

matter. The private courses—most of them—are still numb to the discovery.

Nine holes of each of several fee plants have been illuminated and the results, while leaving room for improvement, are so satisfactory that night golf looms as one of the big draws in 1931 entertainment and sport. Illuminating engineers are working out installations that will make the ball easy to follow and find, with an initial and operating expense low enough to make the lighting plant a good investment. Minor league baseball has been using night lighting with great success this year and to forecast that night golf will be prominently in the pastime picture next year is simply stating a foregone conclusion.

Where the private clubs have been overlooking a hunch is in not lighting more of their practice putting greens. The clubs usually are trying to attract more dinner business, and this night use of one of the course details has been proved to be valuable as a magnet, according to the lesson from the miniature courses. Even if the increase in dinner volume is not large, there may be expected a reasonably good use of a night lighted putting green at a private course and a consequent boost in the volume of beverage business. Look over any club statement, note the profit rung up on the beverages, and you'll see that this business deserves all possible encouragement.

Installation and operating costs are not out of line for illuminating a putting green and those clubs having such installations are finding them very popular.

SUPPLY HELP IN CLUB REFUSE DISPOSAL PROBLEM

NEW YORK CITY—Seth Sales Co., 62 W. 14th st., is booking many golf club orders for its "Burn-All" incinerator which is available in three sizes: the smallest with a capacity of 2¼ bushels, selling for \$32.50, and the largest, having 8¾ bushels capacity, selling for \$92.50. The device is for outdoor installation. It is odorless and spark-proof. It quickly disposes of garbage, refuse, rubbish, leaves, and other combustible material.

JUST because one fertilizer smells worse than another is no sign the former is any more efficient. Buy your fertilizer on the basis of your turf needs as established by an analysis—never mind the odor.

CONTROLLED COMPETITION

is the life of business . . . uncontrolled it may mean disaster . . .

No pro would think for a minute of permitting another competitive shop to be established on his course. Outside competition is bad enough. Inside competition . . . is worse.

Yet unintentionally the pro is doing this when promiscuous playing of unmarked balls is the rule rather than the exception on his course.

While a small number of these orphan balls may find their way back to the pro who may think this re-sale business is profitable . . . several hundreds of them have a habit of going from caddy to the gyp dealer, or worse, directly to the players. Thus the pro loses both ways . . . on new ball sales and the resale of orphans with its questionable profit.

The minute any pro enters the re-sale game he must match wits with every caddy and most golf players. Some rules are helpless when human nature asserts itself.

But FULNAME MARKING with a working majority of members using it under a system that assures them its full benefit, not only puts the golf ball business of the course under control of the pro—it eliminates *inside* competition—directly benefits every player and the game itself.

Another thing . . . discount hounds never kick when you ask them full price for FULNAME MARKED balls. Remember that.

The Fulname Balmark Machine and the plan that is making for better golf in over 3,000 clubs is available under terms that require no investment of club funds. A request will bring full details.

The Fulname Company

707 Southern Ry. Bldg.

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