

The Market Place

THERE'S an old saying about a mouse-trap. About a man who could build a better one than could anywhere else be found. And a beaten path to his door. You all know he didn't have to advertise.

Today there are so many good mouse-traps, that if you could not see them pictured, and couldn't read how they are built and how they operate, it would be somewhat difficult for you to select the one you wish to buy.

The NATIONAL GREENKEEPER has never conducted an advertising sales campaign. No advertising agency doors have been opened by any representative selling space in our magazine. No manufacturer or dealer in golf course equipment or supplies has been interrupted in the course of his daily business by enthusiastic accounts of what advertising in the NATIONAL GREENKEEPER will do for him.

There is such a thing as building a magazine so sound from an editorial standpoint, and so valuable to its readers, that any man who wishes to claim the attention of those readers will not overlook it.

The first man who built the best mouse-trap did not need to advertise. Likewise, the first magazine ever published in the direct interests of the greenkeepers of the United States and Canada does not need to exploit its excellence as an advertising medium to manufacturers of golf course equipment and supplies.

Contracts in hand and in prospect for 1928 prove the truth of our statements.

How Do You Space Wheel Spuds?

FROM R. S. Horner, Geneva, Ohio, Manufacturer of the R. H. Fairway Tractor and R. H. Wear-Well wheel spud, we have received the following message:

"In visiting golf courses in several states this season my attention has been called to the fact that many clubs are wasting time and money by having their heavy tractors using only three fairway units when they should be using five. When the drivers are asked why they are using only three units, their replies are invariably the same—'We do not have traction to get up the grades with five units, the wheels will slip and tear the turf.'"

"Proper spacing and equipping of the wheels with the right size spuds will increase the traction of any tractor wheel by 50 per cent.

"Upon request I shall be pleased to mail sketch showing proper way to space spuds in the wheel and a sample spud for any make of tractor. Please state make of tractor used."

First in the Golf Field

The NATIONAL GREENKEEPER is the only trade paper on turf culture in America.

It is not only received promptly on the first of every month by greenkeepers green committee chairmen, professionals having charge of courses and golf officials in general, but is *closely read* by those who subscribe for it.

Edited by noted greenkeepers and turf experts it stands alone as the pioneer and authority in the golf maintenance field.

Its articles are widely quoted in other golf journals.

As the official organ of the National Association of Greenkeepers of America it reflects the activities of the national and sectional groups of greenkeepers throughout the country.

If you want the latest and most accurate information on golf course maintenance read the NATIONAL GREENKEEPER.

If you want to sell your product to all the golf clubs in America advertise in the NATIONAL GREENKEEPER.

It is the first choice in the golf field.

Popularity of Tee Boxes on Wane

J. OLIVER JOHNSON, Inc., are of the opinion that tee boxes are passing and that it is only a matter of a few years until they will be ancient history, one of the reasons being the remarkable sale of Lewis ball washers of which they are national distributors. Some 4000 have been sold this year, going to practically every state in the Union besides Canada and foreign countries.

This washer when mounted on a special stake enameled to match the washer, makes a neat and attractive installation. Many clubs are furnishing wooden tees in bulk gratis to the player and this combined with the Lewis Washer eliminates all need for sand boxes.

They are now contemplating furnishing the Lewis Washer with the number of the hole, yardage and par, printed on the face of the washer before lacquering and would like an expression from greenkeepers as to the advisability of carrying out this idea.

Improvements in MacGregor Line

THE MacGregor Compost Distributor has recently been improved, so that a putting green with severe undulations can be top dressed without the material running to one end of the machine.

The MacGregor compost brush is also out with a shorter and stiffer brush, which is even more effective in bringing up the runners on bent greens.

Testing Strength of Rubber Hose

THE first week in February was "Old Home Week" at the Republic Rubber Company's plant at Youngstown, Ohio. Their representatives from Birmingham, New Orleans, Kansas City, Toledo, and San Antonio convened with Mr. R. M. Gattshall at the home office, for the purpose of comparing notes on this season's business in golf course rubber hose.

John W. Lawrence, their Cleveland representative, who happened to be in the office, furnished the best report of a pressure test of Tonka brand hose. His report read, "I visited Madison Golf Lakelands to check up on the service they had got from Tonka, and the greenkeeper asked me what pressure the hose was built to stand. He said that he attached a length of Tonka from the outlet to a 400-lb water roller, turning on a slow stream. Leaving the connection to attend to some work on another green, he came back to shut the water off and found one end of the roller blown out and the hose intact."

Mention Our Magazine to Advertisers

SOME of our advertisers have written us during the past few weeks that a good many orders received from Association members fail to mention the NATIONAL GREENKEEPER. In many other cases the ads themselves were cut out of the magazine and attached to letters and orders. As we have very few back copies of the magazine on file, we would suggest keeping every issue received in perfect condition for binding at the end of the year. Rarely a day passes that we do not receive requests for back copies with this idea in view. Therefore, keep your magazines uncut, and mention the name of our magazine on your order form or in your letter to a manufacturer. Every advertiser is interested in knowing what prompted an inquiry, and in mentioning the NATIONAL GREENKEEPER you will identify yourself as a member of the association and a constant reader of our magazine.