

**NUMEROUS NEW GOLF CLUBS ARE REPORTED**

**THOUSAND FOR THIS YEAR**

**Tremendous Increase in Their Number Great Boost for Golf Industry; Big Show Coming**

Edward Ho marches the sensational all-in-one golf club made famous on the Pacific coast by Joe Novak, the San Francisco pro. It will make its first public appearance west of the Rockies at the second annual International Golf Show and Country Club Sports Exposition, to be held at the Hotel Sherman, Chicago, March 21 to 26, 1927.

Alleged funny column conductors describe Joe's club as an interchangeable putter, driver, umbrella or shotgun. Admiring owners declare it to be the solution of a vast assortment of special irons, since the club head can be adjusted to any angle required for the immediate shot. The eastern golf playing public has long been eager to try it out.

**Thousand New Clubs**  
One thousand new golf and country clubs are reported for 1927. They will spend approximately \$138,000,000 during their first year in real estate, course construction and club buildings. They will add \$32,000,000 for new sprinkling systems, locker, bath, kitchen and dining room supplies. The one thousand new clubs will spend \$15,000,000 in their first year for salaries, seeding, awards, improvements and entertainment.

The four thousand golf clubs already in existence, plus the one thousand new ones, will spend approximately \$50,000,000 in dining room canteens and miscellaneous supplies.

**Rational and Simplified**  
To meet these demands, the golf industry, which crossed the billion dollar mark early in 1926, is stabilizing its standard output and, where twelve months ago golf was regarded as an epidemic inviting any kind of cure, equipment for 1927 will be rational and simplified, the survey shows.

A survey of the golf industry shows a marked falling off in the introduction of new eccentric golf accessories. In a single year millions of players seem suddenly to have accepted the fact that their individual "game" can most successfully be improved only through correct equipment, competent instruction, frequent practice, or a natural tendency to play the game properly.

In addition to Novak's club, two other novelty devices will be shown, both of which also have been popularized in communities close to source of manufacture. They are electric and gravity power-of-blow recording devices, the former to encourage accurate putting, and the latter to give the winter-city "shut-ins" who swing a nasty wood, a chance to measure yardage in office or apartment.

**Solving Process**  
Producers of clubhouse and fairway heavy equipment have undergone a sobering process following the feverish days incident to the sudden doubling of golf players within a

twelve months' period. This sobering is reflected, the survey shows, in the sturdy construction and simple design of mowers, tractors, and similar heavy duty equipment that must be built to stand outdoor life not always in the hands of skilled operators, and in the improved quality of material that now goes into the lighter accessories, clothing, etc.

Players and pros in the northern states who are frozen in for five months have come to look at the International Golf show as the tee-off for their season just as auto owners regard the national auto show as the official promulgator of the season's output.

**Greenkeepers Meet**  
The hitherto obscure greenkeeper has also come to "feel his oats" and for the first time he will meet in annual convention at the Hotel Sherman on dates concurrent with the Golf show, providing the double opportunity to meet his fellows and inspect more golf equipment under one roof in one day than he could see in a month of travel and expense. The Cleveland headquarters of the National Association of Greenkeepers of America report an enrollment of several hundred for the convention and golf exposition.

Recognizing that golf executives, chairmen of greens, pros, players and

the general public must be entertaining as well as educated, a golf fashion revue and "golf follies" will be staged, and Joe Kirkwood, the world's greatest trick shot exponent, will again top the list of feature attractions.

**REVOLVER FIRST IN USE IN TEXAS, CLAIM**

**Professor In Discussing History of Six-Shooter, Tells of Its Origin**

Professor Walter Prescott Webb, of the University of Texas, discusses the relation of the revolver to the development of the west in the February Scribner's Magazine.

"The six-shooter, though invented by an ingenious New Englander, was first used and proved in Texas, spreading later through the west, and filling a need that existed only in Texas and the west," says Professor Webb. "Upon a far-flung stage the drama of the six-shooter has been played out and many actors have participated, but the principal role has been played by the Texas Rangers."

"Our first consideration is the west, that land of splendid adventure lying between the Mississippi and the Pacific. We are particularly concerned

with that interior region—the true west—extending from the Mississippi to the Rockies. This river-bound and mountain-walled area is characterized so boldly by nature as to set it apart from the remainder of the continent, a great ribbon of prairie some three or four hundred miles wide flung along the meridians of a continent from Mexico to Canada. This vast and treeless region is known as the Plains area, and within its limits the institutions and traditions of the west have had their origin, have attained their fullest development."

A man 90 years old is out as a rebel leader in Mexico. He evidently thinks the degenerate modern youth does not know how to rebel—Toronto Star.

**YELLOW CAB RATES**

First two-thirds mile .....35c  
Each additional 1-3 mile .....10c  
No charge for extra passengers.  
PHONE HIGHLAND PARK 2000

**BRIDGE CLUBS AND PRIVATE PARTIES! MAY HAVE SCORE PADS FREE BY TELEPHONING H. P. 178 OR CALLING AT THE RELIABLE LAUNDRY.** adv

**PRESS WANT ADS BRING RESULTS**

**On Those Cold and Lonesome Nights**

**Listen In on your KING 6**

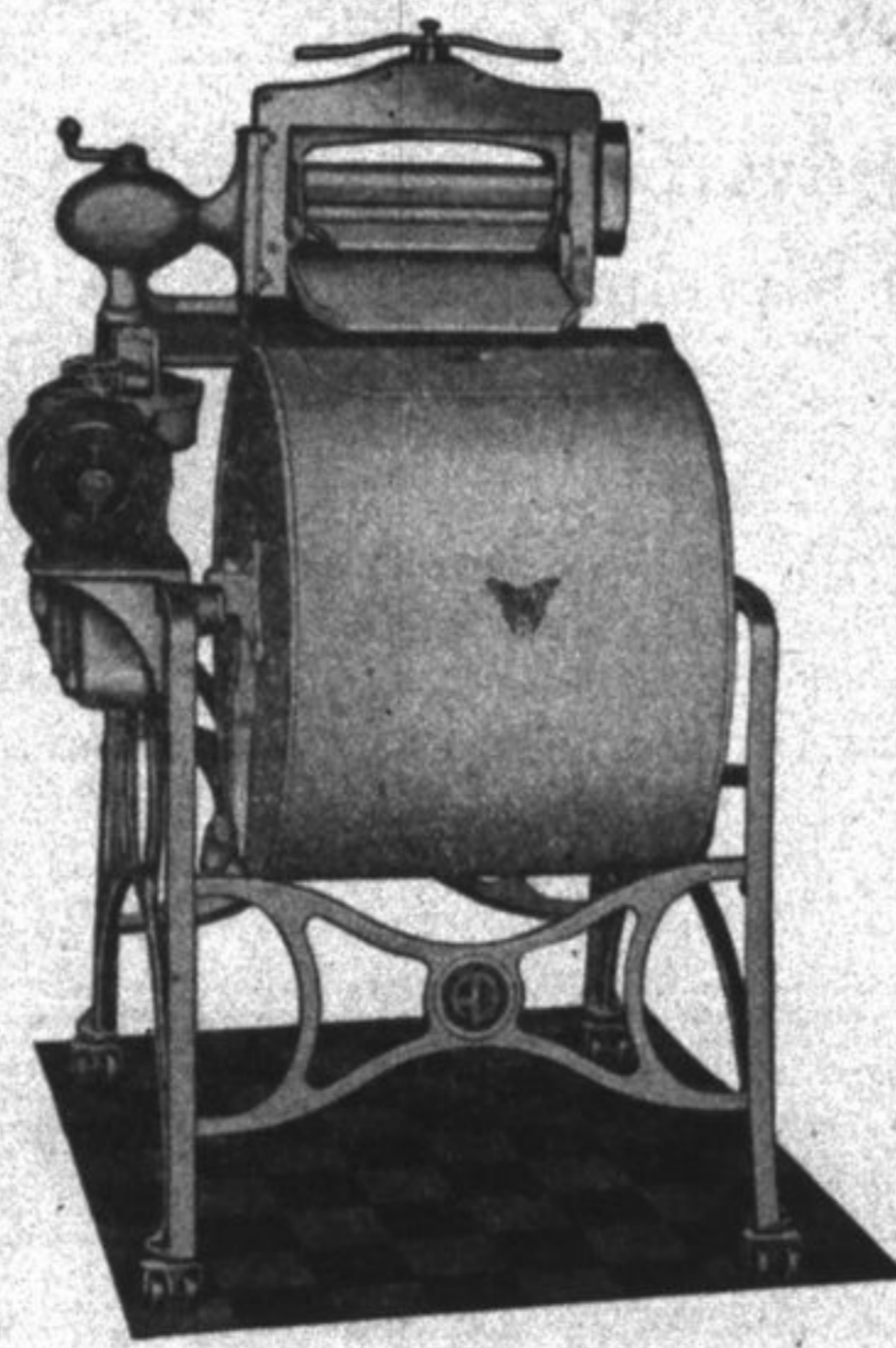
(The King of Radio Sets)

WE ALSO CARRY A FULL LINE OF CROSLEYS

**Automobile Supply Co.**

J. P. Steffen  
HIGHLAND PARK Central Ave. & Second St. Phone H. P. 350  
GLENCOE Phone Glencoe 6 668 Vernon Avenue

**New Butterfly Electric Washer**



Extra large capacity. Washes 75 to 125 miscellaneous pieces at one time. Does a big washing in one hour. Washes anything that's washable without hand rubbing. Waterproof motor. All working parts completely enclosed prevents accidents.

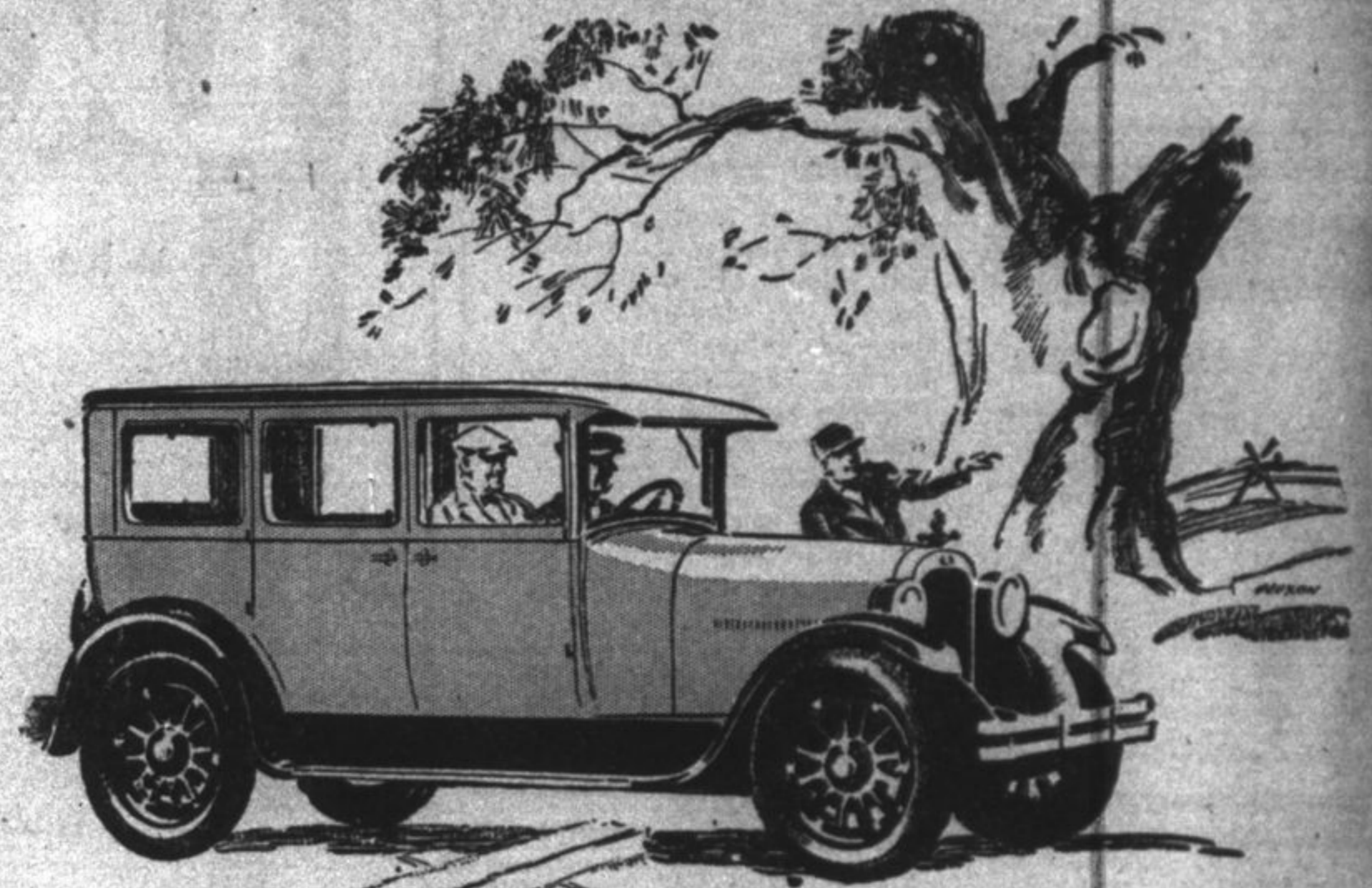
Equipped with ALUMINUM WRINGER and ALUMINUM DRAIN BOARD

Butterfly Electric Washers have been tested and approved by Good Housekeeping Magazine and by the New York Tribune Institute. Thousands in use.

This new 1926 model with the handsome free swinging aluminum wringer with safety release is the finest machine we have ever built. Wringer locks in any position. Heavy copper tub—self-draining. Comes completely equipped with motor, wringer and cord ready to use on any electric light socket. Price \$125.00 Delivered

**M. J. TIMBERLAKE**

229 Roger Williams Ave. Phone 1359 Highland Park, Ill.



**How to read Percentages**

Were Dodge Brothers to sell 100 motor cars one year and 200 motor cars the next, they could truthfully announce that their sales had increased 100% in a single year. Yet they would only have sold 300 motor cars in all.

In other words, PERCENTAGE of annual gain is not conclusive. The NUMBER of cars sold is the true test.

That Dodge Brothers sales in 1926 showed an increase of 27.6% over 1925 is not the MAJOR fact to consider—striking as it is.

But that Dodge Brothers sold 259,967 cars in 1925, and then in 1926 sold 331,764—a gain of 71,797 sales in twelve months—tells a story of growth that stands out like a tower on the skyline of the industry.

Three hundred and thirty-one thousand buyers LAST year! Many more vital improvements added THIS year! No increase in price! Three powerful arguments for earnestly investigating this smart and sturdy product before deciding what to buy!

—Delivered Prices—

Touring Car	\$870.00
Coupe	\$922.00
Sedan	\$975.00
Special Sedan	\$1,028.00

**A. G. McPherson**

Highland Park Phones 120-121

We Also Sell Dependable Used Cars

**DODGE BROTHERS MOTOR CARS**

**Telephone Service Must Go On**

**EVERY** telephone added to this system during the past ten years has required an average investment higher than for those installed ten years ago. This condition will apply to each telephone added for many years, if present price levels hold. The company is powerless to control these advances.

THE blizzards of winter and the cyclones and thunderstorms of summer are the implacable enemies of the telephone service. Experience covering many years has enabled the Bell System to develop the best forms of protection and the best weapons of defense in this warfare.

Modern improved construction and the development of a highly trained and alert organization have made interruptions much less frequent and have cut down the average length of time in which service is suspended.

ILLINOIS BELL TELEPHONE COMPANY

BELL SYSTEM

One Policy • One System • Universal Service