

# PROMOTION ISSUES FREE HELPS

**G**OLF PROMotion in June re-issued the junior class diplomas that in previous years have provided strong advertising for pros who instruct juvenile classes. These diplomas, together with a folder for the pupils' parents, are available in needed quantities, at no cost to pros. All the professional has to do to get a supply of diplomas for his class is to write PROMotion, room 1614, 14 East Jackson Blvd., Chicago, Ill.

There have been more than 40,000 of these diplomas distributed to youngsters. In the majority of cases the kids display the diplomas in their rooms, thus giving the pro who taught them the best sort

of advertising in the homes of his members.

In June, two shop display signs on the "buy-it-wholesale" evil were issued and sent free to all pros by PROMotion. Pros had the choice of displaying the signs in whatever order they considered advisable. The two signs, which are shown in the accompanying reductions, hit the "buy-it-wholesale" evil from two angles. One

*World's Premier*

## **PENFOLD BALLS**

*Now in our 8th  
PRO-ONLY year*

## **PELL'S GOLF WEAR**

*Imported, lightweight, waterproof  
jackets, overtrousers and skirts*

## **MEYERS GOLF GLOVES**

*Genuine*

## **BUTCHART WOODS**

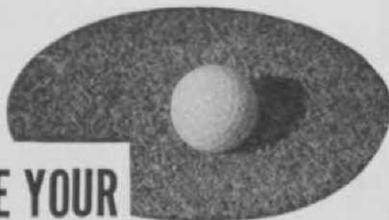
*(West of Ohio)*

*For highest quality pro-only items  
write for Pro Catalog & Price List,*

*Address*

## **PENFOLD GOLF BALLS INC.**

11 Park Place New York, N. Y.



## ARE YOUR GREENS RAZZ PROOF?

The average—yes, even the good golfer scarcely "smacks" his first ball until he joins the razzing chorus. He misses a putt (*usually*) and the green committee catches h—. Greens of Scott's Creeping Bent provide slander insurance to said committee.

O. M. SCOTT & SONS COMPANY  
MARYSVILLE, OHIO

*Scott's*

SCOTT'S SEED *makes* BEAUTIFUL TURF!

**MAGIKIL ANT BAIT JELLY**  
**KILLS ANTS**

*Each TO USE* SIMPLE! QUICK! SURE!

Sold By Seed, Drug, Hardware and Dept. Stores  
LETHELIN PRODUCTS COMPANY, INC.  
WOOD-RIDGE NEW JERSEY



These two posters were recently sent to all pros to help combat the price-cut evil.

sign was blunt about the pros' own problem, and the other associated the pros with other victims of the price-chiseling practice.

Advertising and selling magazines and other merchandising authorities commend



**GREENKEEPERS** battling brown patch are passing along this good news fast! With *Special SEMESAN*, you can treat 6,000 square feet of turf for as little as \$1.29—save money in labor cost because fewer applications are needed in severe brown patch weather—and at the same time *save your greens*, for *Special SEMESAN* contains two real organic mercuries to give tip-top protection to turf. Easily applied in water solution or dry with compost. Five lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Order from your supply house. Ask your dealer for free Turf Disease pamphlet.



# SPECIAL SEMESAN

*Regular Semesan*, the original brown patch fungicide, and *Nu-Green*, the preventive which hastens recovery of infected turf, are also available to greenkeepers who prefer them. *Regular Semesan*: 5 lbs., \$9.90; 25 lbs., \$45.50; 100 lbs., \$180.00; 300 lbs., \$535.00. *Nu-Green*: 5 lbs., \$6.30; 25 lbs., \$29.00; 100 lbs., \$115.00; 300 lbs., \$338.00.

**BAYER-SEMESAN COMPANY, INC.**  
DU PONT BLDG., WILMINGTON, DEL.

**WE ARE RIGHT NOW  
HARVESTING  
THIS YEAR'S CROP OF**

# **BENT GRASS SEED**

Right here in southern New England is the natural home of the Bent grasses, the principal member of which, namely, Rhode Island Bent, derives its name from this smallest state in the Union.

Bent should not be simply "Bent" to you. It is very important to know the source of your seed.

Bent seed grown here in New England produces a turf that is **WINTER HARDY**. It is acclimated to the variable climatic conditions of our northern states.

**BUY your seed—Rhode Island Bent, Creeping Bent, Velvet Bent—**

**DIRECT from the GROWER.**

**A. N. PECKHAM  
KINGSTON, RHODE ISLAND**  
(Also fairway mixtures.)

**IT'S Easy TO MAKE IT Easy  
ON YOUR Pocketbook  
AND ON YOUR Greenkeeper**  
by specifying only

## **PERFECTION SPRINKLERS**

**FOR TEES, GREENS AND FAIRWAYS**

**Also . . .** Now you can cut your Cost for applying Brown Patch Treatment, Soluble Fertilizer, Weed Killer, etc., just about in half with a Perfection

## **ONE-MAN PROPORTIONER**

It's the last word in labor and time saving devices and it's Fully Guaranteed.

**Write Direct or Ask Your Dealer**

Manufactured exclusively and Fully Guaranteed by

**PERFECTION SPRINKLER CO.**  
**PLYMOUTH, MICH.**

the pro attack on "buy it wholesale," which has grown so extensively in many businesses that a not-so-joking definition of a sucker is one who buys at retail.

Investigation has shown that "buy it wholesale" accounts for as much as 70% of the golf playing equipment buying at some clubs where pros are expected to make a living from the sale of merchandise to the club's players. Generally the buy-it-wholesale purchasers do not realize their ruination of pro chances for getting and staying solvent. Consequently the signs are rather gentle reminders considering the seriousness of the pro plight. Strangely enough, employees of companies that are hell against discounts on their own merchandise or services, are the worst offenders in buying "wholesale." Insurance, utility and automobile companies, so pros observe, are active in encouraging "wholesale" buying by their employees, but strenuously and stubbornly resist any effort made to buy their own output at discounts.

### **Ninth Annual Rhode Island Field Day and Conference Held**

**A**PPROXIMATELY 65 greenkeepers and other visitors attended the ninth annual Greenkeepers' Field Day held at Rhode Island State college, Kingston, on Monday, May 23. The weather man behaved in his usual good fashion and put on fine weather for the show which was one of the most successful ever held.

The program started off with a tour of inspection of the experimental grass plats. The "old lawn plats," established in 1905, were viewed and the "weedless lawn" was seen. The "weedless lawn" has been developed by continued applications of sulphate of ammonia which have produced a very acid soil in which weeds will not grow. However, the turf is now becoming sod-bound due to lack of lime which helps decompose the mass of roots that accumulate yearly.

Here also was seen the effect of nitrate, organic and ammonia nitrogen on Kentucky bluegrass. The plats treated with nitrate of soda were ahead of the plats receiving sulphate of ammonia and far ahead of the plats getting organic nitrogen. The fertilizer treatment was applied in April. Other plats showed: the effects of different soil reactions on R. I. and velvet bent fertilized with nitrate of soda and with sulphate of ammonia plus lime; the effects of compost topdressing