

STAUDE GENERAL UTILITY TRACTOR

America's outstanding tractor value. Manufactured continuously since 1916.

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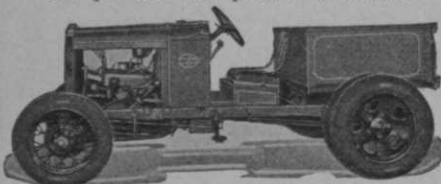
\$495

Up to \$725

E. G. STAUDE MAK-A-TRACTOR CO.
2696 University Ave., St. Paul, Minn.

PNEUMATIC TIRED WHEELS

For paved roads, remove steel tractor wheels and put on Ford pneumatic wheels.



PEORIA

ILLINOIS

500 ROOMS — 500 BATHS

Down state's largest and finest. Single rooms start at \$2.50; only \$1.00 additional for extra person. Popular priced Coffee Shop.

Headquarters hotel for P. G. A. Annual Convention, November, 1932.

Fireproof Garage in Connection

HOTEL PERE MARQUETTE

Peoria, Illinois

H. EDGAR GREGORY, Mgr.

from
\$2.50
SINGLE

3.00
DOUBLE

ROOM
and BATH

**HOTEL
PICCADILLY**
45 ST. WEST of BROADWAY
NEW YORK

NEW • MODERN • REFINED

Arrangements made by Harlow for the appearance of Miamoto and for the American showing of Jose Jurado, Argentine star, are credited with being decided factors in boosting tournament and exhibition gates. Despite Japanese war moves in Manchuria and China during earlier stages of Miamoto's tour, the pleasant and well-mannered oriental proved a popular gallery feature. Honorable Son of Sock and Putt is a good golfer with a bad hole jinx hitting him for a few eights and nines and oblivion.

Jurado gave evidence of easily being among the best 4 or 5 of all imported scoring talent. His light frame couldn't stand the grind of the heavy booking of the exhibition dates with Hagen. However, he sails for Buenos Aires early in September with the L. A. Young Golf Co. guarantee of \$5,000 for his American trip very comfortably exceeded by the sparkling Argentine's gate "take" and prize money.

ICELY SEES SUNSHINE

Wilson Western Chief Reports Late

Season Spurt—Hol-Hi Ball

Sales 35% Better

Chicago, Ill.—Two official communiques from the Wilson-Western Sporting Goods Co. quote L. B. Icely, president of the company to the effect that happy days, if not actually here again, are exhibiting the first rosy tints of dawn.

Pros ought to be cheered by the Icely remarks about the higher priced goods going better as the higher priced merchandise is plainly the pro field.

Closely following on a story in GOLF-DOM about golf's great merchandising opportunity being an extension of the playing season into the fine weather of the fall instead of the traditional drop shortly after Labor day, comes this first Wilson statement:

"A 6 weeks' extension of the newspaper advertising campaign of the Wilson-Western Sporting Goods Co. has been authorized by the company's officials, according to L. B. Icely, president. The campaign, inaugurated early this spring was originally planned to end in July. It is now to be carried through the middle of September.

"With the sale of our super compression Hol-Hi ball and our Sarazen trade-marked golf clubs showing marked increase this season over last year and reports from our field organization and dealers indicating, so far as our line is concerned, an increase

rather than tapering off is to be expected at this time of the year, we have therefore authorized an appropriation extending our newspaper advertising campaign into the latter half of September," said Mr. Icely.

"Our experience," continued Mr. Icely, "which shows our high price golf clubs and balls selling in better volume this year than they did last season, seems to refute the statement heard so frequently that today's buyers are only interested in bargain merchandise. There are still great numbers of people financially able to purchase quality products and who recognize the intrinsic value of the better grade of merchandise in all lines. It is to this class that we have directed our advertising appeal in the past and to whom we are going to continue to address our appeal."

Comment on the increase in Hol-Hi ball sales and improvement in sales of quality clubs is made as follows:

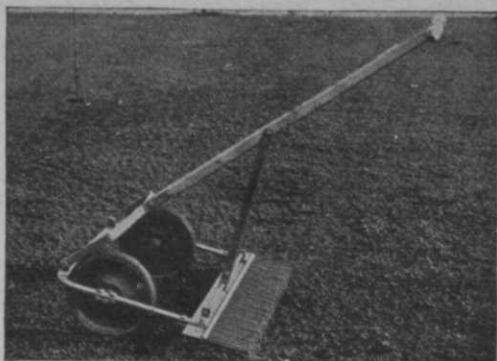
"Sales of Wilson-Western Sporting Goods Co. higher priced golf clubs, balls, and equipment for the current season show a substantial gain over last year," says L. B. Icely, president of the company.

"Remarking on the sales results to date and the outlook for the balance of the season Mr. Icely said, 'We have carried on a most aggressive merchandising and advertising campaign since the first of the year. In our newspaper advertising we have stressed our higher priced clubs and balls, particularly our Hol-Hi ball which retails at 75c. As a result, up to date the sale of this ball shows an increase over last year of better than 35 per cent. Our higher priced golf clubs also show a gain in sales.

"Since Gene Sarazen, who is a member of our advisory board, won the British and American open championships, in which he played with clubs and balls of our manufacture, we have experienced a decided impetus in the demand of our matched set of clubs which he designed and used and which we market under the Sarazen name.'

"With a number of industries and commodities showing a decided strengthening as reflected in retail sales and an upward trend in prices during the past several weeks, Mr. Icely anticipates Wilson-Western business will carry through August and September on a basis which will hold the sales gains made up to the present time through to the end of the present season."

Milwaukee, Wisc.—V. K. Kadish, sales manager of Milwaukee Sewerage Commission, recently completed a six-week tour of the Atlantic coast, during which his ports of call extended from Miami, Tampa and Jacksonville to Boston and on to Montreal. As a result of the jaunt, which was made



The TORO Del Monte Greens Rake

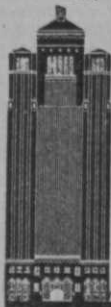
To maintain a true putting surface, use the Del Monte Rake regularly for removing the grain from creeping bent or Bermuda grass putting greens and for raking up matted grass for proper cutting. Write for full information.

Toro Manufacturing Co.

3042-3168 Snelling Ave. Minneapolis, Minn.

Make New Friends at the Allerton

Horseback riding, swimming, skating, golf, bowling and many other special parties.



Complimentary house dances, bridge parties, concerts, etc., weekly. R. C. A. radio speaker in each room. An Intercollegiate Alumni Hotel.

1000 outside soundproof rooms. 10 floors for men, 7 floors for women and 4 floors for married couples.

RATES

Single	Double (per person)
Daily \$1.75 to \$4.00	Daily \$1.50 to \$2.50
Weekly \$10.50 to \$25.00	Weekly \$8.50 to \$12.50

PHILIP E. COBDEN, Mgr.
701 N. Michigan Ave., Chicago

ALLERTON HOTEL