

# The Butchart-Nicholls Company

## Golf Craftsmen

### Golf Clubs, Bags and Balls

Main Office and Factory

NEWARK, OHIO, U. S. A.

## NEW! PYRATONE HEAD

We've just perfected the NEW Pyratone Head made of TEMP-URD-Wood with Catatone finish, that is live and hard and impervious to moisture. It will easily drive a ball 25 to 50 yards further.

Besides the new Pyratone Head and the world-famous Pyratone Sheath and Torsional Grip, you may now obtain from us Caps and Whipping Collars, Ferrules and Faces and Back Weights made of Catatone or Py-roxylin.

Write at Once for  
FREE Introductory Offer

PYRATONE PRODUCTS CORP.

309-319 St. Johns' Court - Chicago, Ill.

## SCORE CARDS

### Took Their Fourth Cut for 1933!

Each of our five styles at new lows with prices ranging from \$18 to \$30 for 5,000 quantities.

Samples on request to all clubs

JOHN H. VESTAL CO., PRINTERS  
703 South La Salle Street - - Chicago

## DIAMOND TRACTOR SPUD



Hard steel  
center keeps  
spud sharp—  
softer outer steel  
wears away faster.  
Will not harm turf—  
made of drop forged  
steel, can't break or chip.

Diamond Calk Horseshoe Co.  
4702 Grand Ave., Duluth, Minn.

cannot be had in cut rate stores, so it's up to the pro to get information to that effect across to the public. This can be done in many different ways. One good way is to advertise in such manner that they will come to your shop not for bargains, but for full value for their money.

"It has proved successful for me and should for other professionals. If a pro advertises any make of club at greatly reduced prices, the public figures 'why, I can buy those downtown, why drive away out there?' So one must stress the point that the pro personally will fit the clubs.

"I had one case of this kind about a month ago. Two fellows I met downtown this particular morning were on their way to Cleveland to buy clubs, advertised in one of the big stores as a well known make at cut prices. I told them I had the same merchandise in my shop, but the price was in the neighborhood of fifty cents more per club. I asked them if it wasn't saving them money for gas and oil. I reminded them that they would have clubs they knew would fit them. To make a long story short, they didn't go to Cleveland and they now are playing clubs that fit them. Each one took a course of eight lessons to boot, which was something they couldn't get in Cleveland at a store.

"A professional this day and age cannot sit around the clubhouse all day every day and wait for business. He must get out and hustle it in. I have certain periods of the day when I come downtown and just visit. I never go back to the club without at least one order for balls or something, so it pays to get around and mix with the golfing public."

## Illinois PGA Members Have Inventory Exchange

ILLINOIS PGA is operating an exchange bureau enabling its members to exchange merchandise so all stocks will be clear at the end of the season and no surpluses thrown back on the manufacturers.

The idea was put into operation late in July by a letter of detailed instructions which contained blanks for surplus inventory reports on clubs, bags, balls and miscellaneous items. President James Wilson, in advising members of the exchange, named Secretary Ed Newkirk of Navajo Fields CC., Worth Ill., as director of the

south division and Tom Kelly of the Sunset Valley GC., Highland Park, Ill., as director of the north division.

One copy of the inventory is mailed to each divisional director who furnishes his divisional members with a composite of the inventory reports. Reports are requested not later than the third of each month.

**AIR-AUTO BAG IS LATEST ITEM IN HINSON LINE**

Waterloo, Iowa—Hinson Mfg. Co. is introducing to the travelling public its new Air-Auto Bag, a container which hangs inside the rear door of any car and is roomy enough to accommodate three suits of clothes or dresses on metal hangers, in addition to shoes, toilet articles, etc., in convenient pockets.

The bag is made of water-proof Swavel, a suede cloth of chestnut brown color. Weight of the bag is 4½ lbs. Size is 36x22x3½ inches and when folded for carrying, it is only 10x22x7 inches.

The Hinson Co. is looking for sales outlets for this new item in their line and claim it has met with amazing success in the few short weeks it has been on the market. Dealers' price is \$7.50, jobbers' trade discount, 25 percent.

**NEW SCORE CARD IS COMPACT AND CONVENIENT**

Oak Park, Ill.—A. J. Callaghan, 1228 Columbian avenue, has developed a new idea in golf score cards. The card folds so the out nine hole-by-hole scores appear alongside the out total, the in total, 18-hole total, handicap and net scores.

The new arrangement is convenient and unique. Samples and prices of the new card will be supplied free by Mr. Callaghan.

**BUTCHART-NICHOLLS CHANGES CONTROL AND LOCATION**

Newark, Ohio.—Butchart-Nicholls Co. has been bought by local interests headed by Col. Harry C. Bratt, well known in the golf business as president of the Dayton Handle and Golf Co. Factory operations in the future will be conducted at Newark.

The Butchart-Nicholls Co. was organized in 1925 by Cuthbert Butchart and Gil Nicholls, operating first in New York and then at Glenbrook, Conn. The company always made interesting models and built up a good volume of pro business. This business was allowed to slip due to lack of close, expert attention but under Bratt management looks very likely for a quick and substantial comeback. A steady volume of orders has continued during the last two years while Butchart-Nicholls was

**BROWN PATCH HAS NO CHANCE ON FUNGOL GREENS**



**Take Advantage of this Double Duty Product—Learn About Big Covering Capacity of FUNGOL**

We have some interesting data to send you. Write us today for free literature concerning FUNGOL, the two-in-one Fungicide and Vermicide, for prevention and control of Brown Patch and eradication of grubs, beetles, sod webworms, and earthworms from your Greens.

You can handle the Brown Patch situation quicker and easier with FUNGOL than any other preparation.

The extra large covering capacity of FUNGOL makes it most valuable and economical. Each pound sufficient to treat 3,500 square feet of Green.

Send now for complete details, free record charts and testing samples of FUNGOL and VEG-E-TONIC.

**McCLAIN BROTHERS COMPANY**  
127 Second Street, Canton, Ohio

**VEG-E-TONIC**

Nitrogen—Phosphoric Acid—Potash. The cool soluble food for Greens. Does not burn or streak Grass. Easily applied. Gets quickly to root systems. 5 to 8 times strength of ordinary fertilizers. Very economical.



**STAUDE**  
General Utility **TRACTOR**  
*An Outstanding Value*

The last word in power, light weight, and speed. Low prices. Manufactured continuously since 1916. Sold on money-back guarantee. Buy from Ford dealers or direct.

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



*Steel tractor wheels interchangeable with Ford pneumatic-tired wheels for paved roads.*