wearing of a proper amount of clothing upon the golf course. It does not prohibit men from displaying their deformities in shorts, but does require the wearing of shirts.

In Scotland, where golf is known as a gentlemen's game, coats must be worn upon the links. In this climate, we do not go quite that far.

The Club is situated in a refined neighborhood, and certain standards must be maintained.

We trust that it will not be necessary to penalize violations by the display of photographs of the players who appear minus shirts, although the newspapers have offered liberal inducements for these pictures for use in their comic supplements.

Because of the peril to the life and limb of a man and his family from flying balls hit by erratic golfers, the Alcrest Golf Club, near Winnipeg, Canada, has been closed by an injunction issued by the Manitoba Court of Appeals.

The suit was instituted by Ernest Chiswell in behalf of himself and his family, who he claimed were endangered by balls driven out of bounds and onto the premises of his home adjoining the golf course.

Litigation was instituted in 1932 by Chiswell, who claimed that his home life had become a matter of ducking duffer shots. To substantiate his contention, he introduced as evidence more than 80 golf balls he had picked up on his lawn.

In enjoining the club from using the golf course, the court assessed the golfers with the cost of the lengthy litigation. Lower courts had dismissed the suit.

New South Wales branch of the Australian PGA has abandoned a handicapping system for pros that was put into effect when clubs put on open four-ball events on week days and invited pros to compete.

The system was found to have a bad effect on pros who were excellent teachers but who, as one Australian sports paper put it, "cannot play for nuts."

**Golf's Market Place**

"This should be the greatest business year for the golf pro in the history of the game, and pros should be able to double their sale of golf equipment this year over last!" This is the emphatic opinion of E. C. Conlin, live wire sales manager of the golf department at United States Rubber Products, Inc.

"And by more business I don't mean in golf balls only," Conlin declared. "The pro should sell more equipment of all kinds in 1937 than he has ever sold before, no matter how long he has been in business. I base this assertion on the wave of prosperity that is sweeping the country. All my observations, backed by reports from many branches of sports, show that people are actually spending more money on recreation right now than ever before—that they are in the mood to play and play hard.

"The US Royal people have realized this for several months. We have watched the mood increasing month after month. This is why US designed the famous US Royal Profit Plan and built the kit that is setting a new standard for sales promotion—the US Royal Golf Kit. US Royals are out to capitalize this situation for the pro.

"I recommend every pro in the United States at least double his sales quota this year. By making the fullest use of the US Royal golf kit, it is my honest opinion that he'll even top his new quota!" "US Royals have always felt that their biggest job was to help the pro increase his sales. The Profit Plan and golf kit, which are creating more favorable comment and interest than any sales promotion plan ever devised, are concrete evidence of this.

"But US is going even farther. To remind the public that golf is a lot of fun to play, it is placing a substantial advertising campaign in the largest national magazines in the country—magazines like Golfing, Life, and The Saturday Evening Post.

Concluded Conlin: "The pro can be sure of this—that in back of every piece of advertising and sales promotion that US Royal puts out is a sincere desire to do three things—help the pro sell more equipment, increase the amount of golf that is played, and help his club get new members. It is going to be a big golf year."

**Janssen Graybar Hofbrau**

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.

Janssen wants to see you!
"LET'S GO OUT TO THE CLUB FOR A SWIM"

And you won't be in the 'swim' unless you follow the example of smart clubs all over the country who are installing swimming pools.

And that's where "GUNITE" comes in. A "GUNITE" pool provides, at lowest cost to you, a first class swimming layout. Heavily reinforced "GUNITE" is applied with the "Cement Gun" against earth as a backing; and the density and water resistant character of "GUNITE" assures minimum maintenance cost.

Put your club in the 'swim' with a "GUNITE" pool.

Write us for full details.

CEMENT GUN CO.
ALLENTOWN, PA.

Brand THAT MAVERICK!

Golf Balls without Fulname Marking are like cattle without brands—both are easy prey to enterprising chiselers.

Fulname Marking!
The positive branding iron. Demonstrated by actual trial—installed if satisfied FREE OF CHARGE under liberal plan.

Write TODAY for details.
THE FULNAME CO. (Sta. O.)
CINCINNATI, OHIO

Matched Set Sales Made Easy

Prospects come to you when you have the Lorythmic Swinging Weight Scale because you can give them definite assurance the set will fit their swing.

Send for our 1937 Catalog
ELLINGHAM TOOL CO., Springfield, Mass.

Magnet-O-Type letters and numerals, a recent development of the Magnet-O-Signs Corp., 180 N. Wacker Drive, Chicago, answers the problem many clubs have in displaying announcements, making attractive small signs, etc., for use in the pro-shop, clubhouse, or grill. Each letter is molded of plastic material with small permanent magnets imbedded under the surface. The magnetic attraction of the imbedded magnets cause the letters to adhere firmly in any position upon the metal card or bulletin board. Signs can be quickly changed, and are readily washable.

P. Goldsmith, Inc., announce the opening of a sample room for their Chicago district trade, located in suite 802, Finchley Bldg., 23 E. Jackson Blvd., Chicago. Arnold Minckley, in charge of the golf department of the new outlet, announces a complete line of sports equipment is being carried in addition to the golf line. Telephone is Harrison 6797.

Inquiries for their fairway mowing equipment and tractor attachments indicate Roseman Tractor Mower Co., Evansville, Ind., are heading into a big year, Joe Roseman, president, reports. The new tractor attachment Roseman introduced this year is proving popular with greenkeepers who have already operated the new attachment. They say it is easy to install, handy to operate, and economical to use. Attachment has a capacity of 1½ cu. yds. and sells for $200.

"Fore! . . . here comes the 'Ugly Duckling.' This caption, given prominent spread on a page of the recently released Spalding golf catalog, announces the new 'Ugly Duckling' marking for the tournament 'Needled' Kro-Flite and Top-Flite golf balls produced by A. G. Spalding & Bros. A block of copy on the above-mentioned page tells the story of this new Spalding marking feature:

"When the marking of this golf ball was 'hatched' from the Spalding laboratory, we were the first to admit that it would never win a beauty prize.

"But our laboratory has been engaged for two years in trying to develop a golf ball that would get up quicker for the average hitter without loss of distance. In regular routine tests with other markings the Ugly Duckling was given its chance and—proved itself a swan! In head winds . . . cross winds or no winds . . . hot weather, cold weather . . . good lies and bad lies . . . on tee, fairway and green . . . the Ugly Duckling earned its prideful place in the Spalding line—on sheer performance!"

The new display package for Ugly Duckling balls includes a panel at the rear of the box to bring the trade mark and brand name prominently before the
consumer. A display card comes in each box and may be inserted at the rear of the box to form an attention compelling display of no mean value. The card carries the story of the Ugly Duckling marking.

Lewis Mfg. Co., Bay City, Mich., report lively interest being shown by many golf clubs in the easily assembled ready-made golf course shelters made by the company. Complete materials f.o.b. Bay City cost $66.50, and if straight roof is desired instead of curved roof the price can be reduced to $52. Details can be had upon writing the company.

E. E. Chapman, president, The L. A. Young Golf Co., Detroit, has announced the appointment of Gerard B. (Jerry) Hines to the staff of the company's New York branch. Hines will work under the supervision of Larry Dow and will cover Westchester county and southwestern Connecticut.

Hines is 29 and was born in Doncaster, England, coming to the United States in 1927. He was formerly associated with the H. L. Judd Company, Wallingford, Conn., and the Miller Company of Meriden, Conn.

Larry Dow is at present taking Hines on his initial trip through his territory and introducing him to the various professionals with whom he will be associated. While an enthusiastic golfer, he is new in the golf equipment field.

The country hasn't gone to hell. Milt Heymann, Penfold's American manager, reports difficulty in getting enough of the Penfold dollar balls to supply the demand.

Complete details on Buckner irrigation systems, sprinklers, etc., are given in the large composite catalog that can be obtained upon request, from Buckner Mfg. Co. The profusely illustrated catalog contains water that is actually "pure enough to drink"—water that is crystal-clear and kept in circulation by continuous passing through a purifying unit. Graver Units have given dependable service for many years in some of the country's outstanding pools. They are easy and economical to operate, long lived.

If you are planning a pool, get the informative Graver book on Design, Construction and Operation of Modern Pools, sent free on request.
shows Buckner systems in operation and all equipment is described in some detail. As a service to prospective customers, preliminary surveys and layouts are made for estimation purposes at no obligation by Buckner engineers, and complete plans for installation are made for a moderate fee, according to John Gill of that company.

A new catalog of Kennent Smith handmade clubs, including a "correct fitting chart" for pro use in specifying the clubs required has been issued by Kenneth Smith, Kansas City, Mo. A copy will be sent on request.

Acushnet Process Co. is making its advertising drive to the playing public this year on the basis of a "double your money back" offer if the player isn't completely satisfied with the ball. The campaign is tied up with Acushnet's pro-only distribution policy.

The offer applies to Acushnet 75 cent balls and the player is told that if, after 18 holes, the Acushnet doesn't leave the customer all happy about the ball value he has received for his six bits the pro will give "double your money back" with no arguing.

Complete details of the pro-shop end of the proposition are being furnished the professionals.

A new catalog and price list on pro-shop repair, testing and recording equipment has been issued by the Ellingham Tool Co., Springfield, Mass. The book is well worth study by pros. A copy of it will be sent free on request.

Among the items covered in the Ellingham catalog are the Lorythmic swinging weight scale, shaft whip deflector board and hook and slice recorder; three devices that aid pros in scientific judgment of clubs to meet various players' requirements. Many of these instruments are being used with decided profit in pro-shop selling.

Other items described in detail in the catalog include the steel shaft repair kit, wood club repair kit, stain and lacquer kit and other tools and accessories, many of which were worked out by Jim Gallagher, clubmaking expert who did such fine work in his educational sessions before PGA sections.

The lineup of salesmen and representatives carrying the Link-Lyon, Inc. MacDonald Smith Golf Clubs has been announced by Al Link, vice-president of the

CUREX
The fungicide your greens can take, Brown Patch can't.

WE COULDN'T DESCRIBE IT. -
Frankly one could hardly describe an article possessing all the merit of CUREX.

A Brown Patch curative must be powerful enough to check and prevent the disease and yet not cause the slightest damage to the turf. In addition, it must be economical. CUREX was built to these specifications and has fulfilled the obligations beyond expectations during the last three seasons.

You are not experimenting with CUREX. We suggest you try the product and prove to your own satisfaction what CUREX will do.

Your dealer can supply you.

CUREX, Inc.
521 FIFTH AVENUE - NEW YORK, N.Y.
Send Quick Mail coupon No. 18 for literature.

SPREADERS
and SEEDERS

A full line of golf course spreaders and seeders, for developing and maintaining fairway turf, golf greens and lawn areas. Ideal equipment for spreading compost, fertilizers, plant foods and all golf course seed mixtures quickly and uniformly. Also equipment for liquid chemicals.

Practical—Economical—Fool-Proof
Write today for free catalog of the complete Thompson Line, and name of nearest Golf Course House.

O. E. THOMPSON & SONS
551 River Boulevard Ypsilanti, Michigan

Direct Factory Representative
JOHN H. GRAHAM & COMPANY, Inc.
113 Chambers St. New York
Here are three of the display cards being furnished by Spalding for the pro-shop. "Season's Big Golf News," heads a card which features Spalding Bobby Jones irons and woods with their new features and refinements. The open pages of a book, on which are listed the major golf tournaments won with the Spalding ball, irons and woods, makes an attention compeller of another of these cards. The locker-room card, dedicated to Pro instruction, has been designed for quick reading.

The company. Representatives by territories are: Wallie Sharrett is working Maine, New Hampshire, Vt., western New York; Pete Henry is busy in Pa., southern N. J., Md., Dist. of Col. northwest Va.; Hugh Gordon is busy in Mass., Conn., R. I., and Met. N. Y.; George Clark covers N. and S. Car., Va., southern West Va., Ga., Ala., Tenn., Miss.; Fred Fuller covers Texas, La., Ark., Kans., Okla. and western Mo.

Maurice Harris is working Iowa, Neb., Minn., N. and S. Dak.; Bob Macdonald and Harry Adams are covering St. Louis district, Ill., Ind., and Wisc.; Bill Hoyt is working in Ohio, Ky., western Va., Mich. Wendell Kay is also covering western New York. Each of the above men also represents the Acushnet ball for the Acushnet Process Co., New Bedford, Mass.

On the West Coast Jim Casey, Bill Phillips and Ben Poinsett are handling the Mac Smith line in addition to the Pennfold ball and Jackman sportswear.

At the annual meeting of The L. A. Young Golf Co., manufacturers of Walter Hagen golf equipment, held in the office of the company at Detroit, Michigan, on

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

Here’s Proof that the best Brown Patch control method is the MOST ECONOMICAL!

SPECIAL SEMESAN HELPS YOU SAVE 4 WAYS

Although it is a real organic mercury fungicide—outstanding among the other brown patch preventives for its effectiveness against the disease—Special Semesan actually saves you money four different ways.

1st, it goes further. One pound covers 6,000 square feet, at a cost as low as $1.29 a green.

2nd, it saves in labor costs, for Special Semesan need be applied less frequently in severe brown patch weather than the inorganic mercurials.

3rd, it saves repair bills because it does not damage the spray rig.

4th, it saves your greens — gives them the most complete protection against brown patch that any money can buy.

Regular Semesan, the original brown patch fungicide, and Nu-Green, the brown patch preventive which also hastens recovery of infected turf, are still available to all greenkeepers who, through experience, prefer them. Write your supply house for prices.

BAYER-SEMESAN CO., INC.
Du Pont Bldg., Wilmington, Del.
Answer above ad with QUICKMAIL No. 27
April 6, L. A. Young was elected Chairman of the Board of Directors.

E. E. Chapman, who has held the office of vice-president, was elevated to the presidency. Walter Hagen was again elected a vice-president, as were Richard A. Link, factory manager of the club division of the company; and R. Fulton Smith, Factory Manager of the golf ball division. George J. Herrmann was re-elected secretary-treasurer.

Satisfaction was expressed by the directors at the progress made in 1936, and the company is anticipating business for 1937 that will surpass anything in the previous history of the company.

Perfection Sprinkler Co., Plymouth, Mich., announces a new low priced proportioner. It consists of a handmade, rubber bag for carrying the concentrated solution of fungicide or insecticide. From the bottom of the bag a rubber tube leads to the mixing nozzle where the proper dilution takes place; the stream is broken into a spray as it strikes a flange in front. There are no small holes to become corroded or clogged and the entire green can easily be reached without moving far from the center of it.

The entire apparatus, excepting the brass nozzle, is made of rubber and is resistant to chemical action. With reasonable care it will give many years of service without repairs. The container holds 2½ gallons and weighs, empty, about 3½ lb.

For Handicapping
GRAPHIC HANDICAP CARDS
(for any Par course)
Small HANDICAP CARDS
(4½ x 2½”—Four Colors)
HANDICAP CARD RACKS
(2 styles)
Full Aluminum and Walnut with metal pockets

For Club Records
Tournament Record Books
Graphic Club Score Books
"One page per member—one dot per game."

Write for Catalogue
THE GRAPHIC SCORE BOOK CO.
P. O. DRAWER G
PARK RIDGE, ILLINOIS
lbs., when filled, about 22 lbs. Makers say three men, with three one-man proportioners, can treat 18 greens in less than 3 hours.

The depression is over! Its last vestiges have disappeared! How do we know? Easy—the chairman of the house committee has ordered a new rubber runner for the locker-room floor.

The rubber runner isn't the only evidence though. The entire atmosphere in hundreds of golf clubs all over the United States is changing. Everywhere we go we see signs of prosperity. New decorations in clubhouses; new equipment in the greenkeeper's shed, and around the fairways.

It is a good sign. It means clubs are getting new members. It means there is more money in the treasury. And it works two ways. By spending some of the money for new equipment they attract other new members.

All of this evidence of prosperity checks closely with the latest figures from the golf department at United States Rubber Products, Inc. The sales staff up there tells us that clubs are not only buying more hose, rubber matting, and other equipment, but that they are buying better grades. US Rubber says they are selling more US Royal golf course hose than for years past. Greenkeepers are spotting the hose in more places. Practically every outlet around the course has its own shiny new coil all set to go into action.

Stanley Northrop, well known sales representative for many years of the L. A. Young Co., a fine amateur golfer and very well and favorably known in the southern territory, has taken over the MacGregor line in North and South Carolina, Georgia and Alabama.

Crawford, MacGregor, Canby Co., also announces that Tony Penna has joined the organization in the capacity of goodwill representative to the professional trade. Tony will be a free lance, attend-

STOP BROWN PATCH—SNOW MOLD — DestROY CLOVER, DANDELION, ANGLE WORMS — USE TONAGREN No. 1, 2 and 3

Also Quick Action Hose Menders
Hundreds of the most outstanding golf courses in the United States and Canada are now using TONAGREN PRODUCTS. Science has brought forth another wonder to help the Greenkeepers and fine lawn owners maintain their greens and lawns in perfect condition. It is no longer necessary to worry about brown patch, snow mold, clover, dandelion and angle worms. TONAGREN PRODUCTS will eliminate those evils. TONAGREN No. 1 is a double acting, effective preparation that sells for less money than most preparations that can be used for one purpose alone.

Not to forget the Quick Action HOSE MENDERS—mend leaky hose in a jiffy. Sizes ¼", ⅞", ¾" and 1".

Write us today for full particulars if your dealer does not handle.

P. & M. TONAGREN COMPANY

1937 GOLF TURF
On Request
The new “Golf Turf” contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment.

SEND FOR YOUR COPY NOW
Shump & Walter's
SPECIALISTS IN GOLF GRASS SEEDS, FERTILIZERS AND EQUIPMENT
132-138 Church St. NEW YORK
(Cor. Warren St.)

Social Security Act Forms
Designed by Horwath & Horwath
As recommended in March issue of Golfdom, are printed and sold by the Sherway Standardized Hotel Forms Co., 3738 N. Clark Street, Chicago.

SAMPLES ON REQUEST
100 Personal Cards $3.50 100 Payroll Sheets $3.00
300 9.00 300 7.50
500 12.50 500 10.00
Postage Prepaid
The Sherway, 3738 N. Clark St., Chicago
TWICE THE GRASS WITH ONE FOURTH THE FERTILIZER

Vege-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

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 10, $6.00
Lots of 11 or more, ... $5.50
Complete Tee Ensemble: Washer,
tee stake, towel, waste container,
tee data plate, towel and ring, $10.65
G. B. Lewis Company
Department 81 Watertown, Wis.

SEND FOR FREE FOLDER TODAY!
Fast one-hand mowing! For trim-
ing bunkers and the rough around
greens. EVINRUDE Lawn-Boy has no
equal for speed, clean-cutting and ease of
operation. For clubhouse lawns—around walks, trees,
flowers and hedges—Lawn-Boy cuts 6 inches closer
than most hand mowers. 16-inch cut, four cutting
heights, 4-cycle engine, fuel economy of 20c a day,
light weight, rubber tires and many other features.
$110 f.o.b. factory; easy terms. Price subject to
change without notice.
EVINRUDE LAWN-BOY
1707 W. Hope Ave.
Milwaukee, Wis.

BENT GRASS
BOTH SOD AND STOLONS
Vigorous, healthy stock that develops fine,
true putting surfaces. Write for full infor-
mation.
Hiram F. Godwin
Box 122, Redford Sta., Detroit, Mich.

A new and pleasantly scented deodorant
is being put on the market under the trade
name of A. V. A. by the manufacturers,
Gibbs Mfg. Co., Canton, Ohio. Developed
primarily to dispel unpleasant toilet odors,
A. V. A. is finding many other uses
around clubhouses in the elimination of
cooking smells and in clearing the air of
club rooms after parties, especially where
there has been heavy smoking.
A. V. A. is effervescent, so that a little
of it poured in a bowl of water leaves the
air purified without chemical after odor.
Club managers are invited to write the
Gibbs Mfg. Co. for a full size can free, so
they can make a test of A. V. A.'s effici-
ency under actual clubhouse conditions.

The P. Goldsmith Sons Co., Cincinnati,
Ohio, has completed a working agreement
with John Douglas Sons & Co., Ltd., sport-
ing goods manufacturers of Dudley, Eng-
land, through which the Goldsmith com-
pany has secured the right to manufac-
ture and distribute in the United States
the Alf. H. Padgham and Archie Compston
clubs.
Alf. H. Padgham, 1936 British Open
Champion and winner of other outstanding
national and international golf events, and
Archie Compston, famous British golfer
noted for his tournament play, have de-
signed woods and irons which are being
marketed under their names throughout
the British Empire and on the Continent.
The Goldsmith company is duplicating
these models in their Cincinnati factory
for distribution in the United States.
In addition to the Padgham and Comp-
ston Clubs, the Goldsmith company is also
merchandising a complete line of special
English putters and feature irons, and
also two unusual English oval golf bags.
A complete section in the 1937 Gold-
smith special pro catalogue is being de-
voted to this English equipment. The com-
pany states that the golf trade has re-
ceived these new models with great en-
thusiasm.