Now in its twelfth year . . . regarded by Superintendents everywhere as the finest produced . . . a precision machine for true, smooth greens . . . Creeping Bent, Bermuda or any other grass

Write for information.

Answer above ad with QUICKMAIL No. 14

operations and competitions, some first class playing tips from Jack Cornwall and even a short story about a local player, now and then. There is some deft plugging done for equipment and lesson sales.

A one-sheet mimeographed job of promotion that is attractive and carries a punch is the “Divotee,” published by the Willow Grove Golf course, a daily-fee establishment in the Cleveland (O.) district. Editor of this is Elmer Dingeldey, former Cleveland sports writer who now manages the course, and on his staff are Jimmy Funaro and Walt Bohrer. Sketches by Bohrer put many a laugh in the publication, which makes a brisk presentation of the attractions of play at Willow Grove.

Winter Rules Bad—A. W. Tillinghast, PGA consulting golf architect, reminds the advocates of “winter rules” for saving turf that this teeing up is by no means a turf saver. Tilly points out that the ball is set on the best piece of turf available and then the turf is hacked away. If the ball were played as it lies there would be far more chance of the good tufts being retained and spreading to form a well-turfed area.

With the twofold purpose of stimulating the sale of new sets of Jones Cushion-Neck registered irons among members and of placing reconditioned trade-in sets of Cushion-Necks in the hands of beginners and golfers not now owning registered sets, A. G. Spalding & Bros. has inaugurated a “trade-in golf club plan” for professionals and has sent them complete details of the plan.

Briefly described, the plan provides that members can turn in for substantial credit toward a new set of Jones Registered Irons any set of these irons purchased after 1931. Sets of 1935 and 1936 manufacture rate double the credit allowed on sets of 1932-34 manufacture. Less than full credit is recommended if more than minor repairs are necessary to recondition the clubs.

The member applies his credit, which amounts to a maximum of $25 in the case of 9-club sets of late manufacture, toward purchase of his new set of registered irons. The pro takes the old clubs, reconditions them if he has the facilities for such work (otherwise he sends the turn-ins to the
Golf Requisites
Send for 1937 "Golf Turf" free on request — contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, and Grass Seed. SEND FOR YOUR COPY NOW

Stumpf & Walter Co.
SPECIALISTS IN GOLF GRASS SEEDS, FERTILIZERS AND EQUIPMENT
132-138 Church St. NEW YORK
(Cor. Warren St.)

See Your Dealer About

Lewis Golf Ball Washers
Insist on Lewis Washers—for years of service and constant use. Popularity with golfers everywhere has made Lewis Washers standard throughout the world.

Lewis Washers: lots of 1 to 9, $6.00
Lots of 11 or more...........$5.50
Complete Tee Ensemble: Washer, tee stake, towel, waste container, tee data plate, towel and ring...$18.65

G. B. LEWIS COMPANY
Department 86 Watertown, Wis.

Three Styles of One-Color Score Cards of Excellent Quality are Priced $21 to $26 for 5,000
Produced by a New Process they are complete and of correct size.
Samples of these and 4 higher priced 2-color cards to clubs on request.

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

Extra Long Service
Made of special analysis steel, hardened by latest scientific heat treating methods Sizes ¾" to ¾" Also Lawn Mower Spuds. Write for circular and prices.


The greens are the foundation of all successful golf courses.

OLD ORCHARD TURF NURSERIES
Box 350 R. R. BOND, Owner Madison, Wis.
Growers of Old Orchard Washington Metropolitan
pany in the Ga., N. Car. and S. Car. territory.

Says E. E. Chapman, president, in announcing Hargrave’s promotion: “Hargrave has proven himself a real asset in our Chicago branch and has justly earned this promotion. He came to us originally from Texas and so should be right at home in the southern territory, and we confidently expect that he will more than justify our good opinion of him. Bern Huizenga takes over Hargrave’s job in the Chicago branch and is fast becoming acquainted with the professionals in the district.

Sam A. Holler, for 17 years with Burke Golf Co., as salesman in Ohio, western Pennsylvania, West Virginia, Michigan, Indiana and part of Illinois, has been appointed New York manager of the Burke company with headquarters at 11 Park Place. Holler succeeds Larry Miller, who has joined the National Fireproofing Co. staff.

“The new full page series of national advertising created by the Golf Ball department of United States Rubber Products Co., Inc., and running currently in ‘Golfing,’ ‘Saturday Evening Post’ and ‘Life,’ has hit a high in golf ball advertising, if the tremendous response received at Golf Headquarters is an indication,” says Ed. Conlin, U. S. golf ball dept. manager. “Never in my experience have I seen golf ball ads which created such a wave of enthusiasm,” continues Conlin. “Letters are coming in by the hundreds asking for copies to be framed and hung in offices, homes and clubs.

“This is good news for pros, for this series of beautiful advertisements was created with one purpose in mind—to get more people to play golf so that the pros could sell more equipment. The series is an important part of the U. S. Royal Profit Plan.

“The fact that it is pulling more replies than any campaign in the history of golf ball advertising,” Conlin continues, “is positive proof, to my mind, that the U. S. Royal Profit Plan is the greatest moneymaker ever conceived for the professional.

“As an example of the pulling power of these ads, let me quote a few unedited statements taken directly from some of the letters. The first one, from a reader in Pennsylvania, says: ‘Congratulations on the finest bit of advertising ever put behind any golf balls. . . . That ad should do a real selling job for you.’ Here is another from a reader in New Jersey: ‘I think this is one of the smartest bits of advertising I have ever seen. Congratulations—I’m going to use U. S. Royals from now on.’ This one from a reader in Massachusetts states: ‘. . . and it would have been practically impossible
TWICE THE GRASS WITH ONE FOURTH THE FERTILIZER

Veg-E-Tonic
21—13—10

THE MODERN METHOD OF FERTILIZING PUTTING GREENS
Mix small quantity with water and get Nitrogen, Phosphoric Acid and Potash in highest percentages for rapid grass growth. Specially prepared for Greens. Clean, odorless, easily applied. Much stronger than ordinary fertilizers. Time and money saver. Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY
CANTON, OHIO

Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

CREEPING BENT TURF

ILLINOIS GRASS CO.
Telephone Homewood (Ill.) 746
18455 REIGEL ROAD (Near Chicago) HOMWOOD, ILL.

After this advertisement appeared in "Golfing" and "Life" magazines, the golf ball department of United States Rubber Products, Inc., received hundreds of requests for copies to frame.

for you to present a more convincing argument to play golf or to use your balls.' And from New York: 'I think it is that good that I am going to frame the print and give it to the club for the pro-shop.' These are only a few of the hundreds of similar expressions.

"This is another step in the U. S. Royal Profit Plan to make more money for the pro in 1937. First came the U. S. Royal Golf Kit, enabling the pro to make his club activities more enjoyable and profitable. Now comes one of the greatest golf ball advertising campaigns in the history of the game to make more people want to play golf, to help the club get new members, and to provide new customers for the pro."

The Skinner System of Irrigation for golf courses has met with such success during the past few years and has grown so rapidly in popularity that it has been necessary for this concern to acquire a four-story building located next to their present quarters.

Skinner Irrigation Co., Troy, Ohio, announces this additional floor space will enable them to keep up with the constant and ever increasing demand for their products.

Company engineers have worked out a plan of installation which will make play
Where golfers meet in the atmosphere of 'Old Heidelberg”—the perfect combination of a delightful eating place and ‘19th hole' in the heart of New York. Open Sundays.

possible on a course while piping is being installed. An example of the workability of this plan is the Niagara Falls Country club, which had the problem of waiting another year or installing system during play, and so placed the entire contract for equipment and installation in the hands of the Skinner engineers. The plan calls for installation on one fairway at a time —thus making it possible to use the course without interference and yet have the much needed water this season.

L. A. Young Golf Co., Detroit, is distributing to 3,200 professionals the counter display card headed "For Women Only," shown below, which pictures the American Lady and Miss America line of clubs, together with the American Lady ball, and three cards in cartoon style, designed to draw attention to the "coring" construction of the Vulcord golf ball.

The counter display card features the club and ball line exclusively for women in striking fashion and will be shown in the pro-shop and in the women's locker room. Card No. 1 illustrates parallel of construction of the Vulcord ball and the Cord automobile tire, while Cards No. 2 and 3 emphasize the toughness of this Cord construction. Cards went into the mails May 10, the first of June, and card No. 3 will follow at the end of June.

Because some of the boys were not quite clear about Wendell Kay's territory in New York State, Al Link vice-pres. of Link-Lyon, Inc., Nashville, Tenn., has announced the official 'beat' for Wendell to be in the western New York state district. Kay, who is well liked by the pros in that section, covers the territory west of and including Seneca Falls, Ithaca and Elmira. He also represents the Acushnet Process Co. in that territory.

Wilson Sporting Goods Co., Chicago, are distributing two excellently prepared catalogs on Wilson Golf equipment, one for players and one to their pro trade. The first, entitled "The Gateway to Golf," describes and pictures in turn the complete line of Wilson balls, clubs, bags, apparel, accessories and golf course equipment, plus a section devoted to Wilson's tennis and badminton products. The second catalog contains list of restricted line of Wilson golf products plus pages on badminton and tennis. Copies, which are handsomely bound, may be obtained upon request.

 Classified Ads

Shopman—Would like position as assistant to some good professional. Age 39, single. 8 years experience in golf shops. Good club repairman. Fairly good player. Could also take charge of a small club as professional. Go anywhere in U.S. Good reference. Address: Ad 600, % Golfdom, Chicago.


Couple desire all year connection with a first class club. Pro-greenkeeper, hostess-cateress. 20 years' experience. Pleasing personalities. Qualifications, character and credit rating A-1, excellent references. Address: 601, % Golfdom, Chicago.

Greenkeeper open for engagement with good club. Thorough experience in all phases of course construction and maintenance. Expert mechanical ability. 21 years experience, nine years nationally known club. Go anywhere. Address: Ad 604, % Golfdom, Chicago.