

PPRICE-CUTTING appears to be a serious problem in England, judging by the interest British golf editors have shown recently in the policy of those American steel shaft manufacturers who limit their supply to firms producing high-grade merchandise. The British writers express hope that a similar step can be taken in England as a means of combating price-cutting.

GOLF'S MARKET PLACE

There are two reasons why pros will study the Hagen 1937 catalog with keen interest. There's a briskly saleable new line of clubs, balls, bags and accessories described in detail and there are views and data on holes at Oakland Hills where the 1937 Open will be played.

The new 2-Ball Washer, invented and patented by Thos. J. Hecklin, former golf official and for the past five years a club manager, is being introduced this spring to the golf market by the Allied Golf Corp., 4538 Fullerton Ave., Chicago. Device consists of two rotary brushes, revolving in opposite directions at different speeds, which are encased in a splash-proof, rust-proof cast aluminum

body 7x7x5 in. Total weight is 6 lbs. Either one or two balls may be cleaned at a time.

The brushes, of selected palmetto fiber anchored in 5-ply laminated mountings, are warp-proof and will not remove paint from balls, in spite of the positive cleaning action obtained. Unusually long life and low original costs are claimed for the device.

The Old Faithful Heater Co. Inc., 1220 S. Michigan Ave., Chicago, makers of hot water heating equipment are expanding into the golf club field. Savings of from 25 to 75% over the present method of heating water, regardless of the fuel now being used, are guaranteed by the company. The equipment is fully automatic in operation and burns oil for fuel.

The Old Faithful company has hundreds of installations in large apartment buildings, hotels, laundries, etc., and guarantees a definite cost of operation before the installation of the equipment is made. Full particulars on the line of equipment will be sent on request.

American Chain & Cable Co. Inc. is the new name of an old company, known previously as American Chain Co., Inc. As the world's largest manufacturer of chains for all purposes, the company has since

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1924 become a leader in the production of wire rope or cable. It was this fact which caused the directors of the corporation to enlarge the name to American Chain & Cable Company, Inc.

In addition to chain and wire rope, many other essential products are manufactured by the divisions and associates of the Company, including Page fence.

Managers and house committee chairmen will find it worthwhile to write **Lyon Metal Products, Inc.**, Aurora, Ill., for its new steel locker catalog and also for literature describing the company's line of metal folding furniture. The folding tables and chairs, according to L. B. Rhodes, advertising and sales promotion manager of Lyon, make wonderful trophies, and, as such, have been sold to many clubs in the past. While relatively inexpensive, this folding furniture is rigid, durable, gracefully proportioned and attractively finished.

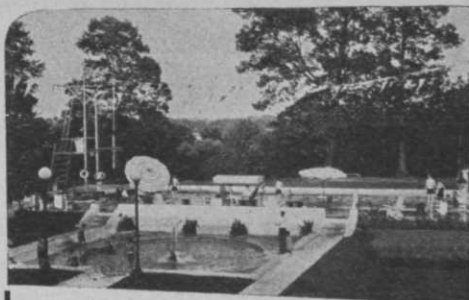
Broil Wagon, an attractive and highly serviceable device for preparing and serving foods hot at tables, is described in a folder issued by **The Broil Wagon Co.**, Western Turnpike at City Line, Albany, N. Y. Henry Dutton, manager of the Albany CC and prominent in club manager circles, is inventor of the device, which uses glowing charcoal.

The Broil Wagon has been adopted by a number of the famous hotels and restaurants as well as by exclusive clubs where the last word in food service is featured.

The golf business is growing so fast in Chicago that **Burke Golf Co.** has found its space in the Lytton building too small for the large stock carried there for mid-Western customers. Accordingly, Burke is moving, effective Feb. 1, into new quarters in the same building and on the same floor, but with double the floor area of the old layout.

N. W. Cook, Pete Bullis and H. D. Jones invite mid-Western pro friends to drop around and inspect the new quarters and (incidentally, of course) the new and complete Burke line for 1937.

A terrible mistake was made in Minnesota this winter when **Toro Manufacturing Corp.** failed to bring out a 1937 edition of its justly popular cartoon calendars. Charles W. Parker, supt., Wianno GC, Osterville, Mass., felt so bad about not getting a calendar that he sent Toro a 12-verse poem of lament and Ken Goit, Toro's sales manager, felt so bad because Parker and others felt bad, that he has recently sent to the entire Toro mailing list a very good and chuckle-filled folder of apology in which the Toro



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contains water that is actually "pure enough to drink"—water that is crystal-clear and kept in circulation by continuous passing through a purifying unit. Graver Units have given dependable service for many years in some of the country's outstanding pools. They are easy and economical to operate, long lived.

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"Put your club in the swim"
Increase your patronage
and your profits with . . .

A "GUNITE" POOL

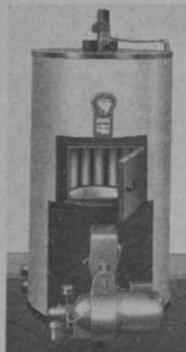
Certainly, abundant evidence is available from other clubs to convince the most critical officials and committees that the installation of a swimming pool means a substantial entry, annually, on the right side of the ledger. Then the question—"What type of pool will be best for us?"

Here again, ample information is available to convince you.

A "GUNITE" pool will satisfy you in every particular of design, construction and operation. Low first cost; maintenance cost minimized by the water-resistant character of "GUNITE."

Write for complete information on this modern method of modernizing golf clubs.

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calendars of other years are reproduced, as well as Parker's poetic lament and Goit's prose answer thereto.

Repeated evidence from pro observation that the livelier the competitive program at a club the better the pro-shop business provides the keynote for the United States Rubber Co. pro merchandising service this year.

Study of countless club programs by E. C. Conlin, sales manager of the golf ball dept., United States Rubber Products, Inc., and his top sergeant, John Sproul, checked by several months' tour among pros, confirmed the U. S. hunch that helping pros to get more entries and more interest in their club competitive programs would help pros increase shop sales.

The plan also serves to strengthen the relations between the pro and the heads of his men's and women's golf committees, who depend on the pro to contribute much toward the life of the club's competitive calendar. The majority of pros are beseeched by their committee heads to give them a hand on the program for the

season, so the U. S. plan for 1937 is to provide pros with an interesting and valuable kit for determining and conducting a splendid schedule of events.

The U. S. Royal Golf Kit includes complete equipment for staging 43 golf events. These events will cover the spring, summer and fall golfing seasons.

"We all know that the pro's main job is to provide interesting and enjoyable activities at his club," Conlin says. "If he puts on unusually good series of activities, he will get more people to play at his club. This means that he will sell more lessons and more golf equipment. And the final result is that he will make more dollars.

"Therefore, we have carefully worked out more than two score kinds of sure-fire tournaments and contests for the pro. Complete equipment for staging each event is included in the Golf Kit. This already prepared material will save the pro much time and trouble. If he will use it, he is bound to arouse new interest in his club, bring out more players, sell more goods, and end the season with bigger profits.

"The U. S. Royal special merchandising plan, of course, is only one feature of a comprehensive marketing program. Other factors are a large national advertising campaign, a novel golf ball game to be

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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.

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We also furnish a FAIRWAY MIXTURE composed of 5 different varieties of fine turf grass seed which produces a BALANCED closely woven turf on lawns, tees, tennis courts, fairways, etc.

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Coupon No. 19
for further information.

played in the pro-shop, clever display material which also serves utility purposes, the same U. S. golf ball sales policies, an effective letter campaign from pros to members, and the famous 'U.S.' business reply cards."

Eversharp Mower Mfg. Co., 409 S. E. Clay St., Portland, Ore., are introducing a radically new mower built in hand models only, but with a power model on the way. Instead of four or more long blades, the cutting reel carries 24 blades, six to the

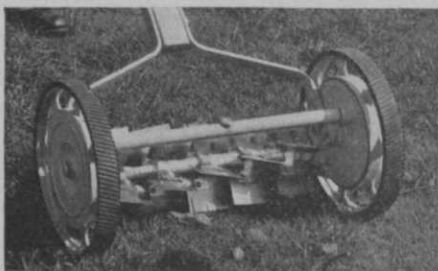
to maker's claims. Construction is top-grade throughout.

As to performance, it is claimed that the machine will cut grass, weed stems, dandelion stems, etc., up to 10 inches high the first time over. Wet grass will not clog it. At the same time, it will cut tender, new grass without injury from uprooting.

P. Goldsmith Sons Co., Cincinnati, Ohio, is presenting a new idea in golf club merchandising in the form of a special pro catalogue comprising a 48-page attractively illustrated booklet in which are fully described the Flight Master, Exclusive Pro, and Padgham and Compston clubs. In addition, golf bags, balls and accessories are listed. This catalog, 3½x6 in., is to be used by the pro as an enclosure in one of the club's regular mailings to the members.

Goldsmith states that complete information on this idea is available upon request.

A very interesting and complete catalog of International Harvester 1937 equipment for golf courses and parks, available to green-chairmen and greenkeepers. Products illustrated and described include the International "Fairway 12" tractor, the McCormick-Deering fairway mower at-



arm. This multiplicity of blades, coupled with the spring or flexibility of the assembly, insures that all the cutting edges come into contact uniformly at all times, which means efficiency of operation, according



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Golf's Liveliest Entertainer

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The fellow who gets the fun out of golf—sparkling and amazing trick shot exhibitions—brilliant scoring without the funeral procession atmosphere—a bright and novel afternoon your members and their guests will enjoy.

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A spectator and newspaper golf sensation in England, Scotland, France and the United States.

Here is a laugh with spectacular golf—and a brand new entertainment feature.

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tachment and the International station wagon, stationary power units, trailers and hammer-mills for composting. The McCormick-Deering fertilizer distributor, lime-spreader and other items in this maintenance line are also covered in the catalog.

For copies, write International Harvester Co., 606 S. Michigan Ave., Chicago.

Crawford, McGregor & Canby Co. announce for 1937 a Silver Scot 75 cent ball with "Vultex" cover that will be sold through pros only. There is a thin cover tourney ball and a tough cover ball in the line. Each ball is wrapped in silver foil, making the display packages a bright, striking spot in the ball case.

Scheiwer Master Coupler Co., 15 W. 11th St., Erie, Pa., is introducing the new Snap-Tite coupler to the golf field. This coupler, which is designed for air lines, water lines, gas lines—in fact any kind of hose connection—is simple to operate, giving practically instantaneous coupling with a simple motion.

For further information, send a postcard to the makers at the above address.

News from A. G. Spalding & Bros.' pro shop in Miami, Fla., indicates that the 1937 Bobby Jones clubs with new refinements in the irons and a "percussion-sole" feature in the woods, along with the new line of Jimmy Thomson woods, are meeting with great success in the South. In fact, the folks at Spalding's say this is the best year ever down there.

"All these indications point to a banner year in the North," says Walter Roberts of Spalding's wholesale golf department. "And it will be a record-breaker for the pro who is prepared with a complete stock when the '37 season starts."

Standard Manufacturing Co., Cedar Falls, Iowa, prepares for the big season ahead by adding a number of new maintenance items to its list of products, including three different ferrules; two new wood flag poles; a newly designed "Six Ball" washer; "Ball-Brite," a non-acid non-caustic compound for cleaning balls; a golf ball retriever; a ball rack, and a cup setter.

Added to the above is a new type one-piece aluminum putting cup, accurately made and beautifully finished. The Standard hole-cutters now have saw-tooth and plain cutting edges available as well as the former scallop-edge model.

Literature describing all of the additions to the Standard line will be sent on request to the manufacturers.