



Have You Got "B. P.?"

(BROWN PATCH)

We naturally suggest using CUREX as a preventive, but its stimulating action* on turf assists greatly in quickly overcoming the ravages of B. P.

Three Checks for CUREX—

- It checks B. P.
- It prevents B. P.
- It stimulates turf.*

When you have B. P., or if you care to prevent it—remember CUREX.

* CUREX contains no fertilizer.

Purchase direct from your dealer or if you have any difficulty, use Quick Mail Coupon No. 16 for full information.

CUREX, INC.

521 FIFTH AVENUE NEW YORK, N. Y.

Mimeographed News Bulletins Cost Little,
Do Big Publicity Job

CLEVER and effective jobs of promotion by means of club house-organs are being done by fellows who aren't putting



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

a lot of money into this important department of publicity but who are using bright brains.

One of the jobs of this kind that has been favorably commented on far from its home, is the "Westward Ho" of the Westward Ho public golf course at Palms, Los Angeles, Calif. George Stewart, formerly an advertising man and now an

accountant, gets out the mimeographed publication. Jack Cornwall is pro and T. P. O'Brien is manager at the club, and both are enthusiastic about the good Stewart's production has done for the establishment. Stewart is a golf nut and takes his pay for this fine job in golf instruction and greens fees.

Lively line sketches illustrate the "Westward Ho." The issues usually run three pages and are devoted to personal items about players, news about course



TORO



ALL OVER THE WORLD

TORO HAND PUTTING GREEN MOWER



Now in its twelfth year . . . regarded by Superintendents everywhere as the finest produced . . . a precision machine for true, smooth greens . . . Creeping Bent, Bermuda or any other grass

Write for information.

TORO MANUFACTURING CORPORATION

1641 Snelling Ave., Minneapolis, Minnesota, U. S. A.

Answer above ad with **QUICKMAIL No. 14**

operations and competitions, some first class playing tips from Jack Cornwall and even a short story about a local player, now and then. There is some deft plugging done for equipment and lesson sales.

A one-sheet mimeographed job of promotion that is attractive and carries a punch is the "Divotee," published by the Willow Grove Golf course, a daily-fee establishment in the Cleveland (O.) district. Editor of this is Elmer Dingeldey, former Cleveland sports writer who now manages the course, and on his staff are Jimmy Funaro and Walt Bohrer. Sketches by Bohrer put many a laugh in the publication, which makes a brisk presentation of the attractions of play at Willow Grove.

Winter Rules Bad—A. W. Tillinghast, PGA consulting golf architect, reminds the advocates of "winter rules" for saving turf that this teeing up is by no means a turf saver. Tilly points out that the ball is set on the best piece of turf available and then the turf is hacked away. If the ball were played as it lies there would be far more chance of the good tufts being retained and spreading to form a well-turfed area.



PRIVACY THAT PAYS

A PAGE-fenced golf course attracts the highest type of membership; develops revenues from tournaments and exhibition play. PAGE FENCE means privacy that pays.

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. G6

Bridgeport, Connecticut

America's First Wire Fence—Since 1883

Answer above ad with **QUICKMAIL No. 21**

GOLF'S MARKET PLACE

With the twofold purpose of stimulating the sale of new sets of Jones Cushion-Neck registered irons among members and of placing reconditioned trade-in sets of Cushion-Necks in the hands of beginners and golfers not now owning registered sets, A. G. Spalding & Bros. has inaugurated a "trade-in golf club plan" for professionals and has sent them complete details of the plan.

Briefly described, the plan provides that members can turn in for substantial credit toward a new set of Jones Registered Irons any set of these irons purchased after 1931. Sets of 1935 and 1936 manufacture rate double the credit allowed on sets of 1932-34 manufacture. Less than full credit is recommended if more than minor repairs are necessary to recondition the clubs.

The member applies his credit, which amounts to a maximum of \$25 in the case of 9-club sets of late manufacture, toward purchase of his new set of registered irons. The pro takes the old clubs, reconditions them if he has the facilities for such work (otherwise he sends the turn-ins to the