

DRINKS AS THEY ARE MIXED

Recipes for Mixing
Methods of Serving

Here's How! To Mix Them

Your men and women members will now demand their favorite fancy drinks be made and served correctly. Are the employees of your Club capable of satisfying this demand? This Handy Manual, recognized as the "last word," will save them time and avoid much embarrassment.

The book not only covers the recipes and methods of serving more than 300 fancy drinks, but also much needed information on making up drinks in bulk, such as punches, cocktails, cups, etc., as well as full instructions for proper handling, keeping and serving liquors, wines, beers, ales, fruit, eggs, etc.

Includes many selected toasts and is fully illustrated. Contains 135 pages. Handy vest-pocket size. Substantially bound in art leather with gold foil stamping.

SENT PREPAID UPON RECEIPT OF \$1.00
Money refunded if not satisfied

FREDERICK J. DRAKE & CO.

Established 1899

Publishers

183 N. Michigan Ave., Chicago

Southern Golf Clubs

Cut Your Maintenance Costs
and Improve Your Course

A complete course inspection service with the specific object of pointing out cost-cutting maintenance practices... suggesting such changes as will make for improved course design, condition, economical upkeep.

This service is based on more than 30 years' experience in building and maintaining several of the finest courses in the South and North.

The nominal fee invariably has proved to be but a small portion of the amount I have been able to save clubs.

For further details address:

JACK DARAY

White Pines Golf Club, Bensonville, Ill.

DIAMOND

Steel Center
Tractor
Spud

Always
Sharp

Extra
hard steel
core keeps
spud sharp
until completely
worn away.
Softer outside
steel wears first,
leaving harder center.
Will not harm turf.

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

Write
for
details.

BALL-BEND SHOES NEW FOR GOLF

Crawfordsville, Ind.—Introduction of a complete new line of golf shoes with numerous special and patented features of design and construction is announced by the Ball-Bend Athletic Shoe Corp.

Designed, improved and patented by Frank E. Gaines, well-known shoe expert of Indianapolis, the new line, known as Frank E. Gaines Ball-Bend Shoes, will be placed on the market on a nation-wide scale. First display to dealers was held at this year's annual National Sporting Goods Dealers Association convention in Chicago.

Ball-Bend Athletic Shoes are so constructed that they bend exactly at the balls of the feet which, it is pointed out by Mr. Gaines, is the normal and natural place for the bend to come. The arch is supported to carry the body weight and the shoes are so designed and constructed to take 50 per cent of the strain from the muscles in the feet and legs. The shoes further hold all the bones of each foot in proper position and keep the body in proper balance. In the golf shoes, spikes are scientifically placed in the proper positions for greatest efficiency and are easily removable, thus eliminating the necessity for complete new soles and heels when new spikes are desired.

It is pointed out further that the Ball-Bend shoes are in no sense "corrective" shoes but are built to fit snugly and function with the feet when in motion. As a result, many of the causes of foot-fatigue and foot ailments that may lead to shortening the playing life of a professional athlete or detract from the enjoyment of the game by golfers are eliminated.

Ball-Bend Golf Shoes are being originally introduced in two models—Standard and Sport—in accordance with the latest styles and of the best materials available. Both models will retail at \$10 per pair.

U. S. RUBBER MOVIE FILM OFFERED TO CLUBS

Providence, R. I.—After April 1 the reels of 16 millimeter film showing the story of United States golf ball manufacture from the rubber tree to the package will be made available to golf clubs for their own shows.

Applications for free use of these films should be made of the U. S. Rubber Golf Ball Sales Dept., Providence.

OLD ORCHARD CREEPING BENT GRASS STOLONS

Upstanding, Economical to Care For
Washington Bent Stolons a Specialty

OLD ORCHARD BENT GRASS NURSERY

We believe we have the largest commercial creeping bent nursery in the U. S.

BOX 350

MADISON, WISC.

NEBRASKA SEED BIG PRODUCER OF KENTUCKY BLUE SEED

Most people sowing Kentucky blue grass seed naturally think that all the seed comes from Kentucky. This is an erroneous belief for some of the best quality blue grass seed comes from the central western states, namely Iowa and Nebraska.

The Nebraska Seed Co. of Omaha, Nebr., specializes in high quality Kentucky blue grass and is the world's largest independent gatherer, thresher and cleaner of blue grass seed.

Harvesting of the seed, generally takes place the last two weeks of June in Nebraska and Iowa. The seed is stripped or headed by a machine drawn by a team of horses. Seed is gathered from large pastures and careful supervision is given to the stripping of the seed. Every precaution is taken not to strip weedy and chaffy places in the fields, this safeguard increasing the high quality of the seed. After gathering the seed it is put into sacks and is taken to a central place, where it is dumped on the ground.

The grass seed is piled in long windrows and is kept stirred (by men with pitchforks) to allow the air to pass thru and also to allow the sun to come in contact with the grass seed. This is known as the curing stage and generally takes from 10 days to two weeks, depending on the weather.

As the seed is cured, the windrows are made larger and when thoroughly cured, it is again put into sacks, shipped to Omaha by trucks or rail.

Threshing of the seed is a separate operation and a special-built machine is necessary to thresh the seed. From the thresher, the seed passes thru several other machines, which separate the chaff and rough grass from the seed.

Then the seed passes onto the cleaners which grade the seed to the quality desired. The standard weight of blue grass seed is 14 lbs. per bushel but high grade seed offered for sale by reputable seed concerns weighs from 19 lbs. to 25 lbs. per measured bushel. The seed is graded according to weight per bushel and also its purity and germination, and then is packed in uniform bags weighing 112 lbs. each.

The Nebraska Seed Co. ships blue grass seed in carload lots from coast to coast and also exports several cars each season. Many golf clubs seed their fairways with Iowa and Nebraska grown Kentucky blue grass, with the very best of results.

NITROGEN in a fertilizer encourages rank leaf growth. This may be undesirable in many farm crops, but is most important in turf development.

The Last Word in Sprinkler Efficiency

Rain King

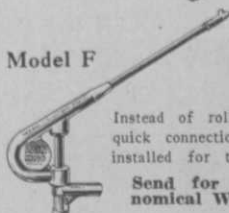
Model E

At any given pressure, will throw more water, throw it farther and spread it even throughout 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.



Model F

Available Also
Without Roller Base



Instead of roller base, the Model F has quick connection, to snap into the valve installed for the usual fairway watering.

Send for bulletin, "The Economical Watering of Fairways"

RAIN KING—the Most Practical and Economical Quick Coupling Valve.

Offers less resistance to water pressure—has less frictional surface to cut down pressure than any other valve. Unbreakable construction. Foolproof. Attaching hose or sprinkler turns on water. You'll need fewer valves if you use Rain Kings.

Made and Guaranteed by

**CHICAGO FLEXIBLE
SHAFT COMPANY**

5515 Roosevelt Road
CHICAGO, U.S.A.

44 Years Making Quality
Products.



Valve only—Cover open ready for instant snap-on connection. 2 1/2" high when closed.

With hose connection in place. Snap it into position and automatically turns on the water.



Cushions and aerates turf, retains moisture, checks harmful bacterial and fungus growths.

Easily applied. Cannot rot, dust or soil shoes and clothing.

AVAILABLE THROUGH GOLF SUPPLY
HOUSES AND FEED STORES OR WRITE

WOOD CHARCOAL RESEARCH BUREAU

P. O. Box 356

JACKSONVILLE, FLORIDA



WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

If your Ford or equipment dealer cannot supply, write direct.

Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.

R. S. Horner, Geneva, O.
GOLF WHEELS
for FORDSONS



The R. H. Golf Wheels are stronger, rims do not bend, 50% better traction, easier steering, and rounded edges.

Many clubs are replacing old wheels with these stronger and better wheels.

Sold in singles, pairs or full sets. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct.

R. S. HORNER (Mfrs.) Geneva, O.

OREGON SEALED

BENT Grass Seed

Contract Growers and Distributors

RADWAY McCULLOUGH SEEDS

115 Broad St.

New York, N. Y.

Domestic Peat HUMUS

Pure organic compost, ideal for soil improvement purposes. Complies with U. S. Govt. Specifications—available in finely fibrous or coarse form. Tell us your requirements. Shipment by bag, truck or carlot units.

HYPER-HUMUS CO. of Newton, N. J.
Main Office, Morris Bldg., Philadelphia, Pa.

TOMMY ARMOUR BALL IN NEW COUNTER DISPLAY

Elyria, O.—Worthington Ball Co. maker of the Tommy Armour 50c golf balls, has an attractive new counter display for the Ar-



mour ball. The display holds a box of a dozen balls and is made so it can be washed without injury.

It's an attractively colored job that stands out in pro shop display and will help sell balls. It is supplied free to pros.

LEROY GETS GOOD START ON YEAR'S GOLF TRADE

Hammond, Ind.—Leroy Printing Co., 570 State St., reports a brisk start of 1934 business in its score cards; house, course and pro shop accounting, and other printed forms for golf clubs.

The Leroy outfit has an extensive array of stock forms for golf club use and does much special printing for clubs. Details of its supplies are shown in a catalog the company will send free on request.

Greens flags, poles and swivels also are in the Leroy line and are getting good early season business.

U. S. RUBBER HAS FREE MATCH AND MEDAL PLAY CARDS

Providence, R. I.—United States Rubber Co. will furnish pros, free on request, match and medal play cards for their season's requirements.

Requests may be made of the U. S. Rubber salesmen or mailed to the Golf Ball Sales Dept. at Providence.

TRUE TEMPER ANNOUNCES TWO NEW STEEL SHAFTS

Geneva, O.—Robt. H. Cowdery, Director of the Sporting Goods division of The American Fork & Hoe Co., says:

"For 1934 True Temper is offering the trade two new steel shafts in addition to the regular line.

"The True Temper Semi-Flex shaft is one of the new types. While very flexible, this shaft is a happy medium between the extremely whippy shafts that were in vogue last summer, and the standard True Temper shafts. The diameters have been decreased from tip to butt from the standard design, and this affords more feel under the hands and the compensating thicker cushion of leather and windings further deaden any shock effect.

"The Semi-Flex shaft is made for both woods and irons and offered in many finishes including chrome and colored lacquers. The True Temper Reverse Taper shafts have been artistically designed for players who prefer the large diameter at the hosel of the club. It likens the shaft to hickory. This construction throws the action still further up the shaft and affords unusual feel under the grip.

"These shafts are made in three different degrees of stiffness so that this may be controlled and varied in each different club in a set."

SILVER KINGS TO RETAIL AT 75c THIS YEAR

Philadelphia, Pa.—John Wanamaker's wholesale golf department announces that the Silver King and Silver King Plus will retail at 75c each this year.

The balls will have many construction selling points and energetic efforts will be made to bring King business, with American production, back to its former ranking position.

GOLF SCORE CARDS

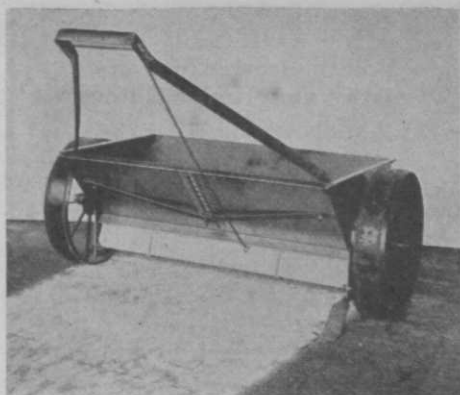
- Match and Medal Play Score Sheets
- Charge Checks ● Tags ● Starting Sheets ● Record Sheets for the Manager, Greenskeeper and Pro ● Guest Registers
- Stationery ● Caddie Cards ● Greens Flags ● Paper Towels ● Toilet Tissue.

Write for Free Literature

LEROY PRINTING CO.

Exceptional Quality, Service and Price.

570 State Street, Hammond, Ind., U. S. A.



ALL PURPOSE SPREADER

For economy and perfect application of all materials on greens and fairways the All Purpose Spreader is unexcelled.

Manufactured by THE ROOT MFG. CO.
1051 Power Ave., Cleveland, Ohio

Don't tear your turf!

Cut it Clean

with

BRUNITE CUTTING BLADES

You'll get more mowing done, faster and cleaner, by putting BRUNITE BLADES on your present equipment. Easily dulled blades not only tear your turf but wear out your mowing units. BRUNITES are made of specially processed Swedish steel to insure a lasting, clean-cutting edge . . . and the thrifty greenskeepers are all adopting them.

All sizes for all power, gang or hand mowers.

Hand mower blades \$2

Light power blades \$3

Heavy power blades \$4

Grass is tender in Spring — Order now!

Daniel Payne Organization, Inc.

Western Reserve Bldg.

Cleveland, O.

Daniel Payne Organization,
Cleveland, O.

Please ship ()inch wide Brunite Steel Cutting Blades, Parcel Post, C.O.D. If not satisfactory, you agree to refund the purchase price.

Name

Golf Club

City State

IDEAL Power Greens Mowers Fairway and Rough Mowers

Write for Complete Catalog

McCormick-
Deering
Tractors



Flags,
Poles,
Rims,
Etc.

EVANS IMPLEMENT CO.
ATLANTA, GA.

CUREX

THE BEST, SAFEST AND MOST
ECONOMICAL

TURF DISINFECTANT

25-lb. pails....\$1.50 per lb.

100-lb. drums.... 1.45 per lb.

YOUR SUPPLIER HAS CUREX OR CAN
GET IT FOR YOU.

Write for Leaflet.

W-B CHEMICAL COMPANY
500 FIFTH AVE. NEW YORK

For Best Results

use

McCullough's Seeds

Specialists in all

GRASSES and BENTS

THE J. M. McCULLOUGH'S SONS CO.

330 E. Front St.

Cincinnati, O.

PHOENIX

RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel,
hardened by the latest scientific
heat treating methods. Sizes
from $\frac{3}{8}$ in. to $\frac{3}{4}$ in. Also Mower
Spuds. Inquiries invited.

PHOENIX MANUFACTURING
COMPANY

Joliet, Ill. Cafesaqua, Pa.

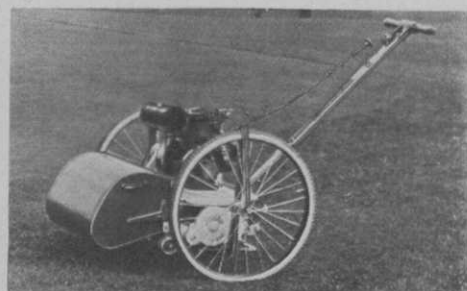


IDEAL HAS NEW MODEL POWER GREEN MOWER FOR 1934

Lansing, Mich.—Ideal Power Lawn Mower Co. recently announced addition of a new power putting green mower to its line of golf course equipment. In the past Ideal has only produced a power putting green mower in the 18-in. size. The new model has increased capacity, having been designed with cutting width of 21-in. This new 21-in. machine has been thoroughly tried out in various sections of the country on greens of practically every character to determine first its ability to handle the very heaviest kind of cutting, its ease of handling, also to determine that a machine of this wider width could be used on sharp contours and undulations without possibility of scalping or injuring the turf.

The anti-scalping roller on this machine is so placed ahead of the reel that while it has no rolling effect on the grass, it does prevent scalping. This machine can be run over a ridge so sharp that the front casters are an inch or two off the ground, yet the anti-scalping roller will protect the turf from any damage, according to Ideal.

The new model is equipped with hand lever starter and larger capacity gasoline tank. The standard 18-in. power putting green mower as well as the new 21-in. can



Ideal's new 21 in. power putting green mower, mounted on rubber-tired carrier.

both be supplied with special wire brush, a very valuable feature, particularly on bent greens where frequent light brushing of the grass prevents the grass leaves from becoming so badly tangled and matted.

For transporting the Ideal greens mower is furnished with a special pneumatic tired cart. Wheels of this cart are of a large enough diameter so that they ride easily over rough spots, across ditches and bad bumps without any possible injury to the mower and without undue effort on part of the operator.

EDDIE DUFFY IS WANAMAKER'S HEAVY MAN IN R. I., CONN.

Boston, Mass.—Eddie Duffy of the Boston office of John Wanamaker is the lad who still will be handling the Rhode Island and Connecticut pro business for Wanamaker. The Wanamaker Boston office at 115 Federal St., has the New England territory sales for the Silver Kings clubs, bags and other golf equipment handled by the J. W. outfit.

Duffy formerly was with Winchester's of Boston and Abercrombie and Fitch and Spaulding at New York. He has been in the athletic goods business for 17 years and is one of the best known salesmen calling on the pros from New York territory north.

He is figuring golf prospects for 1934 look so good he will have a hell of a time keeping from becoming a millionaire this year, because of his genial robust personality, his energy and selling ability, which amount to genius. (Out of town papers and Eddie's lawyers please copy.)

BRUNSWICK HAS PORTABLE COCKTAIL BAR

Chicago, Ill.—A new portable "Bantam Bar" has been announced by The Brunswick-Balke-Collender Co., 623 S. Wabash Ave. This bar is a practical and convenient piece of equipment for the Golf Club. It is attractive. Prices range from \$115 to \$185. The bar is suitable for use as a table service unit in the main dining room, for parties, lawn service or in locker rooms.

This Bantam Bar, which comes in three models, is exceedingly compact. Although it is just 3½ ft. long, every convenience is at hand. The top of the bar is stainless steel, with a heavy aluminum moulding on the workside, a stainless steel splash back on each end and along the back. In the front of the bar there are six round set-up rack openings and a square container for muddler, spoons, squeezer and strainer. There is an open space for seltzer bottles—a fruit tray for fresh cut fruit that sits above the ice cube compartment and slides out of the way to reach cube ice or shaved ice below. This also provides cooling for bottles, seltzer and fruit tray.

Right next to the bottle rack and ice compartment is the workboard of stainless steel—at a two-inch drop in level for easy working height. Under this is the slide-in maple cutting board and a generous sized drawer directly underneath for refuse, scraps and left-overs. Underneath are two fresh fruit drawers.

There is also a round bottom metal-

lined sugar drawer with two compartments and underneath are two open utensil shelves with raised edge. A convenient little metal-lined egg drawer with space for 16 eggs is located opposite the utensil shelves. A towel ring is conveniently attached to the work side apron.

Down at the bottom there is a commodious shelf for all the bottles needed for special drinks. Above this is a wide, roomy shelf for the storage of glasses. For convenience there is a cap puller and a



Brunswick's new Bantam Bar, for smart, convenient service at golf clubs.

removable cap receptacle mounted right on the work side of the bar, and at the end there is a combination push bar and towel rack with two stainless steel cocktail shaker ring brackets.

The bar is mounted on rubber tired rollers, so that it can be moved anywhere.

COLO PLANS INCREASED SALES OF GRIP WAX

Oak Harbor, O.—The Colo Mfg. Co., 218 East Water street, makers of the new type grip-wax, Colo, is preparing for its busiest season in 1934, Mel Foreman, president, announces.

Demands for the product have made advisable plans for better distribution on a national scale. Foreman reports that patent application has been filed and the production schedule quadrupled for 1934. Pro shop business in 1932 was excellent and a number of pros made considerable sales of Colo.

EVANS IMPLEMENT, ATLANTA, HAS PRACTICAL CATALOG

Atlanta, Ga.—Evans Implement Co., 569 Whitehall St., has a new catalog of golf course, equipment and supplies that has practical value as a buying guide for golf clubs in the southeastern territory that Evans serves so well.

Ideal and Gravely equipment is featured.

WEST AND LINK ADVANCE WITH WILSON-WESTERN

Chicago, Ill.—Harry West, formerly pro dept. national sales manager of Wilson-Western Sporting Goods Co., has been promoted to a general sales executive position as assistant to Wm. King, Wilson's general sales manager.

Al C. Link has been named as West's successor in the pro dept. sales management job.

JIMMY MCGONAGILL IN TEXAS FOR HAGEN

Dallas, Tex.—Jimmy McGonagill, one of the bumper crop of the state's star young amateurs, has returned to Dallas as his headquarters for handling the L. A. Young Golf Co. sales in Texas, Louisiana and Arkansas. Jim's address in Dallas is 2658 Rieger avenue.

He was with the Chicago branch of the Young company for some time and then served at the Detroit headquarters of the Hagen line's makers.

Jimmy is a fine kid. He knows his stuff and is a worker. He is a brother of Francis, pro at Parkdale, Dallas.

PRICES REDUCED ON LIVIE'S PRO BOOKKEEPING SYSTEM

Willoughby, O.—Wm. Livie, 321 E. 320th street, veteran professional who devised a simple and practical bookkeeping system for pro shops, is making special offer on these systems to get pros to adopt them in time to benefit from them all during the season.

Last year Livie sold a number of his systems to pros and was told by users that some inducement should be given the fellows so they would start the year's business with the close and convenient control over pro department operations made possible by the Livie method.

HORNER HAS PNEUMATIC-TIRED BARROW WHEEL

Geneva, O.—R. S. Horner has a new single tube tired steel disc wheel for wheelbarrows; a new idea that makes it possible for loads to be wheeled across turf without damage. Loads up to 450 lbs. can be handled on these tires. Pressure of the tires is a 35-lb. limit.

The wheel handles heavy load with minimum of effort and rolls freely over rough or uneven surfaces.

Complete details, including prices, will be furnished on request.

Classified Ads.

Rates: 10 cents a word per issue. Minimum charge \$2.50

For Sale—9 holes; clubhouse warrants improving. Secluded. Beautiful view. \$3,000 cash required. 60 to 250 acres available. Address: Ad 2410, % *Golfdom, Chicago*.

Manager—Extensive and successful experience, especially good catering man who will make your club's food service famous, and keep costs down. Proven executive ability. Competent in all departments of house management. Pleasant personality. Young, energetic and conscientious. Location secondary. For full details of qualifications, write: Ad 2411, % *Golfdom, Chicago*.

Greenkeeper with extensive and successful experience at highly regarded clubs now is available for a position. Previous club in bad financial shape. Provides first-class maintenance at low cost. Dependable, hard worker. Best of references and will work for very low salary. Address: Ad 2412, % *Golfdom, Chicago*.

Want to rent—Equipped COURSE or operate on per cent; our plan gets big results. Write for interview. Address: Ad 2413, % *Golfdom, Chicago*.

Greenkeeper wants position. Thorough knowledge up-to-date maintenance, construction, equipment, water systems, soils, etc. Seventeen years' experience. Married. Age 40. Will go anywhere. Moderate salary. Excellent references. Address: Ad 2304, % *Golfdom, Chicago*.

Novel Golf Club—Remarkable accuracy possible with new one-hand putter. Ten to fifteen foot putts rarely missed. Also very accurate with two hands. Dr. Charles B. Warner, Port Henry, New York.

Assistant Pro—desires position. Seven years' experience in clubmaking, shop salesmanship and instruction. Age 24; good education. Best reference. Will go anywhere. Address: Ad 2400, % *Golfdom, Chicago*.

Experienced club Manager and Greenkeeper wants position. Will go anywhere. References. Married. Address: Ad 2401, % *Golfdom, Chicago*.

Greenkeeper wishes connection with reliable club as greenkeeper or manager. Nine years' experience at course construction and maintenance, past four years as manager of club. Address: Ad 2402, % *Golfdom, Chicago, Ill.*