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BRINGS PROFIT and GOOD WILL

"FOR BETTER GOLF" Try a Set NOW!

LOOK FOR OUR LABEL ON EACH BOX



GOLF'S MARKET PLACE

Link-Lyon, Inc., Nashville, Tenn., is thoroughly committed to its pro-only policy in the distribution of the Macdonald Smith line of golf equipment. The company has never operated through store dealer or jobber, and the factory manufactures no side line of clubs, confining production entirely to the pro-only items.

"This pro-only policy has worked out splendidly for us," says Al Link, vice-president and sales manager, "and we stand firmly back of our statement that Macdonald Smith products shall be obtainable, now and in the future, exclusively through the pro."

A golf professional may overlook many golden opportunities to be of extra service to members of his club and also to make many additional dollars in the opinion of E. C. Conlin, manager, Golf Ball Department, United States Rubber Products, Inc.

"A good example of capitalizing on this type of service was illustrated by a pro friend of mine at a Long Island Club," Conlin explained. "This pro had just sold one of his members a dozen US Royal Arrow balls.

"You saw that fellow who just left," the golf professional said. "Well, I've discovered something. I was watching his game the other day and noticed that he was playing a hard-wound championship or tournament ball. He's a good golfer—shoots around 85 fairly consistently, but a championship ball wasn't the ball he should have been playing. They have to be hit hard and very clean to get all the distance out of them. I talked it over with him and suggested he try the US Royal Arrow, which isn't wound quite so hard. He tried a couple, and you just saw the results. He came in to thank me and to buy a dozen.

New!

ANTISEPTIC
SANITARY
Sandals

WEAR THEM IN YOUR SHOWER
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75¢

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PURE RUBBER TOPPING
DURABLE GERM-PROOF SOLE

ONE PAIR GOOD
FOR SEASON OF
PROTECTION & COMFORT

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curing ATHLETE'S FOOT
by Investing in PREVENTION

New! . . . a more comfortable sandal.
Endorsed as safe and most desirable.
Waterproof. Can be worn to and in
shower stall. Fast drying. No need now
to take even one step in your bare feet!

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PAPER SLIPPERS
NEATLY BANNED
IN PAIRS

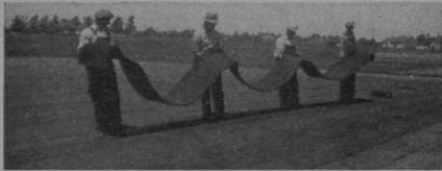
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per pair

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Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

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Our true Washington Strain Bent in solid turf form makes model greens. Also in stolon form. Withstands drouth like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

ILLINOIS GRASS CO. Telephone
Homewood (Ill.) 746
18455 REIGEL ROAD (Near Chicago) HOMEWOOD, ILL.

"Since then I've noticed several of my members playing balls that weren't suited to them. They were either too hard, or too soft, or too cheap. As a result I've sold more golf balls this month than I've ever sold in a month before. The members seem to appreciate the interest and advice. I don't know why it is that the average good golfer doesn't pay more attention to the ball he plays, but he doesn't. I guess they figure that because the advertisements say such and such a ball is a championship ball they think that means 20 yds. more on their drive, when it really doesn't at all. Actually I have found that in the hands of a golfer who is average and shoots anywhere from 83 to 93, the US Royal Arrow, which is especially compressed for the average good golfer, will give more distance and better feel than a hard-wound championship US Royal Blue. It stands to reason that a ball like the Royal Blue, which is built for pros who hit clean and hard, isn't the ball for the average good golfer.

"This experience has opened up a swell opportunity for me to help out a lot of my members and at the same time sell more golf balls. I've found that there is psychology in it, for once I've recommended a ball to suit the golfer's individual needs, nine times out of ten he

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Loosen up that tough soil with this fine turf conditioner. Saves fertilizer and fungicides. Increases grass growth. Revives sluggish greens. Soon pays for itself.



Write for literature.

McCLAIN BROTHERS COMPANY
CANTON, OHIO

continues to buy his balls from me."

"I congratulated this pro for being on his toes," Conlin continued. "I've always felt that the golf professional should be the golf doctor for his members at all times, and here was a good example of it. His recommendation of the Royal Arrow checked with ours, for we have found that for all but about 5% of golfers in this country, a ball of the Royal Arrow type is best for them to play. By recommending what he believes is the golf ball best suited to the player's need, the professional creates more interest in himself. Members appreciate this kind of advice just as they appreciate advice on clubs and play."

Contestants, greenkeepers, club officials and the thousands of paying customers at the National Open were much impressed by the stabilized drives at Oakland Hills CC. No, we're not referring to the tee shots, though they made quite an impression, too. We mean the drives, or roads if you will, that lead into, around, and out of the club grounds.

As the Open drew near, Oakland Hills officials and Herb Shave, the club's noted greenkeeper, realized something would have to be done about the roadways. They were not only badly pitted and



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Extra Long Service
Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{8}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

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Three Styles of One-Color

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Samples of these and 4 higher priced 2-color cards to clubs on request.

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Send for 1937 "Golf Turf" free on request—contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment, and Grass Seed.

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Stump & Walter Co.

SPECIALISTS IN GOLF GRASS SEEDS, FERTILIZERS AND EQUIPMENT

132-138 Church St. NEW YORK
(Cor. Warren St.)



Stabilized soil so successfully introduced to the Oakland Hills parking lot three years ago (photo right) caused Oakland Hills officials to give the drives throughout the grounds (left) the same treatment in time for the National Open this year, thus leaving the course remarkably free from dust during the tournament days.

worn, but it was realized that under dust clouds of tournament traffic, they would offer a sorry welcome to the thousands of visitors.

Three years ago, Oakland Hills stabilized its parking lot by adding gravel, clay and calcium chloride to the existing materials, mixing them thoroughly, and spreading the mixture uniformly over the area. The result was a smooth, hard, cement-like surface, impervious to rains and dustless during dry weather. And it has stayed that way.

Here, then, was the answer to the drives problem, and Oakland Hills went

into action. It was even easier this year than when the parking area was stabilized, for there are now a half-dozen companies in the Detroit area who produce ready-mixed stabilized material. Less than a week before the tournament, one of these producers brought several truckloads of the aggregate-clay-calcium chloride mixture to the club, where it was dumped and spread by hand to 16 foot width and 2 inch depth, and the job was done. In one day!

By the time the tournament opened, the stabilized drives—1,450 square yards of them—were in their way in as good

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Insist on Lewis Washers—for years of service and constant use. Popularly with golfers everywhere has made Lewis Washers standard throughout the world.

Lewis Washers: lots of 1 to 10...\$6.00
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Complete Tee Ensemble: Washer, tee stake, towel, waste container, tee data plate, towel and ring...\$10.65

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Your Members Are Sitdowners!

Most of your members are sitdowners, for office work allows little chance for foot and leg exercise. That's why they complain of tired, aching feet and legs at the finish of a four or five mile trek around 18 holes.



Dr. John Postl's Arch Strengthener and Foot Massager will soothe their tired foot and leg muscles—and quickly too! Its many grateful users attest that fact! Built to withstand plenty of hard use, the Massager measures 5" x 11", is of sturdy aluminum construction, with pliable rubber roller. It sells for only \$3.00 postpaid!

Make certain your members come 'smiling through'—18 holes without foot or leg discomfort. Send check or money order TODAY.

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5004 N. CALIFORNIA ST.
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Power Mower

SEND FOR FREE FOLDER TODAY!

Fast one-hand mowing! For trimming bunkers and the rough around greens, EVINRUDE Lawn-Boy has no equal for speed, clean-cutting and ease of operation. For clubhouse lawn—around walks, trees, flowers and hedges—Lawn-Boy cuts 6 inches closer than most hand mowers. 18-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
1709 W. HOPE AVE. MILWAUKEE, WIS.

condition as the Oakland Hills course, itself.

The cost of stabilizing exceeded that of ordinary loose graveling by only about 25%. Maintenance of the area should not cost over \$50 a year, including the occasional applications of calcium chloride needed to keep the surface dustless and well-bonded.

Club and park officials facing similar problems may want further information on this type of work. Consulting service on stabilized construction, either by plant-mix or road-mix method, is offered by the Calcium Chloride Assn., 4145 Penobscot Bldg., Detroit, and its member producers.

Four years ago in the locker-room of the North Shore CC, right after Ralph Guldahl missed a putt that would have given him a tie with Goodman for the Open title, there was



a lot of talk about tension and such in putting, and in the course of the conversation Dr. Robert E. Dyer, a member, asked the club pro, veteran Alex Cunningham, about how many putts he thought were missed because of critical tension. Alec said his guess was about 75%; but Dr. Dyer did not seem surprised at this statement because he had been observing the players' tense position in gripping their putters and in an off hand manner showed Cunningham where and why the muscles were taut. He also remarked that it was impossible to have complete sense of muscle control while any muscle or group of

muscles involved was unduly contracted.

This statement registered strong with Cunningham because in his own experience and from comments of many other pros he had noted that an involuntary tensing in gripping the putter was highly injurious to putting results.

And so Cunningham, working on a hunch and with helpful advice from Dr. Dyer, devised a new type of putter grip, known as the Cunningham Relax grip. The grip is so constructed that the putter can be held firmly with only slight finger pressure, thus helping to eliminate any tightening and dulling of controlling nerves and muscles, and is built up to conform to the relaxed grip of the left

● BENT GRASS ● BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

hand. The right hand grip is automatically taken care of by its natural overlapping position. Wrist roll is also eliminated with the Cunningham grip putter, and this factor will do much to strengthen many putting strokes weakened by slight turning or twisting at the moment of impact.

Professionals who have been testing the putter have been enthusiastic in their comment; so much so in fact that Spaldings are now making up some sample putters with the Cunningham Relax grip.

Coming from a conservative outfit, the New England manufacturers of the Acushnet golf ball, there was sharp surprise to the Acushnet advertising challenge sprung this season—"The Best Golf Ball You Ever Played—Or Double Your Money Back." Even the steady progress which Acushnet has made in five short years, left the company unprepared for the advance in sales which this challenge has given to their product.

Over 42% ahead of last year's sales by the time the first advertising announcement broke, the factory at the moment is working day and night to keep up with orders. In addition to the advertising plan to the public a cash prize competition for the pro has resulted in making new friends.

Within the first two weeks of the prize announcement to the professional for his part in supporting the advertising plan, over 236 entries were received by mail alone.

Colvin Co., 28 E. Jackson Blvd., Chicago, is receiving considerable business on its Irrigator from greenkeepers who are

having good results from the Colvin Irrigator's watering of roots of trees, shrubs and plants. The Irrigator is a 36 in. hollow brass tube with a water outlet at the lower end and a cast bronze water control valve at the top. It is attachable to standard garden hose.

The device aerates and cultivates as well as irrigates and by the depth of its



irrigation makes it possible to safely transplant small trees and shrubs during hot weather. Complete details may be secured from the Colvin Co.

Classified Ads

Greenkeeper with national reputation for high-class maintenance at moderate figure now is open for engagement. Politics reason for change. For last eight years greenkeeper at Keller Park, St. Paul, Minn. This course scene of seven St. Paul Opens, National P. G. A. and National Public Links championships. Each time the course was lauded for perfect condition. Maintenance in great condition despite heavy play is a real achievement in golf course operating. Highest references. For full details write: Ad 700, % *Golfdom, Chicago.*

Patented Six-Ball Washer—World known; great demand in U. S. Marvelous opportunity for firm interested in manufacturing this device. Superior to all other ball-washers on market. Immediate sale assured. Communicate with Captain L. Signorini, Hotel St. Moritz, New York City.

Experienced and responsible golf course operator desires to lease 18-hole golf course. Northeastern United States preferred. Financial responsibility guaranteed. Address: Ad 702, *Golfdom, Chicago.*

Pro with successful experience in greenkeeping and first-class record of service at north central clubs wants winter location. Will be available Nov. 1 and will work either as first pro or assistant. Widely and well known in sections where he has been as pro and is an energetic business-getter. Highly rated as instructor and businessman. Thoroughly reliable and loyal. For complete details, write: Ad 703, % *Golfdom, Chicago.*

Golf Professional, Greenkeeper and first-class Teacher; expert on greens; who has successfully managed present club as General Manager for past five years; is available for immediate connection. Write: File 2187, % *Golfdom, Chicago.*

Couple desires management of first-class club, pro-greenkeeper, hostess-cateress; 20 years experience, responsible, excellent references as to qualifications and character; pleasing personalities. Address: Ad 701, % *Golfdom, Chicago.*

For Sale—One No. 400 Yeomans motor-driven centrifugal pump, practically new, used only one season. Will sacrifice. *Fargo Country Club, Box 1710, Fargo, N. D.*

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