

# 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

## GOLF REQUISITES

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.

SEND FOR YOUR COPY NOW

*Stump & Walter Co.*

SPECIALISTS IN GOLF GRASS SEEDS,  
FERTILIZERS AND EQUIPMENT

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

See Your Dealer About

## LEWIS GOLF BALL WASHERS

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

Lewis Washers: lots of 1 to 10...\$6.00  
Lots of 11 or more.....\$5.50

Complete Tee Ensemble: Washer, tee staks, towel, waste container, tee date plate, towel and ring...\$10.65

C. B. LEWIS COMPANY

Department 86 Watertown, Wis.



## Three Styles of One-Color Score Cards

of Excellent Quality are  
Priced \$21 to \$26 for 5,000

Produced by a New Process they  
are complete and of correct size.

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

JOHN H. VESTAL CO., Printers  
703 South La Salle Street - - - Chicago

## PHOENIX RED TIP TRACTOR SPUDS

### Extra Long Service

Made of special analysis steel,  
hardened by latest scientific  
heat treating methods. Sizes  
3/8" to 5/8". Also Lawn  
Mower Spuds. Write for circular  
and prices.

PHOENIX MFG. CO.  
Joliet, Ill. Catawauqua, Pa.



nearest Spalding store for reconditioning at nominal charge), and then places them on sale in his shop at a recommended scale of prices ranging from \$33.75 for a 9-club set of 1935 or 1936 make down to \$15.85 for 6-club sets of prior make.

Spalding has also arranged to accept as credits toward the pros accounts any trade-in sets which the pros do not care to recondition and dispose of.

The plan is regarded as a real sales stimulator by Spalding. In addition to moving new sets of Jones irons, it is expected to acquaint many golfers with the advantages of matched sets and thus make them prospects later on for new sets.

Johns-Manville, 22 E. 40th St., New York City, is supplying to green-chairmen an interesting large aerial view of a golf course showing a fairway watering piping layout for use with Johns-Manville Transite Pipe. A strong point is made of installation of a permanently efficient irrigation system for as low as \$10,000 with Transite Pipe.

A copy of this poster and details of Johns-Manville fairway watering engineering service will be furnished free on request.

Penfold's new American plant is now in full operation. The switch-over from English to American manufacture has been accomplished without hitch. The first Chemo-welded balls ever made in this country are now coming through smoothly—day and night. "Chemo-welding" balls here meant importing every machine, since nothing like the equipment needed has ever been built before.

The new 1937 Penfolds have been "stepped-up" to greater distance, and, in addition, each ball has the extreme durability that only "Chemo-welding" can put into a thin-cover.

The same, rigid pro-only policy that Penfold has maintained for six years will continue.

Paul Hargrave, for the past several years salesman in the Chicago branch of The L. A. Young Golf Company, Detroit, has been appointed to represent that com-

The greens are the foundation of all  
successful golf courses.

### OLD ORCHARD TURF NURSERIES

Box 350 R. R. BOND, Owner Madison, Wis.

Growers of  
Old Orchard Washington Metropolitan

pany in the Ga., N. Car. and S. Car. territory.

Says E. E. Chapman, president, in announcing Hargrave's promotion: "Hargrave has proven himself a real asset in our Chicago branch and has justly earned this promotion. He came to us originally from Texas and so should be right at home in the southern territory, and we confidently expect that he will more than justify our good opinion of him."

Bern Huizenga takes over Hargrave's job in the Chicago branch and is fast becoming acquainted with the professionals in the district.

Sam A. Holler, for 17 years with **Burke Golf Co.**, as salesman in Ohio, western Pennsylvania, West Virginia, Michigan, Indiana and part of Illinois, has been appointed New York manager of the Burke company with headquarters at 11 Park Place. Holler succeeds Larry Miller, who has joined the National Fireproofing Co. staff.

"The new full page series of national advertising created by the Golf Ball department of **United States Rubber Products Co., Inc.**, and running currently in 'Golfing,' 'Saturday Evening Post' and 'Life,' has hit a high in golf ball advertising, if the tremendous response received at Golf Headquarters is an indication," says Ed. Conlin, U. S. golf ball dept. manager. "Never in my experience have I seen golf ball ads which created such a wave of enthusiasm," continues Conlin. "Letters are coming in by the hundreds asking for copies to be framed and hung in offices, homes and clubs."

"This is good news for pros, for this series of beautiful advertisements was created with one purpose in mind—to get more people to play golf so that the pro could sell more equipment. The series is an important part of the U. S. Royal Profit Plan.

"The fact that it is pulling more replies than any campaign in the history of golf ball advertising," Conlin continues, "is positive proof, to my mind, that the U. S. Royal Profit Plan is the greatest money-maker ever conceived for the professional.

"As an example of the pulling power of these ads, let me quote a few unedited statements taken directly from some of the letters. The first one, from a reader in Pennsylvania, says: 'Congratulations on the finest bit of advertising ever put behind any golf balls. . . . That ad should do a real selling job for you.' Here is another from a reader in New Jersey: 'I think this is one of the smartest bits of advertising I have ever seen. Congratulations—I'm going to use U. S. Royals from now on.' This one from a reader in Massachusetts states: '. . . and it would have been practically impossible

## SCORE CARDS TWO COLOR SPECIAL

USED BY HUNDREDS OF CLUBS

WRITE FOR SAMPLES  
AND PRICES ON YOUR  
REQUIREMENTS

QUICK DELIVERIES

*For Individual Use*  
COUPON SCORE CARDS  
(Coupon for Hdcp. Com.)  
SCORE CARDS (for 36 holes)  
REGULAR SCORE CARDS

*For Tournament Use*  
Medal Play Sheets (4 styles)  
Match Play Sheets (3 styles)  
Starting Sheets  
(Spaces for 80 Foursomes)

*For Greenkeeper—Workman's Daily Time Tickets*  
Write for Catalogue

*For Handicapping*  
GRAPHIC HANDICAP  
CARDS  
(for any Par course)  
Small HANDICAP CARDS  
(4" x 2 1/2"—Four Colors)  
HANDICAP CARD RACKS  
(2 styles)  
Full Aluminum and Walnut  
with metal pockets

*For Club Records*  
Tournament Record Books  
Graphic Club Score Books  
"One page per member—  
one dot per game."

**THE GRAPHIC SCORE BOOK CO.**  
P. O. DRAWER C PARK RIDGE, ILLINOIS

## A NEW and different TURF NORTH WOODS BENT

(U. S. Plant Patent No. 143.)

Just a bit heavier and stiffer than Velvet, with plant form and density about the same. This gives true, steady putting quality. Quick healing. Low maintenance.

Ask about "The Proof of the Putting"

**Barrows Bent Grass Company**

Minneapolis, Minnesota

## NEW LIFE FOR PUTTING GREENS

**McCLAIN • SPIKER  
AND PERFORATOR**

AERATION is the thing. 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



## TWICE THE GRASS WITH ONE FOURTH THE FERTILIZER.



### VEGETONIC 21-13-10

#### THE MODERN METHOD OF FERTILIZING PUTTING GREENS

Mix small quantity with water and get Nitrogen, Phosphoric Acid and Potash in highest percentages for rapid grass growth. Specially prepared for Greens.

Clean, odorless, easily applied. Much stronger than ordinary fertilizers. Time and money saver. Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY  
CANTON, OHIO



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

### CREEPING BENT TURF

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  
18455 REIGEL ROAD (Near Chicago) HOMEWOOD, ILL. 746

## LAWN-BOY 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 20¢ a day, light weight, rubber tires and many other features. \$110 f.o.b. factory; easy terms. Price subject to change without notice.

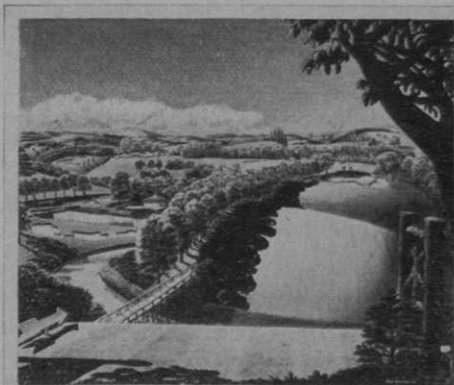
**EVINRUDE LAWN-BOY**  
1708 W. HOPE AVE. MILWAUKEE, WIS.

### ● 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.



#### THESE THINGS ARE GOLF

These things are those that make you and the world and the weather.  
These things are those that you need the most, and that you will use when you  
want to be in the best of health and the best of spirits.  
The one that is the king of the world and the ruler of the sky.  
The one that is the king of the world and the ruler of the sky.  
The one that is the king of the world and the ruler of the sky.  
The one that is the king of the world and the ruler of the sky.

United States Rubber Company

After this advertisement appeared in "Golfing" and "Life" magazines, the golf ball department of United States Rubber Products, Inc., received hundreds of requests for copies to frame.

for you to present a more convincing argument to play golf or to use your balls."

And from New York: 'I think it is that good that I am going to frame the print and give it to the club for the pro-shop.' These are only a few of the hundreds of similar expressions.

"This is another step in the U. S. Royal Profit Plan to make more money for the pro in 1937. First came the U. S. Royal Golf Kit, enabling the pro to make his club activities more enjoyable and profitable. Now comes one of the greatest golf ball advertising campaigns in the history of the game to make more people want to play golf, to help the club get new members, and to provide new customers for the pro."

The Skinner System of Irrigation for golf courses has met with such success during the past few years and has grown so rapidly in popularity that it has been necessary for this concern to acquire a four-story building located next to their present quarters.

Skinner Irrigation Co., Troy, Ohio, announces this additional floor space will enable them to keep up with the constant and ever increasing demand for their products.

Company engineers have worked out a plan of installation which will make play

# JANSSEN GRAYBAR HOFBRAU

Where golfers meet in the atmosphere of 'Old Heidelberg'—the perfect combination of a delightful eating place and '19th hole' in the heart of New York. *Open Sundays.*

Lexington Ave. at 44th St.  
Old Hofbrau: 28 W. 30th St.  
New York City

*Janssen wants to see you!*

possible on a course while piping is being installed. An example of the workability of this plan is the Niagara Falls Country club, which had the problem of waiting another year or installing system during play, and so placed the entire contract for equipment and installation in the hands of the Skinner engineers. The plan calls for installation on one fairway at a time—thus making it possible to use the course without interference and yet have the much needed water this season.

L. A. Young Golf Co., Detroit, is distributing to 3,200 professionals the counter display card headed "For Women Only," shown below, which pictures the American Lady and Miss America line of

construction of the Vulcord ball and the Cord automobile tire, while Cards No. 2 and 3 emphasize the toughness of this Cord construction. Cards went into the mails May 10, the first of June, and card No. 3 will follow at the end of June.

Because some of the boys were not quite clear about Wendell Kay's territory in New York State, Al Link vice-pres. of Link-Lyon, Inc., Nashville, Tenn., has announced the official 'beat' for Wendell to be in the western New York state district. Kay, who is well liked by the pros in that section, covers the territory west of and including Seneca Falls, Ithaca and Elmira. He also represents the Acushnet Process Co. in that territory.

Wilson Sporting Goods Co., Chicago, are distributing two excellently prepared catalogs on Wilson Golf equipment, one for players and one to their pro trade. The first, entitled "The Gateway to Golf," describes and pictures in turn the complete line of Wilson balls, clubs, bags, apparel, accessories and golf course equipment, plus a section devoted to Wilson's tennis and badminton products. The second catalog contains list of restricted line of Wilson golf products plus pages on badminton and tennis. Copies, which are handsomely bound, may be obtained upon request.

## FOR WOMEN ONLY!

### WALTER HAGEN

# American Lady and Miss America

## GOLF CLUBS



**AMERICAN LADY**  
#1-#5 WOODS \$7



**MISS AMERICA**  
#1-#5 WOODS \$1



**CLUB FITTING CHART**



**AMERICAN LADY IRONS \$1**



**MISS AMERICA IRONS \$2.25**

The L. A. Young Golf Company  
Detroit Michigan

clubs, together with the American Lady ball, and three cards in cartoon style, designed to draw attention to the "cord" construction of the Vulcord golf ball.

The counter display card features the club and ball line exclusively for women in striking fashion and will be shown in the pro-shop and in the women's locker-room. Card No. 1 illustrates parallel of

## Classified Ads

**Shopman**—Would like position as assistant to some good professional. Age 39, single. 8 years experience in golf shops. Good club repairman. Fairly good player. Could also take charge of a small club as professional. Go anywhere in U.S. Good reference. Address: Ad 600, % *Golfdom, Chicago.*

**For Sale**—McCormick Deering grass seed and alfalfa double disk. 20 hose, drill. Like new, half price. Address: Tam-O'Shanter Country Club, Orchard Lake, Mich.

**Couple desire** all year connection with a first class club. Pro-greenkeeper, hostess-cateress, 20 years' experience. Pleasing personalities. Qualifications, character and credit rating A-1, excellent references. Address: 601, % *Golfdom, Chicago.*

**Greenkeeper** open for engagement with good club. Thorough experience in all phases of course construction and maintenance. Expert mechanical ability. 21 years experience, nine years nationally known club. Go anywhere. Address: Ad 604, % *Golfdom, Chicago.*