

Pennsylvania, stating, "I have just written a prospective advertiser in THE NATIONAL GREENKEEPER as follows: 'I am very well pleased with the returns we are getting from the magazine. We have received four or five orders we can directly trace to this advertising. THE NATIONAL GREENKEEPER is reaching the people who actually buy golf supplies.'"

"THE NATIONAL GREENKEEPER is the only golf publication at present carrying our short story of goods for sale, therefore the actual business and inquiries we are receiving we can attribute only to this medium," says T. B. Tuck, of the Cleveland Charcoal Supply Company.

ONE of the most conclusive evidences of the value of this magazine as an advertising medium is the fact that no advertising campaign has yet been entered into, and no letters filled with flowery adjectives have been written in an effort to secure advertising contracts. Yet we receive practically every day subscription applications from manufacturers, with letters stating that the magazine is on their list for 1928 advertising. Recognition of the place the greenkeeper holds in the world of golf, and the desire to bring before him everything that may be of value to him in maintaining a golf course is expressed in these letters.

MISS MARY K. BROWNE, the tennis and golf star, in a conversation with the writer in our office two years ago, exclaimed "Do you know, I think golfers as a whole take as a matter of course the wonderful greens we play on. Personally, I never realized until I talked with you how much there is to this keeping of greens. Where would we be whose scores mean so much to us, if it were not for the knowledge of good greenkeeping and the fine care our greenkeepers give the courses we play over?" Miss Browne only expressed the viewpoint of the average player, and how better could she have proved the point that golfers as a whole take for granted a playing surface, perfect because of the fine art of the greenkeeper in charge.

LET the mission of THE NATIONAL GREENKEEPER be carried on, not in advertising campaigns, nor in editorial wanderings from the direct line of the goal we are striving to reach, but to

Help the young to make good and the game of golf better,

And take at true value the praise in each letter;

Let none dull the edge of our good commonsense,

And in keeping the faith find life's full recompense.

Monkey Wrenches and Mowers

An automotive engineer with twenty-seven years' experience in testing motors for the United States government once said, "There are more automobiles ruined with a monkey wrench and a screw driver than are worn out on the road."

That's a pretty broad statement, but we are wondering what he would say if he saw in one collection all the putting green mowers that have been in use for the past three years on golf courses in this country. Whatever his remark would be, it is sound judgment on the part of the greenkeeper to allow no workman the use of either of these small tools on any mower unless he knows exactly how to use them.

An uneven adjustment of the blades, even very slight, shows up at once in mowing greens, and adjustments should always be made by a man who has mechanical ability. When properly adjusted the cylinder will revolve without binding at any point, and if the machine is well sharpened it will cut paper cleanly and without tearing.

The summer of the putting green mower's discontent is now at hand, and like all other machinery having parts which bear upon each other and set up friction, the proper grade of lubricating oil is a most important factor. Hand mowers should not be lubricated with too heavy a grade of oil. A medium to light oil is best, and

it should be used frequently. If the bearings become gummed from the use of heavy oil, gasoline should be poured into them, washing out thoroughly and allowed to dry. Then they should be filled with medium light oil. Frequent examinations should be made so that at no time is there a lack of lubrication in the working parts.

Mower blades should never be sharpened with a file. If no grinding equipment is at hand, they should be bevel ground on a stone and finished on an emery wheel, which will give them a lasting edge.

Bolts and screws on every mower should be kept well tightened.

It is impossible to give in detail instructions for the care of hand mowers which will cover the various makes in use on golf courses, therefore the greenkeeper should follow carefully the instructions sent him by the manufacturer of the mower he is using. Designs differ, and some operations in the care of one design are unnecessary in caring for another. The manufacturer of any piece of golf course equipment is anxious to have that equipment give satisfactory service, in order to maintain and build up his business. Every manufacturer's equipment must compare favorably with that of other manufacturers in the field, therefore the instructions he sends out for the care and operation of his particular design of mower should be followed implicitly in order to give the mower a fair chance to give service.