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THE BEST, SAFEST AND MOST
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25-lb. pails . . . \$1.50 per lb.

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W-B CHEMICAL COMPANY
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Kirkwood does his stuff for Mexican gallery.

ON TO MEXICO

Levinson, Wilson Official, Sees Big
Golf Market in Southern
Republic

David Levinson, vice president of Wilson-Western Sporting Goods Co., recently returned from what was intended to be a pleasure trip to Mexico with a tale of golf trade development that puts Dave in the class of Marco Polo as a trade envoy.

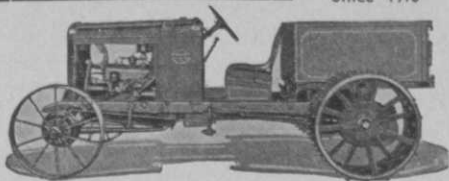
When Dave arrived at Mexico City and paid his respects to the hospitable and active Harry Wright, who is the first man of golf in the southern republic, he learned that Joe Kirkwood was to visit the capital

for a trick shot exhibition. "Let's make it a party," suggested Dave. He telephoned Al Espinosa at San Antonio and Joe and Al flew from the winter circuit to Mexico City. It turned out to be an especially good jump for Al, as he signed up for a winter spot as pro at the Mexico City CC, where Manuel Barrera is resident professional. The Mexicans are greatly interested in Barrera's development as an international tournament star, and Al is expected to bring the boy along.

A match was played by the Kirkwood-Espinosa team with Harry Brown, Chapultepec pro, and Barrera as Joe and Al's partners, respectively. Joe and Al scored 73s, Barrera 74 and Brown 76. Al and Joe also played with many local amateurs, among them President Rodriguez, Gen. Plutarco Calles, James Stewart, W. F.

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FUNGOL is the Positive, Double Value Putting Green Protection. Greatest Brown Patch Preventative

The dependability and economy of FUNGOL are equal points when it comes to controlling the BROWN PATCH situation.

FUNGOL is just as certain in its action to prevent and control Large and Small Brown Patch as the rising and setting of the sun.

More Greenkeepers and Course Managers are each year seeing the advantage of also using this double duty product for eradication of earthworms, cutworms, sod webworms, grubs, etc.

The extra large covering capacity of FUNGOL is important if you are watching the money end of the business. Each pound treats 3,500 square feet of Green.

Send for complete details, application schedules and free testing samples of FUNGOL and VEG-E-TONIC.

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127 Second Street, Canton, Ohio

VEG-E-TONIC

The Cool Food for Golf Greens. Prevents big fertilizer bills. Contains no caustic fillers. Dissolves in water. Unequaled percentages of Nitrogen, Phosphoric Acid and Potash. Builds strong, healthy turf. Easily applied.

Flanley, E. D. Brewster and Juan Icaza, the latter golf captain of the Mexico City CC.

Levinson says that the present status of golf in Mexico promises a lively and speedy development. A new club in the Mexico City district, Cuernavaca, recently has opened one of the finest clubhouses of its size in the world. Children are being taught the game and Espinosa-Kirkwood matches were responsible for arousing much golf interest among adults. Mexico is sport-minded, Dave tells you, and un-

loads an armful of newspaper clippings concerning the Espinosa-Kirkwood visit he engineered to prove his statement.

The government is taking an active interest in sports and enlisted Levinson's efforts in getting a baseball team of Mexican youngsters booked for the World's Fair at Chicago this summer, as well as in getting equipment for Mexican university football teams. He provided government officials and their wives with tickets for the golf exhibitions, saw to the publicity and in general played the part of stage



Mexican notables greet the Espinosa-Kirkwood Team. Left to right: Jose Abiega, Jr.; Juan Icaza, Joe Kirkwood, Al Espinosa, President Rodriguez of Mexico, Ignacia de la Barballa.

manager for a golf show that has given the game additional impetus.

Seldom do Mexican stores handle golf goods. All of the equipment is personally imported or handled by the pros. Prices compare favorably with United States prices. Levinson placed some Wilson-Western advertising in the Mexico City newspapers at the time of the Espinosa-Kirkwood visit and staked out a claim to the market. Newspaper rates are low, and with some advertising the newspapers are willing to co-operate with golf promotion publicity.

President Rodriguez of Mexico was one of the customers Levinson signed up on his visit. The president wanted to buy Espinosa's own set of Ogmented clubs but Al wouldn't sell for all the Palomas in the country. The president insisted on paying for his equipment, which makes the Mexican trade look great.

KROFLITES NEEDED

New Method Keeps Tough Cover But Adds Distance

After struggling with the problem for several years Spaldings finally have hit the way that satisfies them for retaining the tough, vulcanized cover on the Kroflite and adding from 7 to 10 yards distance.

The process, briefly, consists of needling a liquid into the core of the ball to restore the internal pressure lost on the ball when it is moulded and vulcanized on. When the needle is withdrawn the hole is sealed by the internal pressure.

Spalding's first experimented with the needling process a couple of years ago. After making later developments in the method it was adopted and balls turned out for test early last year. In the factory is a continuously operating driving

machine that has been testing these balls for many months, and which, in addition to the field tests, showed the ball as coming up to Spalding's high hopes.

The makers' press release on the new ball says, in part:

Most of the secret of a long flight golf ball lies in internal pressures. For instance, the longest ball in the game has a pressure, at the core, of 1,500 to 1,600 pounds per square inch. However, this long distance ball has always had one disadvantage—the soft cover cuts.

The tough cover ball had one disadvantage. Some distance was sacrificed to durability. Spaldings wanted both durability and distance. The solution was simple in conception, but difficult from a production standpoint. A hypodermic injection of 6/100 of an ounce of liquid into the core of the tough cover ball increased internal pressure and increased distance as much as 7 to 10 yards on the average long drive.

One of the main essentials of a long distance golf ball is high pressure at the core, which provides the necessary high elasticity under impact of the club head. This pressure, exerted on the liquid sac which constitutes the core, is built up by the winding over the core of a continuous thread of rubber under tension.

The cover is then applied over the winding by a moulding process which seals the two halves. In the case of the long distance, softer cover balls, the moulding temperatures are not high enough to cause loss of tension on the winding, and in consequence an internal pressure of 1,500 to 1,600 pounds per square inch is retained in the finished ball.

When the tough cover of the cut-resisting ball is applied, however, much higher temperatures are required. This cover being vulcanized and a longer time in the press necessary. The result is a loss of a part of the tension on the rubber winding, the effect of heat on stretched rubber and a consequent loss of a part of the internal

NEWS AND VIEWS—

Kicking the Gong Around

By Haenigsen



A New York Journal cartoonist gets laughs out of the Kroflite needling idea.