
- Bath slippers
- Bars

- ★
- Deodorants
  - Disinfectants
  - Floor coverings
  - Folding Table (Banquet)
  - Kitchen equipment:
    - Dish washers
    - Frozen food storage
    - Ice cube machines
    - Slicing machines
  - Link Type Mats

- Lockers
- Management Service
- Massage equipt.
- Movies of golf subjects
- Playing cards
- Printing
- Runners for aisles
- Rugs
- Showers  Shower mixers
- Step treads
- Towels: bath  face

Send information  
to: Name .....

Club  
Title .....

Club ..... Address .....

Town ..... Zone (.....) State .....

# LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1952

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the *right men* at your club do the *job right*. Send in the form below so we can get them "on the beam".

— FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —  
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club:.....  
 Private  
 Daily Fee  
 Muny

Address ..... Town:.....  
 Zone ( ) State..... By..... Club Position.....  
 NUMBER OF HOLES.....

**President's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....

**Secretary's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....

**Manager's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....

**Green Chrmn's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....

**Course Superintendent's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....

**Professional's:**  
 name ..... (Zone.....)

Add:..... Town:..... State:.....