

## THERE IS NO ARGUMENT!

A swimming pool *does* greatly increase the value of—and interest in—the club.

### So why wait?

A "GUNITE" pool can be installed at minimum first cost, because 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.

**DON'T HESITATE**—a swimming pool is fast becoming one of the golf club's necessities. Increase your club membership and thereby your revenue by installing a "GUNITE" pool NOW.

*Write us for full details.*

**CEMENT GUN CO.**  
ALLENTOWN, P. A.



## THE ROOT ROLLER SCREEN

The continuous rolling action of this screen, mixes, screens, aerates and fluffs the soil faster and better than the hand method.

Will handle soil just as fast as two men can shovel into it.

Price with gas motor \$84.50  
F. O. B. Cleveland

**THE ROOT MANUFACTURING CO.**  
1011-1051 Power Ave., Cleveland, O.

Answer this ad with **QUICKMAIL No. 11**

visor, has many informative tips for those planning a banquet, dance, dinner, or outings for any group. Copies may be obtained upon request to the Calvert Corp.

A quintuple-purpose cabinet shower, being offered by the **Henry Weis Mfg. Co., Inc.**, Elkhart, Ind., has the conventional shower for the adult, a special shower for the growing child, a gentle spray for the baby, a shower for the elderly person, and a special foot shower. The shower cabinets, which have two shower heads, may be obtained in a variety of finishes and colors.

**Bell Sound Systems, Inc.**, 63 E. Goodale st., Columbus, O., have a low cost departmental intercommunicating telephone system that is well adapted to country club requirements. Details will be sent on request.

An interesting booklet describing True Temper golf shafts has been issued by **The American Fork & Hoe Co.**, Geneva, Ohio. Complete record of important tournaments won by users of True Temper shafted golf clubs is included. Catalog list appearing in back of booklet, gives length, weight, and general characteristics of True Temper shafts for men and women, and will prove helpful in ordering. Copies are obtainable upon request.

**Golf Recorder**, a device which keeps accurate check on player's progress in improving his game, offers a good profit margin for pros desiring to use the Recorder in checking improvements made by



their pupils. Members also find them valuable for check-up on themselves. Complete details sent on request by the Golf Recorder Co., 4619 Ravenswood ave., Chicago.

With enthusiasm quite unusual in pro business circles, the U.S. Royal golf kit has been ordered and received by more than 1,200 professionals. Comment following receipt of the huge and comprehensive kit, which has for its purpose the promotion of more and keener interest in club competitions, gives definite promise that the kit will create hundreds of thousands of playing rounds in addition to the normal figures of play at golf clubs.

Increased play, the carefully planned objective of the U.S. Royal golf kit, naturally has stirred interest of club officials who see in the larger traffic an improved

condition among clubs. Pros, of course, know that their business is in direct proportion to the number of rounds played so they are welcoming the amazingly complete detail of the kit.

A fortune has been spent by the United States Rubber Co. on the preparation, printing and shipping of the kit to professionals. It's a broad range proposition. The U.S. Company is playing a sure thing to get its own investment back with a handsome profit. Other makers of balls and clubs will profit, too, from the stimulation of club events. Club will cash in through greater interest and attendance, but the pros come out on the longest end. All details of the campaign are planned to clear through the pro and emphasize the pros' importance and service as the organizer and conductor of all activities giving members greatest value from their club memberships.

Each kit represents a husky cost, but is not for sale. It is sent free on request to golf pros, and the fact that approximately one out of every three professionals in the United States ordered it—some of them on the urgent request of their tournament committee heads—within two weeks of its presentation, shows that it ties in with pro needs. Pro estimates of the kit's value to them in increasing play run as high as \$1,000.

The portfolio containing the items for tournament promotion measures 17½ in. wide, 15 in. high and, with its 15 compartments closely compacted, 2 in. thick.

Events for which all material is supplied and filed are:

Army and Navy; War of the Revolution; Costume; Bet-A-Million; Blind Bogey; Sweepstakes; Air Race; Get-Your-Goat; Ringer; Target; Driving; Putting; U.S. Royal Golf ball game in one day and all-season events; miscellaneous.

Full instructions are given so all the pro has to do is to "read the directions on the wrapper" and set the works in motion. Striking advertising material is supplied for all the events. Even stickers of dates are supplied for attaching to the display announcements so the announcements have a neat and classy look instead of the home-made and casual appearance of many announcements. Phoney money is supplied for the Bet-A-Million tournament, and "Goat" and "Kid" tokens are furnished for the Goat event. Pros are asked to estimate their requirements for these supplies and order separately from the Golf Kit Editor, U.S. Rubber Products, Inc., 1790 Broadway, New York City.

Schedule for the season is considered in fitting the U.S. Royal Kit supplies for holiday events and there is a thoughtful balance of one-day and all-season events. A lot of trouble will be saved the pro and the heads of his men's and women's golf committees by reference to the suggested



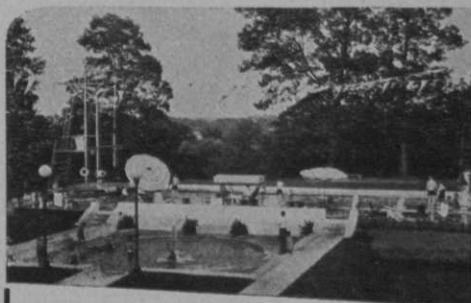
**92** associated PAGE FENCE distributors maintain a national consulting, estimating and fence erecting service of special interest and value to golf club presidents, directors, greens chairmen and keepers.

Mail the PAGE "quick-mail" coupon from this issue for complete information about PAGE golf fence and name of nearest PAGE FENCE distributor.

**PAGE FENCE ASSOCIATION**  
Dept. G4

Bridgeport, Connecticut  
America's First Wire Fence—Since 1883

Answer above ad with QUICKMAIL No. 25



## A POPULAR SWIM POOL

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.

**GRAVER TANK & MFG. CO., Inc.**  
New York, N. Y. East Chicago, Ind.  
Chicago, Ill. Catasauqua, Pa.

# GRAVER



Alex Cunningham (left), widely known veteran pro and president of Illinois PGA, points out to Jock Anderson the "see your professional" line that features all items of the giant U. S. Royal golf kit for promoting play and interest at clubs this season.

schedule appearing on the third page of the large four-page folder on how to use the kit.

The company also supplies free, on pro order, pennants for the Army vs. Navy tournament, American and British flags for the War of the Revolution events, and yardage flags for the driving events. The folder impresses on pros the necessity of ordering their free supplies early, for at the very fastest, three weeks are needed for delivery. There's nothing to be gained by stalling around on the ordering and with the chances looking strong for approximately half of the country's golf clubs using tournament material from this kit, pros who delay ordering run risk of disappointment.

The instruction folder also contains six suggestions for sales letters to be sent by pros to their members.

A great feature of the U.S. Royal golf outfit is the U.S. Royal golf ball game, an ingenious and attractive shop display proposition. The game consists of a golf course scene mounted on a heavy background. It is 35 in. high by 33½ in. wide. There are nine wire baskets, numbered as holes, into which golf balls are bounced. The game makes lively entertainment and more than a few have had hunches that the U.S. Royal golf ball game makes a pleasant instrument for putting currency into circulation when played by gentlemen or ladies who have a yen for wagering. The game will go great in pro-shops and locker-rooms. One game will be supplied to each pro at his club, on request. Undoubtedly many club members will want these games for home use. The member can get one of the games by buying a

dozen U.S. Royal balls from the pro, and then filling in an order blank. The order for the member's game calls for a charge of \$2 by U.S. Rubber Products, Inc. When the payment is received by the U. S. people, the game is shipped to the member. Full details on this also are contained in the kit instruction folder.

Reception of the U.S. kit proposition by pros who ordered early tips off other professionals to the wisdom of prompt investigation of the kit. Complete details may be secured from U.S. at 1790 Broadway, New York City, any of its branches or from U. S. Royal salesmen.

Wesley Bintz, Lansing, Mich., consulting engineer and designer of swimming pools, has a catalog, "Modern Swimming Pools," which includes swimming pool data and cost analysis of Bintz type pools. Copies may be obtained upon request.

Wilson Sporting Goods Co. is making a new club that has met with pro approval. It's the Am-B-Dex, a two-faced wood of the cleek type, suitable for right- or left-handed players. It is designed by the veteran Willie Hoare. Pros comment warmly on the merits of the club as an emergency tool for playing shots alongside fences, trees, water, etc., left-handed, and as being beautifully balanced and headed for right-handed wooden cleek play.

The Tru-Arc putter, which made its tournament debut sensationally in the hands of Bill Mehlhorn at the 1936 PGA championship, now is being supplied to