

lumbus. Nearly 150 of the spectators were members of the state association, while others noted in the crowd included green-committee chairmen from various local courses, cemetery groundkeepers, and golfers interested in work on the lay-outs.

Don Boyd, president of the state association, spoke briefly at a dinner meeting following the demonstration. Henry Marti, president of Heather Downs, and Gordon Jeffery, city welfare director, also spoke.

A tournament for the National Association is scheduled for Congress Lake, Hartsville, Ohio, next September. Charlie Mayer was host to the superintendents yesterday.

### Club Bulletin Is Economical Way to Get Publicity

**H. L. CLASEN**, manager at the Ridgeview GC, Duluth, Minn., has come up with what looks like a mighty effective way, and an inexpensive method, for managers at the smaller clubs to get the publicity and advertising they need. For a small outlay of cash Clasen bought a mimeograph machine, some paper and envelopes, obtained a P. L. & R. permit for mailing, and started to print his own paper, the Ridgeview Reporter, which he mails to the 240 members of Ridgeview.

Members have gotten a big kick out of the newsy little bulletin and Clasen reports his dining-room business has picked up considerably since he started printing his paper. The first issue was dated April 27, and has been appearing weekly since that time. Announcements, interesting stories about the members, bulletins on condition of the course, and a line here and there on some dining-room special, make the sheet a lively one for every member.

Clasen acts as owner, publisher, editor, reporter and printer, and Mrs. Clasen catches what mistakes might be made by her reporter husband. He estimates it takes about two hours to print, fold and get the issue ready for mailing, so the time element isn't one that would prohibit other managers from taking up the idea. While Clasen prints the sheet, waitresses address and stamp the envelopes; when the printing is finished, all help with the folding and inserting into the envelopes.

Here's what it costs Clasen to turn out the Reporter, certainly a cost that would soon more than pay for itself: the Letter-graph amounted to \$18.75, 500 envelopes were \$1.00, 1,000 sheets of mimeograph paper cost \$2.00, and a post office permit allows Clasen to mail envelopes for 1c. The permit cost nothing, but he had to

*What*  
**MAKES OUR COURSE  
THE BEST AROUND?**

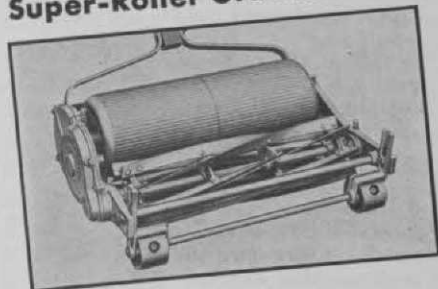


**"Thorough  
Dependable  
Performance of  
Pennsylvania Mowers"**

"As a Greenkeeper there are two things I insist on in a greensmower, first—it must produce true, ribless greens; second—it must cut easily and quickly.

"That's why I've never found any to compare with the Pennsylvania. It runs over the green as lightly as a rabbit. No packing or tearing of the sod on turns, with this machine."

### Super-Roller Greensmower



For years Pennsylvania's Super-Roller Greensmower has been producing the "magic carpets" that induce golfers to say, "What marvelous greens!"

Its high-speed, 18-inch blades — 8 of them — are made of finest crucible analysis steel. Light-running and easy-pushing it produces championship-quality greens. Its construction is a mechanical masterpiece including such features as Interchangeable Aluminum Rollers, Oil-Tight Dust-Proof and Self-Aligning Ball Bearings, train of three Cut Gears in Dust-Proof Case and Caster Wheels mounted on hardened steel bushings with Alemite Lubrication.

*Send for* **NEW CATALOG**

PENNSYLVANIA LAWN MOWER WORKS  
Primos (Delaware Co.), Penna.

**PENNSYLVANIA**  
Quality  
**LAWN MOWERS**

Answer above ad with **QUICKMAIL No. 15**

# store bait:

golf balls may be a pro's  
bread and butter, but  
they're just "customer bait"  
to a store.  
they call 'em "loss leaders"  
and it's all the pro's loss

\* \* \*

if a ball isn't popular  
stores won't touch it.  
if it's in demand  
they'll move heaven and earth  
to get it  
and then kick hell out of it!  
stores *won't* promote a ball,  
they let the pro do that.  
and when the pro puts it over  
the store takes it over,  
and *relieves* the pro  
of sales and profits . . .

\* \* \*

there's just one defense  
and a pro doesn't need  
a building  
to fall on him to see it.  
push a ball  
the stores can't get.  
that's your only way out.

\* \* \*

8 years ago  
Penfold started pro-only.  
we're still pro-only and will  
continue that way.  
get Penfolds going at your job  
and watch your members  
come back to you for more.  
Penfolds aren't  
"cheaper downtown"  
they just aren't "downtown."

go "pro-only" with

# PENFOLD

NEW YORK: 11 Park Place, New York, N. Y.  
CHICAGO: Currier & Lee, 427 West Erie St.  
CLEVELAND: Dist. Terminal, 2000 W. 14 St.  
SAN FRANCISCO: Poinsett & Co., 121 2nd St.  
SEATTLE: Bob King & Co., 852 East 57th St.

purchase a rubber stamp which carried the permit number, and this is stamped by hand on each envelope. Another item, stencil sheets, cost \$1.50 a dozen.

Many clubs undoubtedly already have a mimeograph machine, and if such is the case, a newsy little bulletin such as the Reporter could be turned out weekly for as low as \$5.00 or \$6.00, which includes costs for envelopes, paper, postage, and stencils. The publicity value of such a paper to the manager is tremendous, and at Ridgeview and at other clubs who have been turning out similar promotion, they'll attest to the great value of the thing in increased club revenue, club interest, and general good fellowship.

## Greensmen Turn to Rhyme to Forget Job Woes

**G**OLF course maintenance doesn't drive men to drink as often as might be suspected. But it does seem to drive them to poetry. New England now presents its representatives in GOLFDOM's Garden of Poesy:

First on the tee is Harrison G. Taylor, green-chairman of the Worcester (Mass.) CC, with his classic "Lament of the Green-committee Chairman," which is a poem ending with a statement strongly endorsed by other green-chairmen.

Now for Mr. Taylor's imperishable verse:

*I used to be so happy  
When I went out to play,  
You'd always find me smiling  
On any pleasant day.*

*I'd go and get a caddie  
And hand him all my clubs;  
'Twas fun to be a-playing  
With the usual bunch of dubs.*

*I thought the fairways perfect,  
The rough—'twas not so bad,  
The greens were simply lovely,  
They'd make any golfer glad.*

*I'd say—"if up in heaven  
They have a course like this,  
I surely hope I go there  
For a million years of bliss."*

*Then one day they chose me Chairman,  
To look out for the greens,  
I'll never be the same, boys,  
For it shattered all my dreams.*