

tained if sprinklers and valve heads are kept in operation indefinitely without either overhauling or replacement. This system depends for its success on a certain amount of water at a certain pressure being delivered over a definite area, each outlet being so spaced with relation to the others that the entire fairway is covered. Extensive use eventually causes wear of the sprinkler and valve heads, resulting in failure of the sprinkler to deliver the proper amount of water to the full extent of the area originally calculated. This becomes evident in the shape of dry, brown triangles, diamonds and strips all over the fairway where no water was delivered.

The greenkeeper may choose to blame this on errors in engineering calculations or installation, for which he cannot be held responsible, but this should not be considered until every other possibility has been canvassed.

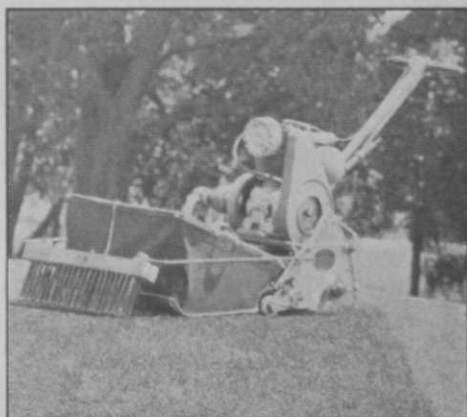
Check Installation Periodically

Periodical inspection will frequently save the greenkeeper needless grief, and also the men who do the sprinkling should be instructed to turn in any sprinkler or unit which shows any variance in performance from the others. Tests can be made in the daytime to determine the seat of the trouble and changes or replacement effected. In this connection, green-chairmen should realize that satisfactory performance requires a certain amount of replacement of equipment, and that it is sometimes necessary to discard some item which is not actually broken or quite worn-out, but which is failing to do its full share in the system, and so is a liability.

It may be said here that a good deal of success in irrigation depends on the men who actually do the work. Men should be selected to specialize in this work and be held responsible for its proper operation. It has been noted on my course that when other men were temporarily drafted for this work, although only for a few days, errors in watering showed up to a marked extent. Accordingly, when the men you assign do the job properly, let them know it; vocal appreciation of their work usually results in their taking a personal pride in the appearance of greens and fairways.

I may be permitted here to compare briefly certain aspects of the hose and hoseless systems without giving preference to either. When the hoseless type fails to cover a fairway properly, perhaps because of excessively high winds, it is usually difficult and troublesome to remedy

OVER 700 CLUBS ARE ENJOYING NEW MAINTENANCE ECONOMIES



A Jacobsen Power Putting Green Mower is *more than just an ordinary mowing machine*. When equipped with a Jacobsen Patented Steel wire brush attachment it is used to brush up matted bent—to work in compost after top-dressing—and to aerate the soil as a preventive against Brown Patch. This work is done at the same time greens are being cut—all in one operation. Many leading golf clubs are taking advantage of the economies made possible by the use of "Jacobsen" equipment.

Here's what Willie Hunter, Ex-British Amateur Champion and well-known California professional says:

"After using Jacobsen Power Putting Green Mowers with brush attachment at my course over a period of years, they have given the utmost satisfaction. They are particularly well adapted to keeping Bent greens in the finest possible playing condition."

We ask that you judge "Jacobsens" entirely on their record of thrifty, efficient performance. Send for valuable booklet "Putting Green Maintenance by Modern Methods".

JACOBSEN MANUFACTURING Co.
734 Washington Ave. Racine, Wis.

JACOBSEN PUTTING GREEN MOWER

Crowd Out Weeds

by sowing

Grass Seed of "Known Quality"

IN 50-LB. TIN CANISTERS



Seaside Bent and Triple A Bent packed in 50 lb. tin canisters, enclosed in strong wooden boxes for protection, preservation, identification.

Grass Seed Over 99% Pure

Seaside Bent (*Coos Co. strain*)
Triple A Bent
Rhode Island Bent
Colonial Bent
Superfine Red Top
Chewing's N. Z. Fescue
Rye Grasses
Bermuda

We are able to refine other varieties almost to this wonderful standard of quality.

Also South German Mixed Bent over 94% purity.

Kentucky Blue over 98% purity and Putting Green and Fairway Formulas of maximum purity and germination.

Such tested seed will reduce labor cost for weeding.

Your Private Lawn—Write us for expert advice and prices of Staigreen—the modern mixture for luxuriant lawns.

Write now for prices.

Stumpp & Walter Co

132-138 CHURCH STREET
(Corner Warren Street)
NEW YORK

the defect by hauling out greens hose and sprinklers during the day. With the hose system, the missed spots can be easily seen the following morning and as the equipment is already there, it is a simple matter to cover the dry areas. Where I am concerned, this does not interfere with play, as I use a type of sprinkler which rotates slowly and one can easily walk up to it and hold it stationary without getting a drop of water on one's person. The caddies here are all instructed in the handling of the sprinklers and players are enabled to play their ball from its proper lie without inconvenience.

GENERAL CHEMICAL SHOWS COURSE MATERIALS

New York City—V C Fairway Fertilizer, is now distributed exclusively by the General Chemical Co., 40 Rector St., under a sales policy which invites direct purchase on the part of golf clubs through any one of the nationwide chain of sales offices of that company. Together with this change in sales policy there is an entirely new schedule of prices.

The Fairway product is made with the base of granulated tobacco stems impregnated with the plant food elements in liquefied form. The product is then dried and comes to the user as a dry, granular product which is unaffected by atmospheric moisture and remains loose and friable. It contains 6 units of nitrogen, 6 units of liquid phosphoric acid, and 4 units of potash, all absorbed into an organic humus forming material. Each ton of Fairway contains 1,200 lbs. of granular tobacco stems which have the power of absorbing three times their weight in moisture for gradual release as the grass roots require it to promote growth. When this organic material content has decomposed into humus it increases the water holding capacity.

The large tobacco stem content is repellent to angleworms, grubs and other soil insects. Fairway cannot contain weed seeds or the spores of plant disease. Due to the form of its plant food elements and the large percentage of natural organics, it is practically free from caustic characteristics. Two lbs. of Fairway fertilizer is the normal heavy top dressing for spring application and later applications can be made at half that amount.

Together with V C Fairway at the Greenkeepers' Show the manufacturer had a display of insecticide and fungicide materials. Orchard Brand arsenate of lead was presented as a standard material.

To round out a line of materials for golf course use this manufacturer is packaging a line of mercurials.

DUNLOP HAS FOUR FEATURES IN 1934 LINE

New York City—Vincent Richards, manager of Dunlop's sports sales, is hitting the high spots of the pro golf trade during his pro tennis tour with Tilden, Vines and Barnes.

Vinnie is steaming up golf pros for a push of the new Dunlop *Gold Cup* ball. It is a 75c liquid center ball, with the outer winding unusually tight due to imported winding machines exclusively used by Dunlop. Cover is heavy enough to be durable, Richards states, and the outer winding assures distance.

The Dunlop *D & D* solid center ball for 50c, the Dunlop *Red* for 35c and the Dunlop *Olympic* for 25c are the other items in the Dunlop 1934 line.

MARY DOWNIE AT CHICAGO FOR WANAMAKER

Chicago, Ill.—Mary Downie now is Chicago agent for John Wanamaker wholesale golf dept., with offices in Kimball Bldg. Miss Downie for 8 years was with Spalding's at New York and now starts hacking out her career as one of Matt Kiernan's alumni.

FERGUSON, ALLING NOW SELLING FOR JACOBSEN

Racine, Wis.—New York and New England courses will be covered for the Jacobsen Mfg. Co. this season by W. I. Alling, who will headquarter at 101 Park Ave., New York City, while the states of Michigan, Ohio, Indiana and Kentucky will be handled by L. A. Ferguson, veteran mower sales artist of the middle west.

Both Alling and Ferguson were on hand at the NAGA equipment show in Pittsburgh, where the Jacobsen exhibit was under the charge of M. P. Christensen.

LOWELL COVERING METROPOLITAN SUBURBS FOR WANAMAKER

New York City—Bill Lowell, Jr., best known for his activity in promoting bigger and better consumption of Reddy tees, is now representing John Wanamaker, New York, Inc., and covering northern New Jersey, Connecticut and Rhode Island with the complete line of Wanamaker golf and athletic goods. He writes:

"I am very enthusiastic about this connection. Not only am I working for a fine concern, but I have a complete line, including Ogg Irons, Kroydons, Butchart-Nichols, Stewarts, etc."



Rate Irrigation Equipment by the COMPANY IT KEEPS

Superiority of Buckner equipment is evidenced by the character and distinction of Buckner fairway irrigation pat-
trons, such as:

- Pinehurst Championship Course. 1933
- Alleghany Country Club..... 1933
- The Country Club of Brookline. 1933
- Saranac Inn 1933
- White Sulphur Springs..... 1932
- Augusta National Golf Club.... 1932

and

over 300 other users of Buckner fairway equipment—

Because of this tremendous experience Buckner irrigation equipment represents the survival of the fittest in

- DESIGN •
- PRACTICABILITY and •
- FOOL-PROOF CONSTRUCTION •

You can secure complete finality in irrigation by installing Buckner equipment.

Write for full information. No obligation

BUCKNER MANUFACTURING CO.
Fresno, Calif.

33 W. 60th Street, New York, N. Y.

P. L. Baldock, 2240 Casitas St., Pasadena, Calif.

BUCKNER

AL McCANN HEADS PITTSBURGH OFFICE FOR HORTON

Bristol, Conn.—Al McCann, who has been in the New England territory, with headquarters at Boston, for the Horton Mfg. Co., now is in charge of the company's Pittsburgh office at 355 Fifth ave. Al will cover territory west to Cincinnati. For 18 years McCann has been selling to the pro trade. He has done a great job for Horton in New England and his New England pro pals figure he will move in on his new territory in grand style.

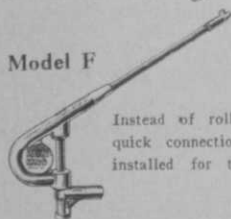
Pyramid Irons and Whip-It woods will be Horton features for 1934. Both sold well in 1933, which was their first year.

The Last Word in Sprinkler Efficiency



Rain King
Model E

At any given pressure, will throw more water, throw it farther and spread it even throughout the entire circle watered than any other sprinkler we know of. Instantly set to turn at speed that is hardly perceptible or at any faster speed desired. Sturdily built, and will last and perform well for many a year.



Model F

Instead of roller base, the Model F has quick connection, to snap into the valve installed for the usual fairway watering.

Available Also
Without Roller Base

RAIN KING—the Most Practical and Economical Quick Coupling Valve.

Offers less resistance to water pressure—has less frictional surface to cut down pressure than any other valve. Unbreakable construction. Fool-proof. Attaching hose or sprinkler turns on water. You'll need fewer valves if you use Rain Kings.

Made and Guaranteed by
**CHICAGO FLEXIBLE
SHAFT COMPANY**

1515 Roosevelt Road
CHICAGO, U.S.A.

44 Years Making Quality
Products.



Valve only—Cover open ready for instant snap-on connection. 2 1/2" high when closed.

With hose connection in place. Snap it into position and it automatically turns on the water.

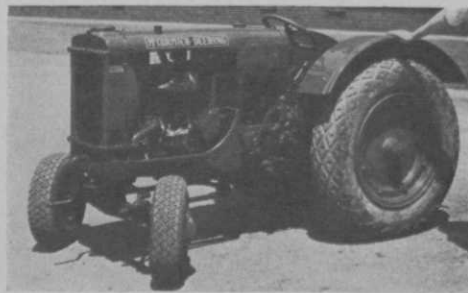


Features of the Pyramid irons are weighted sole, concentration of weight back of blow, and weight adjusted to type of shot needed. The Whip-It woods have a shaft that's whippy compared with the old style, but which is not ropy. The shaft tapers from head to grip.

"FAIRWAY-12" HAS BIG RECEPTION AT GREENS SHOW

Chicago, Ill.—International Harvester's newest model golf course tractor, the "Fairway-12," was the object of much interested inspection at the recent NAGA show by greenkeepers, chairmen, park officials and others interested in turf maintenance, according to word from IHC officials who attended the convention.

The Fairway-12 is McCormick-Deering construction throughout and was primarily designed to meet the demands of golf course work. Maneuverability, compactness and ample power are the emphasized features. The tractor will turn in a radius



of 8 1/2 ft., sufficient to permit the operator to work in close quarters. The motor is a McCormick-Deering 4-cylinder machine, operating at speeds from 1400 to 200 r.p.m. Travelling speed ranges from 2 1/4 to 10 m.p.h. Engine cylinders are individually replaceable.

The usual wide steel wheels are standard equipment on the Fairway-12, but the tractor can be equipped with low-pressure pneumatic tires, if desired.

For complete details on the Fairway-12, readers are referred to their local IHC branch, or write direct to International Harvester Co., 606 S. Michigan ave., Chicago.

BOB RAMSAY IN SOUTH FOR WANAMAKER

Dallas, Tex.—Bob Ramsay, a veteran of John Wanamaker wholesale golf dept., will return here early in February to take charge of Wanamaker's golf interests in Texas, Alabama, Louisiana, Tennessee, Kentucky, Missouri, Kansas, Arkansas, Oklahoma and Mississippi. Bob has been attached to Wanamaker's Chicago office

for the last two years. Prior to locating in Chicago he made his headquarters in Dallas for seven years. He is widely known and in high standing with pros in his territory.

WHITNEY GOIT OPENS COURSE SUPPLY HOUSE IN K. C.

Kansas City, Mo.—Whitney Goit, one of the veterans in mid-continent golf course equipment and supply business, has returned to the Kansas City area, opening an office and warehouse at 1230 W. 8th street. Telephone is Victor 6017. He will be southwest distributor for Worthington mowers and will handle other standard equipment. His company also will carry a complete line of supplies.

I. H. Wagner, associated with Whitney Goit when Goit was previously active in the equipment and supply business at Kansas City, is with Goit in the new firm which is known as Whitney Goit, Inc.

THORP NAMED VICE-PRESIDENT OF BURKE GOLF CO.

Newark, Ohio—F. H. Thorp, for the past several years sales manager of the Burke Golf Co., has been advanced to the post of vice-president, effective immediately. Fred is widely known in golf circles as an aggressive, hard-working sales luminary, and his host of friends are banking on the continued advance of Burke prestige in the industry, now that Fred has this new incentive to bigger and better results. GOLF-DOM joins the parade in wishing him every success.

KILLIAN IS MCGREGOR REP IN NEW ORLEANS

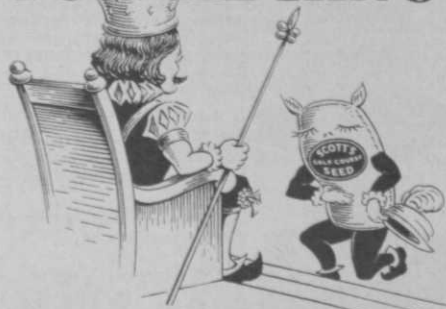
New Orleans, La.—Martin J. Killian, 634 Carondelet st., has been appointed direct factory representative of the Crawford, McGregor and Canby Co.

WILSON-WESTERN IN SALES PUSH ON GLOVETTES

Peoria, Ill.—Glovettes, the fingerless golf gloves that sold so sensationally in pro-shops in 1933, will have additional distribution and sales effort put behind them in 1934 due to the deal recently closed by the Harley O. Potter Co., makers of Glovettes and True-Grip cold weather sports gloves, with Wilson-Western Sporting Goods Co.

Sixty of the Wilson-Western sales representatives will present Glovettes to the pros this season and tell the boys the why of pushing the glove. Pros who featured Glovettes last year picked up a nice piece of unexpected dough. The product was a best-seller, especially to women golfers.

SEEDSMEN TO THE KING!



OVER in Europe you can be butcher, baker or candlestick-maker to the King and be one of a hundred enjoying the same distinction.

Now if one of those fellows claimed to be **EX-CLUSIV**e butcher to the King—someone would take him for a "ride". Monopolies are always unpopular.

We do not claim to have a monopoly on all the good seed. But we do take some pride in having supplied seed or Creeping Bent Stolons or both for 1,395 Golf courses—one-fourth of the entire number in existence. That has being seedsmen to the King beat a hundred ways. It says louder than we can say it that Scott's Seed is dependable.

May we quote on your spring requirements?

O. M. SCOTT & SONS COMPANY

Makers of Beautiful Golf Courses

3428 Main Street

Marysville, Ohio

The New Deal in SCORE CARDS

VESTAL offers a new one for the "copy boys" in the

New Broadmoor One-Color

SCORE CARD

\$21.00 for 5000
f. o. b., Chicago

Printed in one color by a new process (by specialists who know how) on heavy stock of good grade, it is the fullest value obtainable.

Size is not small and form similar to our two-color Regular Broadmoor; very complete and includes women's par.

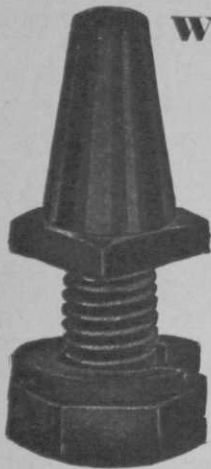
Two color cards (six varieties) are available at prices ranging from \$19.00 to \$33.00.

We are originators of most of the golf standardized printed matter which we sell such as:

- | | |
|-----------------|-------------------|
| Charge Checks | Greens Cost Forms |
| Caddie Cards | Guest Registers |
| Message Hangers | Reservation Cards |
| Bridge Scores | Bag Tags |
| Guest Tags | Lesson Books |
| Repair Tags | Starting Sheets |

Samples to clubs on request.

JOHN H. VESTAL CO., PRINTERS
703 South La Salle Street - - Chicago



WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

If your Ford or equipment dealer cannot supply, write direct.

Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.

R. S. Horner, Geneva, O.

GOLF WHEELS
for FORDSONS



The R. H. Golf Wheels are stronger, rims do not bend, 50% better traction, easier steering, and rounded edges.

Many clubs are replacing old wheels with these stronger and better wheels.

Sold in singles, pairs or full sets. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct.

R. S. HORNER (Mfrs.) Geneva, O.

GOLF PAX

Another record year ahead for pros handling the SUCCESSOR TO GOLF BAGS. Ask the Tufhorse salesman about this revolutionary new type bag, as well as other bags.
Des Moines Glove & Mfg. Co., Des Moines, Ia.

GOLF PAX



SCORE CARDS

INDIVIDUAL - MATCH OR MEDAL PLAY
Forms for the Golf Course's Every Need
Record Sheets for Manager, Greenskeeper, Pro

Send for 40 Page Catalog

THE "BANTAM" STEEL GREENS POLES
Greens Flags - U. S. Flags - Club Flags

the LEROY PRINTING CO.
570 State Street, Hammond, Indiana, U. S. A.

At the Women's National, 50% of the qualifiers, including both finalists, played in Glovettes, and at the National Open and Amateur championships there was a large showing of the glove.

Chicago, Ill.—George Braid, for a number of years in charge of John Wanamaker's wholesale golf office at Chicago, is no longer associated with the Wanamaker organization. Announcement of Braid's new connection in the golf field is expected early in February.

GREENWOOD TO REPRESENT WILSON IN KANSAS CITY

Chicago, Ill.—Jim Greenwood, who for the past several years has been a star golf playing equipment salesman in the states of Missouri, Kansas, Oklahoma and Texas, is now working out of Lowe and Campbell of Kansas City as a special sales representative for Wilson Western Sporting Goods Co. His first swing around



the circuit finds him in Texas at this writing, contacting the pros of that state and waiting for the San Antonio tournament.

Prior to the War, Greenwood was a semi-pro ball player, but subsequent to that struggle he took up golf, obtaining his instruction from Al Lesperance, at that time pro at Swope Park GC. In 1928, Jim conceived and put into operation the idea of group buying for the pros of the KC district.

Chicago, Ill.—J. Oliver Johnson, Inc., announces the addition of Michigan to the territory in which they represent Worthington Mower Company. Leo Murray will be the Michigan field representative for Johnson.

PRO SHOP CARDS AND LESSON BOOK ARE U. S. RUBBER AIDS

Providence, R. I.—To increase sales of clubs, balls and lessons, a set of eight cards, in color, for shop display, is being distributed by the United States Rubber Co.

"Ask Your Pro" is the message that each one of these cards carries to the golfer in a humorous way. The attractive illustrations cause them to be read and remem-

Don't Buy Blindly!

Use this page in planning for spring

Check the items on which you want complete information and prices. Mail to GOLFDOM, 14 East Jackson Blvd., Chicago. It will bring you facts and figures you need in making your purchases for 1934. [Please draw lines through items interested in.]

FOR THE GOLF COURSE

- Ant eradicators
- Arsenate of lead
- Bag racks, tee
- Ball washers
- Bent grass stolons
- Bird houses
- Bookkeeping systems
- Brown-patch preventives
- Charcoal (soil conditioner)
- Chickweed eradicators
- Compost distributors
- Compost mixing machines
- Drinking fountains
- Dump carts
- Fencing
- Fertilizers
- Fertilizer distributors
- Flags, flag poles
- Flood lights
 - for putting greens
 - for driving range
 - for parking spaces
- Furniture
- Hole cutters
- Hole rims (putting cups)
- Hose—water
- Hose boxes (underground)
- Humus (soil conditioner)
- Hydraulic mixers
- Insecticides
- Lawn sweepers
- Mole—Gopher traps
- Mole—Gopher poisons
- Mowers
 - putting green tee
 - fairway rough
- Mower blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
 - perforated for drainage
 - water
- Playground equipment
- Pumps (state capacity)
-
- Putting cups
- Rollers
 - fairway
 - green
 - spiked
- Scythes (motor driven)
- Seed
 - fairway
 - green
 - rough
- Seeders
- Shelters (golf course)
- Sod cutters
- Soil screeners
- Soil shredders

- Sprayers
 - barrel pump
 - power engine
- Spike discs
- Sprinklers
 - greens
 - fairway
- Sprinkling carts
- Swimming pool information
- Tee data plates
- Tee markers
- Tee mats
 - cocoa
 - rubber
- Tile, drainage
- Tractors
- Tractor wheel spuds
- Water systems
 - for greens
 - for fairways
- Water system engineer
- Weed killers
- Worm eradicators

- Leather jackets
- Motion picture cameras
- Motion picture projectors
- Practice balls
 - knit rubber
- Practice driving devices
- Practice nets
- Prizes
 - cups
 - trophies
- Rain jackets
- Score cards
- Shafts
 - hickory
 - steel
- Shoes
- Shoe trees
- Slacks
- Sockettes
- Sweaters
- Sweat shirts
- Tags for bags
- Tees
 - wood celluloid
- Traps shooting equipment
 - shells
 - traps
 - targets
- Underwear

FOR THE PRO SHOP

- Amusement tables
- Archery golf supplies
- Bags
 - canvas
 - leather
- Balls
 - .25 .35 .50
 - .65 .75 1.00
- Ball marking machines
- Belts
- Bookkeeping system
- Buffing motors
 - A.C. D.C.
- Caddie badges
- Caddie uniforms
- Calks for golf shoes
- Caps
- Clubs
 - Brassies Drivers
 - Irons Matched sets
 - Putters Spoons
 - Weighted practice
 - Women's
- Club racks for pro shop
- Garters
- Gloves
- Grip dressing
- Handicap
 - racks cards
- Hosiery
- Knickers
 - linen
 - wool

FOR THE CLUB HOUSE

- Ales
- Bar equipment
- Bath slippers
 - paper wood
- Bars
 - fixed
 - portable
- Bath towels
- Beer
- Deodorants
- Disinfectants
- Electric systems
- Ginger ale
- Health scales
- Kitchen equipment
- Laundry equipment
- Liquors
- Linens
- Lockers
- Mineral waters
- Rugs—runners for aisles
- Showers
- Soda fountains
- Water coolers
- Water softeners

Club

By..... Club Position.....

Address

Town State..... Date.....

• IMPORTANT — FILL OUT FORM ON REVERSE OF THIS PAGE •

"NO OFFICIAL

. . . with grounds, clubhouse or pro-shop duties should be without GOLFDOM every month." So, in substance, read scores of letters in our files. And we thoroughly agree! GOLFDOM is sent FREE!

If any of the officials listed below are not getting GOLFDOM at your club, please send us their names by filling in this page, tearing it out and mailing to GOLFDOM, 14 East Jackson Blvd., Chicago.

This is especially important if YOUR club has recently held an election. We want the new officials to begin receiving GOLFDOM immediately!

Please PRINT plainly. Home or business addresses preferred.

President

Address

Greenchairman

Address

Manager

Address

Professional

Address

Greenkeeper

Address

CLUB

TOWN STATE

NUMBER OF HOLES IS COURSE PRIVATE, DAILY FEE or MUNICIPAL?

bered. The cards carry no advertising of the United States Rubber Co. They are similar to the U. S. cards that were furnished to the boys last year but are much better looking.

A lesson engagement book—one for each day and a line for each half hour—is also being distributed gratis, by U. S. This engagement book is of a good size and attractively bound in black leather bearing gold lettering.

GOLF NUT'S PRACTICE CLUB GETS PROS' SALES O. K.

New York City—Pro Swing Golf Co., Chrysler Bldg., is having great luck with its practice and training device, the invention of Raymond Brooks, wealthy New York golf nut. The device has a shaft and grip identical with that of a driver. About 8 inches from the end a heavy spiral steel spring is attached to the club. On the end of the spring is a lead weight, shaped like a golf ball.

The weight and spring encourage proper wrist and body action, getting the player to cock the wrists when swinging back and throw the clubhead through the ball.

A number of pros are using the device effectively in instruction and selling the Pro-Swing for the players' home practice. The retail price is \$6 and there's a good profit in it for the pro. Stores picked up a juicy piece of Christmas present business on the gadget, which is tip-off to profit when the results of the thing can be demonstrated on the courses and get the other members steamed-up.

PIX ISSUES VALUABLE BOOKLET ON WINE AND LIQUOR SERVICE

Chicago.—Albert Pick Co., Inc., 1200 West 35th st., has issued a booklet on wine and beverage service that every golf club manager will value. The booklet is a brief but authoritative manual of serving wines and liquors in the proper manner, which certainly should be the only manner permitted at any well-managed golf club.

The booklet is something that GOLFDOM takes delight in boosting. It's one of the best and timeliest booklets we have seen and is on a par with that excellent free booklet on beer service that Anheuser-Busch puts out.

You can get a copy of the Pick booklet free by writing Joe Caro at Picks, Chicago. When you write Joe ask him why in—he doesn't advertise in GOLFDOM and help his salesmen get some of the large amount of golf club liquor equipment business the Pick executives and stockholders would like to have coming in to them.

HONEY CENTER BALL NEW HAGEN FEATURE

Detroit, Mich.—A golf ball with a center of pure honey is the startling feature of the

Manufactured
Continuously
Since 1916



NOW is the Time to Consider Economy

From \$495 to \$725 buys all the power, speed and endurance that a golf club could demand of its power equipment. Why pay more when this amount will purchase a light-weight, dependable

STAUDE GENERAL UTILITY TRACTOR

Not only the first cost is economical but the operating cost is very low and the upkeep is negligible. Sold on a money-back guarantee. Used by over 2,000 golf clubs. Ask your local Ford dealer about the Staude or write to us.

E. G. STAUDE MAK-A-TRACTOR CO.
2696 University Ave. St. Paul, Minn.

OREGON SEALED

BENT

Grass Seed

Contract Growers and Distributors

RADWAY McCULLOUGH SEEDS

115 Broad St.

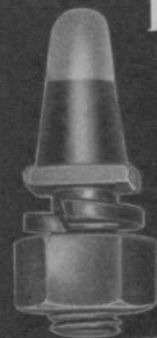
New York, N. Y.

PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 3/4 in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING
COMPANY
Joliet, Ill. Catasauqua, Pa.



Let Us Bid on Your Tower Tanks.

**DRINKS
AS THEY ARE
MIXED**

Recipes for Mixing
Methods of Serving

Here's How!

To Mix Them

Your men and women members will now demand their favorite fancy drinks be made and served correctly. Are the employees of your Club capable of satisfying this demand? This Handy Manual, recognized as the "last word," will save them time and avoid much embarrassment.

The book not only covers the recipes and methods of serving more than 300 fancy drinks, but also much needed information on making up drinks in bulk, such as punches, cocktails, cups, etc., as well as full instructions for proper handling, keeping and serving liquors, wines, beers, ales, fruit, eggs, etc.

Includes many selected toasts and is fully illustrated. Contains 135 pages. Handy vest-pocket size. Substantially bound in art leather with gold foil stamping.

SENT PREPAID UPON RECEIPT OF \$1.00
Money refunded if not satisfied

FREDERICK J. DRAKE & CO.

Established 1899

Publishers

183 N. Michigan Ave., Chicago

Southern Golf Clubs

**Cut Your Maintenance Costs
and Improve Your Course**

A complete course inspection service with the specific object of pointing out cost-cutting maintenance practices . . . suggesting such changes as will make for improved course design, condition, economical upkeep.

This service is based on more than 30 years' experience in building and maintaining several of the finest courses in the South and North.

The nominal fee invariably has proved to be but a small portion of the amount I have been able to save clubs.

For further details address:

JACK DARAY

White Pines Golf Club, Bensonville, Ill.

DIAMOND

**Steel Center
Tractor
Spud**

Always
Sharp

Extra
hard steel
core keeps
spud sharp
until complete-
ly worn away.
Softer outside
steel wears first,
leaving harder center.
Will not harm turf.

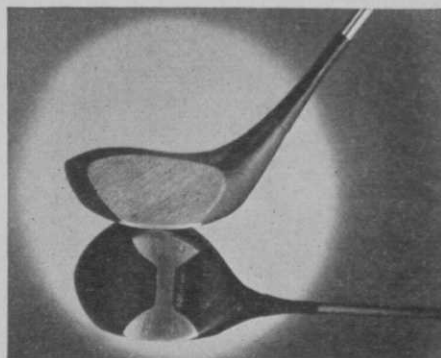
Diamond Calk Horseshoe Co.
4702 Grand Ave., Duluth, Minn.

Write
for
details.

Hagen line for 1934. Walter Hagen, L. A. Young and E. E. Chapman, the company's executives, have been giving this ball the works for some time and are satisfied they have something great. Young has been hunting for ball center material for several years and hit on the honey hunch.

Chapman, general manager of the company, says of this honey center:

"It's not a circus stunt but the right answer to the golf ball center problem.



The New Hagen Layflex Wood

Honey is of such high specific gravity no weighting element needs to be used to bring the ball up to proper total weight. It is a live, resilient fluid. It is unaffected by time or temperature. You get proof of that in the condition of honey recently taken from Egyptian tombs. No weighting element to shift and there is no evaporation. The honey is contained in a round stout rubber sac and forced in under heavy pressure.

"Winding and cover are new, too. We're expecting that the test performances of this ball will be followed by sensational sales."

Hagen is following up on the success of the Flexo irons and woods last season with a Layflex line of woods and irons selling, in the woods, for \$8 retail, and the irons for \$5.50, which is under the Flexo retail prices.

EQUIBALANCED CLUBS ARE PRO IDEA IN VULCAN LINE

Portsmouth, Ohio—Frank Kennett, pro at Kalamazoo (Mich.) CC, is inventor of a golf club that has made its debut in the Vulcan Golf Co. line. The Kennett idea is a club that is weighted nearer the shank, so now the argument will be on in great shape. Reception of the new club has been good and Vulcan expects to go places with it this year.

Kennett, in explaining his idea, says:

"The weight of the Equibalanced irons and woods is toward the center of the blade and comes out from the hozel. We who have taught a lot of golf know how we