

wines of the better French importations are just now getting to prices where people can afford to buy them. It is my belief that the better class of clubs throughout the country will show an increase in this class of beverage, which may offset any decrease in liquor volume.

"From my observation on operating problems for 1939, I am inclined to believe that clubs which exert every effort to operate as a club will be the gainers. Too many clubs have made the mistake of admitting too many of the public. This practice tends to tear down the purpose for which most clubs were formed. Business indexes indicate things are going to improve, and I think that in itself should tell the club manager to get his house in order and expect a favorable year in 1939. With the war scare past, at least for the present, and with business improving, we can expect clubs to be well patronized by the membership next year."

Inter-Club Swimming Event Stimulates Interest, Increases Club Income

HERE'S an annual inter-club event for clubs with pools begun this fall in the Chicago district and worthy of promotion in other districts:

On invitation of the Oak Park CC, junior swimming teams from twelve Chicago district clubs met at the Oak Park pool on September 4 for the first annual invitational inter-country club swimming and diving meet. Boy and girl contestants were from the immediate families of each club's membership and the age limit was 18. A total of 44 swimming and diving events were on the program.

Although Oak Park officials are quick to deny that the meet was sponsored for any purpose other than furnishing an athletic event, it is not out of order to report that Oak Park's dining room and bar did capacity business the day of the meet.

GOLF'S MARKET PLACE

News from the Manufacturers on "What's New for 1939" in the Golf Field

In conformity with their new distribution policy, A. G. Spalding & Bros. announce that their new line of Jones Tournament woods and irons is to be handled exclusively by pros. Features of the line of woods include new pear shaped heads with more nose. They are Power Weighted,

of the Jones Tournament line of irons is a shorter hosel, which goes beyond sole weighing, giving added distance.

Both irons and woods have the new cushioned form grip, which is an improvement over last year's form grip. A strip of soft rubber up the back takes the shock out of each stroke, and eliminates finger fatigue. The Tournament line of woods and irons was designed by Bobby Jones in collaboration with Spalding experts.



which means added distance per drive. Power Weighted also decreases the percentage of error when the ball is mis-hit. An added feature is Fibre Face for greater permanency of head. A feature

Wilson Sporting Goods Co., Chicago, has adopted a very definite policy relative to the sale of merchandise through the golf professional for 1939. This policy is such that the K28 and K28D balls will be sold exclusively through pro-shops. They have also developed a new, high-grade line of balls in the other price ranges: the Turf Rider, 50c retail; the Round Up, 35c retail; and the Wil-Win, 25c retail. The sale of these balls will also be confined to the golf professional.

A new Turf Rider wood has been developed, the Aerflo Turf Rider. This is a \$10 wood that has been tested and approved under actual playing conditions, and will, unquestionably, prove to be a more satisfactory and popular model than the present Turf Rider wood. The popular Sweepstakes wood has been improved by the addition of a new laminated, impregnated face, and will be listed with a



Those attending the recent Dunlop sales meeting were: l. to r. front row, H. L. Winkler, Dallas; T. J. McGrath, Cleveland; Herb Andrus, San Francisco; E. B. Germain, president; Craig Wood; A. V. George, Philadelphia; Vincent Richards, general manager; Dave Woodcock, Minneapolis. Second row, Dan Ellis, New York; Frank Reeser, Buffalo; H. B. "Burtz" Boulware, Atlanta; Henry Picard; Jack Cate, Los Angeles; Charles Shortle, Boston; Sam Doak, Chicago; and Robert N. Pryor, promotion and publicity director. Kneeling, Dean White, San Francisco; E. W. Tomaselli, Chicago; Paul Gibbs, New York; and Perry Bliss, quality dept.

\$7.50 retail price. On about December 1, the company will announce the edition of a new deluxe wood called the Head Speed. This is said to be the last word in wood club construction.

The Wilson golf bag factory is under new management. The entire line of bags has been completely restyled along most modern, scientific lines. The bags are built for maximum utility, and at the same time are beautiful in appearance. The workmanship is unexcelled. Every detail of construction has been carefully analyzed. The company is confident this line of bags is the finest that has ever been offered to the golf professional, and is priced to meet competition from any source.

With the slogan, "Dunlop's The Line for 38", as the keynote, the sporting goods department of the Dunlop Tire & Rubber Corp. recently held its sales conference at the home office at Buffalo, N. Y.

The meeting, attended by the entire field force, and by Craig Wood and Henry Picard of the advisory staff, was featured by a golf tournament and dinner at the Cherry Hills CC, Ridgeway, Ont. A moving picture program of fight pictures and the new tennis picture, "Highlights in The Tennis Career of Vincent Richards" followed the dinner.

The high spots in the Dunlop set-up for 1939 are the new Maxfli ball, a set of Henry Picard Autograph Model Woods and a new line of Gold Cup Woods and Irons.

"Four new woods and three new irons making their appearance in the 1939 Hagen line are the product of the Old

Maestro himself—the Haig," says E. E. Chapman, pres., The L. A. Young Golf Co., in presenting a brief description of his company's new offerings. "Walter spent several weeks shaping his ideas, gathered on a year and a half trip into the four corners of the world, into the form you will see them in the new line. Richard Link, factory supt., no mean club designer in his own right, furnished Hagen able assistance and cooperation.

"You will find the new Hagen line more colorful than ever before. But Hagen models are still conservative in tone, for color has been used, not in a splashy manner, but to accentuate the form and beauty of perfectly designed models. The Lorythmic system of club building has proven so popular that it has been extended to cover all models in the higher price ranges.

"We have secured greater feel in wood head models, by increasing all head weights by $\frac{1}{4}$ oz., at the same time keeping total weights the same. Then we have introduced a "pro only" line, giving the professionals a magnificent model in both woods and irons, and sold to the professional at a price that shows a splendid margin of profit. In addition, a left-hand model in an iron to retail at \$6.00 is a new number that should have wide appeal.

"In the ladies' field, the American Lady set has been considerably improved with a new head model on the irons and a brand new color scheme throughout. In the ball line we will have three balls in the 75c field—the Hagen 288 Red, 288 Blue and 288 Green.

"Hagen 288 Red will have a compression testing of from 65 to 85 with an extremely hard wound core, cover of minimum thickness, and will be recommended

for play by low handicap and tournament players only.

"Hagen 288 Blue will test from 50 to 65 and has a medium hard wound core with cover of medium thickness. This ball is for the average golfer who desires maximum distance, but who is not an extremely hard hitter.

"Hagen 288 Green will test from 40 to 50 and is wound at medium low tension with tough cover. This is designed to meet the demand for a 75c ball combining both distance and durability.

"A novel packaging idea will carry the theme of the various colors, and well-designed counter cards will aid the professional in supplying the exact Hagen 288 that will suit the individual needs of his members.

"An attractive assortment of counter displays is now in course of preparation, one of which features clubs for juniors, and these will be ready shortly for general distribution."

The Burke Golf Co's. 1939 club line will be changed but slightly from the features introduced last May to the professionals, and which scored a big hit with all the pros. The Willie Klein Recorded line, the Willie Klein K-27, and the K-60, which cover a wide price range, will carry the double flange head introduced on the irons a few months ago, while the punch-iron type of head will be used in the Billy Burke Recorded, the Billy Burke Autograph, and the K-50. The conventional type flange sole head is used in some of the less expensive irons.

Woods for 1939 have been changed but slightly due to the success of the various models during the past season. A valuable feature of the wood club line, which also applies to the irons, is that various lines of woods are made for the particular purpose of being fitted to definite styles of play. Pros, in going over the sample line, readily appreciate this feature.

The Burke bag line has been completely redesigned and repriced for the coming year. Natural steer hide is the favorite leather in the better grade bags, and a new grain leather, Barkrome tanned, appears for the first time in the intermediate price range.

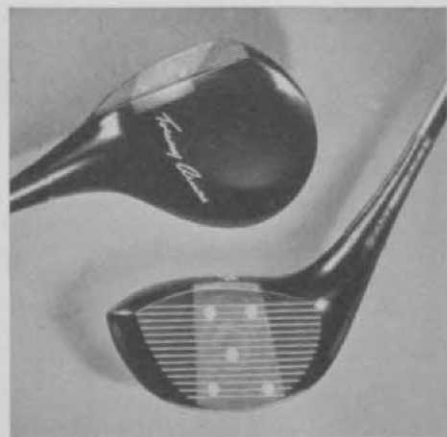
The Burke company also announce an even better ball for 1939, with emphasis made on the toughening of the covers without detracting from distance. Further details on the Burke line for 1939 will gladly be supplied by the company.

Golfers this year are already showing plenty of excitement over three new MacGregor wood clubs which made their appearance in the Tommy Armour Silver

Scot line for 1939. Each of the three models provides a basic feature in construction and these, together with other tried and true Tommy Armour models, gives a selection of clubs that is complete in every respect.

The famed pro-only policy of MacGregor on Tommy Armour woods and irons is going into its fifth season; it has consistently gained new friends and fostered protected sales for pros throughout the country. Backed by effective consumer advertising and fine sales appeal the Tommy Armour merchandise is in the top rank of popular acceptance.

MacGregor's outstanding new wood model for 1939 is the Tommy Armour Silver Scot Jumbo, patterned after the popular Tourney wood. It is an extreme deep-faced driver with a span of 2 in. from sole plate to top of head. The rockem-sockem power in the Jumbo is like a Howitzer blast that brings the greens closer to the tees than they have ever been before. MacGregor executives have received reports that ordinary golfers amaze themselves by getting upwards of 40 yards more distance from the tee



Silver Scot Jumbo wood.

with the Jumbo. Because of its enlarged head size it cannot be constructed in weight less than 13 $\frac{3}{4}$ ounces. Its retail value is \$15.00.

The Tommy Armour Silver Scot Model 202 is a strictly new MacGregor design. It is a beautifully patterned, pear-shaped model which has earned immediate acceptance among the pros. It has a red fibre inset face and polished mahogany finish.

The outstanding feature of the 202 Model is the special MacGregor True Temper shaft with a new "feel" sensation. This shaft is an exclusive MacGregor development that is being introduced for the first time in the 202 Model.

Third of the new MacGregor Tommy

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Armour woods is the Penna Model, and in every respect it is a different wood. It is a long spliced-neck type that is a variation of the Tourney Wood and modeled after the personal-use clubs of Tony Penna.

In accordance with the annual practice of bringing all Spalding golf salesmen to the plants in Chicopee, Mass., the entire company's golf sales force descended upon this quiet New England town in the early part of September. Several days were spent in going over 1939 merchandise and in formal trips through the factory.

The automatic golf driving machine was brought into use, proving the merits of



Line-up of Spalding men who attended the annual sales get-together at the Chicopee plant and came away all pepped up over the merits of the line for next year.

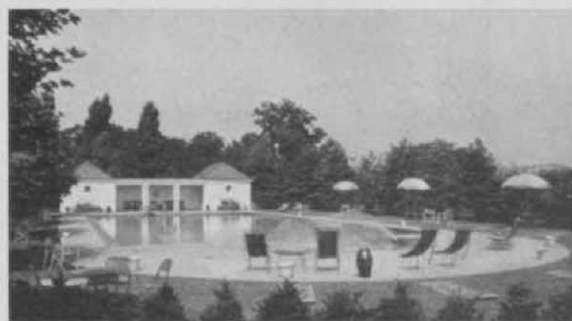
the line in actual play. Special enthusiasm was voiced by the men as they went over the new line which promises to be a great boon to golf sales and player's scores.

The new Spalding Christmas Golf Ball Package, which is radically different this year and adaptable for sale the year 'round, was shown at this meeting and met with great enthusiasm from the sales force.

Two new top line wood models for the 1939 Macdonald Smith line have been announced by N. C. Lyon, president, Lyon, Inc., Nashville, Tenn. The models feature insert faces, one ramshorn, the other fibre. Lyon also announced a new low price line of woods and irons to be known as "Truline." The entire line of Macdonald Smith models has been improved for 1939, Lyon said.

The Horton Mfg. Co., Bristol, Conn., announce that the new Bristol line of clubs has been greatly improved over former years. The main change is in the Pyramid irons, the heads of which have been thickened at the top of the blades, and they all have the retarded heel, and are more compact than ever. These changes

(Continued on Page 65)



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door units, either single tier or double tier.

When changes such as the above are made at clubs, sometimes it is possible to gain sufficient space to permit installation of a cocktail corner right in the locker-room. A radio and modern chrome steel tables and chairs can provide further enjoyment of that 19th hole, right in the locker-room. Other clubs have installed a barber shop at the same time they were making locker-room changes. At any rate, there's a lot that can be accomplished, at a small expenditure, that will go a long way in making the club a happier, better place to enjoy oneself.

GOLF'S MARKET PLACE

(Continued from Page 62)

have improved the clubs without departing from the principle of the Pyramid method of weighting; namely the shorter and heavier the club, the lower the Pyramid weight on the blade.

The wood club line contains several new models, the chief characteristic being that the face on the driver models has been deepened, creating a decided difference in depth between that of the driver and the brassie, spoon and wood cleek. The shafts in all of the higher priced Bristol clubs will again feature the Equi-Tuned shafts.

In the current motion picture, "Care-free," Fred Astaire does a golf novelty dance number that arouses the admira-

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tion of every golfer who views the picture. Astaire's demonstration proves that he possesses considerable skill as a shot maker and further confirms the importance of a sense of rhythm and proper balance in hitting a golf ball.

Astaire's knowledge of balance and rhythm has made him "tops" in his profession, which gives a great deal of point to the following statement he makes concerning Wilson golf clubs:

"In my new picture "Carefree" I used Wilson golf clubs because of their rhythm of swing." (Signed) Fred Astaire.

Allis-Chalmers Mfg. Co., Milwaukee, Wis., have placed on the market a new tractor, the Model "B," which is ideally suited for work on golf courses, public parks, cemeteries or wherever fast, dependable, low cost power is required. The Model "B" engine is a 4 cylinder, vertical valve-in-head type, and develops 16.31 belt hp. with the engine at 1,400 rpm. Large, low pressure hydromatic tires are standard equipment. The hydromatic tires are filled with liquid ballast to place extra weight close to the ground for added traction.

The Model "B" has 3 forward speeds and reverse. A special variable speed governor makes it possible to set and main-



tain the engine speed at any desired point up to 1,800 rpm. The Model "B" delivers, without extra equipment, at \$495.00 f.o.b. Milwaukee. It is made to handle 3, 5 or 7 gang mowers or other drawn equipment. Further information can be had by writing the company.

Almost every day there comes news of another golf marathon where the Acushnet Titleist golf ball proves its mettle, Acushnet officials report. The latest story comes from Pueblo, Colo., where Charley Oakley, City Park pro, used a single Titleist in his 174-hole workout. Using just one club, a No. 3 iron, Oakley averaged 4 2/5 strokes a hole. He started at 4:50 a. m., taking only an hour and a half for lunch and rest. Except for being stymied by darkness, he could have played several hours more, Oakley stated.

Judging from the many unsolicited let-

ters being received by the Acushnet company, the new Titleist ball is the big hit of the marathon craze. After 232 holes of record-making play, one Titleist, according to a recent letter, was still fit for doubling its record.

Retirement of Frank W. Heiskell as advertising manager of the **International Harvester Co.**, after 45 years of service with that company and McCormick Harvesting Machine Co., has been announced by C. R. Morrison, vice president. Heiskell was succeeded as advertising manager on October 1 by A. C. Seyfarth, who was the former assistant advertising manager.

Seyfarth, widely known in the advertising profession, entered the employ of



F. W. Heiskell



A. C. Seyfarth

the Harvester company in 1904 after attending the U. of Michigan and the U. of Chicago, and after working for a short time as advertising solicitor. His first job with the company was as a catalog writer. Successive promotions advanced him to chief catalog writer and copy chief, where he was in charge of all advertising copy production. He became assistant advertising manager in 1913.

Heiskell's entire business career was given to the service of McCormick Harvesting Machine and International Harvester companies. On August 1, this year, he rounded out his 25th year as advertising manager of the Harvester company.

Carroll E. Johnson has been named assistant advertising manager of the Harvester company, succeeding Seyfarth in that position. Johnson joined the advertising department in 1903, after several years of retail selling experience. His first job was in charge of direct-mail and house organ distribution. In 1909 Johnson joined the copy department and wrote general copy until 1915, when he was made copy chief, the position he has held until his recent promotion. When Johnson became copy chief, around 1,000,000 pieces of direct mail copy were mailed out each year. Now an average of 5,000,000 pieces is mailed from Chicago annually.

A new timber, greenheart, imported from British Guiana, is being actively

pushed in the American market by Greenheart and Wallaba Timber Co., New York City. The wood is the strongest and most durable timber available in commercial quantities, and in cost runs about 30% above the cost of choice white oak. However, since it has twice the strength of oak, less lumber need be used on a given job, according to the importers, thus making greenheart strictly competitive in many cases.

Union County (N. J.) Park commission is considering greenheart for floorings and steps, as tests indicate that golf shoe cleats will scarcely penetrate the wood, which is rot-proof and requires no painting.

Interested lumber users are urged to write the importers for an interesting booklet describing greenheart.

Dunlop introduced its new 1939 Picard Personal Model Woods with a unique display at the Hershey CC during the recent Hershey round-robin invitation tournament.

In a giant display, depicting an old time golf scene, four woods dated back to 1894 were displayed under the heading "Golf Clubs of Yesterday" and were contrasted with the new woods which were designed by Henry Picard, the Hershey pro. The



display, near the giant score board, attracted much attention, and the new clubs too, received much favorable comment.

One of the loud complaints of greenkeepers is the difficulty they experience in removing cups from one spot to another. The cups would corrode and become solidly encased in the turf, and their removal



Before the True Temper exhibit at the recent Cleveland \$10,000 Open stand George Shaw (left), American Fork & Hoe Co., and L. B. Icelly, Wilson Sporting Goods Co.

meant the disturbing of turf to a serious extent. However, practical tests under the supervision of Peter Henderson & Co. have demonstrated their new Tournament Golf Hole Cup does not corrode, and may be removed from the ground, even after the elapse of one year, without disturbing the turf.

This new cup is made of highly polished aluminum, is rustproof and will not harden into the turf. It is unbreakable, and cannot be damaged by the weather, makers claim. The polished surface never needs scraping or cleaning, the sides are smooth without indentations, and there is no bottom flange. Thus the cap may be easily twisted to get a perfect seat. The lack of indentations means you do not have to pull against the soil when removing cup.

Greenkeepers' comments on the new cup have been most favorable. Further information may be had by writing the company at 35 Cortlandt st., N. Y. C.

How many times have you made some joking remark on the golf course about the desirability of an escalator when climbing toward some distant "green"? That time may come after all, because the Pittsburgh (Pa.) Field Club is doing even better than that by actually installing an elevator to carry golfers from the 17th green to the 18th tee, a vertical distance of 70 ft., equivalent to about a 6 or 7-story building.

The installation consists of a steel tower connecting with a bridge structure about 270 ft. long, running from the tower to the tee. The elevator, being installed by the Otis Elevator Company, has full automatic push-button control, with an automatic arrangement so that as soon as the

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players have left the elevator at the upper level it will automatically return to the lower landing to receive the next group of passengers.

About 6,500 men have returned to work in the International Harvester Co. automotive plants during the last few weeks. Tractor business has been a factor responsible for re-employment. IHC reports doing very well in golf club tractor sales this year, and having excellent prospects for 1939 orders.

Slammin' Sam Snead, Canadian open champion and leading 1938 money winner among golf professionals, proved himself the hardest hitter among the entrants in the Glens Falls (N.Y.) open tournament who tried out a laboratory device installed by General Electric engineer. Snead's top swing was 81.1 m.p.h. which was about two miles per hour faster than the speed recorded by any of the other golfers, and 12 miles faster than the best swing to be made by Gene Sarazen. However, Snead tested his strength before play, whereas Sarazen made his test upon completion of 18 holes in the morning round.

The device consists of two phototubes and light sources which effect two beams of light about 6 in. apart. These beams run at right angles to the path of the club, which is swung from a platform. The driver cuts the first beam a split



Snead is shown testing swing speed on G.E. measuring device.

second before it strikes the ball on its tee and almost immediately afterwards cuts the second beam. Both phototubes operate Thyatron tubes, the first one causing a condenser to begin charging and the second one stopping it. The resulting voltage charge across the condenser is measured by a meter, which is calibrated in terms of miles per hour.

Several women golfers tried the device but none was able to record more than 55 m.p.h.