

## MAY, 1929.

### Editorial Contents

Pro Merchandising in Big Advance —by Herb Graffis.....	13	Pushing Pro Sales—By Jack Dillon.....	44
Fertilization Program for Renewing Fairways—By O. J. Noer.....	16	Golf as Sport Page Step-Child.....	50
"Big Town" Clubhouse at Cost of \$25,000 .....	19	Easy-to-Read Financial Statements..	54
Prompt Billing Vital to Financing— By Carl Truax.....	20	Women's Business in Big Climb....	54
Eliminating the Mole Plague—By B. R. Leach .....	24	Big Knitted Wear Market for Pros —By Leonard Wemple, Jr.....	56
Can't Standardize Course Upkeep Costs—By Guy C. West.....	30	How Not to Sell Clubs.....	59
Greenkeeper's Course Success at Penn State—By Austin Patrick.....	34	"Athlete's Foot" Is Locker-Room Epidemic .....	61
Ant Extermination—By C. C. Ham- ilton .....	36	Minimum in Greens Equipment....	64
Pity the Poor Golf Orphan—By Jack Fulton, Jr.....	38	Study Water System Essentials—By H. L. Boyer.....	69
Typewriter Divots on Pro Profits— By Herb Graffis.....	42	Golf Shows—Yes? or No?..By "A Manufacturer" .....	74
		Greenkeeping Problems Loom— Leach's Mail-Bag .....	79
		Weed Problem on Turf—By Howard B. Sprague .....	84
		Weeds and Diseases on Courses—By C. R. Orton.....	90

administration and enjoyment of guests of this club. With 85 women members, there is no lack of pleasurable contact, and entertainments of a diversified nature. In the new membership drive the wives of members, friends of women members, and other women are joining to expand the women's membership, which is regarded as giving excellent balance to the club.

#### Drive Is Snappy.

The membership drive itself has been well conducted. Two opposing teams drove the membership over the 400 mark within a short time, terminating their campaign with the team of Captain Russ Mitchell winning, and being awarded golf balls as prizes. Each member getting a new mem-

ber was given three new golf balls, and the captain of the winning team was given a whole dozen besides the three for each new member.

#### WHAT WILL BE THE PRIZE?

We are pleased to announce that our 1929 line of European novelties has arrived. Most complete selection of beverage sets and flasks that are cleverly different. Containers and lighters for cigars and cigarettes and hundreds of other items that are useful to the golfer. Each one so novel as to make it a prize that is different.

Write us your requirements.

H. L. ROGERS CO., Inc.  
100 5th Ave. New York, N. Y.  
*How about the Favors for the Dance?*

## PIONEER GOLF & LANDSCAPE CO.

### DESIGNERS Golf Courses BUILDERS

122 So. Michigan Ave., CHICAGO