PELLING the Japanese beetle. The manufacturers will gladly supply further information upon request.

Cooper Mfg. Co., Marshalltown, Ia., created considerable interest among the trade on the announcement of its new, light weight, low-priced power mower, developed and engineered in the Cooper plant for use on golf greens. The keynote of design in this new machine is the safe elimination of all dead weight, without sacrificing in any way, necessary strength and durability.

Features of construction include new plate type clutch with soft starting torque; positive reel adjustment; special heat treated seven blade reel; easily regulated, accurate height adjustment; aluminum rear roller with differential action; close-coupled grass box; rubber tired, ball bearing transport cart; latest type, self-sealing, precision bearings throughout; and new type gear reduction Briggs & Stratton motor. This improved design and construction combines to provide proved economy, durability and top performance for all greens maintenance.

William Jameson & Co., Inc., 630 Fifth Ave., New York City, is using a form of personal promotion on behalf of King's Ransom Scotch whiskey—in the person of Jack Redmond, international golf entertainer and one of the unique figures in the golfing world. Redmond has golfed in all corners of the world, and can do tricks with a golf club and a golf ball that have created no little amazement among golfers everywhere. He is constantly on the go giving his trick golf exhibitions and publicizing King's Ransom. Jack's locker-room discussions on golf and King's Ransom are almost as famous as his exhibitions, according to testimony of clubs he has visited.

Before starting on his next round-the-world tour, Redmond will devote all his time to exhibitions in the United States. His services are free not only to golf clubs, but to organizations having golf meets, tournaments or conventions. For available dates, address the Wm. Jameson Co., N. Y. C.