BENT GRASS SEED

Nine-tenths of the seed offered by seed dealers invariably is of foreign origin and often is not acclimated to the severe variable climatic conditions of our northern states.

SHOULD AMERICANS PLAY THEIR GAMES ON "GERMAN, NEW ZEALAND OR CANADIAN" GRASS WHEN THEY CAN PURCHASE SEED THAT PRODUCES THE SAME KIND OF TURF FROM AMERICAN FARMERS WHO GROW IT?

Kingston  A. N. PECKHAM  Rhode Island

"Every penny of waste between farmer and consumer that we can eliminate will be a gain both to the farmer and consumer."—President Hoover.

have done so at other clubs. Once lost it takes years of time and much money to restore them.

(6) Install a fairway watering system when the finances of the club permit.

(7) Insist on an adequate budget. Then for your conscience's sake try to keep within your budget. To do so will serve no purpose except your own satisfaction. After the close of the fiscal year, the auditors and the treasurer will find some way by "inventory adjustments," or the inclusion in your account of extraneous items, of making you appear to have gone over your budget. Treasurers and auditors have always done so and probably always will do so. But you yourself will have the satisfaction of knowing you have at least kept close to your budget.

New Cogsdill Washer Features

THE new Roto ball washer, made by the Cogsdill Mfg. Co., Detroit, has its brush, formerly driven by chain, now driven by a V-type belt, similar to the fan belt on an automobile. The new belt is positive in action, requires no adjustment and will last indefinitely. All working parts are now made of either aluminum or bronze, giving a washer that is rustproof, wear-proof and waterproof, the makers say. A change has been made in the hinge arrangement of the top, which makes it easy to clean the washer. The brush itself is made of Russian pigs' bristles, that retain their stiffness and last.

PRO SHOP AS "SERVICE STATION"

J. D. LYON, president of the Fulname Co., makers of the ball marker that is found in so many pro shops, arises to remark that the growing recognition of the fact that pro shops are operated as service stations for players has been his theme song for years. He states that his company's policy of playing up this aspect of the pros' performance has resulted in marked success.

In writing to GOLFDOM about how his proposition ties up with this feature of the pro business, Mr. Lyon states:

"We have contended, and have had very good evidence to support our contention, that the pro who sells Fulname marked balls to his players will suffer very little if any from the competition of the department store even at reduced prices. The service rendered by the pro in putting the player's name on the ball and..."
in acting as a clearing house through which the ball, if lost, may come back to its proper owner, gives the ball a value which more than offsets any small difference in price which may be offered by the store competitor.

I note also, that several manufacturers this year propose furnishing a series of letters to the pros through which they may approach their customer list. This idea has been used by us for a number of years and we have furnished letters bearing the pros' name and address and they have been used quite effectively. We have spoken of the pro shop having a Fullname installation as a "Fullname Service Station" and we believe this term covers the situation about as effectively as anything that has occurred to us.

"While we confine ourselves entirely to these marking devices, we believe that we are putting into the hands of the pro one of the best tools for the purpose of good will building and that if he will make use of it, he will find that he is getting a very large return for his trouble."

WILSON OPENS L. A. OFFICE

WILSON-WESTERN SPORTING GOODS CO. has opened a professional golf department at the Spreckels Building, Los Angeles. Jack Schaefer is in charge of the local branch. A complete line of golf clubs, bags and accessories will be carried.

MASHIE-NIBLICK IN B-R LINE

A Mashie-Niblick has been added to the Beckley-Ralston line of "Stroke Saver" clubs. This club matches the rest of the B-R short game clubs in its square tapering grip. The club-head, which is of usual mashie-niblick size, has a very narrow sole.

Golf clubs wanting expert men as pros, greenkeepers and managers are invited to ask for GOLFDOM'S list of available men.