flights for all entrants. The event has been a great developer of women's golf interest and talent. Among stars who made championship debuts at the Junior is Virginia Van Wie, women's national champion. It is an event that affords pros a great opportunity for developing women's golf interest and establishing reputations as tutors of feminine golfing talent. Pros who have youngsters who can enter this tournament should immediately discuss the matter of their pupils' entries with the parents of the youngsters.

The Icely trophy is hand-wrought of heavy silver by the Kalo Shop, famous designers and makers of jewelry. It has been planned to serve as a flower vase and makes a striking trophy.

CADDIES PEPPED UP AS PRO SALES STAFF BY CONTEST

New York City.—Merchandising experts in all lines are watching with keen interest a national caddie sales campaign recently launched in the golf field by the Platinum Products Co., 521 Fifth Ave., New York. If the campaign goes across smoothly and successfully the experts believe that the pro will be established in a most enviable merchandising position.

The campaign is on the Gol-lite lighters for cigarettes. The kids are given commissions on the sales and the pros or caddie-masters get an over-riding commission for their own work in encouraging and directing the campaigns on club members. In addition to their sales commission there are monthly prizes of automobiles, university scholarships, trips on exhibition tours with Olin Dutra and Walter Hagen, world's fair trips, golf clubs, golf balls, bicycles, autographed pictures of Dutra and special cash prizes. The pro deal is arranged so a pro gets a substantial margin from his retailing.

Early reception of the proposition looks like it is going to go over in big style. The lighter is extensively advertised and is featured at many of the leading retail stores. It is an ingenious device.

In addition to the profit angle, which is very attractive, many pros are inclined to believe that the proposition is going to help them develop the business thinking of their caddie forces. The trouble has been that the kids often are inclined to think of caddying only as a profitable way to spend time instead of as a business. Now these pros figure that if the kids get a chance to pick up some money outside, as a result of their association with the golf business, the kids will appreciate the pros putting them in line for this profit and function as a sales missionary and boosting force for the pro.

Details of the campaign are arranged to keep the members from being subjected to sales talk around the club; a demonstration of the lighter when opportunity is

**SPREADERS**

A full line of golf course spreaders, seeders and barrel sprinklers. Ideal equipment for spreading compost, fertilizers and plant foods quickly and uniformly. Handles all dry materials. Also equipment for liquid chemicals and seeding.

*Practical — Economical — Fool-proof*

Write today for free catalog of the complete Thompson Line, and name of nearest Golf Supply House.

O. E. THOMPSON & SONS

551 River Boulevard  Ypsilanti, Michigan

Direct Factory Representatives

JOHN H. GRAHAM & COMPANY, INC.

113 CHAMBERS ST.  NEW YORK
conveniently afforded being the only reference permitted to the proposition unless by the express permission of the pro and caddie-master.

PENFOLD MID-SEASON SALE
STIRS PROS

New York City.—One of the most speedily completed national golf ball sales in recent years was conducted by Penfold Golf Balls, Inc., 67 W. 44th St. early in June.

To pros only were offered 250 dozen Penfold LLs of latest 1933 manufacture and 1,000 dozen Stockbridges, the 85c retail ball Penfold has discontinued. Minimum orders of 6 dozen and maximum orders of 3 gross were accepted.

Milton Heyman, general manager of Penfold's American interests, said the pros grabbed these balls so swiftly that the company was embarrassed by having to tell the late-comers that the stocks were exhausted.

CHAPIN, PRO, TEACHES PUTTING WITH MACHINE

St. Paul, Minn.—Orville Chapin, pro at Midland Hills C. C., 1557 N. Cleveland Ave., St. Paul, and prominent in PGA affairs, has had interesting and successful experience in teaching putting with a device invented by one of his pupils, Wm. E. Eisenberg. The Eisenberg device is called the Putt-Rite and consists of two grooved tracks on which run four rubber-tired wheels to which the putter blade is fixed.

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
"TONAGREN Eliminated Brown Patch and Clover"

That's what the Oklahoma City Golf and Country Club said after using TONAGREN on their greens. Dozens of other golf clubs report similar success with this scientific product.

To prove to you that TONAGREN will stop brown patch and eliminate clover on your greens we now make this special—

TRIAL OFFER

Send $1 for a trial package of TONAGREN—enough to treat 1,500 square feet two times. If after the second treatment, TONAGREN has not secured the results you expect, your dollar will be refunded. Take advantage of this trial offer today.

P. & M. TONAGREN COMPANY
6324 Brooklyn Kansas City, Mo.

Either a blade or aluminum putter may be used.

The arc of the tracks is one that has been determined after extensive study of the methods of the pros and amateurs who are most dependable putters.

Much interest is aroused by the device when placed on practice putting greens and Chapin says that as a member-service to build pro good-will and business the Putt-Rite has worked out fine. It has helped him greatly in instruction as well as improved his own putting.

Arrangements have been made to manufacture the device and a retail price of $10 has been put on it. There is a nice margin in it for the pro. To get the golfing public acquainted with the Putt-Rite, Chapin and Eisenberg have made a price on the initial order to any pro that barely covers cost of manufacturing. Chapin will be glad to send complete details of the Putt-Rite to any pro who writes to him.

THORP AND FLOYD, SPALDING MEN, DIE SUDDENLY

New York City.—Ed. Thorp, noted football authority and official who for a number of years was the A. G. Spalding & Bros. staff man in charge of that company’s football activities died after a brief illness June 23. June 26 the company again suffered a sad loss in its official family by the sudden death of Percy H. Floyd, one of its directors and president of the A. J. Reach, Wright & Ditson Co.

They were two grand men and their passing is a personal loss to many hundreds in the field of sport.

Thorp was with Spalding’s more than 20 years. Prior to the Spalding connection he was with Alex Taylor & Co. of New York. He was stricken while preparing to play golf and although apparently the picture of health and vigor prior to being afflicted, survived for only 14 days.

For 36 years Percy Floyd was in the sports business, 30 of which were in the Spalding service. He started in the business in 1898 as sales manager of the Victor Sporting Goods Co. and went with Spaldings when Victor became affiliated with the Spalding organization. When the consolidation with A. J. Reach, Wright and Ditson was effected Floyd was made president of the Reach division and a director in Spaldings.

In the company bulletin on Mr. Floyd’s death, Julian Curtiss paid the following tribute to a well-beloved fellow:

“He was the warm friend and thoughtful advisor of every man in the organiza-
tion. No one could come in contact with
his vibrant, lovable personality without
being under its spell.

"He was a most important figure in the
sporting goods industry. Every competi-
tor had absolute confidence in him. His
word once given was never doubted. At
all our meetings his joyous spirit lightened
its problems. No member of the Manufac-
turers' association was more beloved."

W. F. CARTER, EQUIPMENT MAN,
DIES IN NEW YORK

W. F. ("Bill") Carter of Arthur D. Peter-
sen's force at New York died suddenly in
New York, June 1, of appendicitis. Bill
worked Friday morning and at 4 that after-
noon was subjected to an emergency oper-
ation, but it was too late. He is survived
by a wife and daughter, age 12. He was
35 years old and was a native of New
Rochelle.

Carter was a very popular fellow of long
experience in the equipment and seed busi-
ness and is said to have known everyone
in the golf course maintenance field in
Westchester. He was a grand, big man
and knew his business. His circle of ac-
quaintances in golf was very wide as he
had been active at all of the greenkeepers'
national conventions.

GRAHAM NOW REPRESENTS
THOMPSON COURSE EQUIPMENT

New York City.—O. E. Thompson &
Sons, Ypsilanti, Mich., manufacturers of
Thompson lawn and golf course equip-
ment, spreaders, seeders, distributors,
sweepers, etc., have arranged to market
their product through John H. Graham &
Co., Inc., 113 Chambers St., New York,
manufacturers' representatives, who will
handle this favorably known line in con-
nection with the other equipment they
are offering to the golf supply trade.

The Graham organization is well known
to the trade as representatives for Wilder
Strong Co., makers of Spike Disc lawn
and green cultivators and Dunham lawn
rollers.

FEATURE WRITERS HELP SELL
GRIP-RITE SHOE SPIKES

Hartford, Conn.—The North and Pfeiffer
Mfg. Co., makers of Grip Rite removable
Shu-Spikes for golf shoes have some inter-
esting publicity material available for pro
use in pushing Shu-Spike sales. Joe Glass,
golf newspaper syndicate writer who keeps
the pro season medal score standings, has
written some instruction features showing
the benefits of properly spiked shoes. John

LEWIS
GOLF BALL WASHER
(“Standard throughout the World”)

As necessary as the “tee itself”
Lewis Washers are durable,
economical and priced for even
the smallest club. See your
golf equipment dealer now.

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 734 Watertown, Wis.

The Last Word in
Sprinkler Efficiency

WRITE FOR
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Economical
Watering of
Fairways

RAIN KING
Model E

At any given pressure,
will throw more water
throw it farther and
spread it evenly through-
out the entire circle wat-
ered than any other
sprinkler we know of. In-
stantly set to turn at
speed that is hardly per-
ceptible or at any faster
speed desired. Sturdily
built, and will last and
perform well for many
a year. Available as
shown and also with
quick connection to
snap into valve in-
stalled for the usual Fairway watering.

The Most Practical and Economical
Quick-Coupling Valve is RAIN KING

Offers less resistance
to water pressure—
has less frictional
surface to cut down
pressure than any
other valve. Un-
breakable construction. Fool-proof.

Snap hose
connection
— turns on
water automatically.

Made and Guaranteed
by
Chicago Flexible Shaft Co.
5115 Roosevelt Road, Chicago, U.S.A.
44 Years Making Quality
Products

OLD ORCHARD BENT GRASS NURSERY
Largest Commercial Creeping Bent
Nursery in the U. S.

OLD ORCHARD BENT
Hardy—Upstanding—Economical Care
Also Six Acres Washington Metropolitan
P. O. BOX 350 MADISON, WIS.
Cut your costs on

**BROWN PATCH CONTROL**

without damage to turf

**COMPARE THESE PRICES**

25-lb. pail...$37.50
100-lb. drum.$145.00

**CUREX**

Hix, author and writer of the “Strange As It May Seem” daily newspaper feature, has prepared for North and Pfeiffer a series of illustrations on “Oddities in Golf.” Pros interested in making use of this material may secure complete information by writing to North and Pfeiffer.

**JOHNSON TO SELL CUREX**

Chicago.—J. Oliver Johnson, Inc., Chicago, has been appointed exclusive distributor by W-B Chemical Company of New York for their “Curex” turf disinfectant. Johnson’s territory on “Curex” covers southern Wisconsin, Illinois, northern Indiana and Michigan.

**GOLF REGISTER PRACTICE DEVICE NOW ON SALE**

Pittsfield, Mass.—The Golf Register, a practice device developed by engineers of the General Electric Co., now is being marketed direct from the company’s offices in the Chamber of Commerce Bldg. here and through leading golf equipment houses.

For more than a year the device has been subjected to tests by prominent pros and amateurs and has been pronounced a practical and helpful contrivance.

The Golf Register consists of a ball anchored to a strap that follows down an aluminum channel when the ball is struck. If the ball is pulled or pushed the channel moves to the left or right on a cross bar at the far end. The ball has an outside section which rotates around a cylindrical center section, and which indicates hook or slice. If the club comes in across the ball in a manner to produce a slice, it is so registered by arrow markers on the inside and outside sections of the ball. A hook is registered when the clubhead pushes outward across the face of the ball.

Retail price of the Golf Register is $10. A good pro margin is in the device.