

turns and club managers find themselves scheduled to study departments of the Waldorf, a hotel that a few years ago was in hock far deeper than country clubs but which worked its way out by leaving the problem in the hands of competent men.

Reports of officials and sectional chapters of the association will take up Tuesday afternoon. Lucius Boomer and Oscar of the Waldorf executive force will address the managers. A. O. Eberhart, former governor of Minnesota, will speak.

As usual the entertainment program of the convention, which in itself is an educational feature, will be crowded into the late afternoons and evenings.

William Norcross will preside as general chairman of the convention.

The usual fare-and-a-third round trip arrangements have been made with the railroads. Certificates may be obtained when purchasing railroad tickets.

Sports Good Dealers to Have Two Meetings in January

TWO camps of sporting goods dealers will have association meetings in January as a result of a split on the policy of holding convention exhibits. The original body, National Sporting Goods Distributors' Assn., will meet at Hotel Carter, Cleveland, Jan. 19 and 20. A merchandising clinic will be held, but no exhibits. Features of this program expected to be a wrestle with price-cutting problems and a report on athletic market development.

Newer organization is American Sporting Goods Assn., with its convention and exhibits to be staged at Hotel Sherman, Chicago, Jan. 26 to Feb. 1. Store problems will be focus of this association.

On neither association program have pros a place, although the pro's part in sport goods retailing is conspicuous.

GOLF'S MARKET PLACE

ARTHUR D. PETERSON, 420 LEXINGTON AVE., NEW YORK CITY, is moving into larger quarters at the same address. Pete's outfit also is enlarging its personnel and territory to cover more of the golf course maintenance field with the extension line of equipment and supplies shown in the new Peterson catalog.

All records for past five years in volume of fall bookings for spring delivery have been broken during the past three



This handsome display case will be furnished pro-shops this season by Wilson to boost ball sales.

months according to manufacturers of golf equipment in the LYTTON BUILDING, 14 E. Jackson Blvd., Chicago. Sales increases ranging from 35 to 60% over the same period last year are shown by the various companies.

Greatest increase was shown by the Kroyden Co., with a 55% jump. According to J. B. Carnell, Chicago district manager, every item from balls to bags, has been included in the heavy advance buying. The conviction that golfers are again in the mood to buy the highest quality equipment has prompted his company to put on the market a new club selling for \$17.50, Carnell said. Orders for it began arriving shortly after it had been announced.

N. B. Cook, manager of the local office of the Burke Golf Co., in reporting an increase of more than 35% stated that sales of golf bags have been greater than at any other time in the past decade. The reason, Cook believes, is that players who have gone along with their old ones for years, now with more money in their pockets, have decided to replace the shabby old equipment. Burke offices in all parts of the country report similar sales increases, Cook said.

KENNETH L. BURGETT, PEORIA, ILL., who for several years has been partner and general manager in the Harley O. Potter Co., makers of Glovette golf gloves and leather club-caps, has acquired control of the Potter Co., which now is called The K. L. Burgett Co.

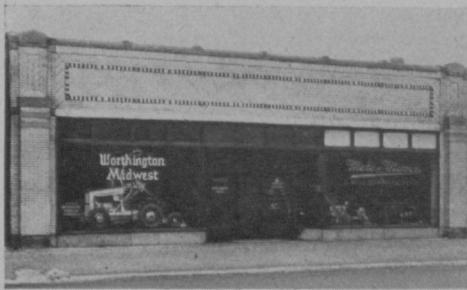
Al Link of LINK, LYON, INC., NASHVILLE, TENN., makers of MacSmith clubs, reports lively buying activity of pros on higher price clubs. Link says numerous wise pro merchants are going

for \$8.50 irons and \$10 woods as features to distinguish pro shops from store type of golf trading posts.

He cites several instances of pros trading up members by figuring out that the difference between the average and top grade clubs amounts to only about two cents a game during the four year period the keen golfer will keep the set in action until he replaces it as obsolete.

WORTHINGTON MOWER CO., STROUDSBURG, PA., has appointed the Worthington Midwest Co., as its distributors in Illinois, Wisconsin, Michigan, Indiana, Kentucky and sections of Iowa and Missouri. The Golf & Garden Equipment Co., of Milwaukee will handle Wisconsin by arrangement with the Worthington Midwest Co.

With the new Midwest organization is Leo Murray, veteran golf equipment and supply man, and Geo. Hodges, also well



known in the turf maintenance field. Murray's headquarters will be at the main Midwest factory branch, 1043 W. Washington Blvd., Chicago. Tel., Haymarket 8480. Hodges will divide his time between the Detroit office at 6432 Cass Ave. Tel., Madison 2405, and the Chicago office.

At the Chicago branch there will be complete service facilities, stocks and personnel. Nothing but equipment will be handled at this branch.

BRUNSWICK - BALKE - COLLENDER CO., 623 S. WABASH AVE., CHICAGO, has much instructive material on lawn bowling which will help golf clubs considering adding this sport to the club's facilities.

Several U. S. golf clubs and many in Canada and England have very popular lawn bowling greens for day and night use. Details of the game and its greens will be sent free on request.

TORO MFG. CORP., MINNEAPOLIS, MINN., brings out another one of its colorful and amusing jungle course maintenance calendars. Ingenious equipment requiring brawny Negroes, elephants, and zebras is mowing a fairway alongside



You can't beat this as a sign of confidence in 1936 golf business. It's almost 80,000 True Temper shafts going to one of the leading clubmaking companies. Sending cars out like this in the spring means the cars won't be used by pros riding to Florida or California in the fall.

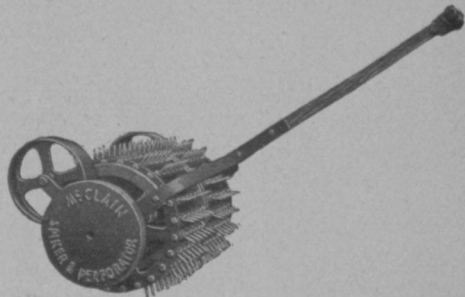
of which two fuzzy-wuzzy savages express the wish that Hagen were there to have his pants trimmed off. It will be good for laughs, even when the greenkeepers look at it to see how far it is until payday.

Horton Smith has resigned as Oak Park CC (Chicago district) pro to become a full time member of the A. G. SPALDING staff. Ren Smith, Horton's brother and assistant at Oak Park, is his successor as the club's pro.

Horton will play in tournaments, exhibitions and demonstrations as well as engage actively as a business representative of Spalding's to the pros. As he is widely known by pros, Horton is one of the ace pro businessmen as well as a star player and in this dual capacity is fitted to do a lot of good for the pros and Spaldings together.

McCLAIN BROS. CO., CANTON, O., are placing a new spiker on the market. The device, say the makers, saves its costs many times.

A specially controlled oscillating motion of the spikes gives a slight stirring of the soil without injury to the turf. Unbreakable spikes are made of stainless steel and



riveted to oscillating bars so they cannot drop out. These spikes outwear ordinary steel spikes.

The Spiker is equipped with roller bearings to add to ease of operation. Lubrication is effected by Alemite oiling and

special spring tension leather grease re-tainers. Movement of the Spiker from one place to another is made easy by permanently attached large transport wheels.

Weight of Spiker may be increased by attaching extra weights included with machine as regular equipment. Price is very moderate.

BASTIAN BLESSING CO., CHICAGO, makers of bars and fixtures, now have New York headquarters at 635-639 Sixth Ave., corner 19th St.

Craig Wood has resigned as pro at Hollywood GC, Deal, N. J., to devote full time to duties as director of the golf dept. for the **DUNLOP TIRE & RUBBER CO.**, New York City. Wood joined the Dunlop organization in 1934 as director of the golf dept. He divided his time between designing clubs, working with the factory engineers on golf balls, tournament playing and teaching at Hollywood.

Now Craig will take a very active part in Dunlop's golf campaign—concentrating on the promotional end.

He will headquarter at 500 Fifth Ave., New York, working under Vincent Richards, general manager of the Sports dept.

His connection with Dunlop is similar to that of Gene Sarazen with Wilson and Horton Smith with Spalding. Not only will he play exhibitions, lecture and dem-

onstrate, but will participate in all the major tournaments.

GOLF & GARDEN EQUIPMENT CO., 400 S. SEVENTH ST., MILWAUKEE, Wis., has been named Wisconsin and Minnesota agent for Worthington equipment by the Worthington Midwest Co., western distributors of the Worthington Mower Co. The Golf & Garden organization also is Wisconsin distributor for the Moto Mower Co., and in 1935 did a big business for Moto Mower.



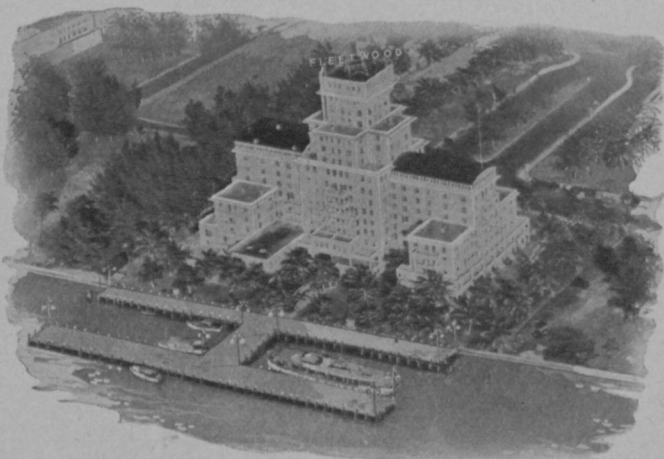
ARCHIE SCHENDEL

Archie C. Schendel, supt. of the Westmoor CC, is president of the Golf & Garden company, which was formed in 1933 as a subsidiary of Fertilizer Chemical Mills, Inc., for selling equipment, seed, fertilizer and other supplies and equipment to golf courses, parks, estates and cemeteries in Wisconsin and adjacent territory. Schendel has been in golf course and landscape work for 18 years and is

For Your Winter Vacation--

THE FLEETWOOD MIAMI BEACH

All rooms, are outside rooms, well ventilated and with ocean or bay out-look. Ocean bathing, warmed by the Gulf Stream, just off shore; a choice of ten fine golf courses, deep-sea fishing, boating, horse and dog racing, polo, tennis, etc., are available. A private bus to ocean beaches at no charge, hotel-operated motor boats, private dock and splendid parking facilities. Popular priced Coffee Shop and Excellent Food.



IN CLEVELAND IT'S THE HOLLENDEN
IN COLUMBUS IT'S THE NEIL HOUSE
IN AKRON IT'S THE MAYFLOWER
IN TOLEDO IT'S THE NEW SECOR

IN DAYTON IT'S THE BILTMORE
IN SAVANNAH IT'S THE OGLETHORPE
IN AUGUSTA IT'S THE BON AIR
"America's Finest Winter Resort Hotel"

widely known as a practical authority.

Bob Farmer, another well-known mid-western greenkeeper, recently joined the Schendel organization and at this time is giving special attention to underground sprinkling jobs, a field in which Farmer as greenkeeper and civil engineer has had extensive experience.

Service and parts dept. of Golf & Garden is in charge of Leroy Bertram, Schendel's assistant for 12 years.



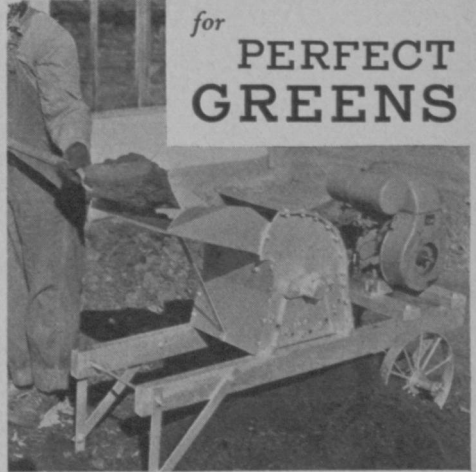
Each pro who orders a set of the new Hagen women's clubs and the special women's bag is given free this Hagen American Lady display stand. It sticks out in a shop and stirs up sales to women.

W-W GRINDER CORP., WICHITA, KANS., has a new compost grinder and mixer being introduced to the market. The Wichita will grind wet or very tough materials without clogging and grinds and mixes in one operation. It tears up tough, green sod and roots into a fine substance that will rot quickly. Dry manure, chemicals, peat moss, insecticides, etc., may be mixed and pulverized to the degree of fineness desired for any specific purpose; as the grind of the Wichita may be regulated for coarse or fine compost by the simple operation of removing a cotter-key, or by the use of the special grinding screen which comes with each grinder.

There is a small model, which may be operated by a three horse-power motor and which is just right for the owner of a small estate or small greenhouses. The

PERFECT COMPOST

for
PERFECT GREENS



The Wichita Compost Grinder, Shredder and Mixer is a new idea in compost preparation. In one operation it will not only grind, but it will mix manure, chemicals, peat moss and any other materials used in compost. Small or stringy materials can be ground and mixed together and come out in just the degree of fineness you desire. You can even grind wet and bulky materials with the Wichita. Write for low factory prices with full information and Illustrated Folder. W-W GRINDER CORP. Dept. D Wichita, Kans

R. H. Tractor Wheel SPUDS

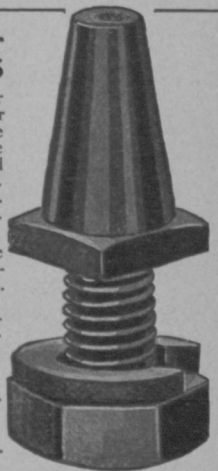
quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

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

MFR. OF SPUDS, FORDSON WHEELS, ETC.



● 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.

1936 GOLF TURF on Request

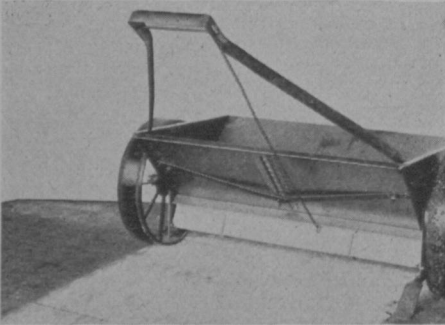
The new "Golf Turf" contains: information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment.

Send for your copy NOW

Stump & Walter Co

132-138 Church Street (Cor. Warren St.) New York

ROOT ALL PURPOSE SPREADER



TOP-DRESSING, FERTILIZING, SEEDING

CUT your LABOR COST with this machine.
For speed, economy and perfect application
it is unexcelled.

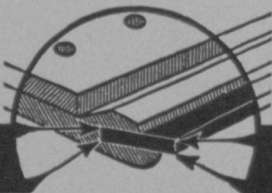
THE ROOT MANUFACTURING COMPANY
1051 POWER AVE., CLEVELAND, OHIO

SEE PAGE 38

Follow the instructions and your club will function smoother and make more profits during 1936.

1936 Budgets Can Be S-t-r-e-t-c-h-e-d with BUDDS

ARROWS in illustration point to BUDD'S 4 cutting edges. Simply switch blade for new edge.



Putting BUDDS on all your mowers means better, quicker cutting, radically reduced sharpening costs, and fewer lay-ups. Why not join the growing list of Clubs now using Budds—and divert some of your 1936 mowing appropriation to other needs. Write for details.

BUDD MFG. CO., DEPT. G, RAVENNA, O.

BUDD

• BED • BLADES

big 18-inch model, operating with seven horse-power or more, will grind from two to ten tons of compost per hour.

THE KROYDON CO., MAPLEWOOD, N. J., presents pros with several interesting new features that should make 1936 a great year for the company and its pro customers.

Kroydon has negotiated with one of the largest finance corporations in America to handle the Kroydon finance proposition. The plan will be worked as follows:

The pro will be given a card showing a definite unit, for instance a \$75.00 unit. The consumer will pay nothing down but will pay monthly installments for a period of fifteen or twenty months direct to the finance corporation. The pro will be given application blanks and all he needs to do is to get the signature of the man and his wife and the name of the customer's employer or his business. The finance corporation will then make an investigation and within twenty-four hours, if the man is entitled to credit, he will be asked to call at the office of the finance corporation for the money. This money will be paid in the form of a check, which he immediately endorses and the finance corporation mails the check to the pro. That concludes the deal as far as the pro or Kroydon is concerned.

Probably the most talked-of development made by Kroydon has been the Hy-Power shaft with "built-in power." The Hy-Power shaft has become so popular that for 1936, Kroydon announces increased volume in sales will enable them to offer a golf club fitted with the Hy-Power shaft at a greatly reduced price.

For example, Kroydon irons with the De Luxe blade and Hy-Power shaft, which sold during 1935 at \$8.35, in 1936 will be retailed for \$5.50. This new low price for irons is coupled with a corresponding decrease in price of the Kroydon Hy-Power wood to \$7.00.

Kroydon announces that other models in irons, with stainless steel heads and Hy-Power Shafts, will list at \$8.35, and a custom-built set of irons will be put on the market at \$10.00 per club. Kroydon

Hy-Power woods, in addition to the new \$7.00 club, will list at \$9.00 to \$12.50, with the popular Cruiser model selling for \$10.00.

Kroydon is also bringing out a de Luxe line of custom built woods with gold-plated Hy-Power shaft, listing at \$17.50 per club. These clubs will be packed in full-length, individual suede containers.

BILLY BURKE, pro at Country Club of Cleveland (O.), and 1931 National Open champion, has signed with the BURKE GOLF CO., Newark (O.), as general manager of its field promotion dept. Bill will do considerable field work in playing and merchandising, especially in connection with a new top grade line to be marketed under Billy's name.

IRON FIREMAN MFG. CO., PORTLAND, ORE., has a new automatic coal stoker for club cooking ranges. Thermostatic control of coal feed maintains for the chef any desired heat.

Alvin (Butch) Krueger joins Al Espinosa and Babe Didrikson on the staff of THE P. GOLDSMITH SONS, INC., CINCINNATI and has his name on Gold-



smith woods and irons in two price ranges. The Krueger woods are \$9 and \$6.50; the irons (flange soled) are \$7.50 and \$5.

Butch's performance identifies him as a

TESTED **Radways** SEEDS

SINCE 1875

GOLF GRASS

"ALWAYS DEPENDABLE"

NEW YORK, N. Y.

McCLAIN • SPIKER AND PERFORATOR

Latest engineering features make this Spiker superior to others. Stainless Steel Spikes. Roller Bearings. Remarkable turf conditioner. Lessens Brown Patch. Increases grass growth. Hand or tractor operated. Moderate price. Needed on every Golf Course. Write for literature.



McCLAIN BROTHERS CO.
CANTON - - - OHIO

NEW LIFE FOR GREENS & FAIRWAYS

"Lime Crest" **CALCITE** (Pulverized)

does wonders in sweetening soil, making grass on greens and fairways grow lush and green. Finely pulverized high-calcium limestone—quick acting, long lasting. Write for full information. Limestone Products Corp. of America, Dept. 226, Newton, N. J.



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. Catasauqua, Pa.

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NORTH WOODS BENT
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ROYALTY CONTRACTS NOW AVAILABLE TO CLUBS

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Write for Complete Catalog—Get our
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HOLE
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1936 will be
A GREAT IDEAL YEAR

See the new heavy duty
**IDEAL FAIRWAY MOWERS
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**BE SURE YOU GET
LEWIS GOLF BALL
WASHERS
for YOUR Course**

Standard throughout the world—
more Lewis Washers in use than
all other makes combined. See
your greens committee Chair-
man about Lewis Washers for
your course. (In color, only 25
cents additional).

Lewis Washers: lots of 1 to 10
(White) \$6.00
in lots of 11 to 20
(White) \$5.50

Complete tee ensemble: (White)
washer, tee stake, towel, waste
container, tee data plate, towel
and ring \$10.50.

Lewis Bag Rack and other
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shining one of the youngster stars with a fine future ahead of him. An all-around athlete, he has been in pro golf only five years and is picked by Al Espinosa, head of the Goldsmith playing squad, as a youngster who will stay long when he lands at the top.

DECATUR PUMP CO., DECATUR, ILL., has a new Burks Niagarette pump especially suited for many golf club needs. Details will be sent on request.

A new corporation has been formed to handle the expanding business of the recently patented NORTH WOODS BENT. Ten men took all treasury stock offered in equal shares. The stockholders are:

J. S. Clapper, Pres., Toro Mfg. Co., Minneapolis, Minn.; R. M. Laird, Vice-Pres., American Chem. & Drug Co. Minneapolis, Minn.; John Diefenbach, Pres. Amber Milling Co.; James T. Williams, Pres., Creamette Co.; Croil Hunter, Vice-Pres. & Gen. Mgr., Northwest Airways; J. N. Winton, Winton Lumber Co.; Einar Berg, Mgr., Harris, Burrows, Hicks & Co.; Harold Genter, Waters-Genter Co.; Harrison R. (Jimmy) Johnston, Former Nat. Amateur Champion; Henry C. Mackall, Green-Chairman, Minikahda GC.

Officers of the corporation are Earle M. Barrows, president, J. S. Clapper, vice-president, Jimmy Johnston, treasurer and Henry C. Mackall, secretary.

R. H. ADAIR, 733 S. EUCLID AVE., OAK PARK, ILL., and Fred M. Schukraft have invented a Golf-O-Meter that registers distance and hook-or-slice on a dial set between the player's position and a one piece moulded rubber ball. Ball is re-teed after each shot by stepping on a button near the dial. This button also resets the dial to zero for distance, hook and slice.

A coin attachment which may be applied for amusement park use also is a feature.

It's Always Sharp

Core of extra hard steel runs through center of spud. Softer outside steel wears first—keeping spud sharp until completely worn away. Will outlast ordinary spuds.—Good for the turf.

Write for Details.
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4782 Grand Ave., Detroit, Mich.

DIAMOND
Steel
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Tractor
Spud

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
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