

TORO



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TORO MANUFACTURING CORPORATION

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

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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

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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