

The mimeographed bulletin of the association is closely keyed to the operations of the section. One of the features of the bulletin is a report of the players' standings in the association's sweepstakes events. One point is given for attendance, 3 points for first place, 2 points for second and one point for third.

Newspapers are furnished with publicity concerning the pros' operations. Hunter, Patterson and other officials and members of the Southern California section are not yet disposed to say that the new service will transform pro golf from a tough business, that has to be vigilantly and expertly conducted, into a rich bed of roses, but at least the Sunkist gentlemen are going to see that their idea gets a harsh test of action instead of being confined to the talk stage, as it has for some time past.

Spalding Jones Booklet Offered Pros for School Pupils

A HIGH SCHOOL EDITION of "Rights and Wrongs of Golf," by Bobby Jones, has been issued by A. G. Spalding & Bros. for free distribution by pros who are engaged in high school instruction.

The job is very well done and will be a great help to pros who have the difficult problem of maintaining keen interest and getting results from classes of high school kids.

Copies for members of the classes may be secured from the Spalding main office, 105 Nassau St., New York, as long as the limited edition lasts, so pros had better put in their orders promptly.

Dresses for It and Golfs in Rain to Boost Play, Shop Sales

AGAIN in April the boys began to suffer set-backs from rain that held back play. Part of the answer to the rainy day problem is given in the plan Horton Smith employed so effectively while pro at Oak Park CC (Chicago district). When it was raining Horton would get members who were properly equipped for the rain and go out for a round.

Other members seeing the foursome start would question them. Smith would reply that it was just a "Scotch mist," and that some of the most enjoyable rounds he had played in England and Scotland were in the rain, because players over there think no more of rain as a

The Golf Ball VALUE of 1937

The NEW

Tommy Armour

50c each



The NEW Tommy Armour is the golf ball value of 1937 because it's stepped up in construction and speeded up in performance. The genuine Vulcanized Latex Cover is good for many extra holes of play. The patented center and two phase winding of vitalized rubber thread gives it the speed and accuracy of a tournament ball.

The Tommy Armour Durability Contest and National advertising makes the players want to try it.

Write us for details of special offer.

THE WORTHINGTON BALL COMPANY
Elyria, Ohio

WORTHINGTON
World's Largest Exclusive Maker of
GOLF BALLS

CONGO



America's Sunshine Hat

• Steam-blocked to perfect shape and improved head-on ventilators are new features in the 1937 Congo. Smarter style and greater air circulation around the head.

Individually tailored in pre-shrunk duck with pyralin non-glare visors. Retail price 50c. Free counter display card.



VOGUE SUN VISORS

A new line of visors and sunhats for the modern sportswoman . . . the smartest things under the sun for golfing, tennis and all outdoor activities. Five styles in pique, twill and strawtex retailing

50c. The visor illustrated here . . . The Playmate is made of twill with padded forehead shield, adjustable elastic back and green lining under visor.



Write for complete Sportswear and Tuffhorse Golf Bag Catalog.

JACKMAN SPORTSWEAR CO.

218 S. WABASH AVE.

CHICAGO, ILL.

Is this the man you want?

A graduate landscape architect (University of Illinois) four years' intensive, practical training, study and experience in all details of golf maintenance at one of the best maintained courses in the United States. Qualified and eager to take charge of course and grounds at modest starting salary to prove my worth.

If you want a responsible, diligent and resourceful man, soundly qualified for the business and science of golf course management, please write me for full details.

Address: Ad 512, % Golfdom, 14 E. Jackson Blvd., Chicago.

deterrent to play than of hot weather.

With the spiked rubber shoes, light and comfortable rain clothing and grip wax, players now really can enjoy golf in the rain. Some of the cosmetic advertising is referring to "marvelous complexions of English women" that the advertisements attribute partly to walks in the rain. That sort of appeal certainly ought to get American women onto wet courses.

Twilight League Is Fixture of Plainfield's Golf Season

By GENE HAMPSON

POSSIBLY this isn't a new idea to some and yet again it may be just that to others. At any rate we will pass it along for consideration and it might be that some will find it a worthwhile project this summer, especially on the public links.

The idea is simply this—an industrial twilight golf league conducted along the same lines as the popular twilight baseball, softball circuits, etc. The plan has been in vogue in Plainfield, N.J. for five seasons and has fitted well into the sports program there with several benefits.

First, the league has attracted extra green-fees to the public course scene of play; second, it has served to make new golfers by striking a somewhat different field; third, it has also served to bring the golfers together, by breaking up their usual foursomes. New friendships tend to increase club and community spirit. And last, it has been a welcome addition to a community athletic schedule of events.

The Plainfield Industrial Twilight Golf League, sponsored by the Plainfield Recreation Commission and governed by a board of directors, operates with eight teams. There is never any difficulty securing teams.

Matches are played on the Commission's own 9-hole course and all matches are of 9-hole duration in view of the fact that they don't start until 6 p.m. and there is insufficient time for an 18-hole match. However, plenty of action and fun can be packed into 9 holes, as the Plainfield golfers will tell you.

Teams are composed of five men. Prior to the season, players submit score cards to determine handicaps, but once play has begun the handicaps quickly are ironed out to the measure of each golfer's ability.

Each player is given two handicaps. One is a match handicap and is based entirely on a player's ability. The second handicap is a medal handicap and is governed

by the player's weekly score. The match handicap is changed once a month or once every two weeks if desired, but the medal handicap changes with each round.

Players are paired up as closely as possible by ability, with each team designating its men as 1-2-3-4-5 and playing them against the opposition's men of the same rating, said rating being decided by handicaps, low to high. Strokes are given or received according to the course card.

Each match counts one point and in addition, to prevent players from wasting strokes when their match is concluded—in order to bolster their handicaps—net medal scores are totalled and the team showing the lowest total with handicap is awarded an extra or sixth point.

The Plainfield League has adopted the plan of having each player chip in 25 cents for each match, in addition to paying his golf fees. For each point won, 30 cents goes to the team, with the remainder of the money placed in a prize fund for the players with the low average score under match play handicap and the low average score under medal play handicap at the end of the season.

Keeping the handicaps is important and not always an enviable position. The

Plainfield league is fortunate in having as one of its members a gentleman who just dotes on keeping such statistics, but in other cases the handicaps could be handled by club managers, professionals, tournament chairmen or recreation commission office men.

MUNICIPAL course publicity this year is stronger than ever, with public courses going about a real job of selling their attractions as civic assets.

One of the strong mailing pieces is that produced by F. W. Loede and Chas. A. Winans of the Passaic County (N. J.) Park commission. The season's schedule, rates, personnel, facilities, maps and a picture of the course appear in the folder. Pro Myron L. Kniffin is pictured on the address part of the circular which is extensively mailed within Passaic county.

Ask for Prospects—In "Chip Shots," house organ of the Coquillard GC, South Bend, Ind., are 12 dotted lines members are invited to fill in with the names of friends they would like to have join the club. Members are asked to hand their lists to Frank MacDonald, pro at the club and editor of the live little magazine.

The Old Colonel Says . . .

"There's more to a golf ball than meets the eye. It's the part you don't see that gives distance and controllability . . . and, that's why Jack Jolly P. G. A. Colonel Golf Balls are always dependable . . . Inner construction is right, for every Colonel Golf Ball has back of it years of experience in the manufacture of quality golf balls.



P. G. A. CHAMPIONSHIP or P. G. A. EXTRA TOUGH

These two balls, both with Geer Patent Covers, are made to the highest specifications and to the qualifications required by the P. G. A. The Championship with a thin cover or the Extra Tough will suit the requirements of the most exacting players. Distance and durability. . . . EACH 75c

P. G. A. FIFTY Extra Tough

A great 50c ball, long and tough. Its distance is well up with many higher priced golf balls and its Geer Patent cover gives it an

exceptionally long life. . . . EACH 50c
NOTE: The P. G. A. Championship and P. G. A. Tough come branded two ways—Colonel P. G. A.'s and Jack Jolly P. G. A.'s. Your choice of either or both.



JACK JOLLY
COLONEL GOLF BALLS, Newark, N. J.

KEEP WITHIN TURF'S TOLERANCE

Minnesota
Short Course
Address

By L. S. DICKINSON

TOLERANCE by a person is commendable, and the practice of tolerance is universally preached—and sometimes practiced. However, the doctrine is good only because we control the limits of tolerance. By the term "limits of tolerance," I mean the limits to which any factor can be subjected without destroying that factor or seriously affecting its function.

Greenkeepers pride themselves on *making* the grass grow. It is false pride and misplaced ego. Greenkeepers don't *make* the grass grow. The only *making* they do is when they apply some push-em-up green fertilizer, and that act can often be considered analogous to getting a short burst of speed out of a tired horse by whipping. It hastens the end.

Greenkeepers should pride themselves for *letting* the grass grow.

The demands on all golfing areas, particularly on the grass, by high pressure golf and modern equipment are severe and exhausting. These requirements of golfing turf are not set by the grass, but by men chasing old man par. They either do not know or fail to realize that grass has a limit to its tolerance.

Wise Greensmen Stay on Safe Side

Because Nature and not man has set the tolerance limits, these limits cannot be changed to suit man's convenience. Wise greenkeeping therefore recognizes the necessity of exercising only such cultural practices as will keep within the limits of tolerance set by Nature.

Such practices are not always carried out! Many greenkeepers get themselves in serious trouble by using a panacea or continuing one practice too long, as for example, sodding where fundamental correction is needed.

There are many factors involved in the management of a golf course—factors directly pertaining to play; those dealing with the cultural and physical condition of the golfing areas; those having to do with equipment; the ones that must be considered when new construction is being done, or alterations made; and personnel factors.

Each factor within each group has its

limit, of tolerance and each has a relative degree of importance to its group and to the maintenance problem as a whole. Therefore, each factor is important and to let or cause it to get beyond the tolerance limit is a serious offense to good maintenance.

In the playing group, the tolerance limits are variable because they are set by man. They differ at different clubs, and it will always eventually cost dearly those clubs whose members insist upon playing conditions requiring practices beyond cultural tolerance. I think it is the proper duty of greenkeepers to call the attention of club officials to the fact they are asking for things beyond the ranges of tolerance.

Keeping all the factors within the limits of tolerance sometimes will be like trying to fit rubber balls into a box that is just a bit too small to hold them. You press one ball into position and another jumps out, etc., until you correct the fundamental error of getting too small a box. Never let one factor jump out of range because of attention diverted to others. Never let one factor jump out of range to do extra good work on another. Abandon the factor first. To illustrate: spending \$500 for new tees when lime is needed to bring the soil pH within the range of tolerance.

The greater the importance of a factor, the greater is the influence of a slight change in condition. The causes of factors being out of the limits of tolerance may be classed as historical, construction, cumulative or immediate malpractices.

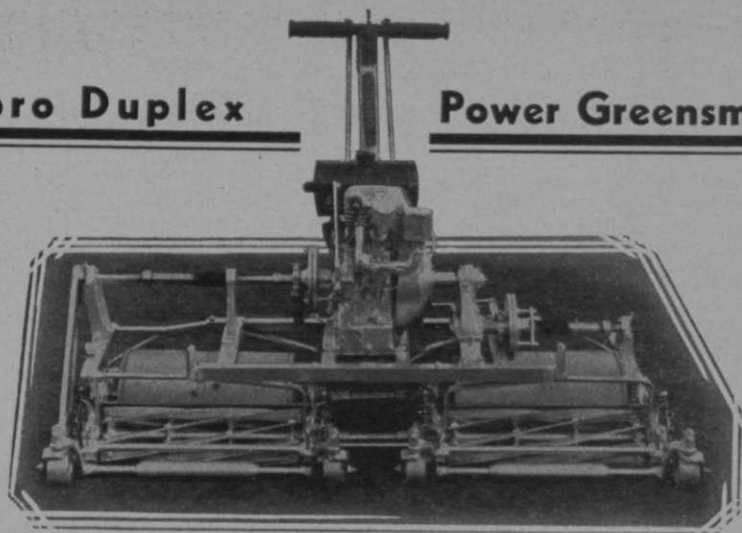
What Golf Needs Most

I am firmly convinced that the three things golf needs most are:

1.—Less frantic chasing of par and more leisurely golf, along the English idea. Now that we soon won't be permitted to work more than 30 hours a week, there

Toro Duplex

Power Greensmower



**"If I Were Given to Superlatives,
I'd Write You a Testimonial"—**
—says *Chicago User*

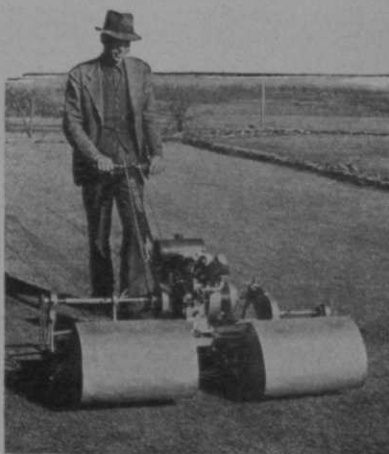
Sixty-eight users were asked to express their opinion of the Toro Duplex after using it for a full year. Their comments were carefully followed with the result that for 1937 many worthwhile improvements have been made, which greatly increase the efficiency of the mower.

We believe you will like the new model. It is a great machine and is bound to find favor among hundreds of new friends that it will make this year.

Write for
Our Tractor



and Mower
Catalog



TORO MANUFACTURING CORPORATION

3042 SNELLING AVENUE

MINNEAPOLIS, MINNESOTA

• Use QUICKMAIL coupon No. 14 to answer this ad •

will be no hurry to get through the game, anyway.

2.—More attention given to the use of the club as a family recreational center.

3.—Better greenkeepers! I sincerely mean it—better greenkeepers.

No I don't want you men fired and others substituted in your place—that would be suicidal for the clubs and certainly so for me. You men are good greenkeepers, surely the best in the districts you come from. But you are not good enough for yourselves, you haven't brought out your own full ability and you haven't yet convinced enough golfers that your work requires both business and professional ability.

One of your most important jobs is to convince yourselves that you have real ability—that the chances are very great your chairman and club members really prefer an independent thinking and acting man to a yes man. Be independent thinkers and doers; do not lean on research or be users of panaceas.

You may wonder why I did not place the need for research among the three greatest needs. It is not there, because I believe that research is for the research

worker and that it is for him to interpret the results and adapt them to general golf course management.

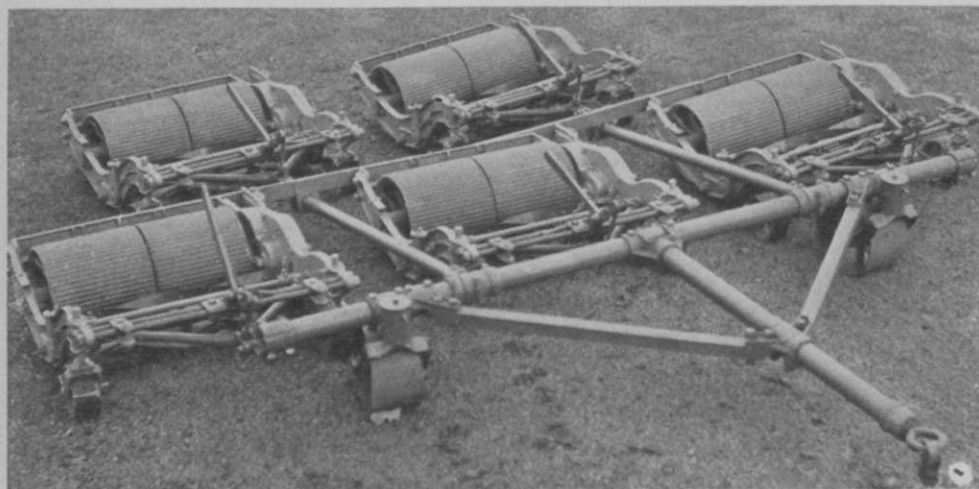
I do not say that further research is not desired. I do ask you to consider what the golfing conditions would be if further research should stop and you men should attack your problems with confidence, adopt the results of research already completed, and think through your troubles to their source instead of running for a panacea.

I'm telling you that with you men as greenkeepers, there would be better golfing, and more golfing and with no great cost, yet with higher salaries for you.

Well! perhaps I've spoken beyond the range of tolerance. I hope not, for I am sincerely anxious to do what I can to create better golfing conditions and to help particularly the greenkeeper.

Cinci Gets '38 NAGA Meet—Date for the 1938 annual convention of the National Association of Greenkeepers convention has been set as February 1 to 4, inclusive. Place of the convention will be the Netherland Plaza Hotel, Cincinnati.

A mower that builds better turf..



Watered fairways — ROSEMAN's build healthier turf, eliminate cuppy lies, uneven surfaces and wheel marks. You'll find better turf where ROSEMAN mowers are used. ROSEMAN roller mowers are more necessary on fairways than roller putting green mowers on your putting greens. Write for complete details.

ROSEMAN TRACTOR MOWER CO., EVANSTON, ILL.

Booklet Aids Club in Drive for Swimming Pool Funds

"LET'S put Mohawk in the Swim" is title of an eight-page folder explaining a drive for swimming pool funds at the Mohawk CC, Bensenville, Ill. It's the best presentation of a swimming pool proposition to club members that GOLF-DOM has seen. The job is illustrated and planographed from typewritten pages.

Probably a few extra copies are available so other club officials might be able to use the Mohawk idea adapted to their own conditions, by sending a stamped return envelope to Mohawk.

The Mohawk club is a private club, owned by a holding company, and provides excellent country club facilities at a surprisingly low price in a metropolitan district.

WILSON WOOD of Charlotte, N. C., won fame locally and through Ripley's "Believe It or Not" by playing Wilson woods made by Wilson Sporting Goods Co. The Wilson company received so much publicity from the discovery of Mr. Woods' preference in wood clubs, he was

presented with another and new set of Wilson woods.

After that happened we have begun to look for guys named U. S. Balls, Spalding Irons, McGregor Clubs and even an Indian named Tufhorse Bags, and other fellows of such nomenclature to turn up.

Lyon-Buckman Book on Soils Will Improve Understanding of Subject

TREMENDOUSLY helpful to anyone interested in turf culture is a good working knowledge of the relationship between the soil and the plants that grow in it. Few course maintenance operations can be performed in which the soil, as distinct from the turf, is not a governing factor in the technique employed.

Just published by the Macmillan Co. is the third edition of an excellent treatise entitled "The Nature and Properties of Soils," written by two Cornell University professors of soil technology, T. Lyttleton Lyon and Harry O. Buckman.

Readers will find adequate discussion of the origin of soil, its varied characteristics and its type classification. These characteristics are correlated with the changes

and economical power to pull it

with this new ROSEMAN TRACTOR ATTACHMENT

More power at less cost!
For all Ford chassis from
1928 to 1937 — specify
year when writing.

Almost as simple to install
as changing a tire. Capacity,
1 1/4 cu. yds. Price is \$200
for the attachment only —
\$310 for attachment with
dump body and seat as
illustrated. Prices F. O. B.
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plan, if you desire.

**ROSEMAN TRACTOR
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COURSE EQUIPMENT & SUPPLY DEALERS

Whitemarsh Valley CC

Indiana

C. E. GRIENER CO.

Silver King Golf Course Tractors
Ideal Fairway Mowers
Power Lawn & Greens Mowers
Golf Course Supplies

125-127 E. New York St., Indianapolis, Ind.
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COLLINS SEED SERVICE CO.

High Grade Turf Grasses and Grass Mixtures—Fertilizers—Chemicals—Worm Eradicators & Insecticides.

131 Beverly St. | Cedar Swamp Road
Boston, Mass. | Glen Head, L. I., N. Y.
Tel. Lafayette 7453 | Tel. Glen Cove 2150

NEW ENGLAND TORO COMPANY

New England's leading Golf Supply & Equipment House. TORO Tractors, mowers, rollers, wagons, etc. BUCKNER Sprinklers and irrigation equipment. MIL-ORGANITE and NETCO 8-6-2 Fertilizers. Grass Seeds—Tools—Chemicals—Accessories.

1121 Washington St., NEWTON North 7900
West Newton (Boston), Mass.

Michigan

TERMINAL SALES CORPORATION

Milorganite, Dow Arsenate of Lead, Ford Ammonium Sulphate and Complete Line of Fertilizers, Fungicides and other Chemicals.

1627 W. Fort Street | Randolph 7220
Detroit, Michigan

when the soil is subjected to cultivation, and the many interrelationships between soils and plants, the principles of fertility maintenance and the application of such principles are adequately covered.

Any greenkeeping library would do well to add "The Nature and Properties of Soils" to its shelves. It may be ordered through booksellers at \$3.50 per volume.

A DELICATE problem occurring infrequently even at clubs of highest social rating is that of politely and effective-

New Jersey

ELWINN SUPPLY CO.

ELWINN Tubular Tine Turf Fork. Complete Stocks of Supplies, and Equipment for Clubs, Parks and Estates.

Roselle 4-5879

ROSELLE -:- -:- NEW JERSEY

New York

ARTHUR D. PETERSON CO., Inc.

—More Than Twenty Years of Reliable Service—
Worthington Mowing Machinery—Hardie Sprayers—
Buckner Irrigation Equipment—Compost Mixers—Ag-
rico Country Club Fertilizers—Grasselli Arsenate of
Lead—all Golf Course Supplies.

420 Lexington Avenue NEW YORK, N. Y.

GOLF AND LAWN SUPPLY CORP.

TORO MACHINERY—Milorganite—NYTCO 8-5-2
Greens Fertilizer—Grass seed—Root screeners and dis-
tributors—Tools of all kinds, Chemicals Accessories.
Complete stocks carried in our warehouses at all
times.

810 Scarsdale Ave., Phone Scarsdale 4600
SCARSDALE, NEW YORK

STUMPP & WALTER CO.

Specialists in Golf Grass Seed
Fertilizers and Equipment.
Grass Seed of "Known Quality"
Tested for Purity and Germination.
Also Fertilizers, Equipment and Requisites of guaran-
teed quality. WRITE FOR PRICES.

132-138 Church St. -:- New York

ly restraining tendencies toward nudist exhibitionism. Such a noted authority as Dr. Alexis Carrel in "Man, the Unknown," warns against exaggerated tanning of the skin. However, the g-stringers sometimes require more than medical attention. This they have been given in the following bulletin, tacked to the display board in a mid-western country club, and signed by the club's board and president:

The attention of golf players is respectfully directed to rule No. 66 of the by-laws of the Club. This rule requires the

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.

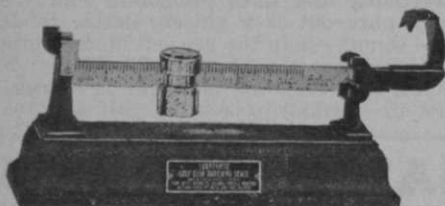
Fulname Marking!
The positive branding iron. Demonstrated by actual trial—installed if satisfied FREE OF CHARGE under liberal plan.

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