quickly available fertilizer so that it can respond during a short growing season. We also found that fertilizers containing higher food percentages are more readily available and usually more economical.

The greenkeeper of today does not have to turn his course into an experiment station. Neither does he have to ponder over methods of procedure for best fairway fertilization results. He knows.

BANZAI FOR TOM!
Mimoto, Jap Pro, Welcomed Home from Tour

Tomakichi Mamoto, star Japanese professional who was launched on a globe-trotting tour by Bob Harlow, former impresario of the PGA tournaments, has returned home. Although the genial young Jap's appearance in last winter's tournaments and his presentation in the U. S., British and Canadian opens and summer exhibitions was the direct result of Harlow's negotiations with Japanese government officials, it seems as though the cable companies should have stood some of the financial rap as sport news sent back to Tom's homestead ran for lengthy wordage.
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Headquarters hotel for P. G. A. Annual Convention, November, 1932.
Fireproof Garage in Connection
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Arrangements made by Harlow for the appearance of Miamoto and for the American showing of Jose Jurado, Argentine star, are credited with being decided factors in boosting tournament and exhibition gates. Despite Japanese war moves in Manchuria and China during earlier stages of Miamoto's tour, the pleasant and well-mannered oriental proved a popular gallery feature. Honorable Son of Sock and Putt is a good golfer with a bad hole jinx hitting him for a few eights and nines and oblivion.

Jurado gave evidence of easily being among the best 4 or 5 of all imported scoring talent. His light frame couldn't stand the grind of the heavy booking of the exhibition dates with Hagen. However, he sails for Buenos Aires early in September with the L. A. Young Golf Co. guarantee of $5,000 for his American trip very comfortably exceeded by the sparkling Argentine's gate "take" and prize money.

ICELY SEES SUNSHINE
Wilson Western Chief Reports Late Season Spurt—Hol-Hi Ball Sales 35% Better

Chicago, Ill.—Two official communiques from the Wilson-Western Sporting Goods Co. quote L. B. Icely, president of the company to the effect that happy days, if not actually here again, are exhibiting the first rosy tints of dawn.

Pros ought to be cheered by the icy remarks about the higher priced goods going better as the higher priced merchandise is plainly the pro field.

Closely following on a story in GOLFDOM about golf's great merchandising opportunity being an extension of the playing season into the fine weather of the fall instead of the traditional drop shortly after Labor day, comes this first Wilson statement:

"A 6 weeks' extension of the newspaper advertising campaign of the Wilson-Western Sporting Goods Co. has been authorized by the company's officials, according to L. B. Icely, president. The campaign, inaugurated early this spring was originally planned to end in July. It is now to be carried through the middle of September.

"With the sale of our super compression Hol-Hi ball and our Sarazen trade-marked golf clubs showing marked increase this season over last year and reports from our field organization and dealers indicating, so far as our line is concerned, an increase