

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.

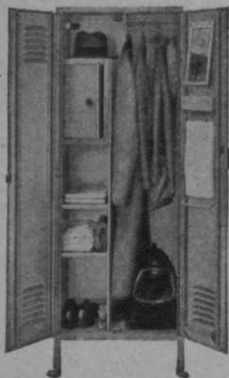
Detroit, Mich.—B. G. Allen & Son, 2425 Grand River Ave. have developed a pumping outfit for golf clubs that uses a hook-up of a specially designed centrifugal pump and a Ford V-8 heavy-duty motor. This outfit is the outgrowth of gasoline pumping equipment work done by the Allens for golf clubs in the 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 employes, 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 dufer." 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 dufer 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