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Any Sprinkling Equipment....

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VALUABLE BOOK

Showing our dynamically balanced
Greenkeepers and the many other fine
items that make up the most complete
line of advantageous sprinkling equip-
ment 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 sat-
isfied owners covering every state.

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 sys-
tem, 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 sur-
face 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 mak-
ing a big drive to introduce Pimm's "No.
1 Cup" to U. S. golfers. The drink is com-
posed of gin, French vermouth, Cointreau
and several secret ingredients, and a jig-
ger of it is poured in a tall glass, to which
is added lemon soda, plenty of ice, cucum-
ber 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 Eng-
land suggests that club managers search-
ing for a "different" summer taste sensa-
tion to present to their members will do
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 Prod-
ucts, 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 di-
verting 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.

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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.

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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-