



# GOLF'S GOLDEN TRAIL

leads to the

AGUA CALIENTE \$7,500 OPEN  
January 11, 12, 13, 14

THE winter season in Southern California is again enlivened with a brilliant series of golf conquests culminating in the fourth playing of the great Agua Caliente \$7,500 Open at America's Deauville. At the close of the tournaments you will find rest and relaxation here where the exotic pleasures of the Casino, the Cafe, the Spa and a spectacular season of horse racing vie with the enchantment of balmy winter breezes to afford days and nights of never-ending interest.

### Southern California Tournaments

Tournament	Date	Purse
Pasadena	Dec. 16, 17 & 18.....	\$4,000
Santa Monica	Dec. 30, 31 & Jan. 1.....	\$2,000
Los Angeles	Jan. 7, 8 & 9.....	\$5,000
Agua Caliente	Jan. 11, 12, 13 & 14.....	\$7,500

### RACING Opens Christmas Day

## AGUA CALIENTE

(Pronounced *Ab-wah Cal-e-ente*)

### HOTEL and CASINO

Just 20 miles from San Diego, Calif., in Old Mexico



## ARCHERY— GOLF EQUIPMENT

especially developed for this game on our own Archery Golf Course, can be supplied in quality and quantity by

Trademark Registered

### THE ARCHERS COMPANY

Makers of Fine Bows and Arrows  
Catalog on Request Pinehurst, N. C.

## Demand GENUINE PYRATONE SHEATH

### QUICKER SALES—BIG REPEAT BUSINESS

For smarter looking and longer lasting clubs, have them equipped with Pyratone Sheath. Pyratone Sheath is the only finish Guaranteed for the life of the club. Leading Club Manufacturers Can Supply You.

PYRATONE PRODUCTS CORPORATION  
1457-67 W. Austin Ave. Chicago, Ill.

"WEE INN," a Wisconsin fee course feature, has room for only 5 tables and 4 stools. It is tastefully decorated and in attractive building. Being located between 9th green and 10th tee, near first tee and close to main highway, it always sells a good volume of drinks and light lunches.

THE FIRST hole of a golf course should be relatively easy because the players have not yet warmed up to their game and it should also not be a short three par hole which will force following players to wait until the preceding foursome has holed out. The ideal opening hole is between 350 and 400 yards in length and the fairway and green approach is not tightly trapped.

### PENFOLD APPOINTED DIRECTOR IN AMERICAN COMPANY

New York City.—Albert E. Penfold, authority on golf ball construction and flight, has been appointed director in the company marketing Penfold balls in America. This company, formerly John P. Stockbridge, Inc., now becomes Penfold Golf Balls, Inc., at 67 W. 44th St.

The company is planning extensive promotion and advertising throughout the U. S., Cuba and Bermuda, and will continue its established policy of selling solely to pros. Featured throughout the campaign will be the Penfold *Stockbridge* and the Penfold *LHS*, both retailing at prices lower than the dollar Penfold LL.

James H. Marvel, who will represent the ball in Fla. and Ga. this winter, covers the mid-west territory. E. F. House, who covers Penn., N. J., Del., and Md., will cover the southern coast states north of Ga. Jack Neville, of San Francisco, has the west coast under his wing. Milton M. Heyman is in charge of sales.

## HAVE YOU SEEN

the Sensational Innovation  
in Golf Bags

## GOLF PAX

—the greatest new thing in golf equipment. Ask the Tufhorse salesman to show you Golf Pax. Des Moines Glove & Mfg. Co., Des Moines, Iowa.

## MAC GREGOR MAKES NEW DISTRIBUTION PLANS

Dayton, O.—The Crawford, McGregor & Canby Co., manufacturers of MacGregor golf supplies, announce that on Jan. 1st, 1933, it is terminating a long established relationship with the St. Mungo Manufacturing Co. of America, which has acted in the capacity of a sales organization for MacGregor merchandise on the East and West coasts.

Beginning on that date, MacGregor will operate its distribution nationally with members of its own organization. Present plans call for two branch offices and warehouses, one in New York and one in San Francisco. These two branches will cater to the coastal states and will enable these distant points to enjoy the benefits of prompt service. A complete stock of merchandise will be carried in each warehouse. Promptness in receiving merchandise means more today than ever before and nothing will be omitted to prevent this being achieved.

The MacGregor statement concludes:

"This change in method of distribution is an important step in our plan of readjustment. We are confident it means a firmer foundation for the future. It is made with the best interests of our customers in mind, and they may be assured that the change will be of benefit to them."

## MAC SMITH SHOWS CLUBS AT PGA MEETING

Peoria, Ill.—Macdonald Smith, now a resident of Nashville, Tenn., and a partner with N. C. Lyon in the making and selling of Macdonald Smith custom-made hickory-shafted clubs, showed his new line during the PGA convention here.

There are ribbed-back Nicoll heads and diamond-back Stewart heads in the line. The top line sells for \$12 for the irons. There are 2 Stewart heads and 6 Nicoll heads that will be sold in stainless or ordinary steel, unshafted.

In the entire line there are 10 models of steel heads and 12 models of woods. Women's and left-handed clubs are available as well as a profusion of right-handed men's clubs.

The company will sell no one but pros having shop concessions.

**TO YOUR OWN CLUB BE TRUE AND IT WILL FOLLOW**—that before ordering Charge Checks, Score Cards, Guest Registers, Caddie Cards and other forms you will first see our line of standardized golf printed matter.

**JOHN H. VESTAL COMPANY**  
703 South La Salle Street • • Chicago



## Ask For This Free Booklet

Every greenkeeper and club official needs a copy of "The Putting Green". It has 40 illustrated pages of unbiased information on grasses, construction, care and planting of greens.

G. M. SCOTT & SONS  
COMPANY



MARYSVILLE  
OHIO

## WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

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

Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.



**R. S. Horner, Mfr.**  
Geneva, Ohio

## Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

**JOHN WILLY, Inc.**, 950 Merchandise Mart  
222 North Bank Drive, CHICAGO, ILLINOIS, U. S. A.



Bag Rack, \$5.50

**LEWIS**  
WASHERS,  
TEE BENCHES  
and TEE  
EQUIPMENT



Tee Data Plate, \$1.50

Tee Ensemble—lots of 1 to 10 \$10.25  
“ “ —lots of 11 or more . \$9.75

**G. B. LEWIS CO.**

Dept. GD1232

Watertown, Wis.

Showing Portion  
of Tee Ensemble

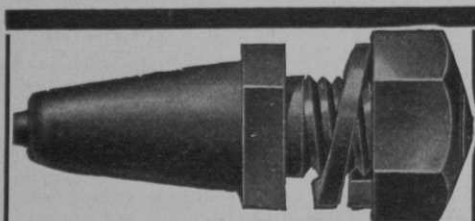
# Grass Seed

of Known Quality

TESTED for PURITY and GERMINATION

*Stump & Walter Co.*

Specialists in Golf Grass Seeds, Fertilizers and Equipment  
132-138 Church St., New York



## DIAMOND

Steel Center Tractor Spud is sharp until completely worn away. Will not harm turf. Write for details.  
**DIAMOND CALK HORSESHOE CO.**  
4702 Grand Ave., Duluth, Minn.

## DURABILT

Official

# TENNIS TABLES

Standard equipment for Town and Country Clubs. Strong, rigid and warp-proof. Quiet in play. Improved playing surface makes faster game. Folds compactly in half for easy moving and storage. Approved by National Table Tennis Association for tournaments.

Table Tennis is a highly popular indoor winter sport. Write for our special "club" proposition which explains how you can obtain DurabilT Steel Tables and accessories at very little cost to your Club.

**DURABILT STEEL LOCKER CO.**

553 Arnold Ave.

AURORA, ILL.

## ST. MUNGO SALES AGENTS FOR BRISTOL GOLF CLUBS

Newark, N. J.—St. Mungo Sales Corp. will act as sole selling agents for the new complete line of Bristol Golf clubs, made by the Horton Mfg. Co., Bristol, Conn. The line-up becomes effective January 1, 1933.

The Horton Co., makers of the Bristol steel shafts, are entering the golf club manufacturing business on an energetic scale and in making the alliance with St. Mungo are availing themselves of a ready-built sales organization with considerable experience in golf club and ball distribution as its background.

Complete details of the arrangements and advance information on the new Bristol line will be presented in a trade bulletin released early in December.

## DURABILT REPORTS INCREASED SALE OF STEEL TENNIS TABLES

Aurora, Ill.—DurabilT Steel Locker Co.'s tennis tables, built of sheet steel with a special green finished surface, are meeting with increased popular acceptance among ping-pong enthusiasts and the company has added a complete line of table tennis accessories, including rackets, balls, nets and net-standards, available singly or in sets ranging in price from \$7.50 down to \$1.25.

The steel tables are made by DurabilT in two sizes: a "Junior" table 8 ft. long by 4 ft. wide, and an "Official" table 9 ft. by 5 ft. At the recent national table tennis tournament, 300 of the large size DurabilT tables were used.

DurabilT reports that many daily-fee courses are remaining open this winter and attracting patronage by offering table tennis in their clubhouses.

## PGA DELEGATES GIVEN TRUE GRIP GLOVES

Peoria, Ill.—One of the many evidences of local thoughtfulness, with which the PGA convention delegates were greeted at Peoria, was the gift of a pair of True Grip golf gloves, made by the Harley O. Potter Co., of Peoria.

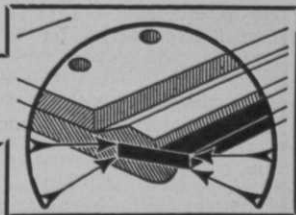
The glove has free fingers and a bare palm but covers the back of the hand and the wrist where the blood comes close to the surface and the cold bites. It's being used by a number of the pro sharpshooters on the winter circuit and unanimously endorsed. Horton Smith credits them with aiding in his fine performance at the Capitol City Open, where weather conditions seriously handicapped good scoring.

The True Grip glove is a neat, practical item contributing greatly to the comfort of golf in cold weather and the pros ought to sell a bunch of them.

# Notice The 4 Arrows?

Every one points to a new cutting edge—four on every blade—no wonder more and more users are changing to Budd all the time. Get the facts. Just ask for particulars—TODAY! . . . . . BUDD MFG. CO., Ravenna, Ohio

## BUDD·BED·BLADES



**S**OME OF the best pros, as rated by their clubs and by fellows in the golf business, are masters of the fine art of tactfully suggesting buying. Just to show you how failure to ask people to buy is a common sin of omission: General Foods Corp. sent out women all over the U. S. to get a line on selling. They were told to go in grocery stores, all kinds, ask for a loaf of bread or a package of cake flour and then spend up to \$5 on anything the man

behind the counter tried to sell them. The most money spent was \$1.60!

**A** NUMBER OF THE bright professionals are planning on office-to-office selling among their members to get orders for golf clubs as Christmas presents. The idea is one that is going to bring a good amount of money to the boys who otherwise might find their off-seasons expensive luxuries.

## Classified Ads.

Rates: 10 cents a word per issue. Minimum charge \$2.50

An advertisement in **GOLFDOM** saves the club officials time and money by getting responses from the best men available. The club department heads who advertise for positions in **GOLFDOM** obviously identify themselves as men who go after their problems in the right way. They are good men for you to give preference.

**Expert greenkeeper**, who successfully maintained course in 1932 on greatly reduced budget, available for club demanding results from minimum budget. Can produce A-1 references covering past 15 years. Moderate salary; go anywhere. *Address: Ad 1113, % Golfdom, Chicago.*

**Wanted**—Position of any kind connected with professional or business departments of golf club. Many years' experience as pro and club maker. Also experienced golf writer, for 7 years with metropolitan daily. Age 32. Married. Dependable, active worker, who can advance club's interests. *Address: Ad 1112, % Golfdom, Chicago.*

**Wanted**—Assistant for 1933 season. Must be expert club maker and teacher of good appearance and address. Give references and where apprenticeship served. State wage expected. *Apply to George Sayers, Merion Golf Club, Ardmore, Penna.*

**Greenkeeper** desires position, experienced in all branches of maintenance and construction. Five years in former position. At present employed in the metropolitan district. Available now; reference. *Address: Ad 1109, % Golfdom, Chicago.*

**Pro-Greenkeeper**; 19 years' experience both departments, wants connection with small club in Midwest. Now employed. Wants location where successful knowledge of operation, reliability and energy will aid club and provide him earning opportunity. *For references and complete details write: Ad 1111, % Golfdom, Chicago.*

**Pro-Greenkeeper**, thoroughly experienced in all phases of profession, desires change. At present employed. Expert instruction. Thorough knowledge soils, construction, etc. Can furnish best of references. *Address: Ad 1108, % Golfdom, Chicago.*

**California Sales Manager** with extensive following among greenkeepers, will act as representative for manufacturer desiring to introduce maintenance equipment or supplies. References. *Address: Ad 1110, % Golfdom, Chicago.*

**Pro-Greenkeeper**, active and experienced middle-aged man with successful record on both sides of Atlantic, wants location with moderate-sized club where they want a hard worker with knowledge of how pro department should be run for members' service. A good bargain in first-class service. *Address: Ad 1102, % Golfdom, Chicago.*