

PUBLICATION OFFICES: 14 E. JACKSON BLVD., CHICAGO, ILL.

Tel.: HARRISON 5942

Editor  
HERB GRAFFIS

Adv. Mgr.  
JOE GRAFFIS

Managing Ed.  
JACK FULTON, JR.

Eastern Rep., ALBRO GAYLOR  
20 Vesey St., New York City  
Tel.: COrtlandt 7-4031

Central Rep., RAWLINS & HUNT  
333 N. Michigan Ave., Chicago  
Tel.: RANdolph 6225

## CONTENTS

Hidden Costs, by Lawrence S. Dickinson.....	15
Tradition Wilts, by Jack Fulton, Jr.....	17
They Like To Buy From Madison, by D. Scott Chisholm.....	19
'35 Had Its Troubles, by John Monteith, Jr.....	22
"Raise Prestige" Is Aim of Managers.....	26
Let's Have a Sales Par, by Horton Smith.....	34
Golf or Trick Shots? by Herb Graffis.....	38
Have You a Sound Fairway Program? by O. J. Noer.....	43
We Need More Golfers, by C. V. Anderson.....	51
Here's the Latest on Sodium Chlorate, by Fred V. Grau.....	53

## ADVERTISERS' INDEX

Aeroil Burner Co., Inc.....	56	McClain Brothers .....	60
American Cyanamid Company.....	60	McCormick & Co., Inc.....	10
Barrows Bent Grass Co.....	63	Milorganite .....	3rd Cover
Buckner Mfg. Co.....	1	National Mower Co.....	4
Budd Mfg. Co., The.....	63	Nelson Mfg. Co., L. R.....	54
Dennis Co., Martin.....	55	Pennsylvania Lawn Mower Works.....	6-7
Dolge Co., The C. B.....	8	Perfection Sprinkler Co.....	56
Dunlop Tire & Rubber Co.....	37	Phoenix Mfg. Co.....	60
Erickson, Chas. ....	57	Portable Elevator Co.....	4
Evans Implement Co.....	55	Professional Golfers' Ass'n.....	39
F. & N. Lawn Mower Co., The.....	13	Root Mfg. Co., The.....	58
Fate-Root-Heath Co., The.....	9	Roseman Tractor Mower Co.....	49
Fleetwood Hotel .....	55	Royer Foundry & Machine Co.....	4
Florida Humus Co.....	10	Sewerage Commission, The.....	3rd Cover
Godwin, Hiram.....	56	Skinner Irrigation Co., The.....	12
Goldsmith Sons, Inc., The P.....	41	Spalding & Bros., A. G.....	32-33
Goodyear Tire & Rubber Co., The.....	29-47	Staudé Mak-A-Tractor, E. G.....	10
Graham Co., Inc., John H.....	52	Standard Mfg. Co.....	8
Horner, R. S.....	58	Stoneacres .....	59
Ideal Power Lawn Mower Co.....	11	Stumpp & Walter Co.....	12
International Harvester Co.....	2nd Cover	Toro Manufacturing Co.....	44-45
Jacobsen Mfg. Co.....	8	U. S. Rubber Co.....	4th Cover
Kemp Mfg. Co.....	59	Vestal Co., John H.....	58
Kroydon Co., The.....	14	W-W Grinder Corporation .....	57
Lewis Co., G. B.....	60	Worthington Mower Co.....	2-3
Limestone Products Corp. of America.....	5	Young Golf Company, The L. A.....	35