Golfers' Headquarters
[for the past six years]
in Peoria, Illinois
Make Your Reservations for the Western Open Golf Championship Tournament
Country Club of Peoria
June 15-16-17
Hotel Pere Marquette
JERRY B. GORDON, Manager

GOLF PAX
SUCCESSOR TO GOLF BAGS . . . . Pros, coast to coast, finding this revolutionary new type bag biggest seller in years. Ask the Tufhorse salesman.
Des Moines Glove & Mfg. Co., Des Moines, la.

GOLF PAX
• BENT GRASS •
BOTH SOD AND STOLONS
Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.
HIRAM F. GODWIN
Box A, Redford Sta., Box 51,
Detroit, Mich. Wayne, Penna.

COLO Free Tube Just Writet!
Nature's Glove Grip
Effective • Clean • Invisible
The Colo Mfg. Co. Oak Harbor, O

NEWS FROM THE MANUFACTURERS

FATE-ROOT-HEATH PRESENTS PLYMOUTH TRACTOR
Plymouth, O.—A new low priced golf course tractor—the Plymouth—has just been announced by The Fate-Root-Heath Co., who also manufacture the Peerless Mower Sharpener familiar to most golf

The new Plymouth tractor.

clubs. The Plymouth tractor, according to the makers, combines unusual efficiency with modern appearance and has already attracted attention at golf courses.

Equipment includes a powerful, 4-cylinder Hercules engine capable of pulling a 5-gang mowing unit over most rolling fairways and a 7-gang unit over the ordinary course. Either low pressure tires or wide, "roller type" steel wheels are furnished as desired. A 4-speed transmission permits the tractor to travel at speeds varying from 1 to 25 miles per hour.

DUNLOP MOVES SPORT GOODS DISPLAY ROOMS
New York City.—Dunlop Tire and Rubber Co. announces the removal of the executive offices and display rooms of the sporting good division of the organization to suite 824, 500 Fifth avenue.

SPALDING PUSHES SCREW-LOCK SERVICE SHAFTS
New York City.—Developed to assist professionals to sell more Bobby Jones cushion neck registered irons, the new
screw-lock construction feature of these clubs is expected to prove popular with pros everywhere.

New Spalding display card

Briefly explained, the new construction permits immediate temporary repairs to an iron in the event of shaft breakage. Pros are asked to stock what Spalding’s call “service shafts,” one of which is inserted in the head of the broken club by the pro quickly and easily. Once in, the shaft will not work loose in play. The player uses the service shaft until a duplicate of his old shaft arrives from the Spalding factory. The service shaft is then removed and the custom shaft installed.

A new display card is available for hanging in pro shops to tell the golfers the story of screw-lock construction.

SCHAVOLITE CATALOG FEATURES FIVE LINES OF CLUBS

Long Island City, N. Y.—Schavolite Golf Mfg. Co., 22-19 41st avenue, has just issued a fully illustrated catalog on its lines of woods and irons. The catalog is entitled “Five Ways to Bigger Profits for 1934,” and features the company’s persimmon head woods, “Pro Flanger” and straight back irons, Walker “Inside-Out” clubs, General Electric Textolite clubs and the Walker-Rite “Pro-Fit” fitting club.

McCLAIN “KOOLDRINK” FOUNTAIN ACCLAIMED BY GOLFERS

Canton, Ohio.—Furnishing cold water at drinking fountains of a golf course has heretofore been a matter of considerable

You Got What You Wanted . . .
Now, what are you going to do to cash in?

You members of the Professional Golfers Association wanted a ball of the finest specifications and performance that could be sold only through shops of PGA members.

Your officials got the ball deal for you.

This arrangement gives you perfect protection on the finest character of golf balls.

It is just what you want and need to build up that idea of member service at the right price on the best merchandise. That’s the idea that is part of the foundation of a first-class professional’s business policies.

Now, are you handling your part of the deal? Are you pushing PGA balls for service to your members, for protection of your interests and strengthening of the association that you and other well-qualified professionals operate for advancing the game and its able professionals?

The PGA balls’ liquid center construction is the last word in golf ball design. Each PGA ball of authorized makers is carefully inspected. You and your members get utmost value in golf balls when the PGA label is sold.

IT’S UP TO YOU NOW.

PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

National Headquarters: First National Bank Building, Chicago
BEFORE YOU BUY
Any Sprinkling Equipment...

Send for Your FREE Copy of this VALUABLE BOOK

Showing our dynamically balanced Greenkeepers and the many other fine items that make up the most complete line of advantageous sprinkling equipment in the world.

THE MARCH AUTOMATIC IRRIGATION COMPANY
Dept. G-3 MUSKEGON, MICHIGAN

NATIONAL MOWER CO.
839 Cromwell Avenue St. Paul, Minn.

Where rugged endurance, sturdiness, and quality come first, the latest 1934 Model National Heavy Duty Fairway mower will meet your severest problem.

FAIRWAY MOWING

ON DIRECT SALES

LOW COST

On direct sales, the National Mower Co. will give you the best VALUE, the finest mower for the least money.

Using the most powerful frame, double sets of tempered steel cut gears in oil tight cases, Timken Bearings—it lasts longer.

GREATER VALUES PER DOLLAR

Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.

expense to clubs; either ice must be supplied to coolers or artificial refrigeration used.

McClain Brothers Co. has solved this problem for clubs with their Kooldrink outfit, which consists of a heavy sectional casing to be driven into the ground 20 or 30 feet. From the present club water system, water is forced to the bottom of the casing where it becomes cooled by the lower temperature of the deep-lying soil. When the drinking fountain valve is opened, this cold water returns to the surface through a small inside pipe connected direct to the fountain nozzle.

There are no delicate parts and the first cost is the only cost.

Interested club officials are urged to write McClain Brothers for full details and prices.

PIMM'S "NO. 1 CUP" IN BID FOR CLUB POPULARITY

Chicago, Ill.—Heaton Wine & Spirit Corp., 612 N. Michigan avenue, and 30 Rockefeller Plaza, New York City, is making a big drive to introduce Pimm's "No. 1 Cup" to U. S. golfers. The drink is composed of gin, French vermouth, Cointreau and several secret ingredients, and a jigger of it is poured in a tall glass, to which is added lemon soda, plenty of ice, cucumber rind and mint. It is a summer drink, very smooth, very palatable, very cooling and with an unsuspected "kick."

Pimm's 50 years of popularity in England suggests that club managers searching for a "different" summer taste sensation to present to their members will do well to write the Heaton Corp. for prices and full information.

PAYS TO PROTECT PROS, SAYS ED CONLIN

Revival in the golf business is putting the pros back in the driver's seat firmer than ever before, says E. C. Conlin, golf ball sales manager of U. S. Rubber Products, Inc.

Buying "at wholesale" and other cut-price deals gave the pros a whipping that not only cost them millions in legitimate sales income, but caused a dangerous diverting of purchases from proper channels, points out Conlin, who took a courageous step to eliminate this practice when the historic "U. S. Golf Ball Selling Policy" statement was issued as a platform of the company's sales practices.

The company agreed not to sell U. S. golf balls at trade prices to anyone but professionals and other legitimate dealers in golf equipment, not to sell golf balls to the U. S. Rubber Co. customers in other lines for personal use or the use of their friends, and not even to sell U. S. golf
balls to the company's own employes for their own use or that of friends. It further agreed not to sell U. S. balls to any retailer at a price less than the pros pay.

Conlin declares that the staunch maintenance of this pro protective policy by the U. S. company and the pro patronage forthcoming in appreciation of the policy are proving highly effective in putting the pros in a commanding position in golf merchandising.

ACUSHNET INSTALLS MORE X-RAY MACHINES

New Bedford, Mass.—Additional X-ray equipment has been installed in the Acushnet factory here for the inspection of golf ball centers. The perfectly centered cores of Acushnet balls are proving correctness of their theory by performance, Phil Young, Acushnet head, says.

BALL SALES BOOSTED BY SLOT MACHINE VENDING

Chicago, Ill.—Golf ball selling through slot machines which has been pleasantly and profitably successful on the west coast for two years and in Florida last season, is to be presented to the pros nationally by the Pro Golf Ball Machine Co., 21st floor, 8 S. Michigan avenue, Chicago. The company already has installed some machines in Chicago. Reports from Chicago district pros confirm the California and Florida endorsements of the devices.

The machines pay out 75-cent balls which are bought from the pros in whose shops the machines are installed. The device demonstrated its popularity promptly at a number of prominent clubs and for some time has been a feature of entertainment and sales promotion in such sales shops as those at Brentwood, Riviera, Fox Hills, Olympic, Lake Merced, Sequoia, Chula Vista, Palos Verde, Santa Monica, Santa Anna, Montecito, Montebello, Sun-

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The Toro Power Greensmower

Built in two sizes, 17½-inch and 19¾-inch, and with all the high-grade features of the Toro hand greensmower. Motor is 4-cycle, air-cooled, built up to the most modern standards. A thoroughly satisfactory single-unit power machine. Write for complete catalog.

Toro Manufacturing Co.
3042-3168 Snelling Ave.
Minneapolis, Minn.

How Much Is a GOOD CADDIE Worth to Your Club?

For 75c (less in quantity lots) the Tri-City Golf Association's illustrated caddie-book provides you with the practical solution of your caddie educational problem.

A complete caddie system with a "Caddychism" that has 116 pertinent questions on caddie's work and the game, their answers, simplified rules of golf, golf etiquette, golf terms defined, first aid hints, etc.; all presented in an attractive simple manner in 103 pages with 20 full page illustrations—pocket size.

SEND FOR A COPY TODAY

See that your Caddie Chairman gets one. Single copy, 75c; lots of 5, 70c, postpaid. Special prices in lots to golf clubs. Lots of 10, 60c; 25, 50c; 50, 35c; 100, 32c per copy, f.o.b. Moline.

FRENCH & WEBSTER
1325 3rd Ave.
MOLINE, ILL.

CUREX
THE BEST, SAFEST AND MOST ECONOMICAL TURF DISINFECTANT
25-lb. pail .......... $37.50
100-lb. drum .......... $145.00
YOUR SUPPLIER HAS CUREX OR CAN GET IT FOR YOU.
Write for Leaflet.

W-B CHEMICAL COMPANY
521 FIFTH AVE. NEW YORK

PHOENIX RED TIP TRACTOR SPUDS
Extra Long Service
Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from ¾ in. to ¾ in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING COMPANY
Joliet, Ill. Catawauqua, Pa
**SPREADERS**

A full line of golf course spreaders, seeders and barrel sprinklers. Ideal equipment for spreading compost, fertilizers and plant foods quickly and uniformly. Handles all dry materials. Also equipment for liquid chemicals and seeding.

*Practical — Economical — Fool-proof*

Write today for free catalog of the complete Thompson Line, and name of nearest Golf Supply House.

**O. E. THOMPSON & SONS**

551 River Boulevard  
Ypsilanti, Michigan

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Little 75-cent ball business. The California debut of the machine was conducted by the Sportsman's Mfg. Co. handling western territory and worked out so well for all concerned that the proposition now is offered nationally.

The device pays off 1-1-2-3-5 balls and 20 balls as the Jack-pot, according to the arrangement of characters that come up on the dials. When the Jack-pot 20 pays off the sound of golf balls cascading into the receiver tray makes music that brings people into pro shops.

Complete details of the machine will be supplied by the Pro Golf Ball Machine Co. on request.

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**SPALDING OPENS NEW BRANCH IN CHICAGO'S LOOP**

Chicago, Ill.—K. N. Herran, retail sales manager of A. G. Spalding & Bros., Chicago area, advises that a new branch retail establishment has just opened at 33 S. LaSalle street. The location is in the heart of Chicago's financial district and the new store expects to do considerable business among the stock-and-bond boys en route to their clubs after the market closes each day.

Main Chicago store for Spalding remains at 211 S. State street, where the pro golf department is located.

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**PROS' OWN TAPE BUSINESS IS RUSHING**

Orchard Lake, Mich.—The Tam Tape Co. keeps P. O. Box 24 at Orchard Lake well filled with incoming orders from pro golfers on a tape developed by Jimmy Anderson, active and well known Michigan pro. Jim owns the business and the way it is going gives testimony to professionals' business ability.

The Tam Tape retails for 25 cents a box. There are 24 boxes in a carton. The pro gets a good retailing profit and his players get a high quality tape that does not leave the hands messy. Spalding, Ha-

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**The Last Word in Sprinkler Efficiency**

**RAIN KING**

Model E

At any given pressure, will throw more water, throw it farther and spread it evener throughout the entire circle watered than any other sprinkler we know of. Instantly set to turn at speed that is hardly perceptible or at any faster speed desired. Sturdily built, and will last and perform well for many a year. Available as shown and also with quick connection to snap into valve installed for the usual Fairway watering.

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**The Most Practical and Economical Quick-Coupling Valve is RAIN KING**

Offers less resistance to water pressure—has less frictional surface to cut down pressure than any other valve. Unbreakable construction. Fool-proof.

Attaching hose or sprinkler turns on water. You'll need fewer valves if you use Rain Kings.

Made and Guaranteed by Chicago Flexible Shaft Co.

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**SAVE** for your club by purchasing acclimated, winter-hardy **BENT GRASS SEED**

Direct from the farms where it is grown.

A. N. PECKHAM, Kingston, R. I.

15 Years' Satisfactory Service  
Also Fairway Mixtures
Grass Seed
of "Known Quality"

"1934 Golf Turf Supplement," containing information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, free on request.

LEWIS
GOLF BALL WASHER
("Standard thruout the World")

As necessary as the "tee itself," Lewis Washers are durable, economical and priced for even the smallest club. See your golf equipment dealer now.

Lewis Washers in lots of 1 to 10 .......................... $6.00
—in lots of 11 to 20. $5.50
Complete tee ensemble —
washer, tee stake, towel, waste container, tee data plate.
Lewis Bag Rack and other equipment ............... $10.50

G. B. LEWIS COMPANY
Dept. GD 634 Watertown, Wis.

GOLF'S GALLERY OF CHAMPS
Exclusive photographs of U. S. professional and amateur champions, handsomely finished and ready for framing so they'll be interesting features of the club lounge, grille room, locker-room or pro shop.

I have the largest collection of photographic portraits of golf's notables, including all but two of the American Open and amateur champions.

All prints are finished in royal sepia.
5x8. ................ $1 11x14. ............. $ 5
8x10. ........... 3 16x20 ........... 10
Special prices on complete sets of the champions or on other quantity orders.

GEORGE PIETZCKER
5464 Clemens Ave. 
ST. LOUIS, MO.

RING AND ESPINOSAS GO WITH
P. GOLDSMITH & SONS

Cincinnati, O.—Walter Ring, one of the best known men in the golf sales field, has joined P. Goldsmith & Sons, and will take an active part in Goldsmith sales work. Ring will make his headquarters at the Goldsmith offices in the Flatiron Bldg., New York City.

Ring is a veteran in the golf field despite his youthful appearance. He was one of the organizers of the first pro group, the Golf Club Makers Asn., which was formed in 1913. He also installed the first department store golf department, the one at Filene's in Boston. In connection with that enterprise he was the first one to employ the services of a woman professional golfer for sales and demonstration.

Walter's entire business career has been in the sporting goods business. He was with the Winchester Arms, then one of the partners in the Athletic Shoe Co. and the Alumo Skate Co. He was with Spalding's in pro sales at the Boston and New York territories and prior to making the Goldsmith connection was with the L. A. Young Golf Co. as eastern manager. During the war he was a naval aviator.

Ring has no official title in his new connection, having had the substitute for the title put into the envelope he gets paydays.

Al and Abe Espinosa have signed up with the Goldsmith Co. and are working out design and construction feature of a line of clubs.

Signing Ring and the Espinosas indicates that the Goldsmiths plan to go after pro business. The company is a successful old-timer in other departments of the sporting goods business.