

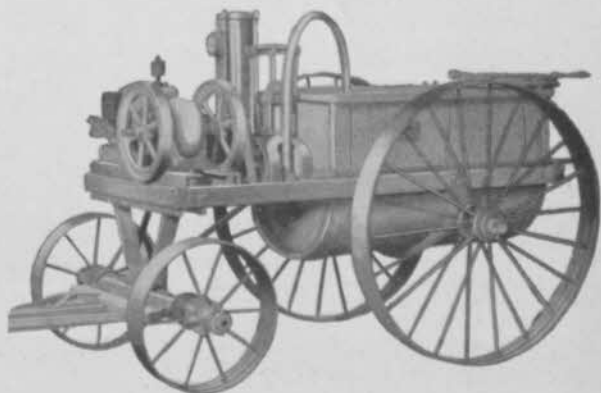
BEAN GOLF SPRAYERS

In handling materials for combating Brown Patch, and for the spraying of liquid fertilizers, Bean Golf Sprayers offer you the utmost in efficiency and economy.

The Bean line of Sprayers and Dusters, nozzles, hose and accessories, is so complete and so designed, that regardless of the amount or kind of work that the greenkeeper has to do, he can find the exact equipment he needs.

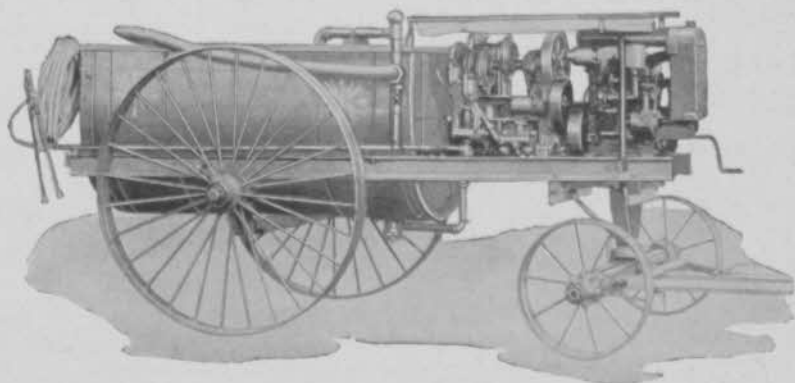
It is impossible to show all of our machines here. We show two representative outfits.

Bean Golf Sprayers are equipped with Porcelain lined cylinders, combination plunger packings, clamp style of threadless valves with reversible seats, eccentric drive, and in a great many cases, with Timken Roller Bearings.



We can furnish these machines with divided tanks and gauge glasses. All Bean Golf Sprayers have wide tires.

We suggest you ask your jobber for complete information or write to us.

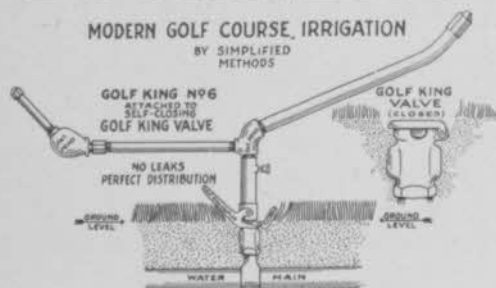


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JOHN BEAN MFG. CO.

170 W. Julian St.
San Jose
California

BUCKNER'S *California* Hoseless System



BUCKNER EQUIPMENT IS STANDARD
THE WORLD OVER!

The Golf King No. 6 Sprinklers
The Golf King Automatic Valves
The Self Closing Snap Valves

Plan Your Hoseless System Now

— WRITE NEAREST REPRESENTATIVE OR FACTORY DIRECT FOR LITERATURE —

BUCKNER MFG. CO. . . . FRESNO, CALIF.

LEADERS IN THE DEVELOPMENT OF SPECIAL SPRINKLERS FOR GOLF COURSES

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Chicago, Ill.
Philadelphia Toro Co.,
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Ft. Worth Well Machine &
Supply Co., Inc.,
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flossmoor

CREEPING BENT

Consider the number of courses with Flossmoor greens
—and the enviable high reputation of these courses
for condition.



Write us for a list of these courses, then ask their green-keepers and green-chairmen if they ever saw better bent than Flossmoor for perfect putting surface. THEN YOU'LL BUY FLOSSMOOR.

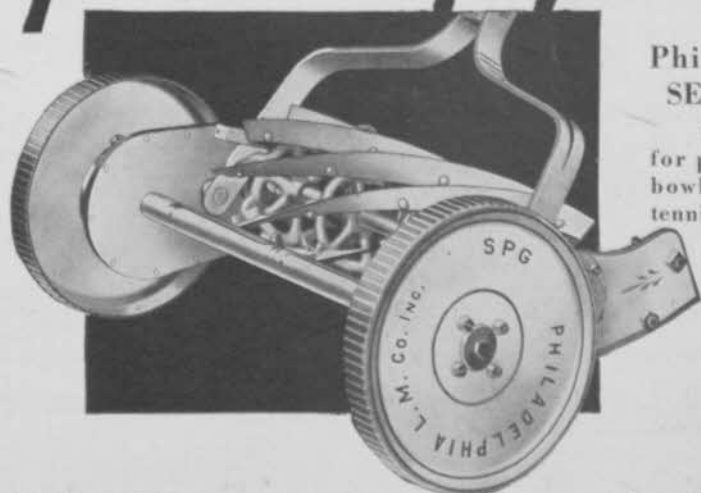
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amount of
Flossmoor sod
available for
Spring
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The ONLY Growers of the Original Flossmoor Strain of Creeping Bent
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It's revolutionizing the mowing of putting greens



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**Philadelphia
SERIES "S"**
mower
for putting and
bowling greens,
tennis courts, etc.

Philadelphia "SPG"

Without a rival for lightness, strength and beautiful work . . . Pressed steel construction —20% lighter and stronger than cast iron . . . Noiseless—due to triple-roller clutches . . . Gear cases oil-and-dirt tight—no danger of oil dripping on green or of dirt getting into the bearings and gears.

Write for details

Philadelphia Lawn Mower Co., Inc.
4250 Wissahickon Avenue
Philadelphia



Philadelphia
Lawn Mowers



**WRITE FOR
CATALOG**
showing our complete
line of hand, horse
and motor mowers.

Why not eliminate the WEEDS?before...you SOW

There are two methods of weed elimination—one—that of pulling them after they reach the point of visibility—the other—that of sowing weed-free seed—SCOTT'S, for instance. By the first method—you pay just as much for the seed—weeds or not—with the additional labor cost of weed-pulling, not to mention the annoyance of the weeds themselves. By the second method, you pay no more for seed, and far less for the labor of upkeep.

At your request, we will gladly furnish you with facts and figures, that clearly prove that Clean Seed costs less. Your requirements for 1929 will bring advice on quotations.

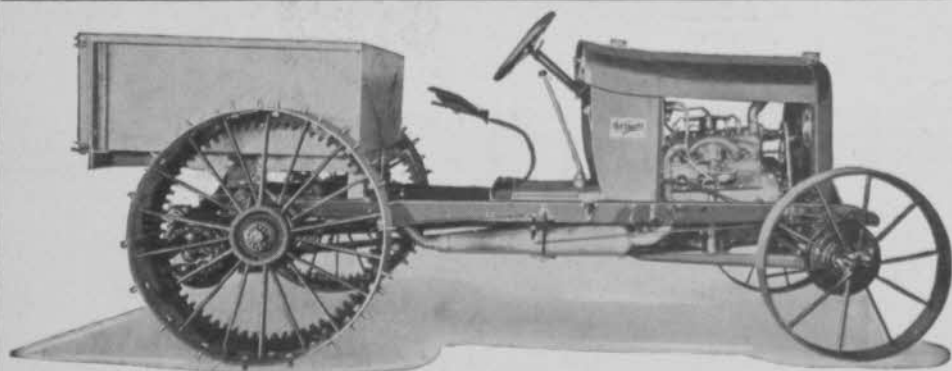
What will you sow in 1929?

O. M. SCOTT & SONS
COMPANY



MARYSVILLE
OHIO

Golf Course and Lawn Seed



MODEL A STAUDE GENERAL UTILITY GOLF COURSE TRACTOR

PRICE ONLY **\$695.00** F. O. B.
ST. PAUL

(Complete as shown)

Has No Equal in Speed, Power, Economy and Service. Easily Pulls Any 5-Section Mower—Roller—Haymower—Plows—Disc. Anybody can operate it. Any Ford Dealer can service it.

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Berloy Lockers are amply described by three words: High, Wide and Handsome. Your members have two major demands on your locker equipment — convenience and security. These two essentials are attractively combined in the sturdy Berloy Locker.

Know the facts about Berloy before you buy. Write us today.

What is *Your* Locker Problem

THE BERGER MANUFACTURING CO.
CANTON, OHIO

BRANCHES IN ALL THE PRINCIPAL CITIES

A charming SHELTER HOUSE for *any* golf course



On many famous golf courses, you find Hartmann-Sanders shelter houses affording shelter against sun and rain, as well as lending charm and beauty to the surrounding grounds. Original in conception, gracefully free in execution, refined in detail and proportion, they are designed and built by skilled designers and craftsmen to the highest standards known to the industry.

A booklet of pergolas and shelter houses will be sent upon request



In a 48-page booklet is shown scores of Hartmann-Sanders shelter houses, pergolas and other features. It explains how these justly celebrated products are built complete and painted, ready to be erected by a handy man. It also tells how their beauty and charm are given permanence through the use of patented Koll Lock-Joint Columns, which cannot come apart. Write for the booklet. No charge. Hartmann-Sanders Co., Factory and Showroom: 2183 Elston Avenue, Chicago. Eastern Office and Showroom: Dept. O, 6 East 39th Street, New York City.



HARTMANN-SANDERS

Pergolas • Colonial Entrances • Koll Columns
Rose Arbors • Garden Equipment

Pros

who make their
golf shops pay



Joe Novak and Olin Dutra are in the Los Angeles district where they see a lot of "showmanship" in successful selling. They apply lessons from the merchandising of the movies to the boosting of their own shop sales. They put on the show that draws the dough.

They tell, on the following pages, how spotlighting the Hagen line pays them.

Walter Hagen



OLIN DUTRA
Professional
Brentwood Country

JOE NOVAK
Professional
Bel-Air Country



Bel-Air Country Club

LOVE AT FIRST SIGHT

A PRO can't expect to sell what he doesn't have, so a well selected stock, neatly displayed, is vital to successful selling service to members.

Many times your members are in a hurry to start their games. They are rushing to the first tee and unless you can use good judgment in stopping them in your shop they are on their way and gone out of your selling zone.

With the splendid appearance of Hagen golf merchandise it is an easy thing to get the members to stop and the sales started.

Joe Novak

Professional
Bel-Air Country Club

Smart selling STOP, LOOK

JOE NOVAK is no amateur at golf selling. He's been through the mill with a club of his own, learning what sells golf merchandise. So when Joe says that the looks of the Hagen Ultra line are a great self-starter for sales that should mean something to pros who are planning to make 1929 a banner year of profit.

And Olin Dutra's reference to "silent salesmanship" of the Hagen Ultra line, should make a lot of the boys "believers." You know how dangerous it is to "high pressure" sales to your members. The one safe policy is to present goods so attractive that they will sell themselves. Then, with a start like they give you, some real selling push will make your profits climb!

Different and Better



Brentwood Country Club

makes the golfer and "LOOSEN"

When your prospective customers see the Hagen line they have a new standard of club value in appearance and construction established for them. The old stuff they have been playing with begins to look like an old breech-loader alongside a modern shooting weapon. They have acquired an "itch" to have a set of Hagen clubs, and like the kids howling for Castoria, "they won't be satisfied 'till they get it."

Ask some of the other fellows who are featuring Hagen clubs and balls if the line doesn't work out this way. There is the amazing selling force of distinctiveness in the Hagen line. That's what you want, and not "just another club," "just another ball" or "just another tee."

SILENT SALESMANSHIP

THE "silent salesman" in the pro's golf shop is the proper display of merchandise. High-class merchandise can't be sold readily and easily even by a first-class salesman unless that merchandise is skillfully displayed.

Sales in my shop have been steadily increasing since we have given more and careful study to display.

Hagen golf merchandise is so neatly made and packed that it has helped me to a great degree in carrying out my policy of striking display of very desirable merchandise.

Olin Sutro

Professional
Brentwood Country Club

for the Pro Go-Getter

Are you being "burned" by unjust competition?

Some straight speaking on a vital subject--

THE Hagen policy is salvation for the good pro who is being unfairly punished by cut-price store competition.

We make no bones about protecting pro trade, for the discriminating pros make the golf market and they deserve protection. They were quick to see the distinctive and superior quality in the Hagen Ultra line of clubs, balls, tees and Hagen-Allied golf luggage. They made the Hagen line a leader in golf goods in less than two years.

So, would we take a chance with their valued patronage and good-will by permitting any other dealer in our merchandise the unfair advantage of cut prices? We are careful about the people who handle the Hagen line. When you see the Hagen line in a retail store you will note that it's the highest class store in the town, and a place that *strictly* maintains the same retail price the pro gets on Hagen merchandise. What able and logical professional could ask for more? Obviously higher value of the Hagen line and the consequent freedom from price-cutting temptation, does a lot in preventing price-cutting of Hagen merchandise. Whatever else is necessary our selling policy of a pro square-deal supplies.

Make the feature of your 1929 stock the Hagen line and you will present to your members the golf merchandise that is shown only by the very highest type of golf dealers, pros and stores, in the country



ALSO SALES OFFICES AT
NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearney St