

golfer will always tend to bring a nice revenue to the pro. Once you have the members buying these goods, it is easy then to show them your "latest model" clubs and often results in sales.

The introduction of matched sets of irons to golf has stimulated the pro's business to such an extent that where, before, he was only able to sell five or six irons, now he is able to sell sets of six to nine irons. Introduced these new matched sets to our members by putting them up for various competitions, etc. These contests prove very popular and when some of our members have won one of these sets the other members soon become interested and desire these new graduated and balanced sets for themselves.

A professional who goes out of his way to be of service to his members is the one who benefits in the long run. To give the members real service you must have a staff of snappy and willing assistants who do the things you, yourself, would do for the members' pleasure.

To make the ordinary **dub** feel just as important as the club champion around your shop is a bit of personal treatment that makes your shop a bright spot.

## Treat for Brown-Patch Often Enough

**A**LTHOUGH this season has been especially bad for brown-patch in the Cincinnati, O., district, the Camargo club has been immune. The greens at Camargo are of mixed German bent. The principal reason for the course's freedom from brown-patch, as stated by Wm. C. Jackson, who is responsible for the fine condition of the club's grounds, lies in the frequency of applying preventive treatment.

Jackson uses calomel, two to three ounces to a thousand square feet of green, applying it in just enough sand to distribute it over the green. Jackson maintains that many greenkeepers whose courses suffer from brown-patch expect an application to last too long. He sometimes applies his treatment as often as two or three times a week when thunder showers are prevalent, making the applications the morning after the rain. The treatment is allowed to remain on the green for two or three hours before watering-in.

## Good Sportsmanship and Darned Good Profits



It is good sportsmanship for the Pro to push the sale of Morley Yello Tees—

Because the Morley Yello is the tee that does not and cannot injure the Golf Club's expensive lawn mowers.

And it is also good business common sense for the Pro to push the Morley Yello Tee—

Because he will find that Morley passes along to the Pro a larger profit than he gets on any other high quality tee.

Write to Yello-Tee Division of the  
MORLEY BUTTON MFG. CO.  
Statler Building Boston, Mass.



**MORLEY**  
**yello**  
**TEE**