

Make Your Golf Club Pay All Year!

Skeet Shooting Will Do It! Let Us Tell You How!

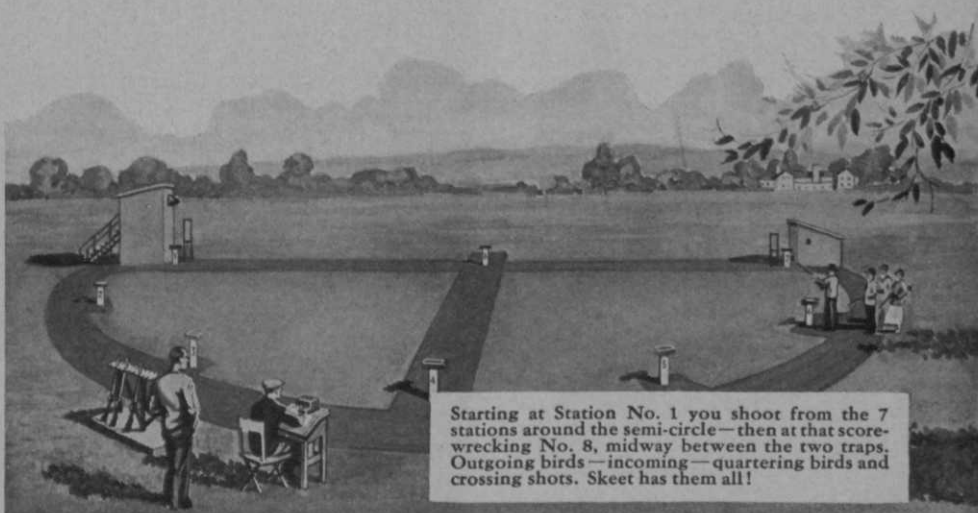
Skeet shooting offers year 'round extra income for your club. A new sport which has drawn phenomenal interest. A new source of revenue, already proved at many golf clubs.

Skeet is a natural as an alternate outdoor sport for golfers, right through the golf season and on through Fall and Winter without let-up. Called "Shotgun Golf" it requires perfect coordination of hand, eye and brain—close study of stance, form, balance, pivoting, weight shifting, swing and follow-through. Like golf it can be enjoyed as a serious tournament or

as a kidding match, as the shooters choose.

Let us send complete details, tell you how little a Skeet field can cost, and explain why best results are obtained with the new Western MASTER Skeet Traps. Equipped with hand-cocking levers and wire release. Also furnished for A.C. current or storage battery release. The Western Skeet Booklet, shown below, will be sent FREE! Tells all about the sport. Mail the Coupon.

WESTERN CARTRIDGE COMPANY
Dept. J-07, East Alton, Illinois



Starting at Station No. 1 you shoot from the 7 stations around the semi-circle—then at that scorewrecking No. 8, midway between the two traps. Outgoing birds—incoming—quartering birds and crossing shots. Skeet has them all!

FREE BOOKLET ON SKEET SHOOTING

WESTERN CARTRIDGE COMPANY, Dept. J-07, East Alton, Illinois.

Please tell us about Skeet as an all-year revenue producer for golf clubs and send, also free, a copy of the Western Skeet Booklet.

Club Name and Address

My Name Street

Post Office State



quick to seize upon this possibility of revenue in making their financial arrangements with the Board of Directors. Or frequently, it has been found, individuals or the entire committee sponsor a loan for the purpose of installing the equipment, the club treasurer automatically retiring the note or notes as revenue accrues.

Those who have tried the pay-as-you-shoot plan describe it as effective under almost all conditions. Even if a club has only twenty shooters, the individual burden of retiring the investment in equipment is slight. Usually the number of new shooters attracted to skeet in late fall, winter and early spring so swells the list of patrons of the installation that one shooter seldom contributes more than \$10 through the target tax.

Summing it all up, this skeet business is so simple to install and easy to maintain, especially under the pay-as-you-shoot plan, that it's a wonder the trap manufacturers aren't swamped with orders.

Records of the phenomenal growth of skeet indicate that every man who ever fired a gun has at least a potential skeet complex. All he needs is a method of expression—in short, a place to shoot skeet.

THE WOMAN SPEAKS

Greenkeeper's Wife Says Club
Let's Husband Slave
—and Starve

"Is there a code covering golf course workers?" asks this wife of a much overworked and underpaid greenkeeper-caretaker-carpenter-jack-of-all-trades at an Iowa course. It's a tip-off to the advantage some unthinking clubs are taking of the present employment situation in the greenkeeping field.

I WANT TO SAY a word in defense of the "forgotten man" of the golf industry, the greenkeeper-caretaker. Anyway I'll call it a defense—maybe I'm just letting off a little steam. If I told you about a man who worked twelve, fourteen and sometimes sixteen hours a day for seven months and received only \$420 a year for his work, you'd tell me the man must be crazy wouldn't you? Yet, being the wife

of one of these *crazy men*, I can tell you still more.

We are in charge of a beautiful little rolling 9-hole course here, on a lake shore. The course is supported by two nearby towns and there are a lot of fine people from both towns who play here. When we came here some years ago, friend husband was one of two men who drew a fair wage for six months of the year. Then came the depression and the other man was laid off. Friend husband took a cut in wages and assumed the work of two men, and anyone who has ever worked on a golf course must have some idea of how much *must* be done.

For five years he has attempted to clean sand traps, mow greens three times weekly, set up tables for dinner parties, tend furnace fires, keep rough mowed, mow fairways, keep caddies somewhere within bounds, care for tees, wash dishes after parties, clean up the clubhouse, repair machinery, do carpentry work and plumbing. In fact, sometimes I wonder how many men I've married and then again, I wonder if I have a man at all, I see him so seldom!

It's a great life! But somehow the joy of work well done turns sour when we are only provided with a 3-room house, have only a hammer and screw driver provided to work with and are not given a living wage. But we have four children, two in high school, and we must try to give them an adequate education.

I wonder, does our club appreciate the use of some \$150 worth of this *crazy man's* own tools, all his efforts to keep expenses down, his long hours of work, his running to turn on sprinklers some thoughtless player has turned off?

We wish our job was included in some NRA code so we could at least make expenses. He must take a job cornpicking, or what have you, to keep us through the winter. Do the directors try to find us a job for the balance of the year? They do not!

In fact, when we asked for wallboard to finish a fourth room we managed to get, they told us they couldn't afford it. I wonder, can *we* afford to heat a room entirely unfinished? Our wages? Out of \$1300 spent during the year a year ago, \$350 was spent for wages. Yes, I guess they appreciate what my greenkeeper, caretaker, jack of all trades husband has done—*not!* So what?

JUST A WIFE.

WHAT'S NEW WITH THE MANUFACTURERS 1935

NEW CLUB IDEAS Makers Present Design Changes to Increase 1935 Club Sales

CHANGES in club design already announced for 1935 lines are of a character that ought to stir up buying interest. Instead of the meaningless changes in sole plates and face insets simply to make the clubs look different, the makers have come through with some decided innovations for next year.

Some of the new equipment already has had enough testing during the late part of this season to prove its merit as a sales maker when the curtain goes up for 1935. Wilson's Turf-Rider woods, designed by Jim Gallagher, clubmaking expert formerly with the PGA are examples of clubs that got a good selling and performance test late this season. Burke's Punchirons, put on the market in late July after a two-year test, also registered very well. These clubs are made in 9 and 10 iron sets. There is no putting and no driving iron in these sets. There is a 45 iron (about halfway between a 4 and a 5) which is practically a jigger, and a No. 8 pitcher in the featured 9 club set. No radical changes are in Burke's 1935 woods. There are a lot of changes in Burke's bag line and pros have clicked to these improvements by making heavy fall bookings for Burke bags. The Long Burke ball construction has been changed and it will be the company's leader as a top grade tough cover ball.

Hagen has a new and interesting Honey Boy iron set among other new irons. There are new models in this line, some of which are about as rich looking woods as the eye will rest upon. There's a new metal baffly already in production which has received an early O. K. from the pros.

Spalding's Jones "Form Grip," described elsewhere in this issue, has tipped off big 1935 sales possibilities by already stirring up sales at a time when the year's business is practically over.

Hillerich and Bradsby are bringing out woods and irons that have an interesting

background. Bill Mehlhorn started with the original models of these clubs at the beginning of the summer tournament season and visited hundreds of professionals in their shops and at the tournaments getting critical comments on the clubs. After the boys had their say and the many suggestions considered and sifted, patterns for the final designs were made. Bill maintains that the clubs as finally approved have drawn on the fine ideas of more pro clubmaking and playing experts than any other clubs turned out of a shop and cites names as long as one wants to listen to prove his point.

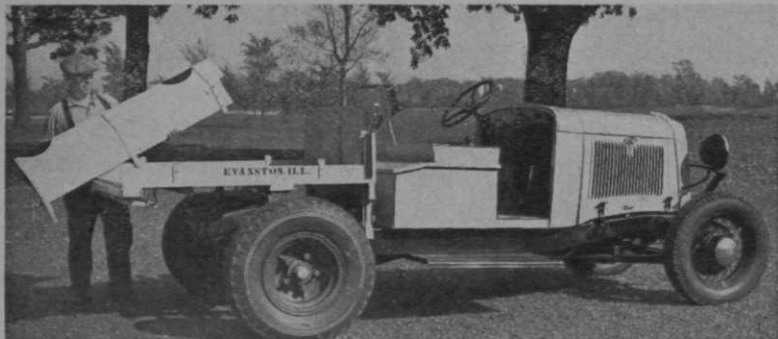
Herbert Lagerblade of the Horton-Bristol Sales Corp. names as a headliner of the Bristol clubs, bags and balls for 1935 the new Bristol woods which are of a strikingly distinctive design, slightly stream-lined to help the player get the ball up. These clubs are finished with a hand-rubbed stain which gives them a handsome stand-out look in any pro shop display. The Pyramid iron design has gone over in such good shape that it again is the Bristol iron leader in the 1935 line-up. There are some changes in marking but the basic principle of the heads is the same.

Vulcan's men are already out with a fine new line of "red hot" woods and irons, which add to but do not replace the company's 1934 models, which went over so well this past season that they will be continued for 1935.

True Temper Has New Shaft

The American Fork and Hoe laboratories have several shaft developments coming out in 1935 after strenuous sessions in playing and laboratory tests. One of the AF&H new True Temper products about which there has been much advance chatter is a laminated shaft which is produced by spirally winding extremely thin alloy steel ribbon. In a sense, design may be compared with that commonly used paper wrapped pencil.

Pros who have tested these shafts comment on an unusually sweet "feel" at impact. It has the ability to partially absorb and dissipate shaft strains, says Bob Cowdrey of the True Temper outfit.



Removable sides on dump body is a feature of Roseman's new tractor.

It is pointed out that these shafts may be compared to built-up veneer with its well known "springy" qualities and they should not be confused with lap-welded pipes which are cheaper than seamless tubes.

Crawford, McGregor & Canby announce a new stream-lined wood head designed by Fred Grieve, pro at the Leewood CC, Tuckahoe, N. Y. Of this club H. B. Canby, McGregor's president, says:

"Stream-lining is accomplished by beveling of toe and heel. This permits concentration of extra weight behind the point of impact where it should be. The head is designed so that the distribution of weight throughout assures proper face alignment at impact. This feature eliminates the tendency for the club face to either open or close as is so often the case.

"Furthermore, the club-head is designed to give more power. This added power is the result of increased head velocity at the moment of impact. The stream-lined beveled toe and sole offer distinct advantages on the two, three and four wood clubs," Mr. Canby said. "This stream-lining enables the player to get the ball up by hitting cleaner shots. Also it gives him better control. The head design is particularly effective in the case of close or cuppy lies, as it enables the player to hit through cleanly."

Al and Abe Espinosa have designed a pro line for P. Goldsmith & Sons Co., of Cincinnati which will mark Goldsmith's debut in the pro field. Details of the line are not available for official release but showings of experimental models promise some distinctive clubs. Merchandising of this pro line will be under the direction of Walter Ring, widely known in the pro field and for a number of years connected with Wilson's and L. A. Young Golf Co.

NEW ROSEMAN TRACTOR HAS MANY FEATURES

Evanston, Ill.—Demountable sides, offering wider hauling utility and vision of mowing units; Ford V8 power with gear

arrangement multiplying Ford chassis power by 5; 50% more cooling capacity; heavy duty mechanical and body construction; silent operation with all gears in oil bath; wide steel driving wheels interchangeable with low pressure pneumatics; ease and economy of operation are factors featured by Roseman for their new tractor.

BARROWS GRASS NURSERIES SEEK PATENT ON NEW BENT

Minneapolis, Minn.—A new creeping bent, with texture and density comparable with velvet bents, and claimed by E. M. Barrows of the Barrows Grass Nurseries, 624 Baker Building, to possess characteristics that make this variety the nearest approach yet to a perfect putting grass, has just been announced. A plant patent on this new variety, called Northland bent, is being sought.

In applying for the patent, it was necessary to compare the new bent with several standard varieties and to prove the increased density of this new one. Under direction of Prof. A. H. Larsen of the Univ. of Minnesota, plugs were taken of each grass and the number of separate branches on the plants in each were counted. In 1¼ in. plugs, Northland bent had 402 branches, velvet bent 435, metropolitan 334, Vermont 256 and Washington 281.

For a full report on Northland bent, write the nurseries for an interesting new bulletin.

STUMPP & WALTER CAUTIONS SEED SUPPLY MAY VANISH

New York City—Stumpp & Walter Co., 132 Church St., calls attention to the fact that, while the drought reduced the available quantity of grass seeds, and has increased prices, it is in a position to look forward to 1935 with every confidence, so far as stocks of grass seeds are concerned, to meet a normal demand.

"That a normal demand will exist we

Nineteenth Hole Installations should *of course* be



In golf clubs large or golf clubs small, bar service problems demand careful consideration. Whether the need is for a standard type of service, complete with backbar and full equipment—for the small portable cocktail bar or for a beer cooling and serving unit, "Liquid" is best equipped to supply you.

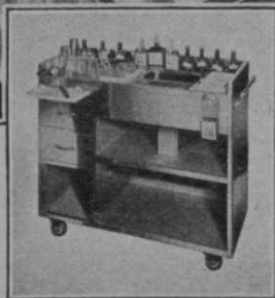
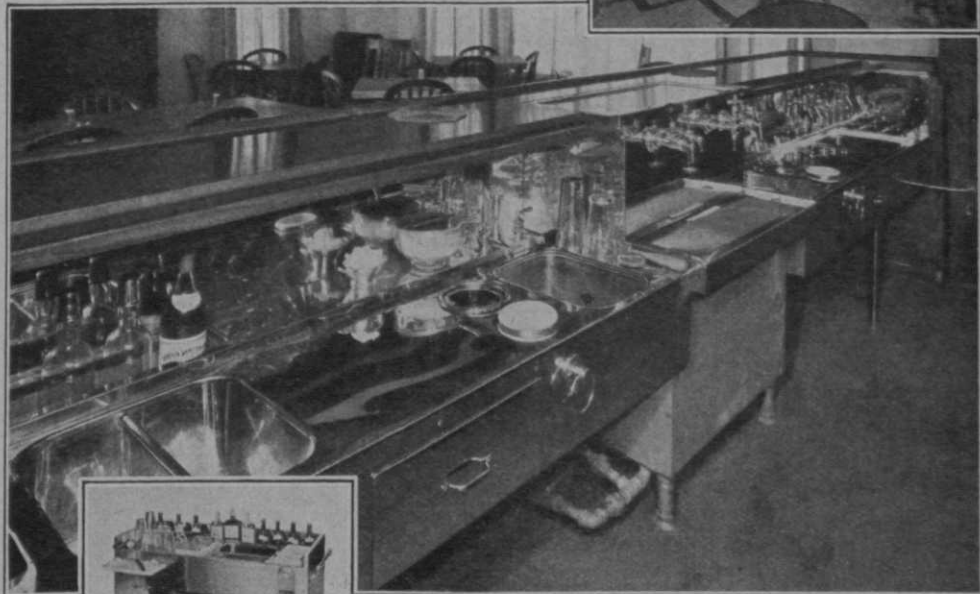
Many installations in both pretentious and modest clubs bear testimony to the value of consulting us. A letter on your club stationery will bring suggestions which will in no way obligate you to buy.

Liquid

At the right, the full equipment installation, including backbar, in the Medinah Country Club, Chicago.



Below, stainless steel interior with cocktail sections and beer unit installed for Red Run Golf Club, Detroit.



At the left, the "Caddy Portable Cocktail Bar." An excellent unit for small clubs and club dining rooms.

THE *Liquid* CARBONIC CORPORATION

3100 South Kedzie Avenue, Chicago, Ill.

Branches in 37 Principal Cities in the United States and Canada » London, England » Havana, Cuba



At the annual Worthington Ball sales meeting. L. to r., back row: C. C. Brockman, Ind. rep.; Tommy Taylor and Tom Stewart, eastern reps.; H. M. Naugle, pres.; L. R. Barton, fact'y sls. rep.; C. R. Hallock, secy-treas.; W. J. Zwaska, Ill. and Wisc. rep.; F. B. Hill, Minn., N. D. and S. D. rep. Front row: J. F. Davis, adv. counsel; W. E. Reichard, supt.; J. R. Hedquist, Minn., N. D. and S. D. rep.; J. C. Brydon, v.-p. and sls. mgr.; J. F. Harper, Mich. rep.; J. J. Gibbons, N. Y. and Penn. rep.; M. Scott Gardner, St. Louis rep.

have no doubt," says the company. "That our supplies will last until seeding time we feel measurably certain, but if general business continues to mend, we may have a scarcity. There is a real need for chairmen and greenkeepers to place their contracts early, lest they find no bent for the greens, no fescue for the fairways in 1935."

WORTHINGTON PLANS RIGID PRO POLICY FOR "SWEET SHOT"

Elyria, O.—At Worthington Ball Co.'s recent annual sales meeting announcement was made that its 75c Sweet Shot ball will be sold only through pros during 1935. Both a distance ball and a tough cover ball will be offered. Also in the pro line will be the Arrow at 50c and the Worthy at 3 for \$1.00.

Worthington has developed a new cover tougher than any stock used to date. Deliberate attempts to mar it are unsuccessful, says J. C. Brydon, vice president and sales manager. It will be known as Armor plate, and the Sweet Shot tough ball will be covered with it.

Worthington's exclusive hydraulic center will again be one of the patented features of the company's 75c balls.

TONAGREN DOING FINE JOB OF CLOVER ERADICATION

Kansas City, Mo.—P&M Tonagren Co., 6324 Brooklyn St., manufacturers and distributors of Tonagren, anti clover and brown-patch preparation, say that greensmen everywhere are loud in the praises of this product, which in many cases has brought back greens that looked impossible to save.

For clover eradication Tonagren is first applied in early spring, with additional applications through the year until clover is

entirely gone. It should be applied on warm, dry days, and an application of a good fertilizer several days after the year's second application of Tonagren is advised.

Besides combating clover, the product is useful in preventing brown-patch.

PENNSYLVANIA PROUD OF ITS UNBREAKABLE MOWERS

Primos, Penna.—One feature of the Pennsylvania line of fairway mowers always emphasized by the company's representatives is the unbreakable construction, which means long-time economy in service and upkeep. It is pretty serious, points out N. D. Perine, vice-pres., when a heavy week-end of play lies ahead and the club's mowing equipment goes out of commission due to some defect in construction.

Considerable sales push is being put by the company behind its 36" Giant mower, which ganged in fives cuts within two feet of a seven-gang 30" outfit, yet has a lower original cost of nearly \$200 and considerably less upkeep cost.

PIX BOTTLE BREAKER SOLVES EMPTY BOTTLE PROBLEM

Chicago.—Since the United States Treasury Department's regulation, effective Sept. 1, prohibiting the purchase, sale or possession of used liquor bottles by any person other than the person who emptied the contents, club managers have been puzzled as to how best to dispose of empty liquor bottles. The Pix Bottle Breaker is an efficient piece of equipment to solve this problem. It occupies but little space and is simple in operation. The operator is fully protected at all times from being cut from the broken glass. Waste is turned into a profit as there is a ready market for the broken glass, and in addi-

tion there is a saving in labor over the hand breaking method.

Electrically driven, the Pix Bottle Breaker breaks all size bottles into pieces $\frac{1}{2}$ in. or smaller, as fast as the bottles can be fed into it. Broken particles drop into a bag. So completely are bottles destroyed Pix declares, that 30 barrels of unbroken bottles, fed through the breaker, require only one barrel to hold the broken glass.

The bottle breaker, made in several sizes, is sold exclusively by Albert Pick Co., Inc., 1200 West 35th Street.

SKINNER COMPILES VALUABLE IRRIGATION MANUAL

Troy, Ohio.—Skinner Irrigation Co. has available for interested club officials a typewritten manual of some 100 pages which covers in extremely thorough fashion all phases of the fairway irrigation problem. The manual tells what fairway watering will do for a course; what it costs to install the various irrigation systems, both hose and hoseless; what changes watering will bring in maintenance costs; and a wealth of other data, including diagrams of ideal installations and tables of engineering data.

The Skinner manual will be loaned to club officials, and must be returned to the company after it has served its purpose.

CRAIG WOOD JOINS DUNLOP AS GOLF DIRECTOR

New York City.—Vincent Richards, head of Dunlop Tire and Rubber sporting goods division announces the appointment of Craig Wood as Dunlop's director of golf equipment. Craig is so well known to pros and so well liked that no biographical hoopie is necessary.

Clubs will be made to the design of Craig Wood, employing popular iron heads of Wood's approval and wood heads of Craig's design. The line will be shafted in steel with shafts of Wood's selection.

Craig will work with the Dunlop factory in a design and production advisory capacity and take an active part in Dunlop sales work.

MUMM SPLITS PROVING POPULAR FOR COCKTAIL USE

New York City.—G. H. Mumm Champagne and Associates, Inc., 610 Fifth Ave., reports increased demand in the U. S. for the small splits of both Extra Dry 1928 and Cordon Rouge 1926 by clubs for use in champagne cocktails. Says Louis D. Rossire:

"These splits are replicas of the large bottles. One split makes two generous champagne cocktails and, of course, the wine is in perfect condition because the bottle from which it is taken is freshly

opened. Naturally this does not apply where a large bottle is opened and recorked until the next order for champagne cocktails is received, as the wine in that event loses its life. In addition to the splits make it possible for the customer to order a champagne cocktail by brand and see that the actual bottle is opened in his presence so that there can be no substitution.

"As regards the cost, this amounts to \$57 in the case of Extra Dry champagne for the loose bottles and \$58.50 for the baskets. The Cordon Rouge 1926 costs \$64 for the loose bottles and \$65.50 for the baskets. Both prices quoted are subject to the usual rebate allowed wholesalers."

PARK DEPARTMENT ORDERS TEN MORE ROYER MIXERS

Kingston, Pa.—Royer Foundry and Machine Co., 158 Pringle St., recently received an order for ten of its model M compost mixers from the New York City Park department. Royer officials were particularly pleased to receive this order, since the fact that the park department had previously purchased three of the machines, proves that the Royer does what is claimed for it or the additional machines would not have been wanted.

McCLAIN 1934 SALES INDICATE POPULARITY OF LINE

Canton, Ohio.—H. A. McClain, president of McClain Brothers Co., reports a tremendous increase in the sale of the company's specialities during the past year and believes this is due to the fact that all items in their line, including Fungol, Veg-e-tonic, the McClain barrel pump, Hydro mixer, underground hose locker and Kooldrink outfit, are economy items that reduce the cost of golf course maintenance. In these days, clubs are alert for such money-savers.

Literature is available on all McClain products, and greensmen are urged to write for it.

WORTHINGTON HAS SEVERAL NEW ITEMS FOR NEXT SEASON

Stroudsburg, Pa.—Worthington Mower Co. announces for 1935 important advances in its line. It claims that the recently introduced "Parkover" seems to have been just what the country was looking for. Protected by pneumatic tires, it runs without damage with the mowers lifted bodily from the ground. To supplement the work of this "Parkover," the "Junior Parkover" is being built. It is adapted to operate on smaller areas of lawns and where there are many obstructions. It is

less expensive than its more powerful associate.

A new type of "Overlawn" is also being prepared. Its purpose is to compete with the numerous designs of small, motor driven, hand steered mowers, which the company says are familiarly designated as "chug-chugs." The company has never energetically entered this particular field before, but is convinced there is now room for this new "Overlawn," operating on novel and simple lines.

NEW PUMPING OUTFIT USES FORD V-8 MOTOR.

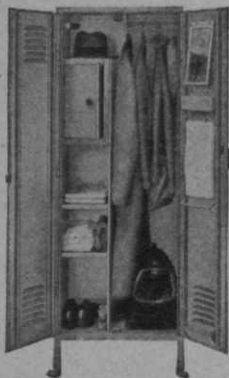
Detroit, Mich.—B. G. Allen & Son, 2425 Grand River Ave. have developed a pumping outfit for golf clubs that uses a hook-up of a specially designed centrifugal pump and a Ford V-8 heavy-duty motor. This outfit is the outgrowth of gasoline pumping equipment work done by the Allens for golf clubs in the Detroit district, in which work pumping costs as low as 1½ cents per 1,000 gals. have been obtained.

The Allen outfit has a top capacity of 1,000 gals. a minute. Pumping costs of present installations have been reduced from \$200 a month on electric power to \$82 with gasoline. The Ford V-8 truck motor can be replaced at a cost of \$49, by any local Ford dealer and it is figured that replacement would be a wise move every two years. The cost of the Allen outfit is approximately \$700.

Complete details of the Allen outfit will be furnished on request.

LATEST IN GOLF LOCKERS IS LYON PRODUCT

Aurora, Ill.—The very last word in a locker for the golfer who would like to have plenty of storage space for all of his



belongings and miscellaneous equipment is announced by Lyon Metal Products Co. It is essentially a quality product, de-

signed by golfers to provide every locker convenience for the most exacting player. Double doors swing wide, and give easy access to a commodious interior. It can be fitted up inside with private compartments as illustrated, extra shelves, golf ball trays, coat rod, mirror and comb tray, towel rod.

The new Lyon golf locker is furnished in 60 and 72-in. heights, is 24 inches wide and either 18 or 21 ins. deep. It is fitted with flat key lock and three-point locking device.

CONLIN TELLS PROS HOW TO GET GIFT PROFITS

"I'll do it tomorrow" is what the average golf club member thinks about his Christmas shopping. That policy is responsible for a grand opportunity in pro selling and one of the few opportunities so timed that the pro can make money when he needs it most.

Although Christmas shopping during the last few years has not been as brisk as during the pre-depression days there has been a steady increase in the sale of golf goods as holiday gifts. This year it appears that the pro who will take his feet out of the shop or his home quarters stands a good chance of getting a good profit on Christmas sales to his members.

The pro has a good "in" on an especially large sector of the holiday gift market, that business placed by corporation officials who give presents to their employes, friends and customers. The pro can get into his members' offices when most other salesmen couldn't crash. The member likes to see the pro out of season and welcomes pro interest. Furthermore such visits don't do the pros any harm as they are clear indications of business ability and energy. On a good part of Christmas gift business pros have demonstrated that they have a better chance to work into it than the stores down town if they will work.

Plans of the manufacturers this year give the pros excellent chances for turning work into profit.

First announcement of such plans comes from the United States Rubber Co. with a holiday gift proposition built around a beautiful black walnut gift box suitable for later use with cigars and cigarettes or for other purposes. Three Star US balls will be packed in four ball and six ball packages of black walnut. The package itself is something that retails empty for a good little piece of change around Christmas time. On this special deal the U. S. Rubber people are making a retail price of \$3.44 on the four ball lots and \$4.98 on the six ball lots. There is a pro profit of 40 per cent on each sale. This means that the boys can pick up

a welcome profit around the holiday season by putting some selling effort on club members.

One of the first places where the gift box deal will click good and strong is with the corporation executives. The smart thing about the golf ball deal in this respect is that the box will keep around, filled with balls, until the golf season starts and be a constant reminder of the fellow who thoughtfully made the gift. The tons of cigars sold for Christmas presentation are smoked quickly unless—as often happens—the janitor falls heir to ropes that are not to the recipient's taste. The factors of quick consumption and differences in taste have militated against the cigar purchases; so when the pro with the golf ball suggestion comes to the man who buys company gifts, he should be given a warm welcome and some substantial business.

Ed Conlin, golf ball sales manager of U. S. Rubber, figures that with the pro entree to big business men it should be possible for many professionals to dispose of enough gift box US Royals to make themselves at least a couple of hundred dollars apiece during the usually dead period right before Christmas. One angle to the deal, pointed out by Conlin, is that pro sales effort on this should be applied early as corporation gift plans are made well in advance of Christmas. The pro who will make door-to-door or telephone calls on his members during November and early in December, and keep following up, stands a good chance of getting enough golf goods Christmas business to relieve his winter worries whether he stays in the north or goes south after the northern season has ended. A strong, helpful push-off to the gift box U. S. Three Star plan is given by a striking poster the US company supplies to pro shops.

HONEY BOY BALL ADDED TO L. A. YOUNG LINE

Detroit, Mich.—Announcement of a new addition to its ball line has just been made by E. E. Chapman, vice-pres. and gen. mgr. of L. A. Young Golf Co. The newcomer is known as the Hagen Honey Boy and with a center of pure honey, has a cover that is reputed to be "tougher than any dufer." A specially developed process casehardens the balata without at the same time destroying its resilient properties.

Says Chapman: "The Honey Boy will resist the hacking and chopping of the most inexpert dufer and will give him more than full value for his money. This baby is tough and how! It will please the low handicap golfer too, for it will give him all the distance he can get, and at the

same time a degree of durability that economically-minded players want along with their distance."

The Honey Boy, while a part of the new Hagen set-up for 1935, was placed on the market October 1 and so deliveries are now being made.

ADDITIONAL TERRITORY FOR KILLIAN OF MacGREGOR

Dayton, Ohio.—Crawford, McGregor & Canby Co. has announced that Martin L. Killian, formerly covering the state of Louisiana as a direct factory representative, has been assigned important additional territory. Killian's new territory includes Mississippi, Alabama, Georgia, Florida, North Carolina and South Carolina.

Killian will contact both pro and dealer outlets in this entire district. MacGregor officials predict this will be good news to Killian's host of friends in the southeast where he has been during the past 15 or 20 years.

WORTHINGTON HAS SICKLE BAR TRACTOR ATTACHMENT

Stroudsburg, Pa.—Worthington Mower Co. is introducing a sickle bar attachment for its standard tractor. The unique hook-up of a sickle bar and fairway mowing units both drawn by the same tractor was



demonstrated for the first time at the Park convention in Louisville and aroused much favorable comment.

PERFECTION COMPLETES TESTS ON NEW SPRINKLERS

Plymouth, Mich.—A. S. Lyndon, general manager of Perfection Sprinkler Co. has just completed exhaustive tests on two new sprinklers for both fairways and greens. Both employ the use of a patented spray disc nozzle on one arm and have a specially designed open nozzle on the other arm, the only difference being

Budget with Yankee Thrift

Make a complete check-up now, of what you need for your 1935 course maintenance. Then send your list to us for quotations and suggestions.

Our extensive and intimate acquaintance with the new England golf courses has qualified us to submit to you not only the lowest prices on dependable standard equipment but to give you some ideas that probably will save money for you.

Close cooperation with greenkeepers who have done great jobs of maintenance with thrifty budgets has taught us how the practical experts make legitimate savings. We pass this information on to you because the New England Toro Company is more than merely a source of dependable equipment and supplies and conscientious over-seeing of the performance of what we sell. What has made ours one of the biggest golf course supply companies in the country is our policy of acting as service headquarters on IDEAS that help our greenkeeper friends.

NEW ENGLAND TORO COMPANY

1121 Washington Street

WEST NEWTON, MASS.

that one is for $\frac{3}{4}$ in. hose and the other for 1 in. hose.

Tests prove that the distribution is almost 100% perfect, according to Lyndon, with a wide range of pressures, and the coverage is all that can be secured with the size of nozzle in use. Both are mounted on new improved disc bases that have already become popular.

Lyndon reports an excellent volume of business the past season and prospects for still greater volume for 1935. A recent survey by him shows that the average golf club is in almost flattering condition compared with the past two years.

He further states that their company is at present cooperating with several golf courses, helping them to work out a fair-way low cost watering system for 1935, and that the tendency is toward the lower pressure and hose system because of the importance of being able to place sprinklers where they should be to offset wind conditions and to water the parts that need watering.

FORM GRIP NEW FEATURE OF SPALDING'S JONES CLUBS

New York City.—Spalding's are offering a new feature in their 1935 line of Bobby Jones clubs, in the way of a "Jones Form Grip." It is said to be a decided step in clubmaking and a help to both the tournament and average golfer. The special features claimed for the Jones Form Grip are:

It will improve iron play because with it a player is able to relax his wrists a bit more at the top of the swing thereby making sure of proper cocking without losing the sense of club head location.

The grip adapts itself to a natural position of the hands and promotes a hand consciousness of the club face.

It is a form that permits choking; flexibility in the longitudinal position of the hands being desirable.

The section is made partially flat on the right side—the specific purpose of this is to set up to the sense of feel a positive location of the striking side or face of the club. This somewhat flat section is established parallel to the center of the striking face and perpendicular to the intended direction for the ball.

It assists in obtaining the correct grip and provides for the freer and more effective use of the left hand (right hand player) as well as encouraging a unified action of both hands.

FATE-ROOT-HEATH "GOING PLACES" WITH NEW TRACTOR

Plymouth, O.—The new Plymouth tractor, manufactured by Fate-Root-Heath Co. primarily for small farm use, is meeting with an enthusiastic reception by the golf