

Just a
"BIRDIE"

for
PUTTING
GREENS



the
GREENSKEEPER
MOTO-MOWER

Here's a powerful putting greens mower of advanced design to meet the needs of the exacting Greenskeeper who takes pride in a perfectly cut green. Last year the mower was thoroughly tried out by golf greenskeepers and proved so satisfactory that it is now included in the Moto-Mower line.

Although still retaining sturdy construction and the desirable necessary features for satisfactory, easy operation, the Greenskeeper is built as lightly as possible. The weight is so perfectly distributed that the ground pressure on the greens is no greater than that of a golfer's foot.

Write today for literature and prices.

THE *Moto-Mower* **CO.**
TRADE MARK

4601 Woodward Ave., Detroit, Michigan

irons and the Hagen honey-center ball.

A number of professionals visited the exhibits and placed orders.

The business done at exhibits indicated clearly a revival of sporting goods business that should be a tip-off to the pros to stir themselves early and actively for 1935 sales.

Judging from this year's performance, this show is a highly valuable and profitable feature. The spot where it continues to miss badly is in not making some provisions for pro representation. It's advertised as "The General Congress of the Sporting Goods Industry," which is a silly statement when you consider that absolutely no official recognition is given by the event to golf professionals.

The absence of pro recognition was emphasized by the statement of representative stores and manufacturers to the effect that none of the new golf goods ever could be sold to any marked extent at the stores unless the pros had given the product their endorsement and marketing debut.

Course Bosses Caddie for Aldermanic Tyros

IAN MACDONALD pro and supt., and Frank Rosso, city engineer, at the new Modesta (Calif) municipal course caddied for the city's four councilmen at the opening of the course. Three of the councilmen never had played before.

"It was a great match," said MacDonald, "and showed that events for people who never have played golf before can provide a lot of fun at a municipal golf course as well as increase the game's popularity."

WHEN CLUBS had waiting lists, it was up to the new member to work out for himself just what his club was going to mean to him. Nowadays, when every new member is pretty much the result of high-pressure salesmanship, the wise club goes out of its way to introduce the new man to the various attractions of the club, in order that he may become "sold" on the organization as rapidly as possible.

ADDING 25 cents to each caddie fee has been found an easy way to finance fairway watering installations by some eastern clubs.

The system has the merit of collecting the cost of the system from people who use the course.