

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 Golite 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 pro 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

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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**

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**A. N. PECKHAM, Kingston, R. I.**  
15 Years' Satisfactory Service  
Also Fairway Mixtures

**SPRINKLES  
100 foot CIRCLE**



- Spreads water evenly at any pressure.
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This newer idea of supplying a combination Putting Green Fungicide and Vermicide should interest every Greenkeeper and Club Manger who wants to save.

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