below the established selling price of 75c each, or $9.00 per dozen.

We do not sell our golf balls to our own employees for their personal play, but insist that they buy these balls from the golf professional located at the course on which they play, and pay for them the full price of 75c each.

Golf is a game played by sportsmen, and we believe that all those having to do with the game of golf, both as a player, manufacturer and seller of golf merchandise, are and should be sportsmen. It is the religion of all sportsmen "To do unto others as you would be done by"—to expect a square deal and to give a square deal.

We know that the golf professional, the country over, is a sportsman who plays the game and gives a square deal. That is what we are trying hard to give you and we feel sure that we will have the same treatment from you and the Professional Golfers' Association, as an organization.

If at any time there is anything in reference to the sale of our "——" golf balls that comes to your attention, that is out of line with our established selling policy, as set forth above, we ask that you immediately take the matter up with our organization.

**Rising Standard Mean Rising Costs**

AFTER talking over the matter with a number of greenkeepers and greenchairmen GOLFDOM feels that it might as well bring the optimists face to face with the probable dark truths; maintenance costs will increase rather than decrease on the country's golf courses.

One bright ray of hope beams in the undoubted fact that generally there is much more profitable utilization of the money that now is being spent and that will be spent.

What got us started off on this examination of the trend was a statement from John McNamara, greenkeeper of the Pittsburgh Field club.

McNamara says:

"The problem of golf course maintenance as far as the costs are concerned have been about the same dur-

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**Drive Like A Champion**

down the fairway straight and true and feel that exhilarating joy that comes with a perfect drive.

When you use a tee that is uniform in height and holds your ball the same position every tee shot, it gives you confidence and makes it possible to judge your stroke accurately.

Rite-Hite Tees are the logical and most efficient golf tees made because they are always uniform in height, they steady your game and enable you to drive like a champion.

Start the season with a box of Rite-Hite Tees and you will not only improve your game but you will assure yourself of genuine golf happiness.

Johnny Farrell Uses

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"I favor and use Rite-Hite Tees exclusively because they have the right principle. Always uniform in height."

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Make your members happy. Supply them with Rite-Hite Tees. Sold in bulk and package form.

FOR FREE SAMPLE WRITE—

The General Timber & Lumber Co., 7102 Woodland Ave., Cleveland, O.
ing the past 15 or 20 years when you take into consideration the increase in wages and costs of equipment. At the present time I have found that it costs from $22,000.00 to $25,000.00 per year for the upkeep of an 18-hole golf course of the better class.

"We are using today the same method of watering, fertilizing, cutting greens and tees as we did 20 years ago.

"In years gone by, even at a first class golf course they were not nearly as particular about the fairways, traps, and rough as they are today, so therefore what you save by using tractor instead of horses you lose by better upkeep of the course. Even taking into account the up-to-date equipment such as soil sifters, mower sharpeners, etc., the costs of which may be beyond the reach of the smaller club, you do not save enough to stay the rising tide of costs. By stating the above I wish to bring out that the maintenance costs will have a tendency to increase rather than decrease as the years go by. Of course, this will bring about much better golf courses throughout the country.

John has a direct manner of speaking up according to his lights, and while we doubt that he meant that his statement regarding the same methods was meant by him to be taken literally, he and the other fellows with whom we have talked about his forecast, have us fairly well sold on the inevitability of an increase in maintenance costs due to the constant elevation of standards of maintenance.

Refinements in maintenance equipment have bettered results and increased the speed of work, but the exacting requirements of the players have advanced also, and at a dizzy gait. Due to the spread of knowledge concerning fertilization there may be a greater degree of probable success put down on the side of advancement. That will be one waste checked off. And when you figure the capital invested in a metropolitan district golf course today, fertilizer or seed that cuts down the period when the course is out of play, or at least, not in inviting condition, represents a substantial fiscal item. Seeding, soil and watering seem to be matters that have been whipped into line with reasonable satisfaction. There remains the

**Play the SILVER KING**

"Heard the good news? Old man Duffus finally cleared the water hole."

"Must have surprised the turtles he's bombarded for thirty-one long years!"

"Oh, they were all down in the silt—trying to hatch out the first eight balls he drove.

"What got him over—some favoring hurricane?"

"Not at all Doug Smith lent him a Silver King and my how it worked!"

"How could even the King reform that ancient slice and hook addict?"

"Psychology, my dear boy, is no respecter of ages. Young or old, the so-called dub merely tries too hard. And the confidence that comes to every man when he's playing the best ball made gives him more distance, better direction, smaller scores! The King takes one great uncertainty out of this uncertain game. Its use is the best piece of golfing psychology I know!"

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TURFCALOMEL is the outcome of experiments to determine the most satisfactory, efficient, convenient, and safest fungicide for both large and small brown-patch. It contains both corrosive sublimate and very finely powdered calomel carefully adjusted in composition with mineral matter. This composition has distinct advantages. It prevents caking, gives bulk, and allows of a more even distribution of the active ingredients—thus reducing to the minimum any possibility of burning the turf. Will also serve to eliminate earthworms.

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