

THE HORSE SHOE WORLD

Jan. - Feb. 1939

THE HORSESHOE WORLD



Vol. XVIII

LONDON, OHIO

No. 1-2



The East and the West seem to be the horseshoe states in the limelight right now . . . or maybe they are more alert in sending in news . . . look for the announcement in next month's issue . . . this issue contains a story of a plan for a mail or telegraph league . . . that's a fine idea that will bear watching and repeating in many sections of the country . . . Arlo Harris, the Indiana flash, has been pitching in Texas and doing a lot of good "missionary work" for the National Association in that great state . . . the National needs some interested clubs in its ranks from Texas . . . in fact all Southern states . . . let's hear from the South . . . this looks like a good year for horseshoe pitching and you can help make it better . . . let's see our fair boards soon and get them to underwrite tourneys.

Jan.-Feb., 1939

MEETS APPROVAL

The suggestions made in last month's issue regarding a foundation fund to help finance the National Horseshoe Pitchers Association and its tournaments has met with a ready response.

The idea, as presented by Carl von der Lancken, of Tulsa, Okla., has brought a shower of letters—all of them favorable; some containing modified forms of the plan, and others suggesting expansions of the idea.

Keep writing us. We will hit upon a real plan and adopt it at the California convention this summer.

OUR READERS COME FIRST

In publishing *THE HORSESHOE WORLD*, our readers come first. The magazine is printed monthly for them. Suggestions to the editor for the betterment of the magazine are always welcomed.

The time that you magazine expires is printed on the address slip, directly after your name, showing the month and the year.

Subscription price — \$1 per year, cash in advance, Canadian subscription \$1.25; 10 cents per single copy.

Entered as second-class matter, March 18, 1924, at the Post Office at London, Ohio, under the Act of Congress, March 3, 1879.

R. B. HOWARD,
Publisher and Editor

Business Offices, Madison Press Co. Building
45 W. Second Street, London, Ohio

*Official Organ of the National Horseshoe
Pitchers Association*

MAKING GREAT PLANS FOR 1939 NATIONAL TOURNAMENT

The next world's championship horseshoe tournament which was announced to be held in connection with the Golden Gate International Exposition in September is to be moved up to August according to A. F. Heuer, president of the Northern California Division of the National Horseshoe Pitchers Association.

The following is a bulletin released by Mr. Heuer, 509 Sansome street, San Francisco:

"Local Clubs Underwrite National Open Championship Tourney for '39 Golden Gate World's Exposition.

"Bay area representatives of the

National Horseshoe Pitchers Association met at the office of the regional president, A. F. Heuer, yesterday, and completed arrangements for two weeks of horseshoe pitching competition during the Exposition next year.

"The sum of \$3000 was underwritten for prizes and expenses in connection with the event.

"Whether the various events will be held on Treasure Island or on the mainland has not yet been determined, because of the space required and a temporary uncertainty if the Exposition can make available a sufficiently large field at the time of

the tourney, from August 5 to August 20 1939.

"The events scheduled are the Men's Open Championship, Women's Open Championship, Western States Amateur Men's Championship, California State Amateur, men's and women's; Northern California Amateur, men's and women's; California County Team-of-Eight Championships.

"Those sponsoring and underwriting the event were Ralph and Rena Sanders, Vince Dearing, A. F. Heuer, Mrs. Dixie Shepart, George Callas, W. H. and Mrs. Doggett, and R. Froyen.

LONG DISTANCE LEAGUE

A telegraph or mail league is being organized, according to a letter received from Temple R. Jarrell, Algonquin Avenue, Berwyn, Md. His letter gives the details:

"I am in the process of organizing a horseshoe team league from many sections of the country. The games are to be played by means of the telegraph or by mail as it will be impossible to travel from one city to another due to distance.

So far, I have received word from six cities stating that they will seek a franchise in the league. These cities are Indianapolis, Ind.; Richmond, Va.; Quincy, Ill.; Baltimore, Md.; Townshend, Vt.; and Washington, D. C. I hope to line up two more cities so as to form an eight-team loop.

Rules of league play follow:

1. Each of the five players of a particular team shall pitch 100 shoes on a court by himself, as in medal or qualifying play. Ringers score three points and shoes within six inches of the stake score one point.

2. Therefore, one game will constitute a total of 500 shoes, 100 thrown by each of the five players.

3. The team scoring the most points wins the game, the points of each individual of each team being added so as to determine the total team score.

4. A match will consist of three games. Each player, provided he participates in all three games, will, therefore, pitch 300 shoes.

5. Each game will count in the won and lost column composing the league standing.

6. The league secretary shall send complete statistics to each manager of teams each week. The statistics must take into account the following items: League standing, high team point average, high individual point average, high individual ringer

average, high point game (team and individual), high total number of points (team and individual).

Result of these averages should be published in the local papers of each team as well as in the magazine, "The Horseshoe World."

7. Managers of each team should contact their local sport's editor for publicity purposes.

Questionnaires have been mailed to all managers signifying their intention of joining the league so that the league constitution may be drawn up by myself.

The result of all games are to be mailed within twelve hours to the manager of the opponent team and also to the league secretary.

I hope that each member of the league will be affiliated with the National Horseshoe Pitchers Association.

I hope that I may hear from managers of several teams wishing to enter league play.

Very truly yours,
TEMPLE R. PARRELL, Sec.
Algonquin Ave., Berwyn, Md.

AWARD NEXT MONTH

The trophy to the state having the largest membership in the National Horseshoe Pitchers Association on January 1, 1939, will be made very soon and announcement will be made in the next issue of the Horseshoe World.

We know who the winner is now but we prefer to wait until the Horseshoe World trophy arrives so we can properly present it and give it the proper announcement.

Look for the trophy news next month!

WINS STATE MEET

Mary Anfenger, a product of the Golden Gate Park Courts, won the horseshoe pitching championship of Northern California Division of the National Association.

She was undefeated, winning seven straight from competitors drawn from clubs in this section of the state.

Virginia Coker, of the Mission Club finished second, with only one defeat, while Dixie Shepherd of the San Francisco Sports Women's Club was third with two defeats.

After the qualifying rounds the San Francisco Sports Women's Club had qualified six players, the Mission Club one and Golden Gate Club one.

The lone qualifiers from the two San Francisco clubs were good enough, however, to cop the bacon, finishing first and second respectively.

Final scores:

	W	L
Mary Anfenger	7	0
Virginia Coker	6	1
Dixie Shephard	5	2
Cassie Knoblock	4	3
Billie Pepper	3	4
Anna Van Dyne	2	5
Rena Sanders	1	6
Marie Wright	0	7

WINS CITY TITLE

Writing a few lines to let you know that Tony Zawacki won the Meriden, Conn., city horseshoe title, August 28, 1938.

Twenty-five experienced tossers entered the tournament.

Zawacki received a championship award from the city recreation commission. The summary:

	W	L	P	R	SP
Zawacki	2	0	100	81	130
Vecchitto	0	2	62	74	130
The West End Club					
Sec. M. Vecchitto					

LETTERS TO EDITOR

N. Y. A. LEADER WRITES

Editor, Horseshoe World:

During the summer of 1938, two youths between 18 and 25 years, working with the National Youth Program, got permission to use a field, formerly used by the Cunningham Motors Corporation, in Rochester, to test tanks during the world war. One end of this 150x50 yard lot was used for parking cars. The rest of the lot was used by the neighbors to dump trash of all kinds.

These youths were assigned to N. Y. A. to work 40 hours per month as recreational leaders. Mr. Henry D. Shedd, Special County Judge, was immediately contacted. We found that this area where we wanted to build a playground was one of the most delinquent areas in our city. We asked Judge Shedd where we could make the proper contacts to get funds for such a program. Everyone agreed that something should be done for the 200 young people who did not have a playground in their community, but no one seemed to have any money for equipment or materials.

In April we started clearing the lot, hoping that some one would step in and give us a lift. The following donations were made:

Two voting booths from the city, each large enough to accommodate a small group of ten. One booth was used for a club house, the other for a work shop and store room. The Board of Education loaned us four manual training tables. W.P.A. gave scrap lumber. Father Casey from St. Lucy's Church gave \$5.00; Arnett Y. M. C. A. gave bases for our ball diamond and some equipment. Also a drinking fountain for a hydrant near by.

With the above mentioned in our possession, we started out to run a program for approximately 200 young people who could not afford to pay dues. One youth was assigned to building boxes for our ringer courts. After making and re-making the boxes several times, we were able to have three regulation courts and one junior court. The Rochester Horseshoe Club donated stakes and stake holders for these. Thanks to our Cunningham Ringer Club, our program on the playground was somewhat of a success.

We had a club of 45 young men, middle-age men, and older men. Each paid 25c for the season. This gave us funds to buy clay, shoes, baseballs and bats. In September,

when we pitched our final matches, many of the players pitched 40 per cent and better. We are looking forward to having a larger club this spring.

We will be glad to hear from other recreational leaders who have had similar problems, and how they were met.

ERNEST MESSIANO, Foreman
National Youth Adm.,
25 Driving Park Ave,
Rochester, N. Y.

MAYLAHN WINS
ANOTHER TITLE

The Green Avenue Club of Milwaukee, Wis., held their seventh annual Class A and B tournament with Ralph Maylahn, city and county champion for the last three years, the winner.

The meet was not completed, bad weather and other postponements delaying the plans; also the club figured on having an indoor court to finish the tournament.

Maylahn won a leg on the Erwin A. Fredricks trophy with an average of 59.8 per cent, and not losing a match. The tournament was run in a round robin with each playing the other opponent best two out of three for a match.

Carl Pfeffer, last year's champion, finished second with an average of 59.3, losing only to the champ. Following are of the Class A winners:

W. Backus, 48.6; R. Abram, 46.9; E. Bentz, 45.8; H. Fredricks, 45.6; E. Herman, 45.6; C. Johnson, 43.8; F. Johnson, 41.0.

Elmer Gerlach, his first year in competitive pitching, won the Class B, with an average of 41.3, winning all of his matches; Graebert finished second with 34.7; R. Fredricks, 35.2; H. Lister, 26.4; H. Stephan, 24.7.

CHARTER ISSUED

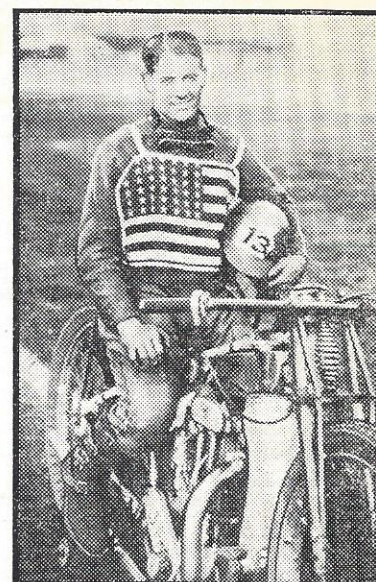
The National Horseshoe Pitchers Association has mailed to William J. Farrell secretary of the New York State Horseshoe Pitchers Association, 318 Humbolt Street, Rochester, a charter, to expire on January 1, 1940.

While the usual procedure is to follow the National's fiscal year and issue charters from June 1 to June 1, an exception was made in this case, as a trial on use of the calendar year as a fiscal year.

SHOE CHAIRMAN

George D. Chumard, secretary of Ohio Association, A. A. U., 644 Main street, Cincinnati, has been appointed chairman of the National A. A. U. Horseshoe Pitching Committee. His appointment was made at the Golden Jubilee convention of the A. A. U. in Washington, D. C.

"HELLO," SAYS PUTT



Putt Mossman

Here's former world champion, the one and only Putt Mossman, who has perhaps been the most spectacular horseshoe pitcher that the ringer lanes ever turned out.

Mossman has been all around the world and writes us from London, England, sending this photograph. He says: "Best regards and hello to all in the U. S. A." And his legion of horseshoe friends all over the country will echo right back at him their very best regards.

MATCH IS PLANNED

A telegram states that the Hudson County Horseshoe Club of Jersey City will stage a match on February 10, between Larry Mahony and Vito Feleccia. If details arrive in time this story will be included elsewhere in this issue.

NORTHERN CALIFORNIA
CHAMPIONSHIP

	W	L	Pct.
Ira Allen	15	0	75.8
J. Jones	13	2	61.5
W. Whitton	12	3	56.4
C. Marceovich	11	4	60.2
F. McClellan	11	4	58.7
P. Mori	11	4	53.9
R. Pentecost	10	5	56.4
J. O'Brien	6	9	53.2
R. Johnson	6	9	51.1
L. Selk	6	9	49.0
S. McCarthy	4	11	48.9
I. Lewis	4	11	47.2
W. Doggett	4	11	46.3
G. Callas	2	13	42.1
B. Lyon	2	13	43.3

BUCKEYE STATE NEWS

A Page Devoted to the News and Views of the Buckeye State Horseshoe Pitchers Association

OFFICERS: { President—W. E. Dafler, 1433 E. Third St., Dayton, Ohio
Secretary—D. O. Chess, 6208 Quimby Ave., Cleveland
Treasurer—H. J. Gunselman, 21490 Lorain Rd., Fairview Village, Cleveland

To the manufacturers of horseshoe pitching equipment:

Would you be interested if for every single pair of nationally recognized horseshoes sold today, the numbers should be increased by hundreds, or even thousands, with possible increased retail prices and the eliminating of present and probable future taxes?

To the expert Horseshoe pitchers:

Would you be interested if, in National tournaments the very minimum prize money for last place should be \$500.00 or thereabout, and the top prize run into thousands of dollars, and graduated down to this minimum, and activities in state and county be increased in like proportion, and that you would be able to realize real money in exhibiting the fine art of horseshoe pitching in which you devote your energies?

To the editor of The Horseshoe World:

Would you enjoy a subscription list comparable with those of other sports?

These three departments of our sport have done the lion's share in the past in stimulating and keeping it alive and we would have you know that we all appreciate your efforts.

To the players:

Would you be interested if you should be able to play on finer courts at less cost and use a more highly developed shoe, and would it mean anything to you to see your sport become really great?

To National, State and Club Officials:

Would this not be simply grand?
IS IT POSSIBLE? Let's see:

There are supposed to be three million or more organized horseshoe pitchers in the United States, which we may reasonably assume to be approximately 10 per cent of those who participate outside of organizations. The sum total adding up to an enormous number. In addition to this, boards of education, especially in Ohio, recognizing the great physical values of this form of exercise for the youth, have been and are now, including in their budgets for expenditures in the installation of courts. The output of student pitch-

ers may well be claimed to the credit of our organizations in the very near future if handled appropriately and wisely. Should our answer be in the affirmative?

Why, then, do we not now enjoy it? In Ohio, club and state officials have been doing a lot of experimenting and we have developed that the only possible sound reason for the present status of the sport as an organization is that our national playing and scoring method favors only a fraction of a fraction of one per cent or thereabout, of all who participate in it. This ratio reasonably represents the difference between the experts who it favors, and all others. The cancel feature we find does favor the better players over their opponents of less ability. Is this reasonable?

What are we going to do about it?

We certainly urge eliminating all favoritism whatsoever from the National rules as quickly as possible. We may just as well acknowledge now that we are getting nowhere and never will until this is done. Furthermore, the United States, with 120 million in population, with free educational institutions may justly claim the highest percentage of intelligence and the lowest in illiteracy, of all countries, and our people today are demanding and getting a 50-50 break in all opportunities. We cannot, therefore, expect any appreciable improvement in support from the players of ordinary ability, much less beginners, until we make this principle effective.

When and how, should we begin?

There is no time like the present. We note that, through efforts of the Northern California Horseshoe Pitchers Association, The Golden Gate International Exposition in San Francisco will sponsor a National World's Championship Tournament and Convention, to be held next August 5th to 20th. Players participating in this tournament and sitting in convention will, by their vote, pass upon whatever changes are contemplated. And how? We learn from our greatest schools of thought that all successful undertakings are the direct result of serious thought put into action. This

is the only way possible, but our thoughts must be serious.

We would be only too glad to send a copy of this paper free to every player in the United States who is likely to compete in this tournament, if we had their mailing address, in order to do our part in encouraging serious thought for what we earnestly believe is best for all concerned. We do not need new National officials as we now have the very best obtainable. What we do need is to come down to earth and support them and all of us do our part in bringing the sport up-to-date then keep on doing so in the future. With your help it can be done. Will you help do it? We are

Sincerely yours,

D. O. CHESSE, Sec.

The Buckeye State Horseshoe Pitchers Association.

BETTER HURRY!

As announced last month, subscriptions to the Horseshoe World in clubs will not be accepted at a rate lower than the regular \$1.00 subscription rate after March 1. Publication costs prevent our sending the magazine at less than \$1. If it isn't worth that it isn't worth anything!

CHAMP WRITES

Arlo E. Harris, Mid-west Indiana champion, has been on a trip to Texas. He sends the Horseshoe World a copy of the official courtesy card of the McAllen Amusement Club at McAllen, Texas, with a picture of the horseshoe courts on the back of the card.

He has given several horseshoe exhibitions in Texas.

B. F. Marty is president of the McAllen Club.

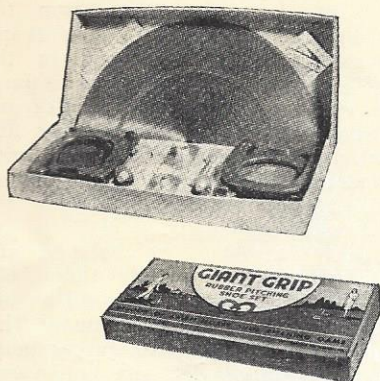
PATERSON WINS

The Paterson team won the Northern New Jersey Horseshoe league championship for 1938, according to Claude E. Hart, secretary treasurer of the New Jersey Horseshoe Pitchers Association.

Joe Puglise is captain of the team.

The charter issued by the National was issued to the Paterson Okonite Callender Cable Co. team state champs.

COMBINATION SET



The sport of ancient kings and sodiers has been brought up to date in the new Giant Grip Rubber Pitching Shoe Set for indoor playing or use outdoors on fine lawns. This new combination comes in a box, as illustrated here, the special hinged type box being made of heavy cardboard, and printed in two colors. As shown, the set is arranged in the box so that it may be displayed without being removed from the box. Total weight of the set when packed is 12 pounds.

Horseshoe pitching with rubber shoes is played the same as the regular game, and a copy of official rules is supplied by the manufacturer, Giant Grip Mfg. Co., Oshkosh, Wisconsin, with each set. The rubber shoes are regulation size and shape in the hooked heel pattern—red and blue in color, and weigh one pound two ounces. The rubber mat to protect floors or lawns is 21 inches in diameter, with steel stakes held in place underneath the mat.

A.A.U. NATIONAL SENIOR TOURNAMENT

Announcement has been made that the National Senior Horseshoe Pitching Championship under A.A.U. supervision will be held some time late in February or early in March. This will be held in Florida according to George D. Chumard, who is in charge of the amateur athletic union event as chairman of the Horseshoe Pitching Committee of the National A. A. U. Mr. Chumard has just received word from James H. Cunningham of Cincinnati who is in Florida that he is making arrangement for the National Senior event.

DE KALB WINS

The DeKalb Horseshoe Club defeated the White Plains Recreation Club in White Plains N. Y., on January 8, winning 11 games out of 18. A return match is scheduled for White Plains on February 19.

FRYE WINS MATCH

Before a crowd of nearly 200 people, R. L. Frye, of Hepners Virginia, won from John Fulton, Pennsylvania Farmers title holder. This was the best contest ever held in Cumberland County.

The first game was a close one, standing at 13 all when Frye pitched a string of nine straight doubles, the high run of the contest, this putting Frye ahead, 40 to 13, and was never headed.

In the fifth game, Fulton pitched 20 ringers out of 22 shoes to lead 22 to 1. This game Fulton won 50 to 22, for his first victory of the contest.

Here are the eight games played in the contest—the best six out of 11 games:

	P	R	DR	SP	Pct
R. L. Frye.....	50	44	17	56	78.6
J. Fulton	19	36	10	56	64.3
R. L. Frye	50	46	17	58	79.4
J. Fulton	19	37	11	58	63.8
R. L. Frye	50	48	17	66	72.7
J. Fulton	22	40	11	66	60.6
R. L. Frye	50	56	20	84	66.7
J. Fulton	40	53	17	84	63.1
R. L. Frye	22	47	15	72	65.3
J. Fulton	50	54	23	72	75.0
R. L. Frye	50	51	20	66	77.3
J. Fulton	24	43	13	66	65.1
R. L. Frye	36	53	16	78	67.9
J. Fulton	50	59	22	78	75.6
R. L. Frye	50	58	18	84	69.0
J. Fulton	36	53	17	84	63.1

Totals—

R. L. Frye.....	358	403	140	564	71.4
J. Fulton.....	260	375	124	564	64.7

TO MEET FEBRUARY 10

The Larry Mahoney-Vito Filleccia match will be held on the Hudson County Horseshoe Club indoor courts in Jersey City on Friday, February

10, at 8 p. m. It will be a five-game affair.

William Hamann will meet the winner in a similar match, probably some time in March, according to Claude E. Hart, treasurer of the club.

EX-CHAMP WINS

Match between Frank Jackson, former national champion, and C. T. Thompson at Sulphur Springs, Fla., Jan. 15th, 1939, resulted as follows:

	P	R	DR	SP	Pct.
Jackson	50	41	17	52	.788
Thompson	24	33	10	52	.633

Jackson	50	62	25	80	.775
Thompson	30	55	19	80	.787

Jackson	50	46	13	68	.676
Thompson	43	44	16	68	.647

GOING TO FLORIDA

Jimmy Risk, champion trick horse-shoe pitcher, left for Florida January 29th, where he will pitch a match game at Tampa, Fla., with Frank E. Jackson, former world's champion. Jackson is pitching some great games this winter and this ought to be a good match. Both players use OHIO horseshoes.

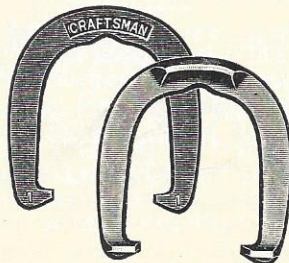
John Shesta is a Two Rivers, Wis., shoe tosser.

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Marion, Indiana

 * HORSESHOE BILL *

There's a boy that I call Horseshoe
 Bill

Who says "If you don't beat him, I
 will."

His face is like Mickey Rooney's,
 the star,

But in horseshoes he's got him beat
 pretty far.

His stature is lank and lean,
 The horseshoe he pitches is mean,
 To the end of the cement he strides
 And onto the peg the horseshoe
 rides.

When he pitches, out of four he gets
 three,
 I would say, "quite a difference from
 me!"

Twice a week he practices to keep up
 to par,
 But with less, his pitching you can't
 mar.

At date he is good, but better he'll be
 He'll be famous, take it from me.
 For in horseshoes he pitches first
 rate
 Some day he'll be known from state
 to state.

At Lincoln Park, Westchesters' pitch-
 ing ace,
 Gave World Champ Ted Allen quite
 a race;
 With a score of fifty to thirty-eight
 You couldn't ask him much better to
 rate.

In Hudson county, the cup he did win
 Leaving Allen nothing to do but look
 at him;

If asked I'd say still greater he'll be
 But judge for yourselves, don't ask
 me.

NONIE NOIS.

ESCAPES INJURY

Champion Ted Allen finds life isn't
 all horseshoes these days.

Ted was thrown from a horse while
 riding in the grand entry at the ro-
 deo at Madison Square Garden in
 New York a few weeks ago, but did
 not get a scratch in spite of the fact
 that 200 horses tossed another brand
 of shoes all around him.

At another rodeo he entered in a
 contest taking tags off a wild Brahma
 bull and while holding on to the
 horns of one of the enraged animals
 was dragged all over the lot. He
 came out with a few bruises and
 what was once a good pair of trousers.

He recently did some trick pitching
 for Life magazine photographers.

LOOK FOR THE GREEN STAMPS



A horseshoe club has been formed
 in Litchfield, Conn., with headquar-
 ters at the Community Field in
 Litchfield. The club has 30 mem-
 bers.

The Independent Horseshoe Club of
 South Bend, has a 50x60 building at
 the corner of 21st street and Pleas-
 ant street, with ten courts, four of
 which are indoors. Noah Malott
 writes "We would like for the cham-
 pions to stop and see us. We will
 give them the best we can."

N. Black, 777 Sammon Ave., To-
 ronto, Canada, is an enthusiastic
 horseshoe fan. He states that there
 are 11 clubs in his city with a mem-
 bership of more than 1,000.

Harry Woodfield, of Washington,
 D. C., writes that he and some of
 the other boys have been doing some
 pitching on the courts of Senator
 Ernest Lundeen. The Minnesota Sen-
 ator is quite interested in the game.

A correspondent tells us that Bill
 Hamann son of Bruno C. Hamann,
 has been on a vacation in Florida
 and further says that the midwest
 experts will find him "tough to han-
 dle" one of these days, as he is a
 "comer."

L. D. Lane, secretary of the Con-
 necticut State Horseshoe Association,
 writes that his association plans a
 new idea in 1939, one that might be
 adopted in many states—that of or-
 ganizing the eight counties in the
 state with their own tournament, the
 winners to take part in the state
 meet.

Fighters who have figured Joe
 Louis had a horseshoe in his hand
 when he knocked them out, would
 have been given a real start had
 they seen a recent issue of a Louis-
 ville Times. It showed a picture,
 taken by a Time staff photographer,
 showing Joe pitching horseshoes in
 "warming up" exercises at French
 Lick, Ind. But, Joe, that was just
 an ordinary dobbie shoe, and you had
 it upside down!

COMBINED ISSUE

This is a combine issue for Jan-
 uary and February. We will "make
 it up" with large issues at tourna-
 ment time.

TOSSES TON OF IRON

When Lawrence Riede won the
 Winnebago county horseshoe cham-
 pionship Sunday afternoon in the
 WPA tournament at Menominee park,
 he walked more than two miles and
 threw about a ton of iron that dis-
 tance. Other contestants performed
 somewhat similar feats, but did so
 without the reward of winning the
 championship trophy.

Each horseshoe weighs two and
 one-half pounds. Riede threw 630
 shoes which means he tossed an ag-
 gregate weight of 1,575 pounds. This
 in addition to practice games made
 up nearly a ton of iron he heaved.
 The horseshoe stakes are 40 feet
 apart which caused Riede to walk
 more than two miles in winning the
 title.—The Oshkosh Northwestern,
 Oshkosh, Wis., Aug. 30, 1938.

GODLY GROCER

In a book published many years
 ago by Barnum himself he tells a
 story which he probably felt was
 typical of business as he found it in
 his youth. It concerns a grocer who
 was a deacon and who was heard to
 call downstairs before breakfast to
 his clerk:

"John, have you wartered the
 rum?"

"Yes, sir."

"And sanded the sugar?"

"Yes, sir."

"And chicoried the coffee?"

"Yes, sir."

"Then come up to prayers."

AMUSING

A salesman was passing through a
 small town and had several hours to
 while away. Seeing one of the na-
 tives, he inquired, "Any picture show
 in town, my friend?"

"Nope; nary a one, stranger," was
 the answer.

"Any pool room or bowling alley?"

"None of them either," came the
 reply.

"What form of amusement have
 you here?" asked the salesman.

"Wall, come on down to the drug
 store. That's a Freshman home from
 the university.

PITCH HORSESHOES FOR HEALTH!

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Effective March 1, 1939

NO MORE CLUB OFFERS!

Better hurry with those club subscriptions if you want to take advantage of the special price of 50 cents for clubs of 10 or more subscriptions to the Horseshoe World. This offer will be withdrawn on March 1, 1939.

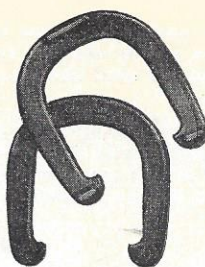
Increasing costs of publication coupled with the fact that our advertising revenue has diminished, since many of the manufacturers of equipment either haven't advertised at all or have cut their space, has caused us to publish at a loss. We can't deliver a magazine 12 months during the year for less than \$1.00. Some have suggested that we print only quarterly, but we know that we couldn't satisfy our readers that way.

So, after March 1, there will be one price to all—\$1.00 per year, whether for single subscriptions or clubs. (And we hope that secretaries who have heretofore sent in clubs will aid us by continuing them at the new price).

The Horseshoe World

45 W. SECOND ST.

LONDON, OHIO

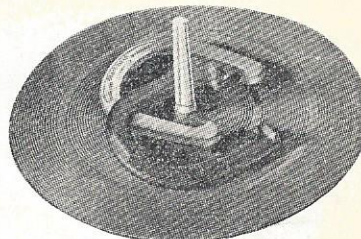


**HAMMER
FORGED
PITCHING
SHOES**

The latest combination indoor or lawn set — rubber shoes regulation size, champion hooked heel pattern—rubber mat 21 inches in diameter, 1/8 inch thick, detachable steel stake.

GIANT GRIP PITCHING SHOES

That conform to all official requirements as to sizes, weights, and perfect balance—made in 3 distinct styles. Also juvenile pitching shoes.



**Rubber Shoes and Mat
for indoor pitching**

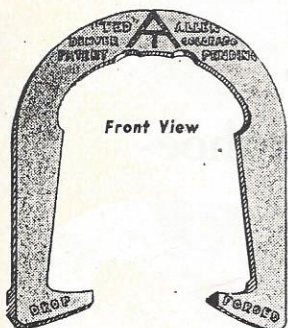
Sold by sporting goods dealers.

GIANT GRIP MFG. CO.

Established 1863

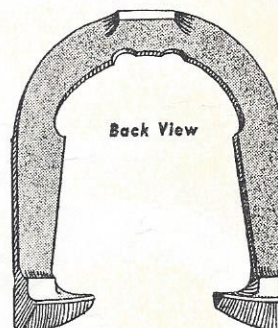
Oshkosh, Wis.

Giant Grip



Front View

Our New 1939 Model Ted Allen Horseshoe NOW ON SALE



Back View

We are sorry that we have not been able to introduce our new 1939 model sooner, but production was held up while we were making changes which would greatly improve the shoe. Now they are ready! Order yours today! Three changes were made as follows:

1. A nearly 20% better steel.
2. The side notches were filled in 1-16 inch in order to strengthen the fatigue point.
3. The shoe was thickened 1-16 inch at the point of the side notches.

The last two alone are quite effective, but all three make a great difference. Therefore we still keep the good balance that has won the players, besides giving the shoe a greater strength.

"DESIGNED BY WORLD'S CHAMPION"

Heat treated for hard, medium, soft and dead soft.

\$2.25 per single pair. No postage required on single pair. In larger lots, prices reduced.

Ted Allen Horseshoe Co.

2064 S. LINCOLN

DENVER, COLORADO

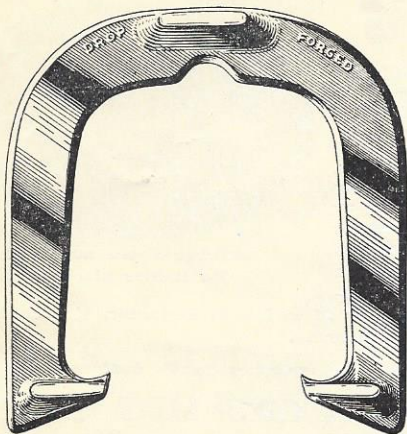
Eastern Supply

JOHN MAHER

69 Elm St., Westfield, Massachusetts

Another year has passed us by and as we cross the threshold of a new year, we hesitate a moment to take stock of the achievements of the old and in doing so, we find that we have moved forward somewhat, although we are far from the goal that some of us hope to reach in building up a great national association of horseshoe pitchers.

Great improvement has been made in pitching shoes and general equipment and these have been inducive to greater interest among the pitchers of the nation. This is a progressive and fast changing age and "those who hesitate are lost," so we must move forward, ever onward in our improvement and technique, in the manufacture of pitching shoes and equipment.



Many of us remember, when the good old game of horseshoe pitching became bogged down, after it once had a real lease on life and primarily this was caused by the failure of the manufacturers to improve pitching shoes and general equipment. But those days are past. We might call them days of radical conservatism. And under a regime of that character no progress can be made.

The Gordon Horseshoe Company is doing everything possible to sustain the national organization of horseshoe pitchers. We have bought of the National Association more than two thirds, to be exact 67.38%, of all stamps issued by the Association. We are trying to assist Mr. Howard in every way, in building a greater association, by giving him all our printing, etc. We hope that other manufacturers will do likewise.

Our 1939 model pitching shoe is truly an improvement over the old model, and we believe that great records will be made with them, the ensuing year."

*The Most Scientifically Constructed Horseshoe
on the Market*

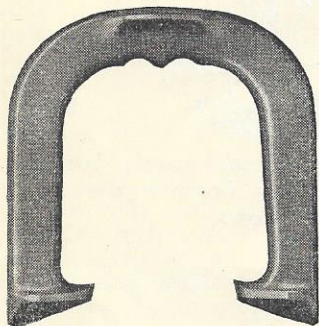
Get a pair and prove it for yourself. Write for prices.
Special Prices to Clubs and Agents

GORDON HORSESHOE COMPANY

Care Queen City Forging Company, Manufacturers
STATION C, CINCINNATI, OHIO

JUST OUT!

The New 1939 Model Ohio Horseshoes

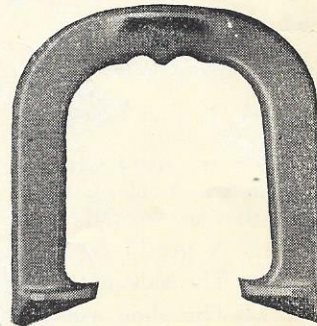


BETTER NOTCHES

LARGER HOOKS

MORE SLANT ON
HEEL CALKS

You Will Pitch More Ringers
with This Model



A Trial Will Convince You—Heat Treated to Prevent
Breaking. Price \$2.25 per pair, postpaid

Write for Agent's Price in Quantities

OHIO HORSESHOE CO.

(Oldest manufacturers of drop forged pitching shoes
in the world)

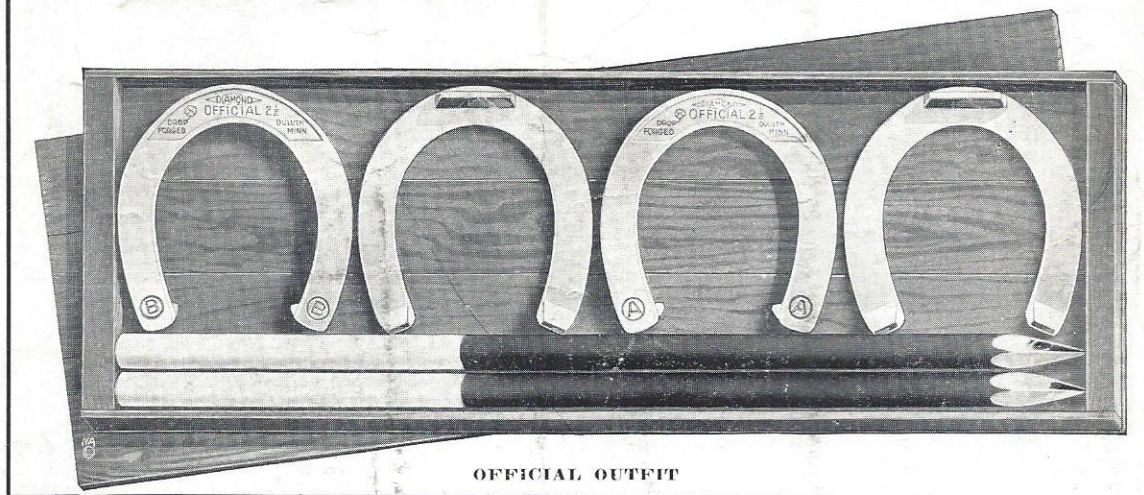
866 Parsons Ave.

Columbus, Ohio

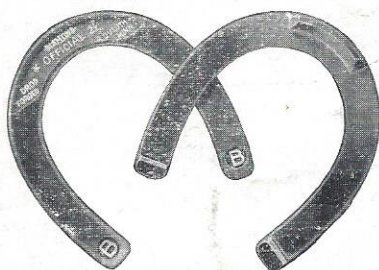
DIAMOND

Official

PITCHING SHOES and ACCESSORIES

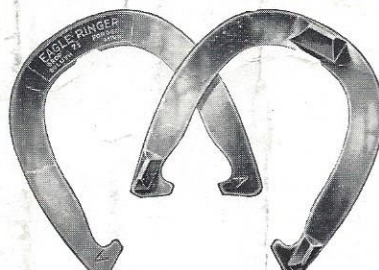


OFFICIAL OUTFIT



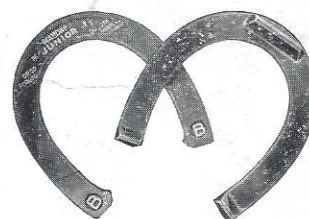
DIAMOND OFFICIAL

Conform exactly to regulation of N.H.P. Association. Made regular or special dead falling type. Drop-forged steel will not chip or break. Come in weights 1 lbs. 4 oz. to 1 lb. 8 ozs.



EAGLE RINGER

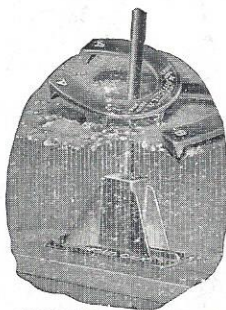
Drop-forged from special Diamond Horseshoe steel. Furnished either hardened, or soft dead falling type—in bronze and silver. One size only, 2 lbs. 8 oz.



DIAMOND JUNIOR

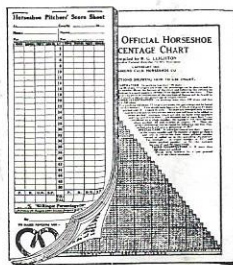
For ladies and children. Exactly the same as Diamond Official Shoes except lighter. Made in weights 1½ lbs., 1 lb. 9 oz., 1 lb. 10 oz., 1 lb. 11 oz., 2¾ lbs.

THE MOST COMPLETE LINE OF ACCESSORIES ON THE MARKET!



STAKE HOLDER

Official stake and stake holder for outdoor and indoor pitching. Stake is held at correct angle—rust proofed underground.



HELPFUL BOOKLETS AND CHARTS

"How to Organize and Promote a Horseshoe Club," a 16-page booklet outlining complete procedure of activities. "How to Play Horseshoe" gives latest official rules. Free with orders for Diamond Shoes. Chart comes in book with 25 score sheets. Each sheet made for 25 innings—percentage chart for ringers and double ringers.



CARRYING CASE

Genuine heavy black cowhide, convenient zipper with ball chain, leather loop handle. Neat, trim and handsome, long-wearing. A snug fit for one pair of shoes.

DIAMOND CALK HORSESHOE COMPANY

4626 GRAND AVE.

DULUTH, MINNESOTA