

guest can pay for his round of golf *in cash*, can pay for his ginger ale in the locker room *in cash*, can pay for his meal, his tobacco and everything else he gets at the club *in cash*. The member's responsibility for the guest should automatically cease with the giving of the card. If there is any possibility of any comeback on the member the cash guest system will flop and flop hard.

Another thing: before you institute this system, line up the steward and the waiters, the locker room attendants, the caddie-master, and any other club employee with whom the cash guest is likely to come in contact while playing the role of a cash customer at the club. Tell all these employees, and indelibly impress it on their minds, that times are hard just now and that it's going to be just too bad for any one of them caught in the act of being indifferent to any man, woman or child who comes to Wappydinka with cash in his or her hand for a round of golf.

The Clubhouse White Elephant

This broad country is splattered with golf clubhouses which never met expenses with a full membership when money was plentiful. It's just going to be too bad for the house with a slim membership leaving finger-nail imprints on every nickel it tosses across the bar. The cash guest system will aid greatly in making up this loss of house-income from the regular membership.

Take a cash guest who comes to your club, finds a well-kept course and plays a satisfactory 18 holes. This bozo feels good when he steps off the 18th green. If things are properly arranged he is a likely prospect for the *nineteenth hole*. It's a three out of five chance that he has a few drops of pre-war stuff in one of his hip pockets. Who has a better right than the club to sell him some ice, ginger ale or White Rock at a profit of 300 per cent. This "set up" racket is a gold mine. An appetizer puts the cash guest in line for luncheon or dinner at the club restaurant and again the house increases its income. The pro shop comes in for the sale of golf balls, clubs and what not, the pro gets more business in giving lessons while the caddies have more opportunity to make some honest jack. You can't get away from the absolute fact that the cash guest helps to carry the load for every department of the club's activities.

But, never forget that the cash guest

comes to your club primarily for the purpose of playing a round of golf. The ginger ale, the luncheon or dinner, and all of the money spending around the clubhouse are all secondary to the actual play. Consequently, if you want the cash guest, you've got to have a well-kept course or he and his friends won't come back, and this means an adequate budget for the material and labor necessary to keep the 18 holes in a properly groomed condition.

IDEAL HAS NEW ROUGH MOWER AND IMPROVED 7-BLADE FAIRWAY MOWER

Lansing, Mich.—Ideal Power Lawn Mower Co. has introduced a new rough mower and is equipping Bulldog fairway mowers with seven-blade cutting units.

Last year a number of the new Ideal rough mowers were used all season in the east and central west, and proved an economy. As high as 50 per cent saving in labor costs were effected through the use of the new rough mower, its makers state. Built on the principle of the Bulldog fairway mower, it has a special adjustment to allow a cutting height for any length of rough preferred. Its superiority over the ordinary sickle bar hay type mower for rough cutting is easily understood.

In addition, to provide the closer, smoother cutting necessary for the greatly improved fairways—many of them now of bent—found in the majority of clubs, Ideal Bulldog fairway mowers have as standard equipment a new, improved cutting unit of seven blades. The new seven-blade reel greatly increases the frequency of cut. The bottom knife and blades are now manufactured of a new special formula steel that is of absolutely uniform hardness throughout.

PRACTICE GREEN MARKER IS NEW CONVENIENCE

CHICAGO, Ill.—J. Oliver Johnson, Inc., Morgan, Huron and Superior sts., is distributor for the new Wyco practice green marker. This device is aluminum with a red background target and grip at the top. The base is a metal weight concaved toward the rod. This holds the marker in an upright position when out of the cup and enables the player to pick the ball out of the cup without stooping. The device sits upright on the practice green when out of the cup.

The Wyco marker stands 24 ins. high and sells for \$1.50.