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iron construction of its DeLuxe 36-inch fairway mower, but failed to point out directly that its 30-inch model is of similar material.

The Pennsylvania people claim that malleable iron makes these mowers unbreakable, a valuable sales point, and accordingly ask that greensmen understand that the feature applies to both DeLuxe fairway mowers.

ST. MUNGO HAS NEW 50 CENT FLOATER BALL

Newark, N. J.—A new St. Mungo ball, The Floater, is being made by the St. Mungo Sales Corp., 121 Sylvan Ave. The ball retails at 50 cents. It floats and is built especially for the light hitter.

KIERNAN AND ROBERTS PROMOTED AS SPALDING EASTERN OFFICIALS

New York City—A. G. Spalding & Bros. announce another advance for Matt Kiernan, formerly head of Spalding's eastern wholesale golf department. Matt now is responsible for all Spalding wholesale sales in the east.

Walter Roberts, Matt's assistant in the golf dept., has been made eastern golf manager.

Pros who know Matt and Walter all will rejoice at the promotion of these two brother toilers in the cause.

GREENKEEPERS' EXHIBIT SHOWS TREND TO PNEUMATIC TIRES

JUST as farmers in the past few years have been swinging more and more to pneumatic tires for their tractors and farm implements, so have greenkeepers seen the advantages of this new development. Country clubs have become an important market for manufacturers of rubber tires, according to sales officials of The Goodyear Tire & Rubber Co.

Difference in equipment, as compared with a year ago, was especially noticeable at a recent meeting of The Cleveland Dis-



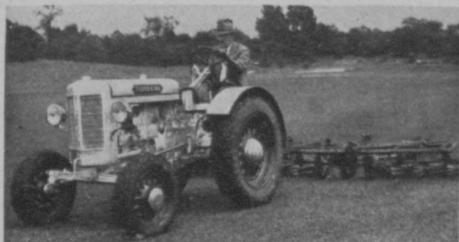
Goodyear tires on McCormick-Deering tractor.

trict Greenkeepers' Assn., held at Portage CC., Akron. Many pneumatic-tired tractors and power mowers were displayed and demonstrated. All of the tractors pulling gang mowers were similarly equipped—

whereas only a year ago scarcely any of the equipment would have been mounted on rubber tires.

There are many advantages in pneumatic tires over steel wheels, the Good-year men declare, and the fact that the majority of new tractors and power mowers being sold to golf courses are pneumatic-equipped seems to bear out their contention. Many of the steel-wheeled units already in service are being changed over to pneumatics.

One of the outstanding advantages of pneumatics for golf course use is the fact they are easier on the turf, particularly



Goodyear-equipped Silver King tractor.

if the ground happens to be soft. Rubber tires don't damage trees or sidewalks, and make possible use of the units over a wider area. Farmers are impressed with the fact they can do more work in the same length of time, and this is a factor that is also important on golf course equipment. Less power is required for operation, resulting in a fuel and oil saving. The equipment undergoes less wear and tear and therefore has longer life, due to the cushioning effect of the pneumatics.

Equipment on which pneumatic tires are finding ready use includes tractors, mowers, utility wagons, compost spreaders, wheelbarrows and green mower carts, used to carry mowers from green to green.

**HENRY, HOYT AND HAY JOIN
MAC SMITH SALES STAFF**

Nashville, Tenn.—Link-Lyons, Inc., makers of MacDonald Smith golf clubs announce appointments of Pete Henry, widely known golf salesman, as eastern sales mgr. Bill Hay will represent Link-Lyon,

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