

# The big swing is to Shell



**Jerry Glynn**  
Professional Olympia Fields C.C.  
says: "It has everything"



Most pros have to win national championships to get big publicity but a guy with an idea can still get by with publicity. The Shell Company used \$128,000 of billboard display space and the pan of Jerry Glynn, pro at Olympia Fields C.C. It's a shining example of what a fellow can do to make himself known if he gets his eyes open for opportunities.

## Park Golf Officials Criticize Low Price Competition

**O**WNERS OF first class daily-fee golf courses who have complained of municipal course cut-price competition heard some municipal course executives censuring the price scale of fee-courses during the annual convention of the American Institute of Park Executives.

Well managed and soundly planned municipal golf plants such as those at Portland, Ore. are experiencing difficulty in keeping up to schedule on their amortization due to loss of play to cut-price privately owned courses. In Oregon the state supreme court has held that municipal golf courses are public utilities. Despite usual handicaps of politics the Portland municipal courses have been able to operate on a basis permitting financial aid to other municipal recreation facilities out of golf course earnings.

Several prominent municipal golf course authorities at the A.I.P.E. convention expressed themselves in favor of a pay-as-you-play code involving minimum price schedules, but expressed general belief that no such arrangement could be effected due to inability of fee-course owners to get together.

Consensus of park golf officials' opinion at Chicago was that lack of foresight and unity was dooming many of the smaller fee operators, but that such elimination would be a good thing for pay-as-you-play golf in the long run.

## A. C. LINK RETURNS TO WILSON-WESTERN ORGANIZATION

Chicago, Ill.—A. C. (Al) Link has returned to the Wilson-Western Sporting Goods Co. in an executive capacity. Announcement of his connection with Wilson made by L. B. Icelly, president of the organization, will be received with lively interest by the golf field where Link is one of the best known manufacturing figures.

Some years ago Link was with Wilson-Western and first established his reputation as a designer and builder of quality golf goods. During the intervening years he developed this reputation internationally and has been conspicuous as a worker for quality standards in golf merchandise.

Icelly advises that Link will be occupied with the management of a large group of Wilson-Western professional branches as one phase of his activities. His design and construction genius and his knowledge of pro and public requirements also will be utilized extensively by Wilson-Western.

## GREEN KEY IS ROSEMAN'S NEW TURF CONDITIONER.

Evanston, Ill.—Roseman Tractor Mower Co., 800 Davis street, is distributing Green Key, a turf conditioner that is put forth as a soil sterilizing agent, brown-patch eliminator, worm eradicator and fertilizer. Green Key is a combination of liquid and powder which is mixed, put into water solution and applied to the turf.

It has been extensively and successfully applied by practical greenkeepers over a period of some years and now is being placed on the market.