by making it no longer necessary to repair digs and scratches left in the greens where players have lifted balls.

Makers, who are now beginning campaign for national distribution, say Mark-It has proved very popular with greensmen at New England clubs where it has already been tested, because it causes no injury to turf when marking the position of a lifted ball, thus eliminating damage to greens caused by marking ball’s position with a tee or other sharp object. Mark-It can be obtained only from The Mark-It Co., Box 25, Waban, Mass.

For the first time in the history of packaging contests, one “set-up” box has received first prize in the nation’s two packaging competitions. The distinction goes to A. G. Spalding & Bros. with their Christmas gift golf ball package. This package was awarded first prize in the set-up box division in the Irwin D. Wolf Competition, sponsored by American Management Assn.; and in the All-American Packaging Competition, sponsored by Modern Packaging magazine. There were 12,000 units entered in the 20 divisions of the All-American Packaging Competition.

“Merchandising ideas such as this Spalding gift package make the pro-shop profitable. The pro who handled these balls found himself in possession of an off-season item that practically sold itself,” says Spalding. Duplicates of the winning packages, in the All-American Competition have been assembled to form traveling exhibits. Thus the Spalding package, as one of the winners, become a part of 12 traveling exhibits that will be on display in leading cities. Accompanying these exhibits will be a sound motion picture, dramatizing the winning packages and graphically showing their importance in building sales.

Sherway Printing Co., 3738 N. Clark st., Chicago, is printing standardized forms for club social security records. The forms are recommended by Horwath & Horwath, club accounting experts.

New England Toro Co., 1121 Washington st., West Newton, Mass., has issued one of the most complete and attractive golf course maintenance equipment catalogs that has come into greenkeepers’ hands. The book has a tab index making it easy to refer to, and has a binding that further adds to the convenience of the publication.

Extensive data and illustrations on items of maintenance equipment are presented in such a way that the expensive
IMPROVE YOUR GREENS, FAIRWAYS

KEMP POWER SOIL SHREDDERS

GOLF SCORE CARDS

For Individual Use
COUPON SCORE CARDS
(Coupon for Hdcp. Com.)
SCORE CARDS (for 36 holes)
REGULAR SCORE CARDS

For Tournament Use
Medal Play Sheets (4 styles)
Match Play Sheets (3 styles)
Starting Sheets
(Spaces for 80 Foursomes)

For Handicapping
GRAPHIC HANDICAP CARDS
(for any Par course)
Small HANDICAP CARDS
(4" 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

R. H. Tractor
Wheel SPUDS
quickest to put on or take off. Increase tractor efficiency and cultivate turf...that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio
Mfr. of SPUDS, FORD-SON WHEELS, Etc.

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

book serves handily as a reference guide in the greenkeepers' library. Copies of it will be supplied to greenkeepers in the territory served by the New England Toro Co.

The Goldsmith Co. is supplying the pro trade with a set of four scenic display panels featuring views of golf courses and showing a small "Flight Master" ad. Displays may be hung on the wall or set up with a special easel. They are done in green and black duo-tone.

Also available to pro-shops is a metal "Flight Master" counter sign.

Mallinckrodt Chemical Works, St. Louis, now is making the green dye mixture recently developed by the USGA Green Section for the control of brown-patch. The product will be supplied in the form of a dry powder which, when dissolved in water, may be applied directly to the green. Mallinckrodt's trademark for the mixture of dyes is Auragreen.

Auragreen is used at the rate of ½ ounce per 1,000 sq. ft. as a brown patch control, and as a coloring agent for greens may be used in concentrations as low as 1/10th ounce per 1,000 sq. ft. Cost per application will be less than for Calo-Clor as far as materials are concerned. Auragreen in the stronger concentration will stop an attack of brown-patch, and from all evidence available will not harm the turf in any way.

Auragreen will not supplant the inorganic mercurials as a brown-patch control, inasmuch as it does not give protection over any appreciable length of time. The mercurials, such as Calo-Clor, will protect a green against brown-patch for six to ten days, and to obtain the same protection with Auragreen it would require four to six treatments.

Auragreen is a water-soluble dye, and when wet will color objects such as golf balls, golf bags, shoes, etc. When perfectly dry the dye does not come off of the grass. Considerable more experience is necessary with this chemical to determine accurately its advantages and disadvantages, and further information will be de-
veloped as time goes on. Mallinckrodt plans to distribute Auragreen through golf supply houses.

From the kitchen of the Taylor Winery, Hammondsport, N. Y., comes a booklet, "Kitchen Tested Recipes and Wine Service," which contains recipes and instructions in preparing many palatable dishes and drinks with the Taylor flavoring added. Copies of the booklet may be obtained upon request.

The new Tommy Armour combination catalogs and price lists are now ready for mailing to the pros. This is the third season for the Tommy Armour clubs which are sold exclusively through professionals. This iron clad policy has been welcomed by the professionals, and on all sides MacGregor's are hearing how strong the pros are for it.

Never since this policy has been inaugurated has any Tommy Armour club been sold through anyone but a recognized professional. The restricted line catalog contains many of the fine numbers which are held on a price maintained basis to all outlets. The catalog itself is very attractive, and will make a big hit with the consumers.

MacGregor's will also be glad to send the attractive new catalogs to any pro who is not on their list.

Puttrite, an ingenious instruction device developed by professionals and marketed by Billy Eisenberg of Puttrite, Inc., 617 Marquette ave., Minneapolis, is getting a big play in college golf instruction.

At the universities of Minnesota and Iowa and at the Sacramento (Calif.) high school there have been especially remarkable cases of development of pupils' putting as a result of the employment of the...
THERE'S PROFIT IN THIS SERVICE

Grip-Rite
Shu-Spikes

Prevent Slipping

Look for our label on the box

Puttrite by pros in charge of the classes. Stan Larson, pro at University of Minnesota, who was one of the pioneers in the use of Puttrite for teaching putting, maintains that the device has helped him make his kids the superior of any group of putters he has ever seen among amateurs.

Several prominent pros are using the Puttrite for instruction and their own practice, including Tony Manero, Dick Metz, Mortie Dutra, Bob Macdonald, Willie Kidd, Jack Burke and Pat Sawyer.

The device retails for $12.50 with a good pro discount. Many Puttrites have been sold by pros to members for home practice.

North British Rubber Co., 111 Park place, New York City, has an all rubber, waterproof, steel spiked golf shoe, which is receiving a great sales welcome from pros and their members following the introduction of the shoe late last Sept.

Many professionals wore it on the winter tournament circuit and found it a comfortable, dry and highly satisfactory bad-weather shoe. Men’s sizes are 7 to 12; women’s 4 to 7. There are no half-sizes. The shoe gives slightly to make proper fitting easy, but not enough to interfere with firm play. It is dark brown in color. The new North British shoe is one that pros will want to have in their wardrobes. One pro ordered two pairs for display late in October and during the winter sold 36 pairs.

Now in the sixth year of production, the Evinrude Lawn-Boy manufacturers at Milwaukee are congratulating themselves upon the steadily increasing sales and successful performance of the Lawn-Boy. The basic design has never been changed, but improvements have been added from year to year and for 1937 Lawn-Boy offers rubber tired wheels as standard equipment. These wheels protect walks, drives, and markers from chipping, and also operate more silently when crossing drives and walks.

Another important advancement is the Lawn-Boy’s four cycle, air-cooled engine, with easy lever starting. The Lawn-Boy weighs 105 pounds, cuts a full 18 in. swath, and due to its “one hand” ease of opera-

A NEW and different TURF
NORTH WOODS BENT
(U. S. Plant Patent No. 143.)

Just a bit heavier and stiffer than Velvet, with plant form and density about the same. This gives true, steady putting quality. Quick healing. Low maintenance.

Ask about “The Proof of the Putting”

Barrows Bent Grass Company
Minneapolis, Minnesota
THEY'RE IN THE SWING

Golfers everywhere are 'beating it' for the club. Pros are getting their shops in order — Managers are seeing that every clubhouse need is being taken care of — green-chairmen and greenkeepers are putting their courses in shape. The season has begun!

Now is the time to buy! If you can't find what you need in the ads, refer to the list below. Draw a line through items on which you want complete information and mail to GOLFDOM, 14 E. Jackson Blvd., Chicago.

### FOR THE GOLF COURSE
- Arsenate of lead
- Bag racks for tees
- Ball-Spot marker
- Ball washers
- Bent grass stolons
- Bookkeeping systems
- Brown-patch preventives
- Charcoal (soil conditioner)
- Clamps, for pipe leaks
- Compost distributors
- Compost sterilizers
- Containers, waste
- Diesel engines
- Drinking fountains
- Dump carts
- Fencing
- Fertilizers
- Fertilizer distributors
- Hole cutters
- Hole rims (putting cups)
- Hole rims (sand green)
- Hose, water
- Humus (soil conditioner)
- Hydraulic mixers (fertilizer)
- Insecticides
- Lightning arresters
- Lime, hydrated
- Limestone, pulverized
- Mole and gopher poisons
- Mole and gopher traps
- Mowers
  - putting green
  - tee
  - fairway
  - rough
- Mower Blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
  - perforated for drainage
  - water
- Playground equipment
- Pumps (state capacity)
- Putting cups
- Putting paths (sand green)
- Resurfacers (Skating Rinks)
- Rollers
  - fairway
  - green
  - spiked
- Sand green equipment
- Scythes (motor driven)
- Seed
  - fairway
  - green
  - rough
- Seeders
- Shelters (golf course)
- Skeet layouts
- Sod cutters
- Soil screeners
- Soil shredders
- Soil testers
- Sprayers
  - barrel pump
  - power engine
- Spike discs
- Sprinklers
  - greens
  - fairway
- Swimming pool information
- Tee markers
- Tractors
- Tractor tires
  - low pressure
  - pneumatic
- Tractor wheel spuds
- Turf renovator
- Water systems
  - for greens
  - for fairways
- Water system engineer
- Weed burners
- Weed killers
- Worm eradicators

### FOR THE PRO SHOP
- Bats
  - canvas
  - leather
- Balls
  - .35
  - .50
  - .75
- Ball marking machines
- Belts
- Bookkeeping system
- Buffing motors
- Caddie badges
- Caddy uniforms
- Caikh for golf shoes
- Caps
- Clubs
  - Brassies
  - Drivers
  - Irons
  - Matched sets
  - Putters
  - Spoons
  - Women's
- Club racks for pro shop
- Gloves
- Grip dressing
- Grip wax
- Handicap
  - for greens
  - for fairways
- Hats, duck with vizard
- Leather jackets
- Leather preserves
- Movie cameras, projectors
- Practice clubs
- Practice driving devices
- Practice putting devices
- Prizes
  - cups
  - trophies
- Rain jackets
- Score cards
- Shafts
  - steel
  - hickory
- Shoes
- Shoe spikes
- Shoe trees
- Sockets
- Sweaters
- Sweat shirts
- Tees
  - wood
  - celluloid
- Traps
  - shooting
  - traps
  - shells
  - targets
- Underwear

### FOR THE CLUBHOUSE
- Ales
- Bar equipment
- Bath slippers
  - paper
  - wood
- Bars
  - fixed
  - portable
- Bath towels
- Beer
  - bottle
  - draught
- Beer cooling equipment
- Cash registers
- Cheese
- Deodorants
- Disinfectants
- Kitchen equipment
- Laundry equipment
- Liquors
  - gin
  - whiskey
  - wine
- Mixers
- Linens
- Lockers
- Mineral water
- Oil heaters (hot water)
- Refrigerators
- Rugs—runners for aisles
- Showers
- Shower mixers (automatic)
- Soda fountains
- Water coolers
- Water softeners

---

**Club**

By..................................................................................................................Club Position

**Address**

**Town**..............................................................................State..............Date..............................

* IMPORTANT—FILL OUT FORM ON REVERSE OF THIS PAGE *
HELP

... maintain the accuracy of GOLFDOM'S mailing list by tearing out this page and returning it to GOLFDOM, 14 East Jackson, Chicago, Ill.

This magazine is edited for the men who operate golf courses and clubhouses. It is sent FREE and without obligation. It keeps officials posted on the latest developments in the golf industry.

Fill in names and addresses below just as soon as you know who these heads will be for 1937.

Don't leave it to somebody else in your club to send in this page. Do it yourself!

Club

Town .......................................................... State ...........................................

Number of Holes ........................................ Is Course Private, Daily Fee or Municipal?

If course formerly operated under another name, write OLD name here

<table>
<thead>
<tr>
<th>PRESIDENT (or owner)</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN-CHAIRMAN</td>
<td>Address</td>
</tr>
<tr>
<td>CLUB MANAGER</td>
<td>Address</td>
</tr>
<tr>
<td>GOLF PROFESSIONAL</td>
<td>Address</td>
</tr>
<tr>
<td>GREEN-KEEPER</td>
<td>Address</td>
</tr>
</tbody>
</table>

Please give us this additional information for our records:

tion, the operator can mow without fatigue. Literature, which also describes Lawn-Boy's grass catcher, can be obtained by writing Evinrude Lawn-Boy, Milwau-
kee, Wisconsin.

Herman Hackforth, veteran pro at The Country Club of Little Rock, Ark., has compounded a new grip wax that many professionals and low-handicap amateurs declare answers their problems of grip slippage.

The Hackbarth compound supplies adhesiveness in any kind of weather and permits lighter gripping with firm control. It does not soil or injure the hands. It has leather preservative qualities. Price is moderate and the pro discount is good. Hackbarth will supply further details on request.

 Classified Ads

Rates: 10 cents a word per issue. Minimum charge $2.50.

Country Club Holding Co., Marshfield, Wisconsin has opening for Pro. Married couple to manage clubhouse preferred. Give references and remunera-
tion wanted.

Managing Steward—Desires position. Years of experience. Can furnish splendid references and recommendations regarding work, character and ability. Will consider salary, percentage or conces-
sions. Address: 409, % Golfdom, Chicago.

Club manager wants position, preferably in east. Give details and wide experience at clubs and hotels. Satisfactory performance covers fine range of large and small clubs. Excellent operator in all parts of the house. Good personality. Alert, diplomatic and knows his business thoroughly. For complete de-
tails write: Ad 401, % Golfdom, Chicago.

Manager and Steward—First-class, experienced courses with fine service record, pleasing per-
salibilities and thoroughly reliable want country club situation. Experts in providing noteworthy food and beverage service at moderate cost. Please advise details of job. Address: 408, % Golfdom, Chicago.

Club Greenkeeper—Desires change. Twelve years with present club, establishing record for fine course maintenance at minimum cost. P.G.A. member, good player and first class instructor. Would accept position as pro or pro-greenkeeper. Address: Ad 410, Golfdom, Chicago.

Manager & Steward—Man with successful experience at exclusive clubs famous for food and liquor selection, wants new location. A master of cuisine, liquor selection and service and of maintaining highest reputation of club for clubhouse operation. Operates economically. Excellent choice for club wanting to achieve leading position in house operation. Best references. Address: Ad 406, % Golfdom, Chicago, Ill.

Pro-Greenkeeper, age 41, long experience with private and municipal courses. Excellent references on teaching, course maintenance, shop operation and character. Class A member PGA. Will go any place. Available at moderate salary. Address: Ad 407, % Golfdom, Chicago, Ill.

Professional—one of the country’s noted instruc-
tors, extensive and successful experience, desires new location with club, preferably in central states or east. Finest professional and character standing. Always associated with highest type clubs and rec-


JANSSSEN 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!
CONTENTS

Texas Finds Bent is OK .......... 21
Micro-Organisms of the Soil, by N. R. Smith ......... 23
Training Caddies .................. 27
Short Courses Draw Crowds, by E. A. Steele ........... 29
Apparel Pays! by Fred Newman ......... 30
How's Your Assistant? by Herman LaPlante ......... 48
How Pros Get Publicity, by Herb Graffis ........... 56
I've Taken Over a Fee-Course, by Bob Randall ....... 60
Hartford Holds 9-Course Tourney ........ 64
Handy Mrs. Andy Helps Dewar .......... 66
Much Work Ahead in Training Caddies, by William Livie ........ 67
Classification of Club Ledger Accounts ........ 68
Swimming Pool Data ............... 70
Seed Selection and Buying, by H. F. A. North .. 70
Grass and Greenkeeper at Mercy of Players and Weather .... 81
Golf's Market Place ............... 83

ADVERTISERS' INDEX

Allied Golf Corporation ............ 12
American Agricultural Chemical Co. ....... 77
American Fork & Hoe Co. .......... 47
American Hydrolizer Co. .......... 84
American Radiator Co. .......... 84
Barrows Bent Grass Co. .......... 94
Bayer-Semesan Co., Inc. .......... 81
Buckner Mfg. Co. ................. 4
Burgess Co., The K. L .......... 55
Burke Golf Co., The .............. 49
Cast Iron Pipe Research Ass'n ....... 3rd Cover
Cement Gun Company ............... 58
Crawford, Macgregor Candy Co. ..... 97
Curex, Inc. .................. 83
Davis, Inc., Geo. A. ............... 10
Detroit Harvester Co. .......... 76
Delco Co. .................. 76
Double Rotary Sprinkler Co. ....... 10
Dow Chemical Co. ............... 1
Evinrude Lawn-Boy Co. .......... 85
Fairbanks, Morse & Co. .......... 20
Fate-Root-Heath Co., The ........ 14
Fulname Co. ................. 31
Godwin, Hiram F. ............... 93
Goldsmith Sons, Inc., P. ......... 57
Golf Recorder Co. ............... 68
Goodyear Tire & Rubber Co. ....... 6
Goodyear Rubber Products Inc. ...... 6
Graver Tank & Mfg. Co., Inc. .. 57
Hardie Mfg. Co. ............... 2
Hedden & Sons, Jas. ............. 61
Henderson & Co., P. T. .......... 74
Hillerich & Bradsby Co. .......... 63
Horner, R. S. ................. 92
Horton Mfg. Co. ............... 48
Hoson Company, The .............. 1
Ideal Power Lawn Mower Co. ....... 9
Illinois Grass Co. ............... 83
International Harvester Co. .... 2nd Cover
Jacobs, John .......... 77
Janssen Graybar Hofbrau .......... 97
Johns-Manville Corp. ....... 7
Johnson, Inc., J. Oliver .. 2
Kemp Mfg. Co. .......... 82
Kroydon Co., The .......... 41
Lewis Co., G. B. .......... 14
Links, The .................. 93
Lyon Metal Products, Inc. ....... 69
Lytton Bldg., Corp., The ....... 19
Mallinckrodt Chemical Wks. ....... 16
Mallory Co., The ........ 18
McClain Brothers Co. ............ 94
Milorganite .................. 33, 34
National Glove Co. ............... 66
National Mower Co. .............. 12
North & Pfeiffer Mfg. Co. ....... 94
Old Orchard Turf Nurseries ...... 92
Page Fence Association ............. 87
Pep Import Corporation ....... 12
Peckham, A. N. ................. 90
Penfold Golf Balls, Inc. ........ 43
Pennsylvania lawn Mower Co. ...... 11
Perfection Sprinkler Co. ....... 14
Pfister & Co., Inc., Chas. ....... 91
Phoenix Mfg. Co. ............... 93
Powers Regulator Co. .......... 75
Reade Mfg. Co., Inc. .......... 82
Root Mfg. Co., The .............. 86
Royier Foundry & Machine Co. ....... 80
Scott & Sons Co., O. M. ........ 8
Sewerage Commission, The ...... 53, 34
Shawnee Sporting Goods Co. ...... 91
Sherritt Flag Co., Inc. ........... 84
Spenrath,Irrigation Co., The ....... 3
Smith, Kenneth ............... 66
Spalding & Bros., A. G. ....... 50, 51
Standard Mfg. Co. ............... 4
Studebaker Mfg. Co., B. G. ....... 8
Stupp & Walter Co. .............. 85
Swift & Co. .................. 6
Toro Mfg. Co. ............... 17, 73
Torquay Golf Ball Mfg. Co. ....... 41
Vestal Co., John H. .............. 84
W-W Grinder Corp. ............... 6
W-W Grinder Corp. ............... 6
Wheeling Steel Corp. .............. 6
Whirlwind Lawn Mowers Sales Corp. ....... 90
Wilson Sporting Goods Co. ..... 59
Wood Ridge Mfg. Co., The ...... 6
Woodruff & Sons, F. H. ........... 82
Worthington Ball Co. ............ 65
Worthington Mower Co. ........ 2, 3
Wyocena Farmers Co-op. Co ........ 84
Young Golf Co., L. A. .......... 38, 39

M. Kallis & Co., Printers, Chicago
ARCOLA . . . one of the fine courses piped with CAST IRON

Tee, fairway and putting green, tenth hole, famous Arcola course.

When your course is piped with cast iron and the bill is paid, the Club will have no further expense—no replacements, no maintenance cost, no interference with play. Cast iron pipe serves for more than a century. It is the standard material for underground mains the world over. Sizes from 1 1/4 in. For list of installations, write The Cast Iron Pipe Research Association, Thos. F. Wolfe, Research Engineer, Peoples Gas Building, Chicago, Illinois.

CAST IRON PIPE

The Standard Material for Underground Mains