

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

GOLF 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.*

At once they began to tell me
The course was on the bum,
And everyone who worked on it
Was blind, and deaf, and dumb.

Some said the greens were much too long,
Some said they're much too short;
They were too fast—they were too slow,
In fact, they ruined sport.

They said the trees were in the way,
With branches outstretched wide,
But when to help we cut one down,
"He should be shot" they cried.

A guy would play around the course
Recouping from a jag,
And blame our genial pro
'Cause his putts weren't in the bag.

A lie upon the fairway
Was always in a hole
And every single sand trap
Was like a concrete bowl.

All this grieved me greatly
For I couldn't understand
Why golfers from other cities said,
"Your course is simply grand."

So—I will go to heaven boys
And play o'er hill and dell
And those who don't like a course like ours
Will have to go to Hell.

Then we present with pride that other
Sweet Singer of the Sand Traps, Charles
Parker, who, when not in the throes of
composition, functions efficiently as supt.
of the Wianno GC at Osterville, Mass. Mr.
Parker smites his bloomin' lyre with the
following result:

*I'm a lousy advertiser of my own intrinsic
worth,*

*'Tis said no puling cry announced the
coming at my birth.*

*And so on through the years I've been
that ordinary cuss*

*Who's pushed along up through the ranks
with no alarming fuss*

*To call attention to myself or sound the
great "I am."*

*I warn you though, I hold myself in no
one sense a "ham."*

*No matter what the title is or what the
job has been*

*I'm still that golfers' "hair shirt" the
keeper of the Green.*

*I know my jobs a sinecure. Oh yes! An
A-1 cinch,*

GOSH!
**Six thousand
square feet!**



IN YOUR BATTLE against the ravages
of brown patch, you know *exactly* how
much coverage *Special SEMESAN*
will give. One pound treats 6,000 square
feet of turf — gives your greens the
protection of *two* real organic mercury
ingredients — and does it for as little
as \$1.29 per application! *Special
SEMESAN* saves in labor cost because
fewer applications are necessary under
severe brown patch conditions; and
saves repairs, because it does not
damage the spray rig. Easily applied
in water solution or dry with compost.
Send Quickmail Coupon 16 for free Turf
Disease Pamphlet — and order *Special
SEMESAN* from your supply house.



5 lbs., \$7.00; 25 lbs., \$33.00;
100 lbs., \$129.00. Other Du
Bay Fungicides: Regular
Semesan and Nu-Green.
Ask your supply house for
prices.

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



Congo HATS

You'll see 'em on every fairway from Hollywood to Halifax . . . Congo and King Congo Hats. Again your club members will dig into their jeans to buy new 1938 Congos if you give them a chance.

The "Congo," illustrated above, retails for 50 cents. Made of white or tan duck with green pyralin visor. Each hat individually steam blocked.

KING Congo

is a new big brother of the famous "Congo." Made of lightweight Panama Repp, sanforized shrunk and steam blocked, with flexible stitched brim. Colors . . . white, tan, grey and light green. Retail for \$1.00.



Composition Head Display free with 3 Dozen King Congo Hats. Increases sales tremendously.

JACKMAN SPORTSWEAR CO.
14 E. Jackson Blvd. -:- Chicago, Ill.

APPLY CHEMICALS QUICKLY AND SAFELY TO PUTTING GREENS McCLAIN HYDRO-MIXER

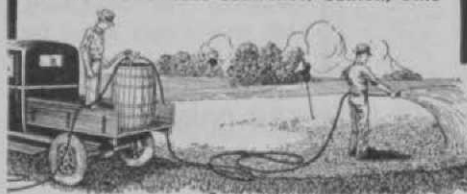
This is the speed outfit they are all talking about. Hundreds now in use.

Greenkeepers everywhere saving time, labor and money by treating and fertilizing Greens in fraction of time required by expensive sprayers.

Costs very little. Simple to operate. Works on any pressure. Gives uniform and safest distribution of Turf Chemicals.

Write for literature today.

McCLAIN BROTHERS COMPANY, Canton, Ohio



*Of course at times, say now and then, is
felt a little pinch.
I know my job is all of that as through
the years I go.
I know, because by word and act you
all have told me so.*

*From time to time a confrere strikes up
the sounding brass.
Admits he knows entirely about this stuff
called grass,
And from his lips there gushes forth, or
from a facile pen
A wealth of scientific lore. A man above
all men.
Oh envy's bitter potion it seems my lot to
drink
Until, in my own plodding way, I stop a
bit and think
Of how these high turned phrases check-
up with what I've seen.*

*The proof is not the pudding. The proof
is in the Green.
Now sometimes, too, I see spread forth
upon the Daily News
That expert "Bent" is now in charge and
down will come the dues.
It may be "Mashie Niblick" that master
mind of links
Who's come to rehabilitate our club. At
least that's what he thinks.
Or right down through the clubhouse from
front door to the back,
About my greens, there's no one who will
not take a crack;
"Now laddie buck when I was young and
worked upon a farm"
"We don't have this fancy bunk to do us
so great harm."*

*And so on far into the night, or else
they'll endless spout
From windy, wordy, writings until they
have me out.
I know that stuff goes over big at the
nineteenth or the grill
And I begin to boil and steam and look
around, for some one to kill
Upon good wife I vent my grouch until
she hollers, "Hey!
"Snap out of it. Look for the laughs. To-
morrow's another day."*

*Gee, gosh and such! Don't get me wrong.
My head's not getting sore
Tho I'm a wee bit groggy as they check
me more and more.
I'll take the cuts they hand me and try
and keep alive.
I'm waiting to be told just how two men
will work as five*

*Or how the kids can be kept dressed and
Missus looking neat
When pay checks shrink from month to
month. It sure will be some feat.
But just the same I'll play along until the
very day
The old man with the scythe swings once
and cuts me down to hay.
I'll try to keep up with the boys who know
their thus and so
I'll plug and read and study and forget
about the dough.
The wise boys say, "You're nutty" per-
haps they're right, alas!
I just can't think of laying down, because
I love my grass.*



**IT'S ON
THE HOUSE**

By TOM REAM,
Manager
Westmoreland CC

Back of every successful club, you'll find a good picker of employees.

Good food, like good music, is composed, enjoyed. But all is not then lost. The memory lingers on.

The staff reflects the head. Don't act imperious unless you want your club to have a cold, resentful atmosphere. And you don't!

There is no sense in depending on memory. You may be proud of it but it will fail you. Memorandums are safest.

One of the most cutting criticisms the member can make is that he likes the golf course, but the clubhouse help is "un-trained."

Welcome the critic. Someone has to pull things about or the dust will accumulate under furniture and under brains. If you think you're the best ever, you're in danger.

The successful manager is close to the problems of his employees.

Take care of the corners and dark places and the rest will come naturally.

It takes effort, and is worth the effort, to have your club recognized as one of the topnotchers in your district.

There's always something doing in a good club because the management is up and doing.

The
Winner!
at the
19th.
HOLE



86 PROOF

From the published results of a national survey of Golf and Country clubs, conducted by "Golfing" magazine to determine the Scotch Whisky preference of club members, it is observed that BALLANTINE'S occupies top position, based on volume of sales, among the fifty representative brands of Scotch Whisky considered.

It is gratifying to note this preference for BALLANTINE'S expressed by Country Club members, who represent a cross section of the most discriminating consumers of Scotch Whisky in the United States, and with our appreciation we give unqualified assurance of continuity of the quality, character and maturity which have created for BALLANTINE'S such outstanding popularity.

Ballantine's

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SCOTCH WHISKY**

10 and 17 YEARS OLD

"21" Brands, Inc.

NEW YORK
SOLE AGENTS FOR THE UNITED STATES