

“Everything Old Is New Again”

Odds are, your course prohibits metal spikes. Today, most golf courses do. The revolution began in the early 1990s when soft spikes emerged as one solution to putting green and clubhouse floor damage wrought by metal spikes. Offering golfers the same traction as their metal counterparts, soft spikes soared in popularity and are now standard on the overwhelming majority of golf shoes.

1909 SOMETHING NEW 1909

THE KEMPSHALL

FLAT BRAMBLE GOLF BALL



WHITE COVER

GOLD CRESCENT MARKING

The flat branding is an entire new marking. It increases wonderfully the playing qualities of the ball. It is unquestionably the most durable, the longest lasting and the best putting ball ever produced. The Flat Brambles hold their shape, their scoring unimpeded reasons in play, even after long hard usage.

75 CENTS EACH Sold under a strong guarantee \$9.00 DOZEN

THE KEMPSHALL MANUFACTURING CO., ARLINGTON, NEW JERSEY

TOWNSEND MOWERS

TOWNSEND'S GOLF WONDER.

The only mower on earth specially designed to cut the Putting-Greens.

Has no wheels to mark or tear the turf. Cuts twice as fast as any other on earth. Runs easy, having ball bearings throughout.



TOWNSEND'S HORSE MOWER.


Instantaneous change of height of cut.
Triple rolls with triple pawls in each roll.
Instant control of blades without leaving seat.



S. P. TOWNSEND & CO.
ORANGE, N. J.

WHITCHER

ADJUSTABLE RUBBER GOLF DISK



Golfers who desire a firm footing use these rubber disks. They are far superior to the hob nails and golf spikes, as they do not damage the clubhouse floors or the putting green. Also adapted for Base Ball, Tennis or any other Sporting Shoes.

MANUFACTURED ONLY BY
FRANK W. WHITCHER & CO.
BOSTON, MASS.

For sale by
A. G. SPALDING & BROS.
and other dealers.

Pat. June 18, 1900

While their prevalence and popularity is recent, soft spikes themselves are an old innovation. This advertisement for Whitcher Adjustable Rubber Golf Disks dates back to 1909 and touts the same features that appealed to golfers (and golf course superintendents!) nearly a century later: firm footing and friendly to the golf course and clubhouse.

Need further evidence that everything old is new again? These advertisements for the Kempshall Flat Bramble Golf Ball, Heagle's Golf Gloves and Townsend Mowers reveal remarkable consistency in consumer demand between 1909 and 2001. The golf ball manufacturer appealed to the golfer's desire for long drives and

putting accuracy; the glove manufacturer highlighted style and durability; the mower manufacturer called the product a “wonder” and proclaimed “twice as fast as any other on earth.” (Of course, most of us take for granted that our mowers feature “instantaneous change of height of cut” and “instant control of blades without leaving seat.”)

In 100 years, how will our successors look back on today's advertisements for golf course, and golf, equipment? Most likely, they'll reflect on the common threads. Because golfers will still be looking to shave a few strokes off their score, and golf course superintendents will still be striving for ever-higher standards of excellence.



Golf Gloves

ALL STYLES



THE DURABLE
MADE FROM
GOOD, PLIABLE, STRONG LEATHER
TRY THEM