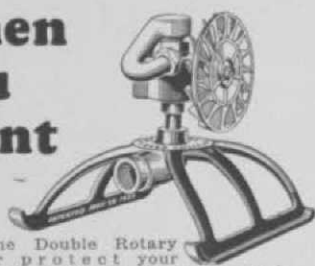


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Examine Low Bids for New Course Carefully

DURING a recent heart-to-heart talk with two golf architects and a fertilizer salesman, one of GOLFDOM's staff listened in on one of the problems of those who want to do business with new golf clubs. The architects were complaining that the lowest bid so generally got the job that golf architecture was being handicapped by too much emphasis on skipping vital details in order to land the job.

The fertilizer salesman came to bat with his O. K. on the conclusion. He said, in substance, "Practically every new course needs soil conditioning if it is to get started right. The architect who takes cognizance of this necessity and puts fertilization into his bid runs the risk of getting beaten out. I suggest that the wise architect submit two bids, one with these necessary items like fertilization, properly accounted for, and another for the bare work of design and construction.

"Even if the officials of the new course do come back at the architect and constructor a year or so later and land on him with 'why in 'ell didn't you do this, that and the other thing,' the course builder then will have a legitimate and complete 'out' by reminding the officials of his battle in trying to get them to do the job thoroughly at the start and being ruled against on the matter of cost."

How and Why Right Ball Marking Pays

SOME impressive evidence of the value of proper identification of golf balls, both in its direct benefit to the members and in direct and indirect benefit to the pro, has come to light as a result of some inquiries made by GOLFDOM.

Charles R. Murray, pro at the Royal Montreal Golf club and at the Gulf Stream Golf club during the winter, is one of the notables in professional golf who gives testimony to the benefits of ball marking in telling of the practice established by him. Charley states:

"I have been boosting the Fulname marker for the past six years, as I feel it is a great help to the pro, and also to the members of his clubs. It helps the members in this way: it prevents the stealing of golf balls by caddies, as a marked ball is very hard to re-sell. It also does away with the danger of being disqualified by playing the wrong ball. It also keeps down the cost of

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balls to players, as all marked balls found on the course are turned into my shop by caddies who are paid five cents each for them, and every week I have one of my assistants sort these balls out and put them in paper bags, on which I stamp the member's name with his Fulname die. These are then put in the member's locker and he is charged ten cents per ball returned.

I have over 400 name dies in my shop and last season I returned over 3,000 balls to members of my club.

It helps the pro in many ways as follows: Members who have a name die will purchase his supply of balls from the pro.

When going away they will purchase the supply they require from the pro and have them stamped. This is business the pro would not get if it were not for the member's name die being in the shop. It takes very little time and trouble to mark balls, and the pro is well repaid for it.

Also don't forget that when your member's come in your shop to purchase balls that they very often see a club they like and will purchase it."

So much for the opinion and observation of a representative pro at the highest class of metropolitan district clubs. As a matter of fact the ball-marking proposition is conceded to be an essential at the larger clubs, although in actual performance there is room for more pressure being applied on the matter by the pros.

With the smaller towns and with the larger city fee courses proper ball-marking is coming into its own. In addition to the benefits that are very noticeable at the larger clubs, the matter of speeding up play and handling "peak loads" are highly important. The time spent in hunting for lost balls and identifying them is sharply reduced by general use of properly marked balls.

An interesting and practical item of evidence on the value of ball-marking to the well managed fee course in the smaller towns comes from Alderbrook, a course at Bay City, Ore., one of the excellent chain of fee courses owned by Lee E. Smith.

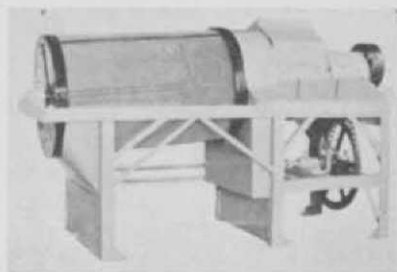
Real Saving Shown.

Smith's comment is:

"There is a probability that the pros of the medium size and bigger clubs will immediately class my statements as 'small town' stuff. However, in my own mind, I feel that what has been done here at Alderbrook and what is being done at Westmost at Bandon-by-the-Sea can be done in almost any golf club in the country.

"My assumption on starting a return ball system was that the boys of

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modest means would be able to play more and would be bigger boosters for the game if this saving was put into effect. At one time I put a special mark on the ball of one of our members and in one year and a half the ball was returned twenty-six times, still in good condition. This was a seventy-five-cent ball and thus saved \$19.50 to the player had it been necessary for him to purchase a new ball each time it was lost.

"The thought will immediately strike the average pro that this will cut down his ball sales, but I do not believe this is true, as it gives him practically 100 per cent of all the ball business of the club, as a golfer who is having his balls returned to him each time he comes to play hesitates to lay down a dozen balls for you to mark which have been bought wholesale.

"A little word of explanation regarding both courses before going into details as to how this is done is that both Alderbrook and Westmost are what would be termed semi-public courses and most of the play is from beach visitors while a few local people play on a yearly basis.

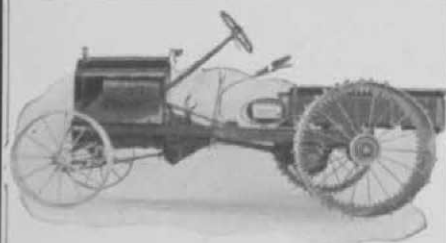
"As to the system that we use, it is hard to say which one rule makes this return ball system a success, but we believe it is because we assume that

all men are honest in regard to turning in found balls. Posted near the door of the lounge room with other rules, is a small sign stating that balls must be turned in for the owners. Stamped across the face of our score cards is this: 'Found balls are property of the course and must be turned in to the office. Do not play them.'

"The rules for caddies is that they shall not return any ball to any player unless they are personally acquainted with the player and know positively they are returning him his own ball whether marked or otherwise.

"They receive no caddy fee for any ball marked 'practice ball.' They shall not play any ball unless marked 'practice ball' and must so mark any ball given them by a player before playing it themselves.

"Caddies are allowed to play any time in the morning when the course is not crowded provided they stay within calling distance—a whistle being used for this. We make it a point to give the caddies a little picnic each Monday morning through the busy season—taking them to the beach or natorium, as a reward for the work for the past week. Each month I try to arrange some sort of a little prize for the two boys turning in the most balls. This is usually a reconditioned club



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or something of the sort which is very inexpensive. In all probability, some may say this is not enough compensation for the boys. However, we keep two boys on the bench and the rest are allowed to hunt balls and a good caddy will usually bring in from twenty to twenty-five balls when not otherwise employed in caddying.

"When a caddy violates any of the rules he is sternly reprov'd and given a little time off to think the matter over and if the offense is too serious is prohibited from ever coming on the course again. We have had only about four cases of this kind during the three years of operation of Alderbrook.

"I would say that 60 per cent of our visitors are from the better clubs and play Fulname marked balls. We take these balls from the caddies the same as from our local people and mail them to the owners taking the owner's name and address from our register. We lose the caddy fee and postage on these return balls and charge the same to advertising."

Letters received from visitors who have lost balls returned to them from Alderbrook and Westmont give strong evidence that the mailing of these balls is great advertising.

The marked ball matter is so stressed by Smith on a basis of honest sportsman-

ship and an unyielding insistence that the marked ball continues to be the property of its rightful owner, even if someone else did find it, that a near-Arcadian status in this respect prevails at the Smith courses.

Turf Nursery Operating Methods That Pay

By HIRAM F. GODWIN

Greenkeeper, Redford, (Mich.) Country Club

Digest of address at Greenkeepers' National Convention.

Nurseries might be classed as two kinds, one for growing sod or stolons of some particular strain which you have decided on investigation is the one you wish to use. I would suggest putting this on as true a piece of land and free of stones as you can; it will enable you to do a more even job of sod lifting. An experimental nursery can properly be on quite rolling ground, so that it will have slopes at least equal to your greens, as some strains of bent apparently give a true surface when flat but on rolls or slopes they have a tendency to form a nap or grain.

My early trial plats taught me a few things about preparing ground for a nur-

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