could be made of bargain merchandise as well as of standard price clubs, and by showing the extent of pro stocks, the pros could nullify a lot of cut-price store competition.

He points out that stores in the northern and central states start their golf selling season with a bang and move considerable merchandise. To adopt successful competitive measures the pros, Murphy says, must get together in a selling circus of their own.

Each member of a club or fee course registrant could be sent a free ticket, or a ticket with a nominal price of a dime, would entitle the bearer to admission. The combination of the leading tournament players and the home club pros not only would draw a crowd to buy, but would put the pros in strong by providing a great entertainment and education feature.

Pros' Putters May Explain Fewer Putter Sales

HERE, maybe, is something to think about. It’s from the Sports Trader of London, Eng., in the Trader’s department “Scottish Scraps.” Under the heading “Rusty Putters,” the item reads:

Why is it so few putters are being bought? About 95% of sets of golf clubs sold nowadays do not boast a putter. It appears that an old hickory-shafted, rusty-headed putter has become to be regarded as fashionable by many star players, amateurs and professional. Go to any championship and you will see this is true. For some reason or other, the public seems to object to paying as much for this club as they would, say, for a mashie; so would not the manufacturers be well advised to charge five shillings less for the putter? Surely the costings and profits could easily be adjusted.

The practice of many prominent U. S. tournament pros of using putters that look like they were picked from a scrap pile, is extending rapidly among amateurs of widely varying scoring abilities. Putter sales, formerly a rather lively season-long source of profits to pros, have dwindled.

It appears that the playing pros on both sides of the Atlantic have set a bad example for club buyers by using putters of cheap, junk-yard appearance.

BROWN PATCH AHEAD!

BROWN PATCH has been sighted! But no need to change your course — DIWORMA will eliminate this hazard.

Brown Patch can’t gain headway—Diworma effectively controls it—fortifies and prevents the spread of this turf disease on affected areas.

Try this simple yet effective way—dilute at the rate of one pint Diworma in 50 gallons of water—sprinkle and your course is safe. Get your supply of Diworma, now, and be safe from brown patch.

Write for information on brown patch control, also 44 page Ground Maintenance Manual — FREE.

The C. B. Dodge Co.
Westport. . . . . . Conn.

After you’ve taught ’em to swing, teach ’em to RELAX. This book will help you.

TO RELAX and to concentrate on every shot—that’s the secret of winning golf. This book makes it easier than ever before to learn and to teach this important psychology of the game. At all bookstores, or send this ad with $1.50 and your name and address to Funk & Wagnalls Co., Dept. 2, 354 Fourth Ave., New York. Illustrated, only $1.50

THE MENTAL SIDE OF GOLF
BY KENNETH R. THOMPSON

LEWIS WASHERS
At Every Tee!
MULTI-BALL ROTO
New Washer... ea. $15.00
PADDLE TYPE
The proven single ball washer.
1 to 99 ea. $6.00
10 to 20............ ea. $5.50
G. B. LEWIS CO.
Dept. G8 Watertown, Wis.