

WHAT'S NEW WITH THE MANUFACTURERS 1935

NEW CLUB IDEAS Makers Present Design Changes to Increase 1935 Club Sales

CHANGES in club design already announced for 1935 lines are of a character that ought to stir up buying interest. Instead of the meaningless changes in sole plates and face insets simply to make the clubs look different, the makers have come through with some decided innovations for next year.

Some of the new equipment already has had enough testing during the late part of this season to prove its merit as a sales maker when the curtain goes up for 1935. Wilson's Turf-Rider woods, designed by Jim Gallagher, clubmaking expert formerly with the PGA are examples of clubs that got a good selling and performance test late this season. Burke's Punchirons, put on the market in late July after a two-year test, also registered very well. These clubs are made in 9 and 10 iron sets. There is no putting and no driving iron in these sets. There is a 45 iron (about halfway between a 4 and a 5) which is practically a jigger, and a No. 8 pitcher in the featured 9 club set. No radical changes are in Burke's 1935 woods. There are a lot of changes in Burke's bag line and pros have clicked to these improvements by making heavy fall bookings for Burke bags. The Long Burke ball construction has been changed and it will be the company's leader as a top grade tough cover ball.

Hagen has a new and interesting Honey Boy iron set among other new irons. There are new models in this line, some of which are about as rich looking woods as the eye will rest upon. There's a new metal baffly already in production which has received an early O. K. from the pros.

Spalding's Jones "Form Grip," described elsewhere in this issue, has tipped off big 1935 sales possibilities by already stirring up sales at a time when the year's business is practically over.

Hillerich and Bradsby are bringing out woods and irons that have an interesting

background. Bill Mehlhorn started with the original models of these clubs at the beginning of the summer tournament season and visited hundreds of professionals in their shops and at the tournaments getting critical comments on the clubs. After the boys had their say and the many suggestions considered and sifted, patterns for the final designs were made. Bill maintains that the clubs as finally approved have drawn on the fine ideas of more pro clubmaking and playing experts than any other clubs turned out of a shop and cites names as long as one wants to listen to prove his point.

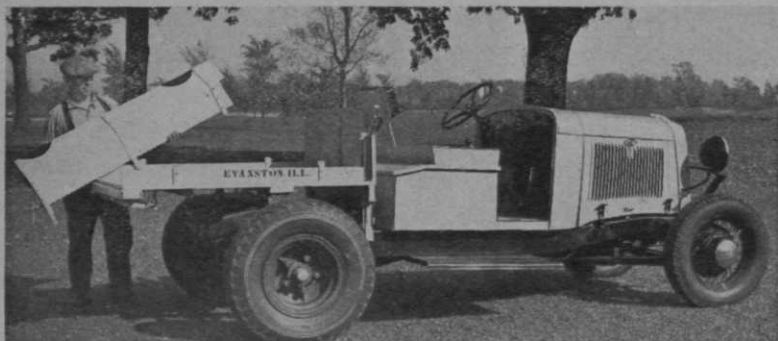
Herbert Lagerblade of the Horton-Bristol Sales Corp. names as a headliner of the Bristol clubs, bags and balls for 1935 the new Bristol woods which are of a strikingly distinctive design, slightly stream-lined to help the player get the ball up. These clubs are finished with a hand-rubbed stain which gives them a handsome stand-out look in any pro shop display. The Pyramid iron design has gone over in such good shape that it again is the Bristol iron leader in the 1935 line-up. There are some changes in marking but the basic principle of the heads is the same.

Vulcan's men are already out with a fine new line of "red hot" woods and irons, which add to but do not replace the company's 1934 models, which went over so well this past season that they will be continued for 1935.

True Temper Has New Shaft

The American Fork and Hoe laboratories have several shaft developments coming out in 1935 after strenuous sessions in playing and laboratory tests. One of the AF&H new True Temper products about which there has been much advance chatter is a laminated shaft which is produced by spirally winding extremely thin alloy steel ribbon. In a sense, design may be compared with that commonly used paper wrapped pencil.

Pros who have tested these shafts comment on an unusually sweet "feel" at impact. It has the ability to partially absorb and dissipate shaft strains, says Bob Cowdrey of the True Temper outfit.



Removable sides on dump body is a feature of Roseman's new tractor.

It is pointed out that these shafts may be compared to built-up veneer with its well known "springy" qualities and they should not be confused with lap-welded pipes which are cheaper than seamless tubes.

Crawford, McGregor & Canby announce a new stream-lined wood head designed by Fred Grieve, pro at the Leewood CC, Tuckahoe, N. Y. Of this club H. B. Canby, McGregor's president, says:

"Stream-lining is accomplished by beveling of toe and heel. This permits concentration of extra weight behind the point of impact where it should be. The head is designed so that the distribution of weight throughout assures proper face alignment at impact. This feature eliminates the tendency for the club face to either open or close as is so often the case.

"Furthermore, the club-head is designed to give more power. This added power is the result of increased head velocity at the moment of impact. The stream-lined beveled toe and sole offer distinct advantages on the two, three and four wood clubs," Mr. Canby said. "This stream-lining enables the player to get the ball up by hitting cleaner shots. Also it gives him better control. The head design is particularly effective in the case of close or cuppy lies, as it enables the player to hit through cleanly."

Al and Abe Espinosa have designed a pro line for P. Goldsmith & Sons Co., of Cincinnati which will mark Goldsmith's debut in the pro field. Details of the line are not available for official release but showings of experimental models promise some distinctive clubs. Merchandising of this pro line will be under the direction of Walter Ring, widely known in the pro field and for a number of years connected with Wilson's and L. A. Young Golf Co.

NEW ROSEMAN TRACTOR HAS MANY FEATURES

Evanston, Ill.—Demountable sides, offering wider hauling utility and vision of mowing units; Ford V8 power with gear

arrangement multiplying Ford chassis power by 5; 50% more cooling capacity; heavy duty mechanical and body construction; silent operation with all gears in oil bath; wide steel driving wheels interchangeable with low pressure pneumatics; ease and economy of operation are factors featured by Roseman for their new tractor.

BARROWS GRASS NURSERIES SEEK PATENT ON NEW BENT

Minneapolis, Minn.—A new creeping bent, with texture and density comparable with velvet bents, and claimed by E. M. Barrows of the Barrows Grass Nurseries, 624 Baker Building, to possess characteristics that make this variety the nearest approach yet to a perfect putting grass, has just been announced. A plant patent on this new variety, called Northland bent, is being sought.

In applying for the patent, it was necessary to compare the new bent with several standard varieties and to prove the increased density of this new one. Under direction of Prof. A. H. Larsen of the Univ. of Minnesota, plugs were taken of each grass and the number of separate branches on the plants in each were counted. In 1¾ in. plugs, Northland bent had 402 branches, velvet bent 435, metropolitan 334, Vermont 256 and Washington 281.

For a full report on Northland bent, write the nurseries for an interesting new bulletin.

STUMPP & WALTER CAUTIONS SEED SUPPLY MAY VANISH

New York City—Stumpp & Walter Co., 132 Church St., calls attention to the fact that, while the drought reduced the available quantity of grass seeds, and has increased prices, it is in a position to look forward to 1935 with every confidence, so far as stocks of grass seeds are concerned, to meet a normal demand.

"That a normal demand will exist we



At the annual Worthington Ball sales meeting. L. to r., back row: C. C. Brockman, Ind. rep.; Tommy Taylor and Tom Stewart, eastern reps.; H. M. Naugle, pres.; L. R. Barton, fact'y sls. rep.; C. R. Hallock, secy.-treas.; W. J. Zwaska, Ill. and Wisc. rep.; F. B. Hill, Minn., N. D. and S. D. rep. Front row: J. F. Davis, adv. counsel; W. E. Reichard, supt.; J. R. Hedquist, Minn., N. D. and S. D. rep.; J. C. Brydon, v.-p. and sls. mgr.; J. F. Harper, Mich. rep.; J. J. Gibbons, N. Y. and Penn. rep.; M. Scott Gardner, St. Louis rep.

have no doubt," says the company. "That our supplies will last until seeding time we feel measurably certain, but if general business continues to mend, we may have a scarcity. There is a real need for chairmen and greenkeepers to place their contracts early, lest they find no bent for the greens, no fescue for the fairways in 1935."

WORTHINGTON PLANS RIGID PRO POLICY FOR "SWEET SHOT"

Elyria, O.—At Worthington Ball Co.'s recent annual sales meeting announcement was made that its 75c Sweet Shot ball will be sold only through pros during 1935. Both a distance ball and a tough cover ball will be offered. Also in the pro line will be the Arrow at 50c and the Worthy at 3 for \$1.00.

Worthington has developed a new cover tougher than any stock used to date. Deliberate attempts to mar it are unsuccessful, says J. C. Brydon, vice president and sales manager. It will be known as Armor plate, and the Sweet Shot tough ball will be covered with it.

Worthington's exclusive hydraulic center will again be one of the patented features of the company's 75c balls.

TONAGREN DOING FINE JOB OF CLOVER ERADICATION

Kansas City, Mo.—P&M Tonagren Co., 6324 Brooklyn St., manufacturers and distributors of Tonagren, anti clover and brown-patch preparation, say that greensmen everywhere are loud in the praises of this product, which in many cases has brought back greens that looked impossible to save.

For clover eradication Tonagren is first applied in early spring, with additional applications through the year until clover is

entirely gone. It should be applied on warm, dry days, and an application of a good fertilizer several days after the year's second application of Tonagren is advised.

Besides combating clover, the product is useful in preventing brown-patch.

PENNSYLVANIA PROUD OF ITS UNBREAKABLE MOWERS

Primos, Penna.—One feature of the Pennsylvania line of fairway mowers always emphasized by the company's representatives is the unbreakable construction, which means long-time economy in service and upkeep. It is pretty serious, points out N. D. Perine, vice-pres., when a heavy week-end of play lies ahead and the club's mowing equipment goes out of commission due to some defect in construction.

Considerable sales push is being put by the company behind its 36" Giant mower, which ganged in fives cuts within two feet of a seven-gang 30" outfit, yet has a lower original cost of nearly \$200 and considerably less upkeep cost.

PIX BOTTLE BREAKER SOLVES EMPTY BOTTLE PROBLEM

Chicago.—Since the United States Treasury Department's regulation, effective Sept. 1, prohibiting the purchase, sale or possession of used liquor bottles by any person other than the person who emptied the contents, club managers have been puzzled as to how best to dispose of empty liquor bottles. The Pix Bottle Breaker is an efficient piece of equipment to solve this problem. It occupies but little space and is simple in operation. The operator is fully protected at all times from being cut from the broken glass. Waste is turned into a profit as there is a ready market for the broken glass, and in addi-

tion there is a saving in labor over the hand breaking method.

Electrically driven, the Pix Bottle Breaker breaks all size bottles into pieces $\frac{1}{2}$ in. or smaller, as fast as the bottles can be fed into it. Broken particles drop into a bag. So completely are bottles destroyed Pix declares, that 30 barrels of unbroken bottles, fed through the breaker, require only one barrel to hold the broken glass.

The bottle breaker, made in several sizes, is sold exclusively by Albert Pick Co., Inc., 1200 West 35th Street.

SKINNER COMPILES VALUABLE IRRIGATION MANUAL

Troy, Ohio.—Skinner Irrigation Co. has available for interested club officials a typewritten manual of some 100 pages which covers in extremely thorough fashion all phases of the fairway irrigation problem. The manual tells what fairway watering will do for a course; what it costs to install the various irrigation systems, both hose and hoseless; what changes watering will bring in maintenance costs; and a wealth of other data, including diagrams of ideal installations and tables of engineering data.

The Skinner manual will be loaned to club officials, and must be returned to the company after it has served its purpose.

CRAIG WOOD JOINS DUNLOP AS GOLF DIRECTOR

New York City.—Vincent Richards, head of Dunlop Tire and Rubber sporting goods division announces the appointment of Craig Wood as Dunlop's director of golf equipment. Craig is so well known to pros and so well liked that no biographical hoopie is necessary.

Clubs will be made to the design of Craig Wood, employing popular iron heads of Wood's approval and wood heads of Craig's design. The line will be shafted in steel with shafts of Wood's selection.

Craig will work with the Dunlop factory in a design and production advisory capacity and take an active part in Dunlop sales work.

MUMM SPLITS PROVING POPULAR FOR COCKTAIL USE

New York City.—G. H. Mumm Champagne and Associates, Inc., 610 Fifth Ave., reports increased demand in the U. S. for the small splits of both Extra Dry 1928 and Cordon Rouge 1926 by clubs for use in champagne cocktails. Says Louis D. Rossire:

"These splits are replicas of the large bottles. One split makes two generous champagne cocktails and, of course, the wine is in perfect condition because the bottle from which it is taken is freshly

opened. Naturally this does not apply where a large bottle is opened and recorked until the next order for champagne cocktails is received, as the wine in that event loses its life. In addition to this the splits make it possible for the customer to order a champagne cocktail by brand and see that the actual bottle is opened in his presence so that there can be no substitution.

"As regards the cost, this amounts to \$57 in the case of Extra Dry champagne for the loose bottles and \$58.50 for the baskets. The Cordon Rouge 1926 costs \$64 for the loose bottles and \$65.50 for the baskets. Both prices quoted are subject to the usual rebate allowed wholesalers."

PARK DEPARTMENT ORDERS TEN MORE ROYER MIXERS

Kingston, Pa.—Royer Foundry and Machine Co., 158 Pringle St., recently received an order for ten of its model M compost mixers from the New York City Park department. Royer officials were particularly pleased to receive this order, since the fact that the park department had previously purchased three of the machines, proves that the Royer does what is claimed for it or the additional machines would not have been wanted.

McCLAIN 1934 SALES INDICATE POPULARITY OF LINE

Canton, Ohio.—H. A. McClain, president of McClain Brothers Co., reports a tremendous increase in the sale of the company's specialties during the past year and believes this is due to the fact that all items in their line, including Fungol, Vege- tonic, the McClain barrel pump, Hydro mixer, underground hose locker and Kooldrink outfit, are economy items that reduce the cost of golf course maintenance. In these days, clubs are alert for such money-savers.

Literature is available on all McClain products, and greensmen are urged to write for it.

WORTHINGTON HAS SEVERAL NEW ITEMS FOR NEXT SEASON

Stroudsburg, Pa.—Worthington Mower Co. announces for 1935 important advances in its line. It claims that the recently introduced "Parkover" seems to have been just what the country was looking for. Protected by pneumatic tires, it runs without damage with the mowers lifted bodily from the ground. To supplement the work of this "Parkover," the "Junior Parkover" is being built. It is adapted to operate on smaller areas of lawns and where there are many obstructions. It is

less expensive than its more powerful associate.

A new type of "Overlawn" is also being prepared. Its purpose is to compete with the numerous designs of small, motor driven, hand steered mowers, which the company says are familiarly designated as "chug-chugs." The company has never energetically entered this particular field before, but is convinced there is now room for this new "Overlawn," operating on novel and simple lines.

NEW PUMPING OUTFIT USES FORD V-8 MOTOR.

Detroit, Mich.—B. G. Allen & Son, 2425 Grand River Ave. have developed a pumping outfit for golf clubs that uses a hook-up of a specially designed centrifugal pump and a Ford V-8 heavy-duty motor. This outfit is the outgrowth of gasoline pumping equipment work done by the Allens for golf clubs in the Detroit district, in which work pumping costs as low as 1½ cents per 1,000 gals. have been obtained.

The Allen outfit has a top capacity of 1,000 gals. a minute. Pumping costs of present installations have been reduced from \$200 a month on electric power to \$82 with gasoline. The Ford V-8 truck motor can be replaced at a cost of \$49, by any local Ford dealer and it is figured that replacement would be a wise move every two years. The cost of the Allen outfit is approximately \$700.

Complete details of the Allen outfit will be furnished on request.

LATEST IN GOLF LOCKERS IS LYON PRODUCT

Aurora, Ill.—The very last word in a locker for the golfer who would like to have plenty of storage space for all of his



belongings and miscellaneous equipment is announced by Lyon Metal Products Co. It is essentially a quality product, de-

signed by golfers to provide every locker convenience for the most exacting player. Double doors swing wide, and give easy access to a commodious interior. It can be fitted up inside with private compartments as illustrated, extra shelves, golf ball trays, coat rod, mirror and comb tray, towel rod.

The new Lyon golf locker is furnished in 60 and 72-in. heights, is 24 inches wide and either 18 or 21 ins. deep. It is fitted with flat key lock and three-point locking device.

CONLIN TELLS PROS HOW TO GET GIFT PROFITS

"I'll do it tomorrow" is what the average golf club member thinks about his Christmas shopping. That policy is responsible for a grand opportunity in pro selling and one of the few opportunities so timed that the pro can make money when he needs it most.

Although Christmas shopping during the last few years has not been as brisk as during the pre-depression days there has been a steady increase in the sale of golf goods as holiday gifts. This year it appears that the pro who will take his feet out of the shop or his home quarters stands a good chance of getting a good profit on Christmas sales to his members.

The pro has a good "in" on an especially large sector of the holiday gift market, that business placed by corporation officials who give presents to their employees, friends and customers. The pro can get into his members' offices when most other salesmen couldn't crash. The member likes to see the pro out of season and welcomes pro interest. Furthermore such visits don't do the pros any harm as they are clear indications of business ability and energy. On a good part of Christmas gift business pros have demonstrated that they have a better chance to work into it than the stores down town if they will work.

Plans of the manufacturers this year give the pros excellent chances for turning work into profit.

First announcement of such plans comes from the United States Rubber Co. with a holiday gift proposition built around a beautiful black walnut gift box suitable for later use with cigars and cigarettes or for other purposes. Three Star US balls will be packed in four ball and six ball packages of black walnut. The package itself is something that retails empty for a good little piece of change around Christmas time. On this special deal the U. S. Rubber people are making a retail price of \$3.44 on the four ball lots and \$4.98 on the six ball lots. There is a pro profit of 40 per cent on each sale. This means that the boys can pick up

a welcome profit around the holiday season by putting some selling effort on club members.

One of the first places where the gift box deal will click good and strong is with the corporation executives. The smart thing about the golf ball deal in this respect is that the box will keep around, filled with balls, until the golf season starts and be a constant reminder of the fellow who thoughtfully made the gift. The tons of cigars sold for Christmas presentation are smoked quickly unless—as often happens—the janitor falls heir to ropes that are not to the recipient's taste. The factors of quick consumption and differences in taste have militated against the cigar purchases; so when the pro with the golf ball suggestion comes to the man who buys company gifts, he should be given a warm welcome and some substantial business.

Ed Conlin, golf ball sales manager of U. S. Rubber, figures that with the pro entree to big business men it should be possible for many professionals to dispose of enough gift box US Royals to make themselves at least a couple of hundred dollars apiece during the usually dead period right before Christmas. One angle to the deal, pointed out by Conlin, is that pro sales effort on this should be applied early as corporation gift plans are made well in advance of Christmas. The pro who will make door-to-door or telephone calls on his members during November and early in December, and keep following up, stands a good chance of getting enough golf goods Christmas business to relieve his winter worries whether he stays in the north or goes south after the northern season has ended. A strong, helpful push-off to the gift box U. S. Three Star plan is given by a striking poster the US company supplies to pro shops.

HONEY BOY BALL ADDED TO L. A. YOUNG LINE

Detroit, Mich.—Announcement of a new addition to its ball line has just been made by E. E. Chapman, vice-pres. and gen. mgr. of L. A. Young Golf Co. The newcomer is known as the Hagen Honey Boy and with a center of pure honey, has a cover that is reputed to be "tougher than any duffer." A specially developed process casehardens the balata without at the same time destroying its resilient properties.

Says Chapman: "The Honey Boy will resist the hacking and chopping of the most inexpert duffer and will give him more than full value for his money. This baby is tough and how! It will please the low handicap golfer too, for it will give him all the distance he can get, and at the

same time a degree of durability that economically-minded players want along with their distance."

The Honey Boy, while a part of the new Hagen set-up for 1935, was placed on the market October 1 and so deliveries are now being made.

ADDITIONAL TERRITORY FOR KILLIAN OF MacGREGOR

Dayton, Ohio.—Crawford, McGregor & Canby Co. has announced that Martin L. Killian, formerly covering the state of Louisiana as a direct factory representative, has been assigned important additional territory. Killian's new territory includes Mississippi, Alabama, Georgia, Florida, North Carolina and South Carolina.

Killian will contact both pro and dealer outlets in this entire district. MacGregor officials predict this will be good news to Killian's host of friends in the southeast where he has been during the past 15 or 20 years.

WORTHINGTON HAS SICKLE BAR TRACTOR ATTACHMENT

Stroudsburg, Pa.—Worthington Mower Co. is introducing a sickle bar attachment for its standard tractor. The unique hook-up of a sickle bar and fairway mowing units both drawn by the same tractor was



demonstrated for the first time at the Park convention in Louisville and aroused much favorable comment.

PERFECTION COMPLETES TESTS ON NEW SPRINKLERS

Plymouth, Mich.—A. S. Lyndon, general manager of Perfection Sprinkler Co. has just completed exhaustive tests on two new sprinklers for both fairways and greens. Both employ the use of a patented spray disc nozzle on one arm and have a specially designed open nozzle on the other arm, the only difference being

Budget with Yankee Thrift

Make a complete check-up now, of what you need for your 1935 course maintenance. Then send your list to us for quotations and suggestions.

Our extensive and intimate acquaintance with the new England golf courses has qualified us to submit to you not only the lowest prices on dependable standard equipment but to give you some ideas that probably will save money for you.

Close cooperation with greenkeepers who have done great jobs of maintenance with thrifty budgets has taught us how the practical experts make legitimate savings. We pass this information on to you because the New England Toro Company is more than merely a source of dependable equipment and supplies and conscientious overseeing of the performance of what we sell. What has made ours one of the biggest golf course supply companies in the country is our policy of acting as service headquarters on IDEAS that help our greenkeeper friends.

NEW ENGLAND TORO COMPANY

1121 Washington Street

WEST NEWTON,

MASS.

that one is for $\frac{3}{4}$ in. hose and the other for 1 in. hose.

Tests prove that the distribution is almost 100% perfect, according to Lyndon, with a wide range of pressures, and the coverage is all that can be secured with the size of nozzle in use. Both are mounted on new improved disc bases that have already become popular.

Lyndon reports an excellent volume of business the past season and prospects for still greater volume for 1935. A recent survey by him shows that the average golf club is in almost flattering condition compared with the past two years.

He further states that their company is at present cooperating with several golf courses, helping them to work out a fair-way low cost watering system for 1935, and that the tendency is toward the lower pressure and hose system because of the importance of being able to place sprinklers where they should be to offset wind conditions and to water the parts that need watering.

FORM GRIP NEW FEATURE OF SPALDING'S JONES CLUBS

New York City.—Spalding's are offering a new feature in their 1935 line of Bobby Jones clubs, in the way of a "Jones Form Grip." It is said to be a decided step in clubmaking and a help to both the tournament and average golfer. The special features claimed for the Jones Form Grip are:

It will improve iron play because with it a player is able to relax his wrists a bit more at the top of the swing thereby making sure of proper cocking without losing the sense of club head location.

The grip adapts itself to a natural position of the hands and promotes a hand consciousness of the club face.

It is a form that permits choking; flexibility in the longitudinal position of the hands being desirable.

The section is made partially flat on the right side—the specific purpose of this is to set up to the sense of feel a positive location of the striking side or face of the club. This somewhat flat section is established parallel to the center of the striking face and perpendicular to the intended direction for the ball.

It assists in obtaining the correct grip and provides for the freer and more effective use of the left hand (right hand player) as well as encouraging a unified action of both hands.

FATE-ROOT-HEATH "GOING PLACES" WITH NEW TRACTOR

Plymouth, O.—The new Plymouth tractor, manufactured by Fate-Root-Heath Co. primarily for small farm use, is meeting with an enthusiastic reception by the golf

The "BIRDIE" becomes an "EAGLE"

"Gives Most Satisfactory Cutting Job That We Have Ever Had"

Say Greenskeepers Who Have Used--

GREENSKEEPER MOTO-MOWER during 1934 season

The Greenskeeper Moto-Mower has performed so well for greenskeepers, according to their own enthusiastic reports that this model is now a regular part of the Moto-Mower line.

The Greenskeeper Moto-Mower is a powerful cutting greens mower of advanced design to meet the needs of the most exacting greenskeeper. 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 less than that of a golfer's foot.

THE Moto-Mower CO.
TRADE MARK

Write today for literature and prices.

4601 Woodward Ave. Detroit, Mich.

course fraternity, the company reports. The new machine seems to have many features that fit it into the golf club picture, including such attractions as four-speed transmission, top speed of 25 miles per hour, pneumatic tires, rugged construction, and surprising power for so small a tractor.

No important changes are planned for the company's Peerless mower-sharpener which has always performed satisfactorily in its present form.

Club officials interested in details of the Plymouth tractor or the Peerless mower sharpener are asked to write the company for literature.

MARCH IRRIGATION WILL ADD TO LINE FOR 1935

Muskegon, Mich.—March Irrigation Co. reports it has experienced during the past year a marked increase in sales of its Rain-maker sprinkler for use around clubhouses. The efficiency and economy factors of the machine account for its increased popularity, the makers say.

A new low-priced high coverage sprinkler for clubs equipped with $\frac{3}{4}$ in. hose is promised for 1935, and a few refinements are planned for the company's "Greenskeeper" model.

Literature and catalogs describing the entire March line are available on request.

GIFT CONTAINERS GREAT WILSON CHRISTMAS DEAL

"There is a Santa Claus" says Wilson-Western in acquainting the pros with a Christmas gift Hol-Hi ball proposition that will make a lot of ball business for the professionals who snap into it.

The Wilson-Western deal supplies an attractive glass cocktail shaker and a genuine leather toilet case as containers for Hol-His in dozen lots. Both of these items are first class merchandise and by themselves are highly acceptable Christmas gifts. With the dozen Hol-His you can rest assured that it makes the sort of a Christmas present men will hail.

As containers for Hol-His in half-dozen lots Wilson-Western offers a Christmas package of a chrome-metal cigarette box, which is a nifty looking container with black composition base and lacquered Chinese red inside.

Both of the Wilson Hol-Hi Christmas package deals are made to the pro at no increase in price over the standard price of the balls. Pros who have seen these packages are more stirred up about the prospects for Christmas business than they ever have been before and already have been making some early solicitations of members' business.

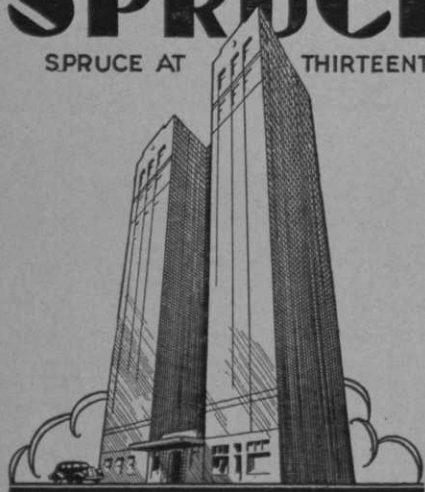
The proposition figures out happily as a holiday gift selling stunt because in the

a Hospitable Hotel Home
IN
PHILADELPHIA

You feel at home the minute you enter the Spruce. You like its splendid central location its friendly hospitable atmosphere, its fine food and, of course, the surprising economy of Spruce rates will surely appeal to you. Modern garage in connection.

SPRUCE

SPRUCE AT THIRTEENTH



ROOMS WITH RUNNING WATER AND
CONNECTING
BATH, **\$1.50** Single
FROM Daily

ROOMS WITH **\$2.50** Single
PRIVATE BATH, FROM Daily

JOHN J. GUTHRIE, Manager

T Beware Imitations!
Warning—genuine Tufhorse bags are
being sold ONLY by our own repre-
sentatives, direct to Pros.
TUFHORSE
GOLF BAGS

Wait for the new Tufhorse line; many new fea-
tures; better deliveries; bigger profit possibilities
to the Pro. Remember, wait for the accredited
Tufhorse salesman.

Des Moines Glove & Mfg. Co., Des Moines, Ia.

past golf balls have only gone so-so for Christmas presents, because of the difficulty of working up any immediate use interest. With the cocktail shaker, toilet case and cigarette holder as ball containers, there is the element of prompt, frequent use of the gift and the lasting value of the Hol-Hi as the big value. The containers as a Christmas bonus should be the spark-plug that will set in motion a lot of pro sales.

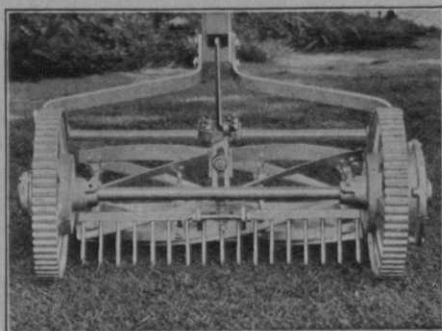
All that the deal lacks to make a fine winter profit for pros is pro energy. Some boys will make ball sales about equal to a good summer month's business as a result of a few weeks' work on this Wilson Christmas proposition and others won't have the pep to put it over to the extent promised by the character of the deal.

One smart thing about such deals that has been observed by pros is that Christmas ball sales mean players coming out earlier and playing more. They itch to use the golf balls they got for Christmas.

**TORO PERFECTS NEW CRAB
GRASS RAKE**

Minneapolis, Minn.—Crab grass is perhaps the worst of all summer weeds. In recent years, due to the drouth and other factors, it has invaded practically all sections of the country, particularly in northern latitudes.

The elimination of crab grass by hand weeding is both tedious and expensive. Toro Manufacturing Co., Minneapolis, have recently developed a rake which may be attached to any hand or power mower and is fitted directly ahead of the revolving reel. Spring mounted tines are set ahead



so that they engage the tufts of crab grass and lift them up so the reel cuts them off and destroys the life by preventing it from going to seed. After one season's use the plants are so weakened that they die and the regular lawn turf is permitted to regain its vitality. Only a slight amount of draft is added to the mower.

PERFECTION SPRINKLERS

for FAIRWAYS

In the less than three years that Perfections have been produced and sold, over 1,000 Greenkeepers have adopted them and are now enthusiastic boosters for Perfection Performance on both greens and fairways, greens in particular because they really do give large, even coverage and do not require that constant attention that is so common with sprinklers.

NOW, FOR 1935

—Seeing the ever-increasing need for sprinklers for Fairway Watering, we are pleased to announce that we have perfected two new Perfections (for greens or fairways) that will fully meet any requirements for fairways. One of these is for $\frac{3}{4}$ " hose, to operate on pressures from 30 to 50 pounds, to cover from 95 to 110 ft. circle. The other is for 1" hose, to operate on pressures from 35 to 75 pounds, and will cover from 100 to 140 ft. circle.

AND REMEMBER

—when you are considering the make of sprinkler to use, we guarantee either of these new Perfections to out-test and out-perform any other make of sprinkler, and we don't mean maybe. We invite competitive tests and we urge that you make these tests before you decide. You haven't seen nothing until you see these two new ones in action.

FURTHERMORE

—the prices are right, only \$12.50 for the $\frac{3}{4}$ " size and \$15.00 for the 1" size.

FOR YOUR FAIRWAY WATERING

—Perfections will save you real money on your initial investment—lower your cost of operation and cut the maintenance, while the RESULTS will be much more SATISFACTORY.

We will be pleased to have you write us about your problem so that we can tell you how to save with Perfections.

Always pleased to send out sample sprinklers for trial.

Or ask your dealer, leading dealers everywhere are pushing the sale of Perfections.

PERFECTION SPRINKLER CO.

PLYMOUTH, MICH.

IDEAL FORECASTS TREND TOWARD BETTER KEPT GOLF COURSES

Lansing, Mich.—The 21-inch cut Ideal power putting green mower put on the market by Ideal this season has proved very popular. The mower is reasonably priced, but the fact that it does such excellent work, says W. L. Austin, sales manager of Ideal, has had the greatest appeal to golf officials and accounts for the fine sales record made by the machine. In view of the success of the mower this season, Ideal will continue with it for 1935 with no particular change in design. However, for next season they do plan to have a new power transport cart for the machine that will transport the mower easily and which can also be used for other work.

Except for a few minor changes in design, the "Bulldog" fairway mowers in 3, 5, 7 and 9-Gang sizes for 1935 will be the same as produced this year.

About four years ago Ideal designed a special mower for cutting golf course rough—a mower selling at a fairly high price, but which does extra clean, smooth work and gives many years of service.

During past few years many clubs have sadly neglected the care of their roughs, but this year there has been tendency to keep roughs in better condition and this has resulted in renewed interest in mowers for the rough including many sales of the Ideal rough mower.

CUREX, NEW IN FIELD, PROVES VALUE AGAINST BROWN-PATCH

New York City.—A new-comer in the golf supply field, W-B Chemical Co., of New York, manufactures Curex, which, the manufacturers claim, is a highly effective brown-patch remedy in which the active ingredient is an organic mercury compound consisting of 42 per cent Thiocarbamide-chloro Mercury. By combining the mercury in this particular form, the manufacturers state that the metallic mercury present (20%) is actually more than twice as effective on a weight basis as the inorganic mercuries. In developing the compound, they have also succeeded in removing from the mercury the power to burn or hurt turf.

Curex, since its introduction to greenkeepers during 1934, has given a highly

THE BEST SPRINKLER FOR FAIRWAYS, PARKS, ESTATES, etc.

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.

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



Snap hose into valve connection—turns on water automatically.

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

CUT maintenance costs with this practical service

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
Mission Hills Golf Club, Northbrook, Ill.

● BENT GRASS ●

BOTH SOD AND STOLONS

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

HIRAM F. GODWIN

Box A, Redford Sta.,
Detroit, Mich.

R. F. D. No. 3,
Pottstown, Pa.

satisfactory account of itself. This is evidenced by the enthusiastic reports made by greenkeepers who began using it with considerable misgiving. Further proof that Curex is an unusual product is the fact that 1800 lbs were purchased by New York City for its municipal courses during 1934.

NITROPHOSKA PRICE NOW INCREASES USAGE

New York City.—At prices now prevailing for low analysis fertilizers, the Synthetic Nitrogen Products Co., 285 Madison Ave., states Nitrophoska containing 15 per cent nitrogen, 30 per cent phosphoric acid and 15 per cent potash again becomes one of the most economical complete fertilizers on the market. Nitrophoska is usually applied to fairways and greens at the rate of 200 lbs. per acre and because of its low ton price is low in acre cost.

For applying Floranid (Urea), Nitrophoska or other complete fertilizers, grass seed or arsenate of lead, Nitrophoska spreaders are ideally designed and are extremely low in cost. They insure positive even distribution of any dry material. These products can be obtained from supply dealers or complete information about any of them may be had of Leonard Lipman, Synthetic Nitrogen Products Corporation.

LEWIS BALL WASHER SALES UP 67 PER CENT

Watertown, Wis.—G. B. Lewis Co., who are makers of the Lewis golf ball washer, ended their fiscal year on September 30 with an increase in sales on this device as well as repair parts and other tee items of 67 per cent. These sales include tee stakes, tee data plates, waste containers and bag racks.

MILWAUKEE SEWERAGE COMMISSION OFFERS EXPERT SERVICES

Milwaukee, Wis.—Continuing a plan inaugurated five or six years ago, the Milwaukee Sewerage Commission grass and soil technologists are available to golf clubs. These specialists devote their entire time to problems of turf culture and are qualified to give sensible assistance on all practices underlying the development and maintenance of turf. The Sewerage Commission maintains complete laboratories where any specific tests needed can be made.

For several years The Milwaukee Sewerage Commission has been advocating

consistent fertilization programs as the logical method of developing and maintaining turf of the quality demanded by good golfers. They have continually advanced the theory that healthy grass plants, just like healthy people, are less subject to disease and better able to stand extremes of cold, heat, moisture and drought.

Work has begun on an addition to the Sewerage Commission plant on Jones island, Milwaukee. This addition, when completed next spring, will increase capacity approximately 20 per cent and will provide the additional production needed to satisfy the increasing demand for Milorganite.

MacGREGOR ANNOUNCES RICKEY AS NEW SALES MANAGER

Dayton, Ohio.—Harry B. Canby, president of Crawford, McGregor & Canby Co., announces the appointment of Clarence H. Rickey as sales manager of the organization. For the past 10 years, Rickey has been vice-president of the R. H. Burhke Co., Chicago, in charge of sales and adver-



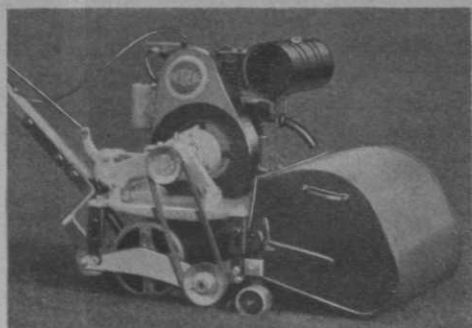
Clarence H. Rickey new sales manager for Crawford, McGregor & Canby Co.

tising. George Mattern, Sr., former McGregor sales manager, will continue as vice-president, assisting in product development and a general advisory capacity.

"No other changes in executive personnel are considered at this time," said Canby. "Edward Canby, Sr., will continue as first vice-president, Mr. Edward Canby, II, as vice-president in charge of advertising; Ira Braun as treasurer, and Mr. George Mattern, Jr., as general superintendent."

The organization is launching an aggressive merchandising program to promote fall sales, which is, according to Canby, a unique departure from the usual run of sales activities and will, he predicts, result in a marked increase in sales for all McGregor dealers. This new program, will be presented to the trade by the factory sales organization.

"The sale of the Tru-Whip line which we introduced this spring has resulted in a tremendous increase in sales," stated



FINER GREENS at 30 to 50% Lower Cost with the IDEAL Power Putting Green Mower

This light, nimble mower is guaranteed to equal or surpass the finest hand cutting, and at the same time save 30 to 50% in mowing costs.

Power is applied direct to cutting reel. Guard prevents scalping over ridges. Patented clutch control. Quiet 4-cycle motor.

Two sizes—21" cut and 18" cut.

Pneumatic tired transport cart. Brush attachment.

And this is only one member of the big 1935 Ideal line of Golf Course mowing equipment. Write for details.

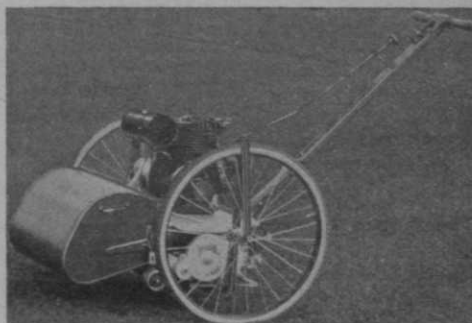
IDEAL POWER LAWN MOWER CO.

446 Kalamazoo St. Lansing, Mich.

237 Lafayette St., New York City

161 Vester St., Ferndale (Detroit) Mich.

Dealers and Service Stations in All Principal Cities



R. H. Wheels are stronger?



Rims do not bend—50% better traction—rounded edges—easier steering. Hundreds used for replacing old, injurious wheels. Sold in singles, pairs or full sets.

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf... that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate Shipment
If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

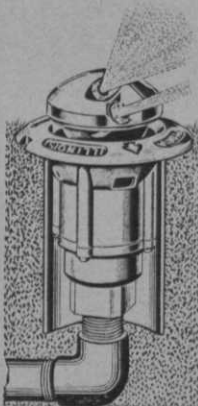


Canby. "With this foundation to build on, we are in a position to lay, and carry out, an unusually aggressive and ambitious selling program for the coming year."

NELSON OFFERS HALF CIRCLE POP-UPS FOR GREENS

Peoria, Ill.—A new method of sprinkling greens without hose or portable sprinklers is being offered by the L. R. Nelson Mfg. Co., in connection with their half circle

pop-up sprinkler. A feed pipe is laid round the green and feeds the three, four or five pop-ups which are set in the ground just off the green, at locations where the half circle sprays will completely cover the green.



It is only necessary to turn a valve to give the entire green an even shower, L. R. Nelson reports. Where the water supply will permit the sprinkling of nine or more

greens at one time, the entire number can be sprinkled by merely turning a valve in the main supply line. The economy in this method of sprinkling is evident, since it eliminates the night man.

The cost of Pop-Up heads required for a green is about the same as the cost of a portable sprinkler and the 1-inch hose required for sprinkling this same green in the old way. The permanent pipe which is laid in a shallow trench around the green, can be laid in a few hours, without injury to the sod, if the sod is promptly replaced and wet down. The heads are set even with the surface of the sod so the mower will run right over them and they will not interfere in any way with balls or players.

The driving principle used on the half circle pop-up has been in constant use for two years with remarkable results. Rotation of the stream is accomplished by a stainless steel ring which simply refuses to wear out. When once set they never require further adjustment.

DOLGE LINE FOR 1935 WILL HAVE NEW ITEMS

Westport, Conn.—C. B. Dolge Company is making active plans for increasing its service to the country and golf clubs throughout the country.

Further research is being carried on on the use of Diworma, well known worm eradicator and brown-patch preventive and control work and results so far ob-

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.

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

Pro-Greenkeeper would like to make a change; 15 years' experience; competent. Address: 4014, % *Golfdom, Chicago.*

Club and Concession Manager—Greenkeeper with son as Pro and Instructor, wife as clubhouse hostess can help your budget by combining these duties. Three years in last position. Club to be leased is reason for change. Address: Ad 4003, % *Golfdom, Chicago.*

Professional, highly rated as teacher and as business man, who develops club interest and patronage, wants new location. Young man, active, diplomatic, competent and reliable. Extensive experience, highest references. Will make your pro department a real live asset of your club. Address Ad 4002, % *Golfdom, Chicago.*

Pro-Greenkeeper with outstanding record of high-class maintenance at low cost and with considerable architectural and construction experience wants new location. Has been with club in far northern state for several years but climatic conditions make change farther south necessary because of family's health. His course has gone through the depression in finest condition on depression budgets. For full details write Ad 4001, % *Golfdom, Chicago.*

Widow, experienced cateress, and son golf professional, desire winter berth, or might consider permanent position, no incumbency. Hard workers. Size of job and location no object. Could take over full management. Address Ad 4000, % *Golfdom, Chicago.*

Pro, experienced young teacher with successful tournament record and good character, seeks club connection. Hard worker and responsible. Unmarried. Brother is expert greenkeeper. Interest in pro job or with brother in pro-greenkeeping connection. For details address 4016, % *Golfdom, Chicago.*

Pro or Pro-Greenkeeper wants location. 20 years' experience; splendid record. Clubmaker; member PGA, A-1 credit with manufacturers, excellent references. Club's financial condition reason for change. Address: Ad 4025, % *Golfdom, Chicago.*

Does your club need a man whose operating record amply qualifies him to take complete charge of both your professional and course maintenance departments? You can best judge what I can do for you by what I've done for others. May I submit my record? Address: Ad 4026, % *Golfdom, Chicago.*

Stewardess or Hostess—With years of experience, will take charge of medium size club. Best of references. Go anywhere. Address: Ad 1234, % *Golfdom, Chicago.*

Settle Your 1935 Pro Problem Now—With a man who can assure you the most out of your pro-greens budget—manage your caddies—handle your tournaments and give your members service with a personal touch. Can convey golf instruction to a player effectively for quick results. 10 years' pro-greenkeeper experience. PGA official. Will go anywhere. Address: Ad 3400, % *Golfdom, Chicago.*

tained have been more than gratifying to the Dolge laboratory workers.

Dolge is perfecting a new ant killer, which in two years' careful laboratory work has proved most effective. In actual field work it has given the best of results. The use of Dolge weed killer for treating sand-traps has greatly increased and all clubs using it report one thorough application keeps the traps clear of weeds for the entire season, the makers report.

Dolge will also have its usual wide line of cleaners, disinfectants, athlete's foot preventives, deodorants for clubhouse maintenance and to these have been added a line of floor finishing materials, including Dolco Rock which maintains a fine finish and is not affected by water, alcohol or similar materials spilled on it. It has proven an especially fine product for use in locker rooms, rooms adjacent to showers and other places where excessive water gets on the floor or where alcohol is likely to be spilled.

NEW HEDDON STEEL SHAFT IN HILLERICH & BRADSBY LINE

Dowagiac, Mich.—The new Heddon steel golf shaft, produced by the well known fishing tackle manufacturers, James Heddon's Sons, is to be first introduced at the Louisville Open tournament and will be found in the new pro line of Hillerich & Bradbsy under the trade name of "Pro-Flex." Each shaft is custom drawn and specially adapted to each individual club head in matched sets. It is produced from a special steel, heat treated by patented electrical methods and tapered by a new process, which gives a straight grain in the shaft structure. This shaft embodies a new principle in steel shaft construction.

GOIT IS SOUTH-WESTERN AGENT FOR WORTHINGTON MOWERS

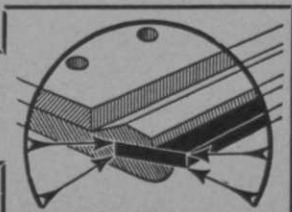
Stroudsburg, Pa.—Worthington Mower Co. has appointed Whitney Goit, Inc., 1230 W. 8th St., Kansas City, Mo., as southwestern distributor for the company's line of grass cutting machinery. This late move will put Worthington in very strong in the territory covered by Goit, since he has had

First Cousin to ANY Budget

Mowing maintenance costs sharply drop once the Budd goes into action. Its four edges (you change the Budd in a jiffy, you know, just like a razor blade) mean always sharp cutting—both of grass and expenses. Be sure it's on your 1935 list of necessities! You'll never regret it.

BUDD MFG. CO., Dept. G, Ravenna, Ohio

BUDD · BED · BLADES



long experience in golf equipment selling and knows the southwestern golf picture as well if not better than anyone else. Goit will personally handle and service the equipment of Worthington customers.

DES MOINES ADDS FEATURES TO TUFHORSE LINE

Des Moines, Ia.—During 1935, the "Tufhorse" line of golf bags and accessories will again be sold direct to pros only through representatives of the Des Moines Glove & Mfg. Co.

Tufhorse models are again being copied by other manufacturers and pros are urged to see that "Tufhorse" label is on every sample from which they make selection for 1935.

The company says it has made some very drastic improvements in its 1935 line, and requests the pros to defer placing 1935 orders until a Des Moines representative is able to call.

BAYER-SEMESAN CO. OFFERS ANTI-BROWN-PATCH PROGRAM

Wilmington, Del.—Bayer-Semesan Co.'s line of Du Bay fungicides, properly applied, will prevent brown-patch and dollar spot, according to claims of the company if the following program is followed:

First Application—The turf or greens or lawns should be thoroughly treated with Du Bay fungicides just prior to the time when brown-patch usually appears.

Morning Inspection—A regular routine inspection of the greens should be made every morning. When a few new spots are found they should be treated immediately with Du Bay fungicides applied with a hand sprayer or sprinkling can. If the spots are numerous the entire green should be treated.

Subsequent Applications—The first treatment should be followed by subsequent applications once each three or four weeks, depending on weather conditions. Applications should be made at shorter intervals as the severe brown patch season approaches and especially during periods of frequent heavy rains and high temperatures.

Mid-Season Applications—When brown patch is likely to be most severe applications should be made every week or ten days.

Late Season Applications—After the season for heavy brown patch attacks has passed, the applications of Du Bay fungicides can be made at two to four weeks' intervals until the danger from the disease is past.

The company publishes a valuable booklet, "Champions Against Brown Patch," free on application.

Modernize Your Green Equipment

The Jacobsen Power Putting Green Mower was especially designed to *maintain greens in the finest possible playing condition and to reduce the time and cost of green maintenance.*

They are in use on more than 700 courses—and their use is endorsed by leading Greenkeepers and Professionals.

When planning your 1935 Maintenance Budget consider the advantages and economies of Jacobsen Power Mowers. Send for booklet "Putting Green Maintenance by Modern Methods"—it's free.

JACOBSEN MANUFACTURING CO.
734 Washington Ave. Racine, Wis.

JACOBSEN Power GREEN MOWER

That Happy Combination of Quality and Economy is offered in our

New Broadmoor One-Color Score Card

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request.

JOHN H. VESTAL CO., PRINTERS
703 South La Salle Street - - Chicago



PHOENIX

RED TIP TRACTOR SPUDS

Extra Long Service

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. — Cafesaqua, Pa.