

wearing of a proper amount of clothing upon the golf course. It does not prohibit men from displaying their deformities in shorts, but does require the wearing of shirts.

In Scotland, where golf is known as a gentlemen's game, coats must be worn upon the links. In this climate, we do not go quite that far.

The Club is situated in a refined neighborhood, and certain standards must be maintained.

We trust that it will not be necessary to penalize violations by the display of photographs of the players who appear minus shirts, although the newspapers have offered liberal inducements for these pictures for use in their comic supplements.

BECAUSE of the peril to the life and limb of a man and his family from flying balls hit by erratic golfers, the Alcrest Golf Club, near Winnipeg, Canada, has been closed by an injunction issued by the Manitoba Court of Appeals.

The suit was instituted by Ernest Chiswell in behalf of himself and his family, who he claimed were endangered by balls driven out of bounds and onto the premises of his home adjoining the golf course.

Litigation was instituted in 1932 by Chiswell, who claimed that his home life had become a matter of ducking duffer shots. To substantiate his contention, he introduced as evidence more than 80 golf balls he had picked up on his lawn.

In enjoining the club from using the golf course, the court assessed the golfers with the cost of the lengthy litigation. Lower courts had dismissed the suit.

NEW SOUTH WALES branch of the Australian PGA has abandoned a handicapping system for pros that was put into effect when clubs put on open four-ball events on week days and invited pros to compete.

The system was found to have a bad effect on pros who were excellent teachers but who, as one Australian sports paper put it, "cannot play for nuts."

GOLF'S MARKET PLACE

"This should be the greatest business year for the golf pro in the history of the game, and pros should be able to double their sale of golf equipment this year over last!" This is the emphatic opinion of E. C. Conlin, live wire sales manager of the golf department at United States Rubber Products, Inc.

"And by more business I don't mean in golf balls only," Conlin declared. "The pro should sell more equipment of all kinds in 1937 than he has ever sold before, no matter how long he has been in business. I base this assertion on the wave of prosperity that is sweeping the country. All my observations, backed by reports from many branches of sports, show that people are actually spending more money on recreation right now than ever before—that they are in the mood to play and play hard.

"The US Royal people have realized this for several months. We have watched the mood increasing month after month. This is why US designed the famous US Royal Profit Plan and built the kit that is setting a new standard for sales promotion—the US Royal Golf Kit. US Royals are out to capitalize this situation for the pro.

"I recommend every pro in the United States at least double his sales quota this year. By making the fullest use of the US Royal golf kit, it is my honest opinion that he'll even top his new quota!

"US Royals have always felt that their biggest job was to help the pro increase his sales. The Profit Plan and golf kit, which are creating more favorable comment and interest than any sales promotion plan ever devised, are concrete evidence of this.

"But US is going even farther. To remind the public that golf is a lot of fun to play, it is placing a substantial advertising campaign in the largest national magazines in the country—magazines like *Golfing, Life, and The Saturday Evening Post*.

Concluded Conlin: "The pro can be sure of this—that in back of every piece of advertising and sales promotion that US Royal puts out is a sincere desire to do three things—help the pro sell more equipment, increase the amount of golf that is played, and help his club get new members. It is going to be a big golf year."

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!

"LET'S GO OUT TO THE CLUB FOR A SWIM"

And you won't be in the 'swim' unless you follow the example of smart clubs all over the country who are installing swimming pools.

And that's where "GUNITE" comes in. A "GUNITE" pool provides, at lowest cost to you, a first class swimming layout. 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.

Put your club in the 'swim' with a "GUNITE" pool!

Write us for full details.

CEMENT GUN CO.
ALLENTOWN, P. A.

Brand THAT MAVERICK!

Golf Balls without Fulname Marking are like cattle without brands—both are easy prey to enterprising chisellers.

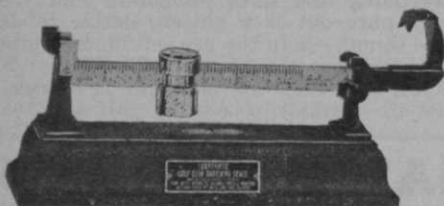
Fulname Marking!
The positive branding iron. Demonstrated by actual trial—installed if satisfied FREE OF CHARGE under liberal plan.

Write TODAY for details.

**THE FULNAME
CO. (Sta. O.)
CINCINNATI, OHIO**



Matched Set Sales Made Easy



Prospects come to you when you have the Lorythmic Swinging Weight Scale because you can give them definite assurance the set will fit their swing.

Send for our 1937 Catalog
ELLINGHAM TOOL CO., Springfield, Mass.

Magnet-O-Type letters and numerals, a recent development of the Magnet-O-Signs Corp., 180 N. Wacker Drive, Chicago, answers the problem many clubs have in displaying announcements, making attractive small signs, etc., for use in the pro-shop, clubhouse, or grill. Each letter is molded of plastic material with small permanent magnets imbedded under the surface. The magnetic attraction of the imbedded magnets cause the letters to adhere firmly in any position upon the metal card or bulletin board. Signs can be quickly changed, and are readily washable.

P. Goldsmith Sons, Inc., announce the opening of a sample room for their Chicago district trade, located in suite 802, Finchley Bldg., 23 E. Jackson Blvd., Chicago. Arnold Minkley, in charge of the golf department of the new outlet, announces a complete line of sports equipment is being carried in addition to the golf line. Telephone is Harrison 6797.

Inquiries for their fairway mowing equipment and tractor attachments indicate Roseman Tractor Mower Co., Evanston, Ill., are heading into a big year, Joe Roseman, president, reports. The new tractor attachment Roseman introduced this year is proving popular with greenkeepers who have already operated the new attachment. They say it is easy to install, handy to operate, and economical to use. Attachment has a capacity of 1½ cu. yds. and sells for \$200.

"Fore! . . . here comes the 'Ugly Duckling.' This caption, given prominent spread on a page of the recently released Spalding golf catalog, announces the new 'Ugly Duckling' marking for the tournament 'Needled' Kro-Flite and Top-Flite golf balls produced by A. G. Spalding & Bros. A block of copy on the above-mentioned page tells the story of this new Spalding marking feature:

"When the marking of this golf ball was 'hatched' from the Spalding laboratory, we were the first to admit that it would never win a beauty prize.

"But our laboratory has been engaged for two years in trying to develop a golf ball that would get up quicker for the average hitter without loss of distance. In regular routine tests with other markings the Ugly Duckling was given its chance and—proved itself a swan! In head winds . . . cross winds or no winds . . . hot weather, cold weather . . . good lies and bad lies . . . on tee, fairway and green . . . the Ugly Duckling earned its prideful place in the Spalding line—on sheer performance!"

The new display package for Ugly Duckling balls includes a panel at the rear of the box to bring the trade mark and brand name prominently before the

consumer. A display card comes in each box and may be inserted at the rear of the box to form an attention compelling display of no mean value. The card carries the story of the Ugly Duckling marking.

Lewis Mfg. Co., Bay City, Mich., report lively interest being shown by many golf clubs in the easily assembled ready-made golf course shelters made by the company. Complete materials f.o.b. Bay City cost \$66.50, and if straight roof is desired instead of curved roof the price can be reduced to \$52. Details can be had upon writing the company.

E. E. Chapman, president, The L. A. Young Golf Co., Detroit, has announced the appointment of Gerard B. (Jerry) Hines to the staff of the company's New York branch. Hines will work under the supervision of Larry Dow and will cover Westchester county and southwestern Connecticut.

Hines is 29 and was born in Doncaster, England, coming to the United States in 1927. He was formerly associated with the H. L. Judd Company, Wallingford, Conn., and the Miller Company of Meriden, Conn.

Larry Dow is at present taking Hines on his initial trip through his territory and



Jerry Hines,
new addition
to L. A.
Young staff.

introducing him to the various professionals with whom he will be associated. While an enthusiastic golfer, he is new in the golf equipment field.

The country hasn't gone to hell. Milt Heymann, Penfold's American manager, reports difficulty in getting enough of the Penfold dollar balls to supply the demand.

Complete details on Buckner irrigation systems, sprinklers, etc., are given in the large composite catalog that can be obtained upon request, from Buckner Mfg. Co. The profusely illustrated catalog



FORE! PAGE FENCE maintains *right of way* for club members—tournaments—exhibition revenues. Page Fence fabric is furnished in 5 superior metals meeting all atmospheric conditions.

Mail the PAGE "quick-mail" coupon from this issue for complete information about PAGE golf fence and name of nearest of 92 nationally associated PAGE FENCE distributors.

PAGE FENCE ASSOCIATION

Dept. G5

Bridgeport, Connecticut

America's First Wire Fence—Since 1883

Answer above ad with QUICKMAIL No. 23



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



Here are three of the display cards being furnished by Spalding for the pro-shop. "Season's Big Golf News," heads a card which features Spalding Bobby Jones irons and woods with their new features and refinements. The open pages of a book, on which are listed the major golf tournaments won with the Spalding ball, irons and woods, makes an attention compeller of another of these cards. The locker-room card, dedicated to Pro instruction, has been designed for quick reading.

company. Representatives by territories are: Wallie Sharrett is working Maine, New Hampshire, Vt., western New York; Pete Henry is busy in Pa., southern N. J., Md., Del., Dist. of Col. northwest Va.; Hugh Gordon is busy in Mass., Conn., R. I., and Met. N. Y.; George Clark covers N. and S. Car., Va., southern West Va., Ga., Ala., Tenn., Miss.; Fred Fuller covers Texas, La., Ark., Kans., Okla. and western Mo.

Maurice Harris is working Iowa, Neb., Minn., N. and S. Dak.; Bob Macdonald and Harry Adams are covering St. Louis district, Ill., Ind., and Wisc.; Bill Hoyt is working in Ohio, Ky., western Va., Mich. Wendell Kay is also covering western New York. Each of the above men also represents the Acushnet ball for the Acushnet Process Co., New Bedford, Mass.

On the West Coast Jim Casey, Bill Phillips and Ben Poinsett are handling the Mac Smith line in addition to the Penfold ball and Jackman sportswear.

At the annual meeting of The L. A. Young Golf Co., manufacturers of Walter Hagen golf equipment, held in the office of the company at Detroit, Michigan, on

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

Here's Proof

that the best
Brown Patch
control method
is the **MOST**
ECONOMICAL!

SPECIAL SEMESAN HELPS YOU SAVE



4 WAYS

Although it is a *real organic mercury fungicide*—outstanding among the other brown patch preventives for its effectiveness against the disease—*Special*

Semesan actually saves you money four different ways.

1st, it goes further. One pound covers 6,000 square feet, at a cost as low as \$1.29 a green.

2nd, it saves in labor costs, for *Special Semesan* need be applied less frequently in severe brown patch weather than the inorganic mercurials.

3rd, it saves repair bills because it does not damage the spray rig.

4th, it saves your greens—gives them the most complete protection against brown patch that *any* money can buy.

Easily used either in water solution or dry with compost. Five lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Order from your supply house. Postcard request to us brings free turf disease pamphlet.



Regular Semesan, the original brown patch fungicide, and Nu-Green, the brown patch preventive which also hastens recovery of infected turf, are still available to all greenkeepers who, through experience, prefer them. Write your supply house for prices.

BAYER-SEMESAN CO., INC.

Du Pont Bldg., Wilmington, Del.

Answer above ad with **QUICKMAIL No. 27**

NEW EASY WAY TO APPLY CHEMICAL FERTILIZERS

ATTACH HOZON HERE

SPRINKLE WITH ORDINARY NOZZLE HERE

SET FERTILIZER SOLUTION HERE

... also fungicides, etc., to greens and fairways. H O Z O N mixes solution with water automatically.

No heavy equipment to cart around. Use it anywhere there's a water line. Easy as sprinkling.

JUST OUT! New Golf HOZON
Guaranteed non-corrosive for Mercury fungicides—\$5.00. Standard bronze type for all ordinary chemicals—\$2.50. Write for literature and 10-day trial offer.

HOZON CO., Box 47, Warrensville, O.



FIREWORKS for July 4th

Club Displays \$25.00 and up.
Big illustrated rotogravure catalog listing all types of FIREWORKS at a **15% CASH DISCOUNT** sent FREE if you write Dept. 114

Paramount Fireworks Co.
34 PARK PLACE, NEW YORK



April 6, L. A. Young was elected Chairman of the Board of Directors.

E. E. Chapman, who has held the office of vice-president, was elevated to the presidency. Walter Hagen was again elected a vice-president, as were Richard A. Link, factory manager of the club division of the company; and R. Fulton Smith, Factory Manager of the golf ball division. George J. Herrmann was re-elected secretary-treasurer.

Satisfaction was expressed by the directors at the progress made in 1936, and the company is anticipating business for 1937 that will surpass anything in the previous history of the company.

Perfection Sprinkler Co., Plymouth, Mich., announces a new low priced proportioner. It consists of a handmade, rubber bag for carrying the concentrated solution of fungicide or insecticide. From the bottom of the bag a rubber tube leads to the mixing nozzle where the proper dilution takes place; the stream is broken into a spray as it strikes a flange in front. There are no small holes to become cor-

roded or clogged and the entire green can easily be reached without moving far from the center of it.

The entire apparatus, excepting the brass nozzle, is made of rubber and is



Bill Beaupre operating the proportioner on the Plum Hollow (Detroit dist.) course.

resistant to chemical action. With reasonable care it will give many years of service without repairs. The container holds 2½ gallons and weighs, empty, about 3½

GOLF SCORE CARDS

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

For Handicapping
GRAPHIC HANDICAP CARDS
(for any Par course)
Small HANDICAP CARDS
(4" x 2½"—Four Colors)
HANDICAP CARD RACKS
(2 styles)
Full Aluminum and Walnut with metal pockets

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

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

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

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

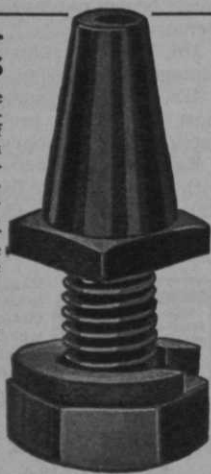
R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

Mfr. of SPUDS, FORD-SON WHEELS, Etc.



lbs., when filled, about 22 lbs. Makers say three men, with three one-man proportioners, can treat 18 greens in less than 3 hours.

The depression is over! Its last vestiges have disappeared! How do we know? Easy—the chairman of the house committee has ordered a new rubber runner for the locker-room floor.

The rubber runner isn't the only evidence though. The entire atmosphere in hundreds of golf clubs all over the United States is changing. Everywhere we go we see signs of prosperity. New decorations in clubhouses; new equipment in the greenkeeper's shed, and around the fairways.

It is a good sign. It means clubs are getting new members. It means there is more money in the treasury. And it works two ways. By spending some of the money for new equipment they attract other new members.

All of this evidence of prosperity checks closely with the latest figures from the golf department at United States Rubber Products, Inc. The sales staff up there tells us that clubs are not only buying more hose, rubber matting, and other equipment, but that they are buying better grades. US Rubber says they are selling more US Royal golf course hose than for years past. Greenkeepers are spotting the hose in more places. Practically every outlet around the course has its own shiny new coil all set to go into action.

Stanley Northrop, well known sales representative for many years of the L. A. Young Co., a fine amateur golfer and very well and favorably known in the southern territory, has taken over the MacGregor line in North and South Carolina, Georgia and Alabama.

Crawford, MacGregor, Canby Co., also announces that Tony Penna has joined the organization in the capacity of good will representative to the professional trade. Tony will be a free lance, attend-



**STOP BROWN PATCH—SNOW MOLD
— DESTROY CLOVER, DANDELION,
ANGLE WORMS — USE TONAGREN
No. 1, 2 and 3**

Also Quick Action Hose Menders

Hundreds of the most outstanding golf courses in the United States and Canada are now using TONAGREN PRODUCTS. Science has brought forth another wonder to help the Greenkeepers and fine lawn owners maintain their greens and lawns in perfect condition. It is no longer necessary to worry about brown patch, snow mold, clover, dandelion and angle worms. TONAGREN PRODUCTS will eliminate those evils. TONAGREN No. 1 is a double acting, effective preparation that sells for less money than most preparations that can be used for one purpose alone.

Not to forget the Quick Action HOSE MENDERS—mend leaky hose in a jiffy. Sizes 1/2", 5/8", 3/4" and 1".

Write us today for full particulars if your dealer does not handle.

P. & M. TONAGREN COMPANY

153 Adams Tel. York 7155W Denver, Colo.

1937 GOLF TURF

On Request

The new "Golf Turf" contains information on turf maintenance, as well as a complete list of Golf Requisites, Fertilizers, Insecticides, Sprinkling and Irrigation Equipment.

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.)

Three Styles of One-Color Score Cards

of Excellent Quality are

Priced \$19 to \$25 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

Social Security Act Forms

Designed by

Horwath & Horwath

As recommended in March issue of *Golfdom*, are printed and sold by the Sherway Standardized Hotel Forms Co., 3738 N. Clark Street, Chicago.

SAMPLES ON REQUEST

100 Personal Cards	\$3.50	100 Payroll Sheets	\$3.00
300 " "	9.00	300 " "	7.50
500 " "	12.50	500 " "	10.00

Postage Prepaid

The Sherway, 3738 N. Clark St., Chicago

TWICE THE GRASS WITH ONE FOURTH THE FERTILIZER.



VEG-TONIC

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

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 stake, towel, waste container, tee data plate, towel and ring...\$10.65

G. B. LEWIS COMPANY

Department 85 Watertown, Wis.



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 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
1707 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.

ing tournaments all over the country and will particularly attend a number of the smaller tournaments.

A new and pleasantly scented deodorant is being put on the market under the trade name of A. V. A. by the manufacturers, Gibbs Mfg. Co., Canton, Ohio. Developed primarily to dispel unpleasant toilet odors, A. V. A. is finding many other uses around clubhouses in the elimination of cooking smells and in clearing the air of club rooms after parties, especially where there has been heavy smoking.

A. V. A. is effervescent, so that a little of it poured in a bowl of water leaves the air purified without chemical after odor.

Club managers are invited to write the Gibbs Mfg. Co. for a full size can free, so they can make a test of A. V. A.'s efficiency under actual clubhouse conditions.

The P. Goldsmith Sons Co., Cincinnati, Ohio, has completed a working agreement with John Douglas Sons & Co., Ltd., sporting goods manufacturers of Dudley, England, through which the Goldsmith company has secured the right to manufacture and distribute in the United States the Alf. H. Padgham and Archie Compston clubs.

Alf. H. Padgham, 1936 British Open Champion and winner of other outstanding national and international golf events, and Archie Compston, famous British golfer



Alf. Padgham



Archie Compston

noted for his tournament play, have designed woods and irons which are being marketed under their names throughout the British Empire and on the Continent. The Goldsmith company is duplicating these models in their Cincinnati factory for distribution in the United States.

In addition to the Padgham and Compston Clubs, the Goldsmith company is also merchandising a complete line of special English putters and feature irons, and also two unusual English oval golf bags.

A complete section in the 1937 Goldsmith special pro catalogue is being devoted to this English equipment. The company states that the golf trade has received these new models with great enthusiasm.