lumbus. Nearly 150 of the spectators were members of the state association, while others noted in the crowd included green-committee chairmen from various local courses, cemetery groundkeepers, and golfers interested in work on the layouts.

Don Boyd, president of the state association, spoke briefly at a dinner meeting following the demonstration. Henry Marti, president of Heather Downs, and Gordon Jeffery, city welfare director, also spoke.

A tournament for the National Association is scheduled for Congress Lake, Hartville, Ohio, next September. Charlie Mayer was host to the superintendents yesterday.

Club Bulletin Is Economical Way to Get Publicity

H. L. CLASEN, manager at the Ridgeview GC, Duluth, Minn., has come up with what looks like a mighty effective way, and an inexpensive method, for managers at the smaller clubs to get the publicity and advertising they need. For a small outlay of cash Clasen bought a mimeograph machine, some paper and envelopes, obtained a P. L. & R. permit for mailing, and started to print his own paper, the Ridgeview Reporter, which he mails to the 240 members of Ridgeview.

Members have gotten a big kick out of the newsy little bulletin and Clasen reports his dining-room business has picked up considerably since he started printing his paper. The first issue was dated April 27, and has been appearing weekly since that time. Announcements, interesting stories about the members, bulletins on condition of the course, and a line here and there on some dining-room special, make the sheet a lively one for every member.

Clasen acts as owner, publisher, editor, reporter and printer, and Mrs. Clasen catches what mistakes might be made by her reporter husband. He estimates it takes about two hours to print, fold and get the issue ready for mailing, so the time element isn’t one that would prohibit other managers from taking up the idea. While Clasen prints the sheet, waitresses address and stamp the envelopes; when the printing is finished, all help with the folding and inserting into the envelopes.

Here’s what it costs Clasen to turn out the Reporter, certainly a cost that would soon more than pay for itself: the Lettergraph amounted to $18.75, 500 envelopes were $1.00, 1,000 sheets of mimeograph paper cost $2.00, and a post office permit allows Clasen to mail envelopes for 1c. The permit cost nothing, but he had to
store bait:
golf balls may be a pro's bread and butter, but they're just "customer bait" to a store.
they call 'em "loss leaders" and it's all the pro's loss

* if a ball isn't popular stores won't touch it.
if it's in demand they'll move heaven and earth to get it
and then kick hell out of it!
stores won't promote a ball, they let the pro do that.
and when the pro puts it over the store takes it over.
and relieves the pro of sales and profits ...

* there's just one defense and a pro doesn't need a building to fall on him to see it.
push a ball the stores can't get.
that's your only way out.

8 years ago
Penfold started pro-only.
we're still pro-only and will continue that way.
get Penfolds going at your job and watch your members come back to you for more.
Penfolds aren't "cheaper downtown" they just aren't "downtown."

go "pro-only" with PENFOLD

GOLF course maintenance doesn't drive men to drink as often as might be suspected. But it does seem to drive them to poetry. New England now presents its representatives in GOLFDOM's Garden of Poesy:

First on the tee is Harrison G. Taylor, green-chairman of the Worcester (Mass.) CC, with his classic "Lament of the Green-committee Chairman," which is a poem ending with a statement strongly endorsed by other green-chairmen.

Now for Mr. Taylor's imperishable verse:

I used to be so happy
When I went out to play,
You'd always find me smiling
On any pleasant day.

I'd go and get a caddie
And hand him all my clubs;
'Twas fun to be a-playing
With the usual bunch of dubs.

I thought the fairways perfect,
The rough—'twas not so bad,
The greens were simply lovely,
They'd make any golfer glad.

I'd say—"if up in heaven
They have a course like this,
I surely hope I go there
For a million years of bliss."

Then one day they chose me Chairman,
To look out for the greens,
I'll never be the same, boys,
For it shattered all my dreams.