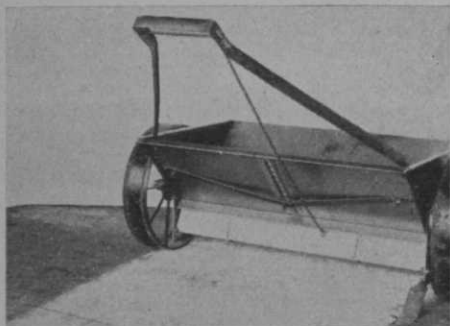


THE NEW IMPROVED Root All Purpose Spreader



Top Dressing, Fertilizing, Seeding. This machine will cut the cost of maintenance more than any piece of equipment on golf courses. Gives perfect application of all materials, with positive control.

The New Root Power Screener



A perfect companion to the All Purpose Spreader. Designed and built by Root Engineers to do a better job of Screening, Mixing and Fluffing soil.

See these machines at our exhibit at the Washington Show, Booth 24.

THE ROOT MANUFACTURING CO.
1011-1051 Power Ave., Cleveland, Ohio

● 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.

WHAT THE MAKERS SAY

Wm. C. Cowen, pres. and sales director of the P. Goldsmith Sons, Inc., Cincinnati, sees bright prospects of 1937 being a banner year for pro sales and accordingly is extending to the pro field the protective policy that made Goldsmith so successful in merchandising its other products. Under Cowen's sales direction, the Goldsmith company long ago adopted a policy of protecting its customers by restricting the distribution of its lines to those doing a legitimate and profitable business rather than have the line at the mercy of the "price-cutters."

After an extensive period of marketing investigation, Goldsmith has produced a 1937 pro-only line of golf clubs and equipment and has organized a special golf selling staff to make closer and more frequent contacts with the pro trade.

The Goldsmith pro line for 1937 includes irons ranging in price from \$3.50 to \$7.50 and woods from \$4.50 to \$8.50. In addition to the pro-only line, Goldsmith offers nationally advertised "Flight Master" Woods and Irons which will range in price from \$5.50 to \$7.50 for the irons and \$7.00 to \$10.00 for the woods.

Increase in sales of Babe Didrikson Clubs have justified Goldsmith confidence in promoting them in a larger way. For 1937, the Babe Didrikson line has been greatly improved, and will be sold on a restricted basis, prices ranging from \$3.50 to \$7.50 for the irons and \$4.50 to \$8.50 for the woods. Also to be featured are the Espinosa and Alvin Krueger lines of woods and irons. Both of these show improvement over last year's models.

A few of the features of the Goldsmith golf line are the patented "Spring-Action" True Temper Shafts, the patented Espinosa "Air-Cooled" Grips, "Hy-Power" Shafts and perforated grips.

Matched Swinging Weight control is being built into all Goldsmith's higher priced irons and woods.

During the past summer, Hugo Goldsmith on a visit to England made a



New Life for . . . GREENS & FAIRWAYS

"Lime Crest" CALCITE does wonders in sweetening soil, making grass on greens and fairways grow lush and green. A balanced liming material, either pulverized or hydrated form—quick acting, long lasting. Write for full information. Limestone Products Corp. of America, Arthur D. Peterson, Eastern Golf Sales Agent, 420 Lexington Ave., New York City.

reciprocal arrangement with the John Douglas Sons & Co., of Dudley, England, by which they will have the exclusive right to market the Espinosa, Krueger, and Didrikson Clubs, the "Air-Cooled", and "Spring-Action" shafts, in England. The Goldsmith company, in return, is to have exclusive right to market throughout the United States the popular Archie Compston shafts and clubs.

Miss Eleanor Hansen now is with the Worthington Midwest Co. at Chicago. Miss Hansen formerly was with the Worthington Mower Co. in Chicago and has had 8 years' experience in golf course machinery and supply service.

Silver King golf tractor for 1937 has several refinements suggested from extensive operation of earlier models, point out its makers, Fate-Root-Heath Co., Plymouth, O. Features of the Silver King are low first cost and low operating cost.



It has ample power for a wide range of golf course work and four speeds, which give it a latitude of 2 1/4 to 25 miles an hour.

An unusually attractive plan for pros is being whipped into shape by the golf ball department of United States Rubber Products, Inc. The plan will provide a way for pros to materially increase their profits by offering special activity at clubs that will induce more play. The new plan, it is expected, will be presented by company salesmen when they make their first calls on the pros in the early spring.

E. C. Conlin, sales manager, and John W. Sproul, assistant sales manager, now on tour of the company's branches, are gathering suggestions relative to the merchandising plan from pros and as-

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Wind-Proof **WOLVERINE** Flags
REG. U.S. PAT. OFF.

GOLF FLAGS

Size 15 x 20 Inches

Price \$2.60 to \$3.00

Per Set of 9 Flags

Heavy canvas headings—brass washer grommets and tie-tapes, lock stitched at the corners and carefully constructed in every detail to produce the greatest wear, this construction being developed by us for, and is now widely used by, the major railroad systems. These flags are made of the best quality heavy bunting with fast colors, exceeding U. S. Government specifications.

Our flags are used from coast to coast. Ask your neighboring club about them, or write us for complete information on Golf Flags, Special Club Flags, American Flags, or anything in flags or bunting.

Sherritt Flag Company, Inc.

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LEWIS TEE EQUIPMENT

—for a Longer Life of Usefulness!

Special patented action, plus Lewis Construction, will make Lewis Washers the outstanding "buy" for YOUR course!

Lewis Washer (white) 1 to 10.

Each\$6.00

11 or more, Each.....\$5.50

In colors: turquoise, orange,

lawn green, red or jade green.

Additional charge, per washer

25c.

Complete tee ensemble (white):

Washer, stake, waste container,

data plate, towel ring.....\$10.50

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Headquarters for Grass Seed of Proven Quality and Course maintenance supplies of every description . . . Send for prices and our Catalog.

PETER HENDERSON & CO., 35 Cortland St., New York City

sistant pros. These suggestions will largely determine the exact form of the plan.

William M. Stieh has been made vice president of the Wood Ridge Mfg. Co., Wood Ridge, N. J., makers of fungicides. Stieh is well known to the golf trade for his work in fungicide research and selling.

Practice of water-weighting pneumatic tractor tires, introduced to the golf field by Goodyear Tire & Rubber Co. in July, 1936, presented a welcome advance in operation of course maintenance equipment.

With the prospect of this practice being widely adopted this year greenkeepers will be interested in the following Goodyear comments on water-weighting:

The use of water for weight inside the tires has numerous advantages over cast iron and concrete discs for weight in the

TO MAKE YOUR GREENS AND FAIRWAYS GREENER, MORE DURABLE AND UNIFORM

Use **AMMO-PHOS***

High-Analysis Fertilizer

The performance of AMMO-PHOS in U.S.G.A. tests over several years was outstanding. From the beginning the AMMO-PHOS plots were the best.

AMERICAN CYANAMID COMPANY
New York, N. Y.

*Reg. U. S. Patent Office.

spect to riding qualities on soft ground and ease of turning. The action of the tires in matching the contour of the ground is not restricted, but is slowed up sufficiently to eliminate the bouncing.

The fact that the weight of the water rests directly on the tread portion of the tire next to the ground keeps the tire better rounded out instead of increasing the deflection as is the case with weight added to the wheel.

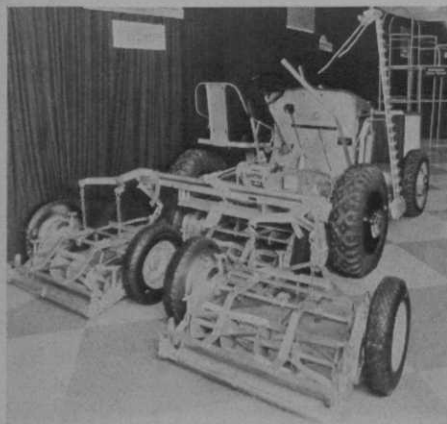
Cold weather presented a problem of water freezing inside the tires which has lead Goodyear engineers to approve the use of calcium chloride solution instead of water—first, as a safe anti-freeze agent and second, as a means of getting still more weight in the tires than is possible with water only.

Complete details of weights of tires when half and three-quarters full of water, directions for filling, and amounts of anti-freeze solution to be introduced for cold-weather operation are available in circulars that any greenkeeper will receive on request, from the Goodyear Truck Tire Dept. at Akron, O., or from Goodyear branches.

Goodyear has introduced pneumatic tires for wheelbarrows and greenkeeper endorsement of this innovation indicates a wide use of Goodyear tires for this work in the golf field in 1937.

George Mattern's improved health makes possible a new connection. George will handle Jack Jolly's Colonel Golf Balls as distributor for Ohio, Indiana and Michigan with offices at 9 W. First st., Dayton, O., where a complete stock will be carried at all times.

Until recently Mattern has been associated with The Crawford, McGregor & Canby Co., since September 27, 1894, although it was not until 1896 that this firm entered the golf club industry. During these years George built up a reputation with the trade, both professionals and dealers, second to none. He is largely responsible for much development, particu-



Goodyear water-weighted tires on Worthington mower and tractor.

wheels, chief of which is the saving in cost. Weight inside the tire offers no unsightly or inconvenient projections on the wheels and, on the other hand, improves the handling of the machine both with re-

NEW LIFE FOR PUTTING GREENS

McCLAIN • SPIKER AND PERFORATOR

AERATION is the thing. Loosen up that tough soil with this fine turf conditioner. Saves fertilizer and fungicides. Increases grass growth. Revives sluggish greens. Soon pays for itself.



Write for literature.

McCLAIN BROTHERS COMPANY
CANTON, OHIO

PHOENIX

RED TIP TRACTOR SPUDS



Extra Long Service

Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{8}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

PHOENIX MFG. CO.
Joliet, Ill. Catasauqua, Pa.

larly in wood clubs, being the inventor of many patented features in special face clubs. George is reported to have something up his sleeve in a similar line right now.

Jack Jolly is equally well known as president of St. Mungo, which firm for



George W. Mattern

years was the distributor of MacGregor golf clubs in both the east and far west. It is perhaps but natural that these two should gravitate together, and George Mattern is facing the new year with a new line with the greatest optimism. He says: "I can see already that 1937 bids fair to be very brisk as a good golf year."

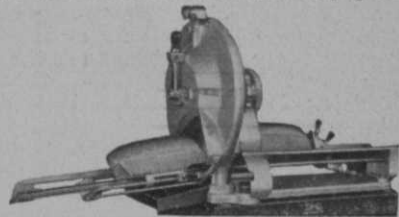
A new booklet, "How It Kills the Grubs," giving method of treatment to halt the ravages of grubs and earthworms on lawns and golf greens and fairways, can be obtained on request from Grasselli Chemical Co., Wilmington, Del.

The booklet has a special section dealing with the life history of the Japanese

beetle and tells of proved method of controlling this pest. The Grasselli Co., also has for distribution booklets on insecticides and fungicides for fruit and shade trees, flowers, shrubbery and gardens.

Walter Roberts, of A. G. Spalding & Bros., announces that the Biscayne Bldg. again is Spalding's point of pro service in Miami. Roberts advises that the boys who want service during their stay "down South" will find Lyle Thompson again on hand to take care of all their golfing needs.

The U. S. Slicing Machine Co., La-Porte, Ind., has a new accident-proof electric bread slicer. Every crumb and the last slice are all contained in the trough so there is no need at any time for operator to reach near the knife. The knife and all mechanism are fully guarded



and there is no chance of unintentionally turning on the power.

The thickness gauge, a patented device, allows bread or cake to be cut any one of 22 different thicknesses, from $\frac{1}{8}$ " to $\frac{11}{16}$ ". Complete details will be sent by the U. S. Slicing Machine Co.

Root Manufacturing Co., 1011-1051 Power ave., Cleveland, Ohio, will feature their new Power Screener at the annual Greenkeepers' show next month, along with the new improved All-Purpose Spreader. The new Root roller screen mixes, screens, serates and fluffs the soil far more effi-



Photo shows employees of H. V. Carter Co., Inc., 52 Beale St., San Francisco, which is celebrating its 20th year of operations during 1937. The Carter Co. is distributor for all kinds of power lawn mowers, golf course equipment, sprinklers, etc. Among the companies represented by the Carter Co. are: Jacobsen Manufacturing Co., Worthington Mower Co., Coldwell Lawn Mower Co., Buckner Mfg. Co., Whirlwind Mower Sales Co., C. B. Dolge Co., Fate-Root Heath Co., Kemp Mfg. Co., G. B. Lewis Co., McClain Bros., Tonagren Co. They also handle nationally known lines of garden tractors and other agricultural equipment.

ciently than the hand method and in much less time. Where compost piles have been previously treated with fertilizers, it efficiently mixes the fertilizer with the soil as it is being screened.

A metal barrel, same size as screen, to mix the fertilizers and insecticides, can be furnished to fit the equipment, offering efficient method of treating all types of seed, bulbs, roots, etc.

The All-Purpose Spreader, makers say, has been further improved and will give perfect application of all topdressing, fertilizing and seeding materials with positive control.

Because of increased outside responsibilities, Harry B. Canby has resigned as president of **The Crawford, McGregor & Canby Co.**, but will remain as chairman of the board. Clarence H. Rickey has succeeded Canby as president and general manager of the company.

The organization, which for many years has been making MacGregor clubs, will have the following personnel:

Tommy Armour—chairman of the advisory staff; Will Sime—head of wood club dept.; Bob Keith—iron club dept. head.

Sales and advertising depts. and the present distributing branches and entire sales personnel will remain intact. They are:

Richard M. Johnson, sales and advertising depts.; Tom C. Robbins, sales manager, Eastern division; Alex Chalfant, Eastern pro sales dept; 11 Park Place, New York City; Paul Smith, Herman Blank, and Ted Smith, central west; Irve Allen, Wm. Mayl, Lloyd Gullickson, and Robert MacLaren, mid-eastern; George C. Phillips—southeastern; Lee Jones, southwest; Harold Peterson, Western sales mgr., headquarters in Los Angeles, assisted by Jim Scott and William Grover; Gerald Trantum, mgr. of the Seattle, Wash. branch.

The augmented manufacturing and sales program upon which the company

is embarking under Rickey is made possible by the financial backing of The P. Goldsmith Sons Co., athletic goods makers, Cincinnati.

The MacGregor company, founded in 1829 and with a background of 107 years' manufacturing experience, will continue its manufacturing and sales operations, as in the past, as an individual corporation in its present plant at Dayton, Ohio. The Goldsmith company's interest is merely financial, supplying capital for the further development and enlargement of the present Crawford, McGregor & Canby Company.

Applebee, Huston & Co., have opened offices at 20 N. Broadway, White Plains, N. Y., as a headquarters for specialized service to golf clubs. The service will include irrigation system engineering and construction, grading, road building, heavy construction work of all kinds, and surveying. At the Links club the company is moving a lake 35 yards to the left of its present location, preserving the exact shape and size of the lake.

The company recently completed installation of a Buckner athletic field type job at Yale Bowl. Piping was done with brass and copper. It is a one valve control installation.

E. Ward Applebee, president, also is president of Applebee and Slater, a long established firm of engineers at Ossining, N. Y. which handles municipal engineering, highway, public utility, railroad and estate work. Frank E. Huston has been identified with the irrigation business for the last seven years, with headquarters at White Plains, N.Y., and has been responsible for many noteworthy jobs in the estate field.

Playground Equipment Co., 724 W. 8th st., Anderson, Ind., has a new catalog of playground and swimming pool equipment that is of considerable help to club buying officials. A copy will be sent free on request.