issue a Blue Book which fairly sets forth prices to be paid for certain used machinery. We believe these figures are fair and about in line with what we find used equipment can be sold for, in the New York area.

Our experience leads us to believe that equipment over eight years old is so limited in value, as to be considered unsalable in most cases. Certainly it is obsolete, just as much as a 1930 model car.

Our trouble and that of other distributors, has not been acute on equipment made in the period from about 1930 to date. The chief problem is on equipment of the vintage of the early twenties, in some cases going back to 1921.

The price of used machinery is determined by what the buyer is willing to pay. Common sense tells us that junk is just what the name implies, whether it is in your hands or ours and neither of us would buy it. If it is fit to be used at all, there is always reconditioning to be done and reconditioning, handling and sales costs must come out of the selling price. For instance, a used three unit gang mower which might be sold for $75 might easily have cost $50 to haul in, recondition, sell and deliver. Accordingly, the dealer who allowed over $20 for such an outfit would be losing money, and no business has solved the problem of operation without profit.

With your co-operation, we propose in the future, to control this situation by limiting trade-ins to reasonably late model tractors and mowers, which are in salable condition and which can be put in salable condition within the limits permitted by the allowance made and what the purchaser will be willing to pay. Most of you gentlemen have a good general idea of the costs involved in reconditioning and the life of the equipment, and with your co-operation, we are sure that we and other dealers will be able to solve this problem to the satisfaction of all parties.

Most everyone will agree that golf course purchasing power was much greater in the '20's than at present. Have you ever thought of purchasing power in what your dollar will bring in 1938 as compared with 1927? For example we looked over some old 1927 invoices the other day and perhaps you too, will be interested in the comparison. A Toro 3-unit super fairway mower sold in 1927 for $440 F.O.B. New York. In 1938 a vastly improved Super Mower 3-unit outfit sells for $380. About 13 1/2% less, yet wage costs are about 25% higher!
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a great yarn, it would also give pros an additional opportunity to win the favor of their members.

"Apparently it is doing just that, as judged from the reports we have received from pros everywhere. Requests for extra copies are coming in every day. We will take care of them as long as the second printing lasts. After that, I don't know."

Conlin says that his company's experience with the popular booklet is typical of the success of the entire promotion program for the year.

“We have had more requests for promotion material and we have received more favorable comments on our promotion helps this year than ever before,” he declares, “That goes for every piece—the new U. S. Royal Wall Poster, the four new golf score cards, and the Tournament Kit equipment. For this reason, U. S. Rubber today enjoys the best relationship with pros in its entire history.”

The Athygienic Foot Glove, for the treatment and healing of athlete's foot, has recently been placed on the market, and with great success, by the Medico Corporation, 827 E. Locust St., Milwaukee. The Athygienic Foot Glove is a soft dressing that comfortably fits the toes; is designed to prevent friction and contact between afflicted areas. It cushions each toe for comfort while the wearer is active or resting, and it also protects against further infection. It also has the additional function of keeping medication constantly applied to sore spots.

The manufacturers make a point, and a strong one, of the fact that members are going to feel a lot more like playing—and buying—if they're not being bothered with athletes foot, or sore, ach ing, tired feet.

Athygienic Foot Powder, a soothing medication to be used with the glove, is furnished with each treatment kit. The glove prevents the powder from being rubbed off by friction between the toes and does not allow the powder to become separated from the chafed areas beneath the toes. Stretching and drying forms for foot gloves are contained in each kit, and are made to retain the original shape of each glove after being washed.

The gloves, made of mercerized, undyed knitted fabric, come two to a kit, one for each foot, and they come in three sizes, wide, medium and narrow. Further information will be supplied upon request to the company.

Hillerich & Bradbys Co., Louisville, Ky., have just issued their 1938 Pro-Only Power-Blit catalog, which is being sent to
GOLFDOM

GOLF REQUISITES
Send for 1938 GOLF CATALOG free on request—contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, and Grass Seed. SEND FOR YOUR COPY NOW

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

only the golf pro customers of the company. The book is a fine printing job, contains many interesting and picturesque golf course scenes, and pictures and describes the entire Louisville Power-Bilt line of golf equipment. The catalog consists of 24 pages and cover, and is plastic bound.

The edition was serially numbered and just enough copies were printed to supply the company’s pro customers. Additional illustrated leaflets for special distribution to club members can be had, however, upon request to the company.

Schenley Import Corp., Dept. G., Empire State Bldg., New York City, has prepared a handsome and serviceable ringer scorecard that is available for free distribution by club managers or pros to their members as long as the supply lasts.

The card has adhesive material at the top of its back so it can be stuck inside a member's locker, providing a convenient place for keeping record of the season's rounds. The card is so designed that it is very valuable for maintaining a record of one's wagers as well as one's scores. Consequently it reminds a fellow when he has been careless with his handicapping. Schenley's idea in putting out this helpful ringer scorecard is to keep golfers reminded of Dewar's White Label Scotch whisky for those happy moments when the winners collect and the other guys are reconciled to paying off.

From England Albert Penfold reports the introduction of an entirely new golf ball. This most recent Penfold development is apparently produced along radically different lines and will be known as the "Penfold Patented."

The new ball embodies startling development.

Do YOUR CADDIES Know Their *CADDY-CISM?*

If they don't you're not getting all you should for your money.

A CADDY-CISM-trained caddy is an asset to his club.

Money-back guarantee:
50 to 100—10 cents each,
101 to 200—15 cents each,
201 and up—20 cents each.

EARL RUBY, Courier-Journal,
Louisville, Kentucky

* A compact, 32-page manual for caddies.
opments of Penfold's exclusive, cold, Chemo-Weld process. By this process controlled vulcanization by Chemo-Welding makes it possible to make an extremely thin cover; and it goes on the ball without damaging nor destroying the life of the rubber core.

The new ball has met with an enthusiastic response among English golfers since it satisfies their demand for a golf ball giving extreme length yet toughened to withstand the hardest punishment.

Penfold claims the new "Penfold Patented" is his greatest forward step in ball-making. It is expected this new ball will be put into production in the American Penfold factory some time this fall.

Bob Haggerty, Wilson's pro golf department New York manager, announces a new golf promotion film will soon be made available by the company. It is to be a 16 mm. sound film, and will show some of the current outstanding professional golfers in actual tournament play. Those whose shots are pictured are Ralph Guldahl, Sam Snead, Denny Shute, Gene Sarazen, Johnny Revolta, and Jimmy Hines. Shots were taken in both regular and slow motion, so the film will, of course, be instructive as well as extremely interesting.

No definite plans have been made as yet for distribution of the film, but arrangements will be completed for showings over the country within a short time.

Kenneth Smith's new booklet, "Why Kenneth Smith Hand Made Clubs Improve Your Game," has just come from the presses and is now being distributed to the pro trade. Features pictured and described are the new Arowin and Dartwin clubs, for the wood game, and introduced on these models are the patented Armoring collar for more grace and strength, and the exclusive Lock Weight construction.

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Vigorou, healthy root that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN
Box 122, Redford Sta., Detroit, Mich.

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Sold By Seed, Drug, Hardware and Dept Stores
LETHELIN PRODUCTS COMPANY, INC.
WOOD-RIDGE NEW JERSEY

BENT GRASS
BOTH SOD AND STOLONs

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

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Box 122, Redford Sta., Detroit, Mich.

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increases tractor efficiency and cultivate turf...that's why they are superior to all.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.
this year. The pro catalog features the Tommy Armour clubs, now in the fourth year as “pro only,” women’s Silver Scot clubs, Ernest Jones models for men and women, the MacGregor line of balls, bags and accessories.

Dunlop is supplying pros throughout the country with a personalized display stand in conjunction with a special campaign on the Dunlop Max-fli championship golf ball. Holding one dozen balls and made of real "lessons by appointment" are carried in conjunction with the pro’s name.

Information on how these displays may be obtained can be had by writing the Dunlop Tire and Rubber Corp., Promotion Department, 500 Fifth Ave., New York City.

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., made good use of a report on contemplated swimming pool installa-
tion which was assembled by the Olympia Fields CC pool committee last winter. The report was gotten up in booklet form and mailed out by the Graver company to golf clubs, who in turn could incorporate their own message in the booklet by changing the type on three of the pages.

The booklet discusses the questions that every club asks itself when contemplating pool construction, such as: Will a pool pay for itself? Will it help get new members? Will it increase family interest and patronage? What methods have proved best in financing a pool? Answers to many other questions, plus data taken from questionnaires sent clubs having pools, is also contained in the leaflet.

The Graver company also has a mechanical layout of a typical Graver water conditioning and re-circulating unit, and their book on the design, construction, and operation of modern pools, which will be mailed without cost to interested clubs.

Pathfinder Co., 1128 Woodstock Ave., Toledo, O., has an ingenious putting practice device consisting of a mirror sight that is attached to the practice putter blade by two screws. When the flag in the hole shows in the center of the mirror sight the putter blade is lined up correctly. The device checks up on body and eye position by making it necessary for the player to keep his master eye over the ball.

The Pathfinder putting practice and instruction device retail for $1.75 and has a good margin for the pro. It’s something that will greatly aid pro putting instruction and covers the putting flaw of incorrect aiming, which Mark Harris, noted writer and authority on putting says is the basic trouble of most golfers.

The device was invented by Hughie Rogers, assistant to Al Sargent at Inverness, Frank Southard, an Inverness member, and Hughie’s brothers, Bob and Carl.