

# PLAN YOUR YEAR

This is the time of year club officials and officers plan the season ahead. You've plenty of time to investigate. Use this page to help your club in its 1935 purchasing, to familiarize yourself with today's market and offerings.

FIRST look through the advertisements in this issue—all are reliable sources of supply. Mention GOLFDOM when you write these advertisers. If you can't find what you need, refer to the list below. Draw lines through 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 THE GOLF COURSE

- Ant eradicators
- Arsenate of lead
- Bag racks for tees.
- 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
- Fertilizers 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
- Mole and gopher traps
- Mole and gopher poisons
- Mowers

- putting green  tee
- fairway  rough

- 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
- Tile, drainage
- Tractors
- Tractor tires,
- low pressure
- pneumatic
- Tractor wheel spuds
- Water systems
- for greens
- for fairways
- Water system engineer
- Weed killers
- Worm eradicators

- Practice balls for driving
- ranges
- Practice driving devices
- Practice nets
- Prizes
- cups
- trophies
- Rain jackets
- Score cards
- Shafts
- hickory
- steel
- Shoes
- Shoe spikes
- Shoe trees
- Sockettes
- Sweaters
- Sweat shirts
- Tags for bags
- Tees
- wood  celluloid
- rubber
- Underwear

## FOR THE PRO SHOP

- 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
- Grip wax
- Handicap
- racks  cards
- Leather jackets
- Motion picture cameras
- Motion picture projectors

## FOR THE CLUBHOUSE

- Ales
- Bar equipment
- Bath slippers
- paper  wood
- Bars
- fixed
- portable
- Bath towels
- Beer
- bottle
- draught
- Beer cooling equipment
- Cash registers
- Cheese
- Deodorants
- Disinfectants
- Ginger ale
- Health scales
- Kitchen equipment
- Laundry equipment
- Liquors
- gin
- whiskey
- wine
- mixers
- Linens
- Lockers
- Mineral water
- Refrigerators
- 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 ●

# ' ' N O O F F I C I A L

. . . with grounds, clubhouse or pro-shop duties should be without GOLFDOM any 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 .....

Green-chairman .....

Address .....

Manager .....

Address .....

Professional .....

Address .....

Greenkeeper .....

Address .....

Club .....

Town ..... State .....

Number of Holes ..... Is Course Private, Daily Fee or Municipal? .....

president of The Crawford, McGregor & Canby Co., agreed to produce the identical clubs which Tommy Armour designed.

There's only one string attached to this new line of clubs—they will be sold *only through golf pros*. This, for the obvious reason that a golf pro is about the only man who can give the rank and file the exact clubs which will enable the latter to go out into the fairways and sandtraps and execute better shots.

Every golfer is aware of the fact that Tommy Armour knows golf clubs, especially irons—and every golfer knows that the MacGregor people know how to build them. So the only question right now is when will the golfer be able to get a set of these clubs and do a bit of preliminary waggling and swinging. To this question the MacGregor company answers: In plenty of time for play when the 1935 season opens. Tommy's work at the factory on the designing end is finished and the skilled craftsmen are already at work turning out the clubs.

**PENFOLD INTRODUCES NEW PROCESS COVERS ON 1935 BALLS**

New York City.—Florida and Georgia pros will now be able to get immediate deliveries of Penfold balls from headquarters established in the Withers Warehouses, 1000 N. E. First ave., Miami. R. Van Buskirk is in charge. Bruce Murdock will call on the pros.

Penfold introduced his new liquid Penfold "75" and Penfold "35", January 1st. Both of these balls have the new "chemoweld" cover, Penfold's newest development. This new cover process, which is entirely chemical (instead of with tension-wilting heat) makes it possible to produce the first truly *tough*, thin-covered ball, says the maker.

**JOHN BROPHY HAS PROFIT TIP FOR PROS**

Miami Beach, Fla.—John Brophy, veteran pro of Bay Shore and Hither Hills, is tipping off the pros to some spring business that John knows will make them money because he has worked it very profitably himself.

John invented the Korrektor grip that Hillerich and Bradsby, 434 Finzer st., Louisville, Ky., is supply to the pros trade. The grip, John maintains, sets the club-head the correct way, keeps the club from turning in the hand, helps the left hand guide the club, makes the player grip with the fingers, promotes an easy swing and keeps the hands from blistering.

The grip can be applied to any club at the usual charge of \$1 each for the grips when the old leather is used and \$1.50 when new leather is used. At this price the pro gets a fine profit. Brophy himself



**NEW SPRINKLER EFFICIENCY**

*Available also without roller base*

**Rain King**

**The Best Sprinkler Made**

*Throws more water*

1600 gallons per hour at 60 pounds—20% more than other sprinklers by actual test. Two interchangeable, new, patented 3-jet nozzles for all pressures above 30 pounds. Special nozzle available for very low pressures.

*Throws Water Farther*

No obstructions to hinder free passage of water. Perfect distribution of water over any circle up to 150 feet.



**COMPLETE EVEN COVERAGE**



← This revolving eccentric prevents stalling

**CAN'T STALL**

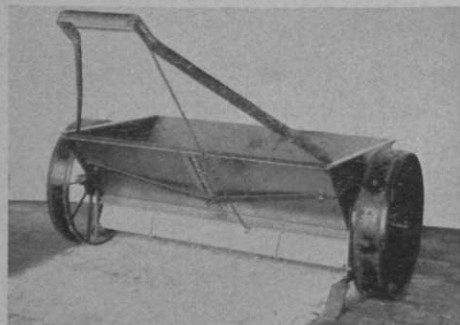
New RAIN KING three-jet nozzle

Instantly set to turn at any speed desired—even as slow as 30 revolutions per hour. Oversize phosphor bronze bearings. Unbreakable. Good looking. PRICED RIGHT. Write for complete information on this new, improved Model E Rain King and Quick Coupling Valves.

MADE AND GUARANTEED BY  
**CHICAGO FLEXIBLE SHAFT CO.**  
5515 Roosevelt Road, Chicago  
45 Years Making Quality Products

**SEE US AT THE CONVENTION**

## ROOT ALL PURPOSE SPREADER



CUT your LABOR COST with this machine. For speed, economy and perfect application it is unexcelled.

Manufactured by

**THE ROOT MANUFACTURING COMPANY**  
1051 POWER AVE., CLEVELAND, OHIO

## LEWIS GOLF BALL WASHER IN 5 COLORS

NEW!—Now Lewis Washers are available in 5 colors in addition to white . . . for an additional charge of 25 cents . . . again Lewis leads all others with the newest ideas. See your golf equipment dealer before making up your 1935 budget.

Lewis Washers in lots of 1 to 10 . . . \$6.00  
In lots of 11 to 20 . . . \$5.50  
Complete tee ensemble—washer, tee stake, towel, waste container, tee data plate . . . \$10.50  
Lewis Bag Rack and other equipment.

**G. B. LEWIS COMPANY**  
DEPT. GD 135 WATERTOWN, WIS.



has sold as many as 400 of these grips in two weeks' time.

Where the grip business turns out great for the pros, John says, is in the spring, just before the start of the season. Most pros send out letters to their members putting in a bid for pre-season repair business, club-cleaning and a general invitation for business and friendship. Brophy's idea is that the fellows, by suggesting some specific and practical innovation, will make more impression with the members and get more business than just a general appeal. He figures that with the reception and performance of the Korrektor grip the pros can really bust into some substantial profits before the playing season actually opens and then follow-up with Korrektor grip sales when the early users start bragging.

He has some grand testimonials from prominent men who are using the Korrektor grip. Lou Wasey, the big shot advertising man, wrote John: "Your grip is great for your golf ball sales. I now hit balls so far into the rough I lose them."

## DETROIT HARVESTER TAKES OVER RAWLS SCYTHE

Detroit, Mich.—Manufacture and sale of the Rawls motor scythe has been taken over by Detroit Harvester Co., and will henceforth be known as the Detroit motor scythe, according to Mr. C. A. Haefner, sales manager for the company.

This scythe has a welded and riveted pressed steel frame that supports a sturdy, one-cylinder gasoline motor, which in turn, propels a 36-inch sickle. The machine is mounted on a ball bearing equipped 30-inch wheel having a farm type, 3-inch concave tread. It is equipped with two handles that enable the operator to pivot the machine sharply in any desired direction or tilt the machine (similar to a wheel barrow) for cutting up or down slopes and for raising over obstructions.

According to Mr. Haefner, the 36-inch sickle of this scythe is applicable to all kind of weed and grass mowing and will

## Ready! the STAUDE V-8

### Golf Tractor

Don't decide on any golf course tractor until you find out about this sensational new STAUDE general utility tractor. See your local Ford dealer or write for full information.

**E. G. STAUDE Mak-A-Tractor Co.**  
(Since 1916)  
2696 University Ave. St. Paul, Minn.

## ● BENT GRASS ● BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

### HIRAM F. GODWIN

Box A, Redford Sta.,  
Detroit, Mich.

R. F. D. No. 3,  
Pottstown, Pa.

## DIAMOND

Steel Center  
Tractor  
Spud

Always Sharp  
Extra hard steel core keeps spud sharp until completely 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.

enable one operator to equal, in results, the work of four or more men with hand scythes. It can be readily operated on jobs that are impossible for larger mowing machines and is ideal for trimming around greens, fences, traps, bunkers and clubhouse shrubbery.

Descriptive literature and prices may be had by writing the above company.

**THE NEW 1935 WALTER HAGEN CLUB LINE**

Detroit, Mich.—For 1935, the L. A. Young Golf Co., manufacturers of Walter Hagen golf products, is proudest of its "Hagen Deflector Sole" irons. E. E. Chapman, vice-pres. and gen. mgr., tells us the deflector sole will make its appearance on four new irons in the Hagen line—the International Honey Boy and the Sincroflex, both with stainless steel heads and retailing at \$8.00, and the Honey Boy and the Honeyflex, both with chromium finished heads and retailing at \$5.50.

Chapman describes the deflector sole as follows: "In the deflector sole the back edge is lower than the front, causing the iron to slide or skid over the turf, without unnecessary digging or resistance to the stroke. Elevation from the ground of the front edge is graduated from driving iron to niblick, imparting a natural backspin on all shots with approach irons. It gives in effect, 16 times greater chance for a perfect shot, due to the fact that with the deflector sole iron, you can hit as much as one inch back of the ball, and by its action of sliding or skidding on the ground the club will still make contact with the ball at exactly the proper point."

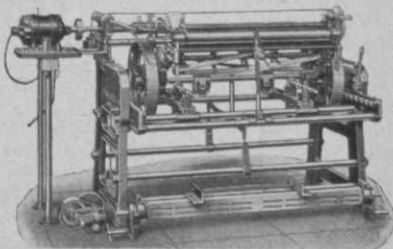
Another new iron in the Hagen line is the "Sir Walter" with "Power Back" head and flex shaft, to retail at \$4.50. Four new woods come into the 1935 Hagen set-up—the Sincroflex and Honey Boy at \$10.00 each, the Honeyflex at \$9.00, and the Sir Walter at \$6.00.

A general utility club, known as the Baffle also makes its appearance in the Hagen line. The baffle finds its place with players who have difficulty in playing their

**GREENKEEPERS ATTENTION!**

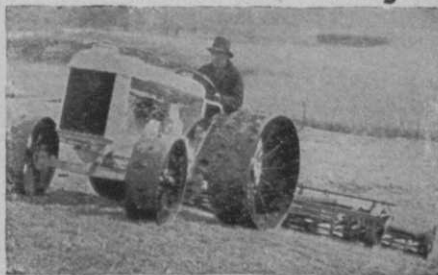
For beautiful greens, keep your mowing equipment sharp on the Peerless Sharpener. Fast and accurate. Simple to operate. Sharpens all types of power and hand mowers. Grinds blades up to 36" wide. Reconditioner for "lapping in." Low in price. Send for illustrated bulletin.

**PEERLESS MOWER SHARPENER**



**THE FATE-ROOT-HEATH COMPANY**  
835 BELL STREET -:- PLYMOUTH, OHIO

**R. H. Wheels are stronger!**



Rims do not bend—50% better traction—rounded edges — easier steering. Hundreds used for replacing old, injurious wheels. Sold in singles, pairs or full sets.

**R. H. Tractor Wheel SPUDS**

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

Sample spud and circular on request; advise make of tractor and purpose for which intended. Immediate Shipment

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

**R. S. HORNER**  
Geneva, Ohio



That Happy Combination of Quality and Economy is offered in our

**New Broadmoor One-Color Score Card**

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

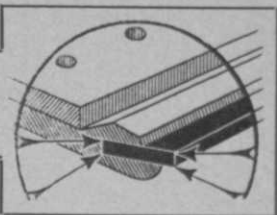
**JOHN H. VESTAL CO., Printers**  
703 South La Salle Street - - - Chicago

## CUT YOUR 1935 MOWING BUDGET!

Divert some of your usual mowing budget to other needs—by using the BUDD 4-EDGE BLADE. Saves time, saves labor, saves frequent sharpening expense and costly lay-ups. Try it first on just one unit—then when you're convinced, equip all your mowers with BUDD. Write for details.

BUDD MFG. CO., Dept. G, Ravenna, Ohio

## BUDD • BED • BLADES



wood clubs out of bad lies or from the rough. The baffle is an excellent distance getter also on holes where the No. 1 Iron would ordinarily be played. The head of the baffle is of bright finished aluminum with a loft about that of the Spoon, while shafts are chrome plated True Temper.

"All in all," says Chapman, "the Hagen Line for 1935 is the most complete and all-inclusive we have ever presented to the golfing public. We are looking forward to an excellent year, and certainly the professional or dealer handling the Hagen line has a lay-out with which he should be able to show a fine profit. Our factory went on a full 100% production basis as of December 1, and will continue on that basis throughout the coming season. Advance orders received for spring delivery are considerably ahead of 1934."

### MAISACK INVENTS TRAP-RAKE TO FIT GOLF BAG

Green Bay, Wis.—Merrill S. Maisack, pro-architect at the Oneida Golf and Riding club, has put on the market a small folding rake that can be carried in the golf bag and used by the caddie to smooth out the sand in traps after his player has made a shot. The head of the rake is hinged to fold back along the handle when not in use. The entire implement is well-finished wood.

Maisack's idea is to sell these rakes to the clubs, with club name imprinted thereon. The club will give a rake to each caddie as he goes out. The boy returns the rake to the caddie master upon his return. With a rake handy at all times, caddies

will have little excuse for not keeping their players' damage to traps well erased. It is estimated that an investment of under \$50 will equip even the most briskly patronized 18-hole layout so its trap maintenance problem will be solved.

### TOMMY ARMOUR FEATURED IN 1935 WORTHINGTON LINE

Elyria, Ohio—Tommy Armour, that grand master of iron play, will be prominently featured by Worthington Ball Co. in the extensive promotion and consumer advertising of their 1935 line of Tommy Armour golf balls. Armour, himself, has recently adopted for his own use in all of his tournaments and everyday play, the *Tommy Armour Special*—a ball developed by Worthington during the past several months to conform with certain specifications of performance which Armour established last spring.

This 75c ball possesses several new features of construction, as announced by Worthington early last fall and has met with an immense amount of popularity on the part of players since this introduction, say the makers. It is featured by a patented hydraulic center, resulting in a higher degree of compression than liquid center balls of other types; a new type of winding in which this center is held in perfect spherical form as revealed by the X-ray, and a new cover, developed after many months of research in chemical laboratories, which Worthington advises excels in toughness without sacrificing click or distance.

The Worthington *Tommy Armour*, retailing at 50c each, which in the past year accounted for a lion's share of all the standard brand balls of this price sold to the consumer, has been improved for 1935. Armour himself recommends this ball for the average golfer whose regular score falls above 85. The 1935 Tommy

**SAVE** for your club by purchasing acclimated, winter-hardy

### BENT GRASS SEED

Direct from the farms where it is grown.

A. N. PECKHAM, Kingston, R. I.

15 Years' Satisfactory Service

Also Fairway Mixtures

**PHOENIX**  
**RED TIP**  
**TRACTOR**  
**SPUDS**  
Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from  $\frac{3}{8}$  in. to  $\frac{1}{2}$  in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING COMPANY  
Joliet, Ill.      Catsaqua, Pa.

Armour at 50c is featured by a more durable cover, a patented center and "balanced construction", which results in greater economy and more satisfactory results for the class of players for whose use it is intended.

Worthington announces that these two outstanding golf balls will be backed up in 1935 by an extensive line of trade journal, display and consumer publication advertising intended to bring their merits strongly to the attention of the entire golf ball trade.

## Billiard Manual Offered

A POCKET-SIZE edition of "Complete Fundamentals of Billiards" for 25c is advertised by the National Billiard Assn., 623 S. Wabash Ave., Chicago.

The idea, of course, is to promote billiards and it may have a hunch in it for the golf field when a broad and energetic campaign of golf promotion is organized.

## Classified Ads

**Rates: 10 cents a word per issue. Minimum charge \$2.50.**

An advertisement in GOLFDOM saves the club officials time and money by getting responses from the best men available. The club department heads who advertise for positions in GOLFDOM obviously identify themselves as men who go after their problems in the right way. They are good men for you to give preference.

College graduate, thirty years old, married. Nine years experience as pro-greenkeeper. Invites thorough investigation of present and past record. Will make change if club managership, pro-green keeping or pro job is available in a good club. Address: Ad 7003, % Golfdom, Chicago.

Pro-Greenkeeper wishes to make change for 1935. With present club 10 years. Has record for keeping courses in fine condition at minimum cost. Good player, instructor, and clubmaker. Address: Ad 7000, % Golfdom, Chicago.

Pro-Greenkeeper with best references desires connection. Expert player and teacher. Thorough knowledge of golf course maintenance and construction. Father and brother both successful pro-greenkeepers. Address: Ad 7002, % Golfdom, Chicago.

Professional, 12 years' experience, age 29, married, desires change. Hard worker, having reputation excellent instructor, business ability. Consider assistant large club. Go anywhere. Best references. Address: Ad 7001, % Golfdom, Chicago.

For Sale—Sporty nine hole golf course, complete, clubhouse and Pro shop, new and needed tools. Located ten miles from center of Rochester, New York. Will furnish good leads. Can be bought for twelve thousand dollars. Capital worth of this property as recorded in last Federal Corporation Tax Return is twenty-six thousand dollars. Address: Edwin W. Oviatt, 224 Susquehanna Road, Rochester, N. Y.

Stewardess and professional or stewardess or professional desires position. Both can furnish excellent references. Both well qualified for work. Will accept position combined or separately. Address: Ad 333, % Golfdom, Chicago.

Professional or teaching assistant—23 years old; 6 years experience. Excellent instructor and player. Competent and reliable. Ready to take complete charge of pro department and assist other departments. Highest references. Address: Ad 7004, % Golfdom, Chicago.

Position desired by first class professional. Can furnish best of references; have had years experience. Class A member of PGA. National reputation as teacher. Address: Ad 7005, % Golfdom, Chicago.

Scotch born Pro—Desires position either as Professional or as an assistant. 15 years' experience; excellent teacher, player and clubmaker. Address: Ad 7012, % Golfdom, Chicago.

Nationally known golf teacher will be open for position as golf professional after February 15th. Address: Box 352, Santa Monica, California.

Pro-greenkeeper—Wife-cateress-hostess, desire position. Highly recommended and unusually competent. Real club builders at a most reasonable figure. Address: Ad 7014, % Golfdom, Chicago.

Young, well informed professional desires club where dependable service is rewarded by moderate income. Has clean impressive record of accomplishment. Thoroughly competent to assume full charge of responsibilities. Good teacher, player and business man. Commercial associations that assure quick economic trade service. Salary secondary to opportunity. Your inquiry welcomed. Address: Ad 7007, % Golfdom, Chicago.

Manager—With unusual record of achievement in membership building, efficient clubhouse operations and general management, would like to discuss his plan with interested club officials. Recently completed highly successful job for eastern club where greens fees exceeded \$15,000 and house operations showed 15% profit. Compensation depends on my ability to produce. Kindly address: Ad 7008, % Golfdom, Chicago, Ill.

Pro-Greenkeeper, age 38 with twenty years experience open for position, first class greenkeeper, highly qualified instructor, good player. A man who gets results, not afraid to stay home and serve his members, expert tournament conductor, capable; doing necessary construction or rebuilding; expert on fungus diseases; moderate salary; A-1 references furnished. Address: Ad 7009, % Golfdom, Chicago, Ill.

Greenkeeper with fourteen years' experience on the finest private and daily fee courses in the middle west desires to relocate. Thoroughly experienced in construction and maintenance of country club grounds including golf, polo, tennis, swimming pool, flower gardens and skeet fields. Clean past record with the finest nationally known references. Address replies to: Ad 7010, % Golfdom, Chicago.

Greenkeeper—Freemason, desires position. Single. Locate anywhere. Exceptional experience construction and maintenance. Excellent references. Address: Ad 7006, % Golfdom, Chicago.

Manager or General Manager—Experienced in club management, construction and maintenance, desires position. Address: Ad 7011, % Golfdom, Chicago.

Greenkeeper—With 18 years' working experience in all phases of course maintenance, construction and remodeling, is ready to start work for club needing a man who knows what to do and how to do it, right, quick and cheap. Experience includes supervisory work under late architects J. Raynor and C. H. Banks. Officials interested please write: Ad 7013, % Golfdom, Chicago.

Greenkeeper—18 years' experience construction and maintenance. Thorough knowledge soils, grasses, fertilization and equipment, desires new location. Married; age 41. Will go anywhere. Excellent references. Address: Ad 4004, % Golfdom, Chicago.

JANUARY, 1935

# Golfdom

The Business Journal of Golf

VOLUME 9, No. 1

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*It goes without saying—*

# The P.G.A. Ball

*is of the highest quality*

*.. or it would not bear the P. G. A. name*

SOLD BY P. G. A. MEMBERS ONLY

PROFESSIONAL GOLFERS' ASSOCIATION  
OF AMERICA

General Headquarters: First National Bank Building, Chicago



## 3 IMPORTANT FACTORS IN THE REASON WHY GOLF CLUBS USE MORE MILORGANITE THAN ANY OTHER FERTILIZER

**LOW COST**—Economy demonstrated. High organic nitrogen content released *gradually* over long periods of time saves amount of material needed, labor of distribution and cost of constant reseeding.

**EASE OF APPLICATION**—Being all organic and largely water insoluble sufficiently generous quantities can be applied at one time, without danger of burning, so that ONE feeding in the early spring, another in the early fall will insure rich, velvety turf throughout the growing season.

**DEPENDABLE RESULTS**—Throughout the land, from Canada to the Gulf, Golf Clubs have learned that Milorganite will give thick, heavy turf year after year with less labor and less cost for seed.

Ask for bulletin on Turf Maintenance.

**THE SEWERAGE COMMISSION**  
MILWAUKEE, WISCONSIN