

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.

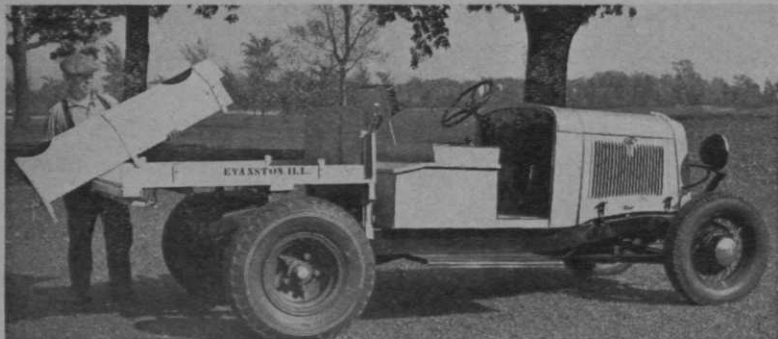
Herbert Lagerblade of the Horton-Bristol Sales Corp. names as a headliner of the Bristol clubs, bags and balls for 1935 the new Bristol woods which are of a strikingly distinctive design, slightly stream-lined to help the player get the ball up. These clubs are finished with a hand-rubbed stain which 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 1¼ 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