

BENT GRASS SEED

Nine-tenths of the seed offered by seed dealers invariably is of foreign origin and often is not acclimated to the severe variable climatic conditions of our northern states.

SHOULD AMERICANS PLAY THEIR GAMES ON "GERMAN, NEW ZEALAND OR CANADIAN" GRASS WHEN THEY CAN PURCHASE SEED THAT PRODUCES THE SAME KIND OF TURF FROM AMERICAN FARMERS WHO GROW IT?

Kingston

A. N. PECKHAM

Rhode Island

"Every penny of waste between farmer and consumer that we can eliminate will be a gain both to the farmer and consumer."—President Hoover.

10 years of furnishing seed direct from the farms where it grows to you

have done so at other clubs. Once lost it takes years of time and much money to restore them.

(6) *Install a fairway watering system* when the finances of the club permit.

(7) *Insist on an adequate budget.* Then for your conscience's sake try to keep within your budget. To do so will serve no purpose except your own satisfaction. After the close of the fiscal year, the auditors and the treasurer will find some way by "inventory adjustments," or the inclusion in your account of extraneous items, of making you appear to have gone over your budget. Treasurers and auditors have always done so and probably always will do so. But you yourself will have the satisfaction of knowing you have at least kept close to your budget.

New Cogsdill Washer Features

THE new Roto ball washer, made by the Cogsdill Mfg. Co., Detroit, has its brush, formerly driven by chain, now driven by a V-type belt, similar to the fan belt on an automobile. The new belt is positive in action, requires no adjustment and will last indefinitely. All working parts are now made of either aluminum or bronze,

giving a washer that is rustproof, wear-proof and waterproof, the makers say. A change has been made in the hinge arrangement of the top, which makes it easy to clean the washer. The brush itself is made of Russian pigs' bristles, that retain their stiffness and last.

PRO SHOP AS "SERVICE STATION"

J. D. LYON, president of the Fulname Co., makers of the ball marker that is found in so many pro shops, arises to remark that the growing recognition of the fact that pro shops are operated as service stations for players has been his theme song for years. He states that his company's policy of playing up this aspect of the pros' performance has resulted in marked success.

In writing to GOLFDOM about how his proposition ties up with this feature of the pro business, Mr. Lyon states:

"We have contended, and have had very good evidence to support our contention, that the pro who sells Fulname marked balls to his players will suffer very little if any from the competition of the department store even at reduced prices.

"The service rendered by the pro in putting the player's name on the ball and



SPRING VALLEY COUNTRY CLUB, ELYRIA, O.

Where the Professional Golf Architect was worth a \$1,000,000?

A so called architect knowing nothing of real estate routed an 18-hole course—for realty company—

A realty company, knowing nothing of golf, had but \$850,000 in lots—plus course as a consequence—

Before it was too late our organization was called in an advisory capacity—

RESULTING—

in redesigning—and with some acreage—produced \$1,850,000 worth of realty and finer course.

HAROLD D. PADDOCK, Inc.

"Worth a Letter?" 715 Bulkley Bldg. CLEVELAND

ALLERTON HOUSE

701 N. MICHIGAN AVE.

Official Chicago Residence 102 Colleges

25 Floors—1000 Rooms

No Surrounding Buildings

R. C. A. Radio Speaker in every Room. World's greatest receiving installation.

An Outstanding Residence of Executives

Route Your Staff to the

ALLERTON

14 floors exclusively for Men.

7 floors exclusively for Women

\$ 2.50 to \$ 4.00 Daily

12.50 to 25.50 Single

8.50 to 15.50 Double



Tractor Wheel Spuds

The R. H. wheel spuds save time installing and removing, they are made in many sizes for any type tractor or purpose.

Low price and quality have been welcomed by Golf Clubs, in use on more than one-half the clubs in U.S. and Canada.

Sample spud and circular on request; advise make of tractor and purpose used for.

(If your Ford or equipment dealer cannot supply, write direct.)

R. S. HORNER

GENEVA, O.

Manufacturer of Wheel Spuds, Golf Tractor, Golf Wheels for Fordson and Trucks.

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, 443 South Dearborn Street, CHICAGO, ILLINOIS

in acting as a clearing house through which the ball, if lost, may come back to its proper owner, gives the ball a value which more than offsets any small difference in price which may be offered by the store competitor.

I note also, that several manufacturers this year propose furnishing a series of letters to the pros through which they may approach their customer list. This idea has been used by us for a number of years and we have furnished letters bearing the pros' name and address and they have been used quite effectively. We have spoken of the pro shop having a Fulname installation as a "Fulname Service Station" and we believe this term covers the situation about as effectively as anything that has occurred to us.

"While we confine ourselves entirely to these marking devices, we believe that we are putting into the hands of the pro one of the best tools for the purpose of good will building and that if he will make use of it, he will find that he is getting a very large return for his trouble.

WILSON OPENS L. A. OFFICE

WILSON-WESTERN SPORTING GOODS CO. has opened a professional golf department at the Spreckels Building, Los Angeles. Jack Schaefer is in charge of the local branch. A complete line of golf clubs, bags and accessories will be carried.

MASHIE-NIBLICK IN B-R LINE

A MASHIE-NIBLICK has been added to the Beckley-Ralston line of "Stroke Saver" clubs. This club matches the rest of the B-R short game clubs in its square tapering grip. The club-head, which is of usual mashie-niblick size, has a very narrow sole.

Golf clubs wanting expert men as pros, greenkeepers and managers are invited to ask for GOLFDOM'S list of available men.

A Better GOLF SWEEPER

Sweeps clean—Reduces labor. One man does the work of five.

Ask Your Dealer or Write Us Direct.

Springfield Lawn Sweeper Co. Springfield, Ohio

Also makers of tractor drawn sweepers

