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[for the past six years]

in Peoria, Illinois

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Western Open Golf
Championship Tournament

Country Club of Peoria

June 15-16-17

Hotel Pere Marquette

JERRY B. GORDON, Manager

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SUCCESSOR TO GOLF BAGS . . . Pros, coast to coast, finding this revolutionary new type bag biggest seller in years. Ask the Tufhorse salesman. Des Moines Glove & Mfg. Co., Des Moines, Ia.

● BENT GRASS ●

BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

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Nature's Glove Grip

Effective • Clean • Invisible

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NEWS FROM THE MANUFACTURERS

FATE-ROOT-HEATH PRESENTS PLYMOUTH TRACTOR

Plymouth, O.—A new low priced golf course tractor—the Plymouth—has just been announced by The Fate-Root-Heath Co., who also manufacture the Peerless Mower Sharpener familiar to most golf



The new Plymouth tractor.

clubs. The Plymouth tractor, according to the makers, combines unusual efficiency with modern appearance and has already attracted attention at golf courses.

Equipment includes a powerful, 4-cylinder Hercules engine capable of pulling a 5-gang mowing unit over most rolling fairways and a 7-gang unit over the ordinary course. Either low pressure tires or wide, "roller type" steel wheels are furnished as desired. A 4-speed transmission permits the tractor to travel at speeds varying from 1 to 25 miles per hour.

DUNLOP MOVES SPORT GOODS DISPLAY ROOMS

New York City.—Dunlop Tire and Rubber Co. announces the removal of the executive offices and display rooms of the sporting good division of the organization to suite 824, 500 Fifth avenue.

SPALDING PUSHES SCREW-LOCK SERVICE SHAFTS

New York City.—Developed to assist professionals to sell more Bobby Jones cushion neck registered irons, the new

screw-lock construction feature of these clubs is expected to prove popular with pros everywhere.



New Spalding display card

Briefly explained, the new construction permits immediate temporary repairs to an

iron in the event of shaft breakage. Pros are asked to stock what Spalding's call "service shafts," one of which is inserted in the head of the broken club by the pro quickly and easily. Once in, the shaft will not work loose in play. The player uses the service shaft until a duplicate of his old shaft arrives from the Spalding factory. The service shaft is then removed and the custom shaft installed.

A new display card is available for hanging in pro shops to tell the golfers the story of screw-lock construction.

SCHAVOLITE CATALOG FEATURES FIVE LINES OF CLUBS

Long Island City, N. Y.—Schavolite Golf Mfg. Co., 22-19 41st avenue, has just issued a fully illustrated catalog on its lines of woods and irons. The catalog is entitled "Five Ways to Bigger Profits for 1934," and features the company's persimmon head woods, "Pro Flanger" and straight back irons, Walker "Inside-Out" clubs, General Electric Textolite clubs and the Walker-Rite "Pro-Fit" fitting club.

McCLAIN "KOOLDRINK" FOUNTAIN ACCLAIMED BY GOLFERS

Canton, Ohio.—Furnishing cold water at drinking fountains of a golf course has heretofore been a matter of considerable

You Got What You Wanted . . . Now, what are you going to do to cash in?

You members of the Professional Golfers Association wanted a ball of the finest specifications and performance that could be sold *only* through shops of PGA members.

Your officials got the ball deal for you.

This arrangement gives you perfect protection on the finest character of golf balls.

It is just what you want and need to build up that idea of member service at the right price on the best merchandise. That's the idea that is part of the foundation of a first-class professional's business policies.

Now, are you handling your part of the deal? Are you pushing PGA balls for service to your members, for protection of your interests and strengthening of the association that you and other well-qualified professionals operate for advancing the game and its able professionals?

The PGA balls' liquid center construction is the last word in golf ball design. Each PGA ball of authorized makers is carefully inspected. You and your members get utmost value in golf balls when the PGA label is sold.

IT'S UP TO YOU NOW.

PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

National Headquarters: First National Bank Building, Chicago

BEFORE YOU BUY Any Sprinkling Equipment



...Send for Your FREE Copy of this VALUABLE BOOK

Showing our dynamically balanced Greenkeepers and the many other fine items that make up the most complete line of advantageous sprinkling equipment in the world.

**THE MARCH AUTOMATIC
IRRIGATION COMPANY**

Dept. G-3 MUSKEGON, MICHIGAN

NATIONAL MOWER CO.

839 Cromwell Avenue

St. Paul, Minn.

Where rugged endurance, sturdiness, and quality come first, the latest 1934 Model National Heavy Duty Fairway mower will meet your severest problem.

FAIRWAY MOWING

ON DIRECT SALES

LOW COST

On direct sales, the National Mower Co. will give you the best VALUE, the finest mower for the least money.

Using the most powerful frame, double sets of tempered steel cut gears in oil tight cases, Timken Bearings—it lasts longer.

GREATER VALUES PER DOLLAR

Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.

expense to clubs; either ice must be supplied to coolers or artificial refrigeration used.

McClain Brothers Co. has solved this problem for clubs with their Kooldrink outfit, which consists of a heavy sectional casing to be driven into the ground 20 or 30 feet. From the present club water system, water is forced to the bottom of the casing where it becomes cooled by the lower temperature of the deep-lying soil. When the drinking fountain valve is opened, this cold water returns to the surface through a small inside pipe connected direct to the fountain nozzle.

There are no delicate parts and the first cost is the only cost.

Interested club officials are urged to write McClain Brothers for full details and prices.

PIMM'S "NO. 1 CUP" IN BID FOR CLUB POPULARITY

Chicago, Ill.—Heaton Wine & Spirit Corp., 612 N. Michigan avenue, and 30 Rockefeller Plaza, New York City, is making a big drive to introduce Pimm's "No. 1 Cup" to U. S. golfers. The drink is composed of gin, French vermouth, cointreau and several secret ingredients, and a jigger of it is poured in a tall glass, to which is added lemon soda, plenty of ice, cucumber rind and mint. It is a summer drink, very smooth, very palatable, very cooling and with an unsuspected "kick."

Pimm's 50 years of popularity in England suggests that club managers searching for a "different" summer taste sensation to present to their members will do well to write the Heaton Corp. for prices and full information.

PAYS TO PROTECT PROS, SAYS ED CONLIN

Revival in the golf business is putting the pros back in the driver's seat firmer than ever before, says E. C. Conlin, golf ball sales manager of U. S. Rubber Products, Inc.

Buying "at wholesale" and other cut-price deals gave the pros a whipping that not only cost them millions in legitimate sales income, but caused a dangerous diverting of purchases from proper channels, points out Conlin, who took a courageous step to eliminate this practice when the historic "U. S. Golf Ball Selling Policy" statement was issued as a platform of the company's sales practices.

The company agreed not to sell U. S. golf balls at trade prices to anyone but professionals and other legitimate dealers in golf equipment, not to sell golf balls to the U. S. Rubber Co. customers in other lines for personal use or the use of their friends, and not even to sell U. S. golf

balls to the company's own employees for their own use or that of friends. It further agreed not to sell U. S. balls to any retailer at a price less than the pros pay.

Conlin declares that the staunch maintenance of this pro protective policy by the U. S. company and the pro patronage forthcoming in appreciation of the policy are proving highly effective in putting the pros in a commanding position in golf merchandising.

ACUSHNET INSTALLS MORE X-RAY MACHINES

New Bedford, Mass.—Additional X-ray equipment has been installed in the Acushnet factory here for the inspection of golf ball centers. The perfectly centered cores of Acushnet balls are proving correctness of their theory by performance, Phil Young, Acushnet head, says.

BALL SALES BOOSTED BY SLOT MACHINE VENDING

Chicago, Ill.—Golf ball selling through slot machines which has been pleasantly and profitably successful on the west coast for two years and in Florida last season, is to be presented to the pros nationally by the Pro Golf Ball Machine Co., 21st floor, 8 S. Michigan avenue, Chicago. The company already has installed some machines in Chicago. Reports from Chicago district pros confirm the California and Florida endorsements of the devices.

The machines pay out 75-cent balls which are bought from the pros in whose shops the machines are installed. The device demonstrated its popularity promptly at a number of prominent clubs and for some time has been a feature of entertainment and sales promotion in such sales shops as those at Brentwood, Riviera, Fox Hills, Olympic, Lake Merced, Sequoia, Chula Vista, Palos Verde, Santa Monica, Santa Anna, Montecito, Montebello, Sun-



STAMP OUT BROWN PATCH and SOIL VERMIN FUNGOL

**Prove the Double Economy of
FUNGOL on Your Own Greens!
The Test Will Pay You Well**

This newer idea of supplying a combination Putting Green Fungicide and Vermicide should interest every Greenkeeper and Club Manger who wants to save.

The dependability of FUNGOL for prevention and control of Large and Small Brown Patch is shown by the annual increase in its favor by Clubs everywhere.

The performance record of FUNGOL in past years on hundreds of Golf Courses has established this product the most advantageous one for Brown Patch and eradication of earthworms, cutworms, sod webworms, grubs, etc.

Your Fungicide dollars will go farther by using FUNGOL because of its very large covering capacity. Each pound treats not less than 3,500 square feet of Green.

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

McCLAIN BROTHERS COMPANY

127 Second Street, Canton, Ohio

VEG-E-TONIC

Complete cool grass food specially for Putting Greens. Dissolves in water. No useless fillers. Extra Nitrogen, Phosphoric Acid and Potash content. Small amount keeps turf in highest playing condition at low cost.

HEALTHY turf *play!* *builds up*

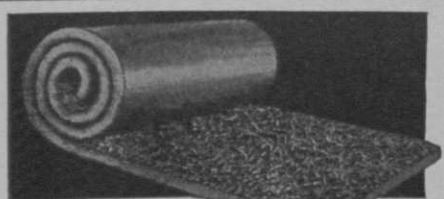
Hungry turf can't help but show its poor condition. You can't conceal it—it's right there to smack the players between the eyes.

But, you can correct it—with

PREMIER POULTRY MANURE

A natural grass food and stimulant that has proven its effectiveness and thrift on hundreds of America's finest courses.

Let us tell you the complete story—write:
PREMIER POULTRY MANURE CO.
327 S. LaSalle Street Chicago



CREEPING BENT

TURF

Illinois Grass Co.'s True Washington Strain Creeping Bent is used by hundreds of golf and country clubs, greenkeepers, etc., in solid turf form. Furnished in rolls ready to lay down like a carpet. Guaranteed quality. Furnished in stolons also. Write today for prices and samples. We grow Blue Grass sod, too.

ILLINOIS GRASS CO. 18455 Reigel Road,
Homewood, Ill.
Phone Homewood 746



The Toro Power Greensmower

Built in two sizes, 17½-inch and 19¼-inch, and with all the high-grade features of the Toro hand greensmower. Motor is 4-cycle, air-cooled, built up to the most modern standards. A thoroughly satisfactory single-unit power machine. Write for complete catalog.

Toro Manufacturing Co.

3042-3168 Snelling Ave.

Minneapolis, Minn.

How Much Is a

GOOD CADDIE

Worth to Your Club?

For 75c (less in quantity lots) the Tri-City Golf Association's illustrated caddie-book provides you with the practical solution of your caddie educational problem.

A complete caddie system with a "Caddyism" that has 116 pertinent questions on caddie's work and the game, their answers, simplified rules of golf, golf etiquette, golf terms defined, first aid hints, etc.; all presented in an attractive simple manner in 103 pages with 20 full page illustrations—pocket size.

SEND FOR A COPY TODAY

See that your Caddie Chairman gets one. Single copy, 75c; lots of 5, 70c, postpaid. Special prices in lots to golf clubs. Lots of 10, 60c; 25, 50c; 50, 35c; 100, 32c per copy, f.o.b. Moline.

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MOLINE, ILL.

CUREX

THE BEST, SAFEST AND MOST
ECONOMICAL
TURF DISINFECTANT

25-lb. pail\$37.50

100-lb. drum.....\$145.00

YOUR SUPPLIER HAS CUREX OR CAN
GET IT FOR YOU.

Write for Leaflet.

W-B CHEMICAL COMPANY

521 FIFTH AVE.

NEW YORK

set Fields and the California CC; the list giving an indication of the scope of the proposition's endorsement.

Inasmuch as the machine pays off in golf balls which cannot be put back into the machine, it hasn't the objectionable feature of the cash or token slot machines. Club officials approving it say that as long as members will play for a nickel to five dollars a hole, the promotion of golf ball sales with a slot machine device cannot be considered a menace to morals.

The pro viewpoint is highly favorable to the device. It sells first quality balls without interfering with counter sales, according to general pro experience. In 15 months in the southern Pacific Coast territory 70 machines dispensed 86,000 75-cent balls. It has turned out as a decided help to the pros in combating cheap ball competition. One case is reported of a pro shop that only had six 75-cent balls on the shelves at the time the machine was installed. There were 120 75-cent balls sold in 10 days through the machine at this shop. Another case is reported of the machine being credited with a 75 per cent increase in pro shop ball sales in 1933 over 1934.

Highest class clubs show the biggest play on the machines, although the play is considerable at the municipal and fee courses where often there is comparatively



PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from ¾ in. to 1½ in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING
COMPANY

Joliet, Ill. Catasauqua, Pa.

● SPREADERS —

A full line of golf course spreaders, seeders and barrel sprinklers. Ideal equipment for spreading compost, fertilizers and plant foods quickly and uniformly. Handles all dry materials. Also equipment for liquid chemicals and seeding.

Practical — Economical — Fool-proof

Write today for *free catalog* of the complete Thompson Line, and name of nearest Golf Supply House.

O. E. THOMPSON & SONS

551 River Boulevard Ypsilanti, Michigan



little 75-cent ball business. The California debut of the machine was conducted by the Sportsman's Mfg. Co. handling western territory and worked out so well for all concerned that the proposition now is offered nationally.

The device pays off 1-1-2-3-5 balls and 20 balls as the jack-pot, according to the arrangement of characters that come up on the dials. When the jack-pot 20 pays off the sound of golf balls cascading into the receiver tray makes music that brings people into pro shops.

Complete details of the machine will be supplied by the Pro Golf Ball Machine Co. on request.

SPALDING OPENS NEW BRANCH IN CHICAGO'S LOOP

Chicago, Ill.—K. N. Herran, retail sales manager of A. G. Spalding & Bros., Chicago area, advises that a new branch retail establishment has just opened at 33 S. LaSalle street. The location is in the heart of Chicago's financial district and the new store expects to do considerable business among the stock-and-bond boys en route to their clubs after the market closes each day.

Main Chicago store for Spalding remains at 211 S. State street, where the pro golf department is located.

PROS' OWN TAPE BUSINESS IS RUSHING

Orchard Lake, Mich.—The Tam Tape Co. keeps P. O. Box 24 at Orchard Lake well filled with incoming orders from pro golfers on a tape developed by Jimmy Anderson, active and well known Michigan pro. Jim owns the business and the way it is going gives testimony to professionals' business ability.

The Tam Tape retails for 25 cents a box. There are 24 boxes in a carton. The pro gets a good retailing profit and his players get a high quality tape that does not leave the hands messy. Spalding, Ha-

The Last Word in Sprinkler Efficiency

RAIN KING

Model E

At any given pressure, will throw more water, throw it farther and spread it even through-out the entire circle watered than any other sprinkler we know of. Instantly set to turn at speed that is hardly perceptible or at any faster speed desired. Sturdily built, and will last and perform well for many a year. Available as shown and also with quick connection to snap into valve installed for the usual Fairway watering.

WRITE FOR BULLETIN
Economical Watering of Fairways

The Most Practical and Economical Quick-Coupling Valve is RAIN KING



water. You'll need fewer valves if you use Rain Kings.

Made and Guaranteed by
Chicago Flexible Shaft Co.
5515 Roosevelt Road, Chicago, U.S.A.
44 Years Making Quality Products

Offers less resistance to water pressure—has less frictional surface to cut down pressure than any other valve. Unbreakable construction. Fool-proof.

Attaching hose or sprinkler turns on water. You'll need fewer valves if you use Rain Kings.



Snap hose connection into valve—turns on water automatically.

SAVE for your club by purchasing acclimated, winter-hardy BENT GRASS SEED

Direct from the farms where it is grown.

A. N. PECKHAM, Kingston, R. I.

15 Years' Satisfactory Service

Also Fairway Mixtures

Grass Seed

of "Known Quality"

"1934 Golf Turf Supplement," containing information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, free on request.

Stumpp & Walter Co

132-138 Church Street (Cor. Warren St.), New York

LEWIS

GOLF BALL WASHER

("Standard throughtout the World")

As necessary as the "tee itself" Lewis Washers are durable, economical and priced for even the smallest club. See your golf equipment dealer now.

Lewis Washers in lots of 1 to 10\$6.00

—in lots of 11 to 20, \$5.50

Complete tee ensemble — washer, tee stake, towel, waste container, tee data plate.

Lewis Bag Rack and other equipment\$10.50

G. B. LEWIS COMPANY

Dept. GD 634 Watertown, Wis.



Showing Portion of Tee Ensemble

GOLF'S GALLERY OF CHAMPS

Exclusive photographs of U. S. professional and amateur champions, handsomely finished and ready for framing so they'll be interesting features of the club lounge, grille room, locker-room or pro shop.

I have the largest collection of photographic portraits of golf's notables, including all but two of the American Open and amateur champions.

All prints are finished in royal sepia.

5x8.....\$1 11x14.....\$5

8x10.....3 16x20.....10

Special prices on complete sets of the champions or on other quantity orders.

GEORGE PIETZCKER

5464 Clemens Ave.

ST. LOUIS, MO.

gen. Burke and Vulcan job the tape and Anderson does considerable mail order business with his brother pros in all parts of the country.

Although the business was started in the depths of the depression, it survived in good shape and right now is flourishing.

RING AND ESPINOSAS GO WITH P. GOLDSMITH & SONS

Cincinnati, O.—Walter Ring, one of the best known men in the golf sales field, has joined P. Goldsmith & Sons, and will take an active part in Goldsmith sales work. Ring will make his headquarters at the Goldsmith offices in the Flatiron Bldg., New York City.

Ring is a veteran in the golf field despite his youthful appearance. He was one of the organizers of the first pro group, the Golf Club Makers Assn., which was formed in 1913. He also installed the first department store golf department, the one at Filene's in Boston. In connection with that enterprise he was the first one to employ the services of a woman professional golfer for sales and demonstration.

Walter's entire business career has been in the sporting goods business. He was with the Winchester Arms, then one of the partners in the Athletic Shoe Co. and the Alamo Skate Co. He was with Spalding's in pro sales at the Boston and New York territories and prior to making the Goldsmith connection was with the L. A. Young Golf Co. as eastern manager. During the war he was a naval aviator.

Ring has no official title in his new connection, having had the substitute for the title put into the envelope he gets pay-days.

Al and Abe Espinosa have signed up with the Goldsmith Co. and are working out design and construction feature of a line of clubs.

Signing Ring and the Espinosas indicates that the Goldsmiths plan to go after pro business. The company is a successful old-timer in other departments of the sporting goods business.

We'll Cut your BUDGET in half—

just slice it right down the middle (between the D and G), then we put the last three letters first, and presto! now see what you have. . . . GET BUD(D). Something new in operations! (and operating thrift). Try it on your Greens Committee. Write for Circular G.

THE BUDD MFG. CO., Ravenna, Ohio

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