DARATEX TEE MATS

that give you perfect playing conditions . . . and freedom from maintenance miseries!

THE Paratex Tee Mat is a half-inch thick surface of rubber composition that sturdily resists the abuse and wear of spikes, sclaffed shots and weather. It is guaranteed for one season under any condition of play. The use of patented wood or celluloid tees is provided for by small slots correctly placed in the Tee Mat.



For sizes, prices and other particulars write us today.

INQUIRIES THROUGH GOLF EQUIPMENT HOUSES SOLICITED

APPLETON RUBBER COMPANY

FRANKLIN MASS.

Golfdom

Vol. 5

JULY, 1931

No. 7

EDITORIAL CONTENTS

National Course Labor Figures Furnish Standards. By Jay M. Heald Lancaster Pool Important in Club Well-being	
New Insurance Plan Aids Club Financing	
Columbus Business Conference Cements Pros, Makers in Common Aim. By	
Herb Graffis	25
Pro Head Tells Manufacturers Mutual Program. By Charles Hall	
"Tell 'Em to Sell 'Em" Is Collins' Tip. By Herb Graffis	
How Arcadia Builds Sand Greens. By C. E. Fugina Bigger Market When Pros Study Sales. By Horton Smith	
Cheese Dishes Popular During Summer	
Uneven Pre-Seeding Fertilization Can Cause Trouble. By L. S. Dickinson	
New Demands Absorb Machine Savings. By B. R. Leach	
Where Does Canned Goods Fit in Club Cooking?	78

GOLFDOM earnestly solicits letters from all club officials, department heads and manufacturers on methods, means and policies that are successful in course and clubhouse construction, operation and maintenance and on pro merchandising of goods and services. Use GOLFDOM as the medium of exchange for ideas and as your aid in digging up facts that will promote business-like operation at your club. We have no pets and no prejudices, but the determination to make each copy of GOLFDOM bring some specifically profitable idea to each reader.

205 W. Wacker Drive.

Chicago, Ill.

Tel.: State 3160