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WHAT'S NEW

Hillerich & Bradsby Co., Louisville, announces that Helen Macdonald, who has been prominent as a golf professional for almost 20 years, has become associated with the company as design consultant on H & B golf clubs for women. The Hillerich & Bradsby line for 1940 includes new matched sets of women's clubs that reflect Helen's extensive experience with the problem of properly fitting golf clubs to women.

For more than 10 years Miss Macdonald has conducted a successful indoor golf school in Chicago's Loop district, and in establishing that record has instructed thousands of women golfers. She is widely known among golf pros. Her discussions with hundreds of pros on the subject of women's clubs and women's golf instruction, are reflected in the distinctive engineering of the new H & B models for women.

Toro Manufacturing Co., Minneapolis, Minn., announces four new distributors: the E. B. McCartney Co., 6 Prospect St., Madison, N. J., who is covering northern N. J. and Long Island; the Park Supply Co., 136 Martine Ave., White Plains, N. Y., whose territory is Westchester, Putnam and Dutchess counties in N. Y., and Fairfield county, Conn.; Charles Lennon & Son, Liberty, N. Y., covering Sullivan, Orange, Delaware and half of Ulster
SAVE HALF OR MORE
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The PULLFORD
Rubber-tired or steel wheels
... plus any used Ford A or Chevrolet car ...
makes a really low-cost Golf Course Tractor.
Pulls 3 to 5 mowers. Also special Golf Course Dump Trailers and Wagons. WRITE TODAY.
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county, N. Y., and the Connecticut Toro Co., 77 Wellington St., Hartford, Conn., who will handle all of Conn. with the exception of Fairfield county.

Crawford, MacGregor, Canby Co., announces the opening of a Detroit Dist. factory branch, located in the Birmingham Theater Bldg., Birmingham, Mich., just a short distance from Detroit. The new MacGregor branch is so located that it is not more than 30 minutes from 90% of the golf clubs in the Detroit area, which fact insure prompt deliveries and service. Irv Allen is in charge of the new factory branch, and is being assisted by Midge Murray, formerly pro at the Birmingham CC.

The Burke Golf Co., Newark, Ohio, has announced that the Curtis Lyon Co. in Los Angeles is now handling the distribution of Burke equipment for all of California. Lyon has been in charge of Burke's San Francisco stock for some time, and when T. G. Philpot, who has been handling Burke distribution in the Los Angeles territory for a number of years, left the business January 1st to devote his full time to another field, the San Francisco stock was moved to the Los Angeles office, leaving all California business for the company in charge of Curtis Lyon.

The first of the year also saw a change in Burke's New York setup. The New York office is now located in the suite formerly occupied by Hillerich & Bradsby, but is on the same floor as before, in the Park Murray Bldg., at 11 Park Place. This change has provided considerably greater space, with room to carry larger stocks than formerly—which will be reflected in even better service for the New York area.

McClain Brothers Company of Canton, Ohio is finding a wide reception for its Power Hydro-Mixer Outfit which it introduced last year. For a number of years the company's hand-operated Hydro-Mixer proved exceptionally popular everywhere for treating and fertilizing putting greens. However, the popularity of the hand outfit was so great that many McClain customers suggested the need of adding power to this unique piece of equipment.

The company announces that those who already have the hand-operated Hydro-Mixer can purchase the Power Unit and attach it to their present outfit in a few minutes. The Power Outfit is said to run a whole day on a few cents worth of gasoline. This new Power Outfit, officials announce, will be on display at the New York City equipment show. Complete literature and prices may be had from the company at any time.

GRASS SEED
OF "KNOWN QUALITY"

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