

## GOLF'S MARKET PLACE

United States Rubber Co. advance ball sales for 1938 far exceeds the advance business on the books last year at this time, reports E. C. Conlin, manager of the U. S. golf ball department.

Conlin accounts for the bright prospects by telling of the U. S. 1938 line in the following statement:

"Using a new improved Spun Latex power winding in our U. S. Royal Blue we have developed what we believe to be the finest golf ball that has yet been made. There is no golf ball that is longer. To assure uniformity of compression, every U. S. Royal made is given two compression tests—one before the cover has been placed on the center and a second automatic compression test on every finished ball. This means that every U. S. Royal Blue in a box of one dozen is, within very reasonable tolerance, the same as every other ball in a box of one dozen. We believe this is the greatest accomplishment in modern golf ball making. The new Royal Blue is a beautiful ball with a nicely balanced feel and click.

"Besides the U. S. Royal Blue, the 1938 seventy-five cent line also has . . . Royal Arrow—made for the low-handicap golfer who wants a little bit more durability, and the Royal Nassau—which again in 1938 is the ball with the toughest cover. All three U. S. Royal balls have the new improved Spun Latex power winding."

At lower prices are the Fairway—for fifty cents, the Nobby—three for one dollar, and the Tiger—at twenty-five cents.

True Grip Parglovs have been made even more attractive as a pro selling item this year, reports K. L. Burgett, manufacturer. Boxed in a handy counter carton, the Parglov line of golf gloves makes a strong display in any pro-shop.

The new Parglovs are built to give protection right where it is needed, are designed to appeal to the game's stylists who are looking for something with a

modern flare, and at all times give a firm, comfortable grip; the adjustable wrist strap and the long, tapered fingers see to that. Parglovs, which are worn by more



golfers than any other glove, are made of the finest imported leathers.

Full details on the cartons, which include sample hands on which Parglovs are mounted for quick inspection, can be obtained by writing the manufacturers, K. L. Burgett Co., Peoria, Ill.

Rototiller, Inc., 1381 Broad Street Station Bldg., Philadelphia, announces two new attachments to its machines, which add versatility to Rototiller uses on golf courses.

First development is power discs, wherein 4 or 6 circular saws cut slits several inches deep spaced 4 inches, permitting the introduction of air, water, and fertilizer to the roots of the grass. Teeth of the discs being slightly "set" and the discs being powered, they cut into the soil, thus eliminating the excessive weight, side friction and power pertaining to the conventional plain disc. The revolving discs

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assist the wheels in propulsion and cut clean slits with no tearing of the turf.

Latest development is a sod cutter, using the two powered saws described above and utilizing the same mountings. These cut vertical slits, preferably twelve inches apart, and a conventional cutter



bar cuts horizontally under the sod. A standard roller is located forward of the cutter bar and there are convenient and simple means for adjusting the depth. The powered discs supply a portion of the traction, eliminating the weight and power required to pull the usual sod cutter.

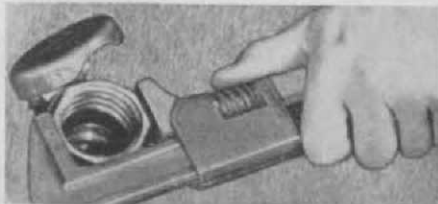
The C. B. Dolge Co., Westport, Conn., anticipates lively business during the coming year, and has added six salesmen to its staff, Lloyd Dolge, of that company, has announced. Dolge also plans to add ten more salesmen before Spring in order to properly cover the country club field.

Alan Bland and J. R. Wilson, formerly with Wm. Rennie Seeds, Ltd., of Toronto, have gone into business with Edwin Watkins, former Gen. Mgr. of Rennie Seeds, and have organized a new company known as Watkins Seeds, Ltd. They represent the Toro Manufacturing Corp., and do a gen-

eral wholesale and retail seed business, being Canadian agents for Edward Webb & Sons of Stowbridge, England.

A. G. Spalding & Bros., offers a new putter this year. In discussing the new club, Walter Roberts, New York wholesale golf manager said, "The new Robert T. Jones, Jr., putter, with flange sole, was designed by Spalding experts working in conjunction with Bobby Jones himself. This putter matches, in appearance, the head and shaft of Jones Autograph and Registered irons. It is the ideal club to complete the set under the USGA 14-club rule. We are already receiving orders on the putter and the outlook forecasts a brilliant future for this latest Spalding-Jones achievement."

A development in quick acting valves is embraced in the L. R. Nelson Co's. "Silver Top" valve for underground sprinkling systems. Beside the main valve, which is operated by inserting a sprinkler



All working parts of the new Nelson "Silver Top" can be removed from top of casing without disconnecting from water main.

head mounted on a key, this valve is equipped with a safety shut-off and is in reality two valves in one.

Without shutting off the water on the main line or taking the valve casing out of the ground, the inner cylinder containing all working parts can be easily removed. A secondary valve at the bottom of the quick coupling valve then automatically closes. This permits valve cleaning or repair without shutting off or draining

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the water in the main pipe line. Other sprinklers on the line can continue to operate while any valve is being cleaned or repaired.

The secondary valve, having larger capacity than the quick-coupling valve, sets up no friction, hence does not reduce water flow. There is no wear on this valve because it operates only when the quick coupling valve cylinder is removed.

An added feature is the brightly polished chromium plated "Silver Top" that makes the valves easy to locate at night.

Lethelin Products Co., Inc., formerly of Manhasset, N. Y., is now a division of Curex, Inc., an affiliate of The Wood Ridge Manufacturing Co., Wood Ridge, N. J. Products made by Lethelin include Magikil, a jelly ant bait in handy tubes and Borerkil, a nicotine paste which kills borers and is also efficient in repelling dogs.

Maximum and rated performance curves of the seven current sizes of "Caterpillar" diesel engines are included in a new booklet issued by Caterpillar Tractor Co., Peoria, Ill.

The book is a resume of the outstanding features of the diesel engine, as manufactured by Caterpillar. Mechanical features as well as the precision and quality materials used in the construction are also discussed.

The booklet is illustrated with model shots and mechanical cutaways that explain the simplicity and exactness of the engine's working parts.

Copies of this booklet, which is entitled "Caterpillar Diesel Engines," may be acquired by writing the company for Form 4253.

A new cleaning outfit which will save plenty of time and labor in cleaning and polishing silverware, the Tra-Lure Hostess Silver Cleaning Kit, is now being manufactured by the B. S. Felvey Co., 288 N. LaSalle St., Chicago. In using the kit, it is not necessary to handle each piece individually. Quick cleaning is accomplished by lowering an alloyed metal tray, holding two or three dozen pieces of silver, into a hot solution of water and special compound, leaving for three minutes, then rinsing silver in cold water, and drying.

Cleaner will not harm the finest sterling silver. Stains and tarnish are simply removed from the silver and deposited by reason of electrolysis on the tray, which is good for indefinite usage. The compound is inexpensive and comes in packages containing sufficient quantity for many cleaning jobs. Further details will be given upon writing the manufacturers.