

several feet in width will result. Likewise the outlet spouts should be closed promptly by a man riding the hopper, whenever the machine is stopped so fertilizer will not continue to flow thru the spouts. Burned spots will result from the localized fertilizer dropped on these areas. Care should be exercised in filling the hopper for spilled fertilizer may produce an ugly and permanent burn. When soluble fertilizers are used, applications should not be made when the grass is wet or the ground very damp. Burns are sure to follow. It is also unwise to apply these materials during the hot spells of weather.

Factory calibration of fertilizer distributors is only approximately correct, and rates will vary with different materials. As a consequence, machines should be checked by applying a given amount on a definite area.

BIG PROFITS FOR 1934

Popular amusement tables, finest in America, coin operated, 30x60 inches, stands 42 inches high. Ideal for locker rooms, first tee, pro shop, grill or lounge. Average income \$90.00 per month if Club property. (Tables may be leased.) Full particulars.

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CHICAGO

NEW STUFF

Manufacturers to Spur
1934 Sales With
Improvements

THE WORD "new" has proved itself the jimmy to pry open purses of golfers during the last two years. "Cut price" has been a flop as a sales-maker.

With surplus stocks cleared out and lower end-of-season inventories than in the last 10 years of golf history, leading manufacturers are making the most of their opportunity to work this "new" selling point to the limit in 1934. The pro who doesn't build up his sales volume and standing by being the first to show the approved new stuff to his members is on his way out.

Here are some tips on 1934 lines, although considerable new development is being held under cover by manufacturers.

On balls, the 75c price will be back for top-grade American leaders. There probably will be three \$1 imported balls on the American market. Exchange has a lot to do with it. One of the leading U. S. ball makers has a new feature of much interest preparing for the 1934 market. Worthington plans to follow up the introduction of its Tommy Armour 50c ball to the pro market with a 75c ball, sales of which will be confined to pros.

Restriction of top lines of clubs to pros, plus in some cases a limited number of price-maintaining stores, will be noted in the policies of most of the leading manufacturers. Other outlets will howl to beat hell. Pros who don't press this exclusive point will be sappy.

Spalding announces the top grades of both Bob Jones clubs with True-Temper semi-whippy shafts for 1934. Fellows who have tried them out babble with glee about selling and performance points.



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TRACTOR
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Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 1/2 in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING COMPANY
Joliet, Ill. Cafasaquua, Pa.

Let Us Bid on Your Tower Tanks.

Spalding has a couple of other new features in the bag, keeping them secret until dawn of the 1934 season.

Wilson-Western is putting some more stuff on the Hol-Hi thin cover ball, planning to go places with it after the swell start the ball got this year. On the Ogg clubs, there will be exclusive pro lines. Wilson is doing a lot of test work on shafts. One shaft stunt they have been sweating with looks like it has possibilities in a new field, but that's another one of the items on which our pans must be locked tight. Possibly before the start of the 1934 season Wilson may be able to announce a sensational deal concerning a vast and lively section of the market.

Hagen has had some of its 1934 irons out for test. The Hagen line for 1934 has a Two-Taper shaft that gives more feel and zing to the shots. Blades of the irons have slight but important playing alterations. A new item in the line is the "Lucky Len" putter; something that L. A. Young himself doped out and collected on privately in his play before it came into the line. Hagen and Young, since Walter's return from Europe, have been working on a couple of stunts that they intend to pull out of the hat for the 1934 campaign.

Horton Mfg. Co. has ready for the big push the Pyramid Bristol irons. The weight of the club is centered behind the point of impact. These clubs also have a flanged sole. The basis of design has been given firm approval by the pros who have used these new Pyramids. Bristol also has a Whip-it shaft for its 1934 woods and irons. This shaft, a happy medium between the old shafts and the spaghetti shafts, is easy to control. Bristol has a "Cadet" line for kids, retailing at \$3.50 for woods and \$3.25 for irons. Expert pro design has been put into these clubs and they have good construction and material for the price. Bristol hopes that these clubs will open up the kid market which is over 5,000,000 sales units. The stab at this big business deserves a husky effort from the pros to make it land. New putters and approach clubs also are in the Bristol 1934 line.

Burke Golf Co. opens its 1934 show with 2 conventional types, 1 flanged type and the Smithirons, with shafts ranging from stiff to medium whippy. There are new refinements in design, materials and finish in all woods and irons of the Burke line. Pros who have examined the next year's Burke line pronounce the clubs as being gems for "feel." The Burke bag line has been restyled. Prices will be higher on all bags of any line in 1934, but Burke has made a point of being able to match dime for dime in values. Burke was gratified at the reception given their balls in 1933 and plans to

push this part of the line next year.

Vulcan has bought the Beckley-Ralston Stroke-Saver line and plans to give these clubs more pro push than they ever had before. Some pros and other good players used these clubs but the general sale was killed because the sales fever was put on at department stores, giving the public the idea the line was freak stuff instead of having pro approval on its design. Vulcan's operations ought to correct this and put new life into these sales possibilities. Vulcan's own designed line is easily the best they ever have had for heads, balance, finish and all-around construction. The line's top numbers are the Ridgmont and Flexwood woods and the Whippy and Flex-Flanger irons. Pro models are featured.

Crawford, McGregor and Canby are doing something unusual in the 1934 pro line by dropping irons. Some new pro model woods will appear. Details of the McGregor line for 1934 will be released later.

Kroydon has made no general announcement of its 1934 line but there are interesting reports about a flanged sole iron with a fatter toe than is on the conventional iron head.

Penfold's LL for 1934 will have greater compression, the LT will be practically the LL but with a tougher cover. The Penfold-Stockbridge will be hiked a dime in price as will the Penfold LHS. Penfold has slightly changed the construction of this ball to add distance. The Penfold-Fifty will be the same in price and construction.

There's plenty doing in revised steel shaft construction for 1934 lines. American Fork and Hoe is making special types of new shafts for Young, Spalding, Wilson-Western, Burke, Vulcan and McGregor. Some of the manufacturers are having their special and exclusive ideas built into the shafts and in the opinion of those closely in touch with the situation these differences will center more attention on shafts than there has been in years past. The True-Temper Limbershaft is due for a lively play by several manufacturers. Other manufacturers have smaller diameter grips of various design, with the idea of throwing the "feel" up under the hands. Graduations in points of whip will stir up debate about the 1934 lines. Jansky special shafts for woods and the English Master Type irons' shafts which have been well received in England will be used on Vulcan and Hillerich & Bradsby clubs.

With the many different designs of steel shafts True-Temper are making for 1934 lines, it's sure that the old gag about a steel shaft not showing distinctive differences is out, and knowing all about steel shafts will be one of the pro jobs of home study this winter if he wants to show the public he knows what it's all about in 1934.

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North British Rubber will put chief pressure behind its new "SS" ball next season. The ball will sell for \$1.00 and is said to be very durable in spite of thin cover and high tension windings.

Collector Wants Back Numbers of Magazines for Library

ONE OF THE most complete golf libraries in the world is owned by R. Otto Probst whose address is 334 N. Hill St., South Bend, Indiana. Mr. Probst has almost a thousand different books devoted to golf in all its phases and is also collecting complete files of golf magazines from all over the world.

Any readers of GOLFDOM who own back numbers of golf periodicals, particularly issues more than five years old, are invited to get in touch with Mr. Probst who will willingly pay a fair price for desirable items.

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Chicago, Ill.—George A. Davis, Inc., 5440 Northwest Highway, has been appointed Chicago District distributor for the Toro Mfg. Co. of Minneapolis, makers of fairway and greens mowers, tractors and other course maintenance machinery.

Complete stocks of Toro equipment and parts have been put in by Davis. Servicing of the equipment will be in charge of Marius Brazeau.

HORTON-BRISTOL SALES CORP. PUSHING THREE LINES

Bristol, Conn. — Horton-Bristol Sales Corp. now is handling the sales of Bristol steel shafted golf clubs, Tufhorse bags and Colonel balls. The basis of the new organization is most of the personnel formerly with the St. Mungo Sales Corp.

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