

on cards that are passed to the diners. One of Lake Shore's usual attractive announcements heralds the party.

Only members are permitted to purchase the pari-mutuel tickets. Prizes are given to holders of tickets on the first 15 low scoring (net) players, and to the first three low net players.

## Cooperation Must Be Keynote Between Buyer — Seller

By C. Kent Bradley

THE popular slogan, "What helps business, helps you," directly applies to golf course maintenance. We who maintain golf courses are producers. Our commodity is a form of outdoor recreation. By furnishing a need used to advantage by our fellow humans, we greatly justify our business. In turn, the regular golf course supply dealers who supply the greenkeepers' requirements base their claim for support on their steady supply of an advantage.

Let us consider the established dealer fairly. Of what avail would research in new grass strains, fertilization, control of disease, insects, and our own applied knowledge be, if we did not have the tools and materials to procure fine turf? The picture would be no more complete than a properly prepared and sown seed bed without moisture. Therefore, all those steadily in the golf business, have interests in common. To uphold these interests, we need to cooperate. We course superintendents base our ability on years of experience. A man has to learn greenkeeping by sufficient training, and proper knowledge of the numerous phases of turf culture.

Anyone stepping into our field, without these essentials, and calling himself a greenkeeper or like title, would get the horse laugh from us. The amateur would make errors costly to his employers, hurt himself, and to some extent it would reflect on us. And so it is with golf course supply dealers. The dealer we should recognize is the one who has proven his

worth by demonstrating continuous service.

We favor enterprise, and to a reasonable extent, competition. However, we know of the evils of overcrowding any line of endeavor. The main thing that is lowered is the standard of service, since the profit margin has to be lessened in proportion. If we encourage side-line dealers we run the risk in the end of jeopardizing our positions also, and causing our clubs waste of money, in buying things that experienced dealers have found are not best for our needs.

I would hesitate before buying from manufacturers who will sell through anyone. While this may mean chance for more sales, the service is depreciated, if not virtually eliminated. An item may look or sound good in a circular, but field performance is what counts to us. It is safer to deal with reliable, experienced, and long-established firms specializing in our wants. Their line of merchandise is selected not only on the basis of profit on one sale, but in hope of continued patronage. Their concern is our satisfaction. This is good business, and we should encourage it, as it is essential to real business management in course maintenance.

**1-stroke, 1-hole, 1-ball—TWICE**—Probably never before in golfing history have two members of the same foursome each made a hole-in-one on the same hole on the same round. This is what happened on Saturday, June 17, at the Park Hills GC, Altoona, Penn., when Charles McEldowney and M. M. McMahan, members of the Park Hills Club, both made a hole-in-one on the 8th green. Both men used Acushnet Balls in this record play.

Congratulations to Messrs. McEldowney and McMahan and also a few to the Acushnet Process Sales Co.

**Golf Salesmen's Tourney on Aug. 14**—First annual tournament of the Golf Peddlers' Assn. of Ohio will be played at Elyria (O.) CC, Aug. 14. Ohio pros, assistants, golf salesmen, club managers who buy golf merchandise, and newspaper golf writers will constitute the field. There's \$500 pro prize money, and trophies for amateurs. Entry fee of \$2 includes dinner.

Headquarters will be at Graystone Hotel, Elyria. Lloyd Barton, Box 71, Elyria, O., is chairman of the Golf Peddlers' group. Entries should be sent to him.

Capt. Charles Clarke, Willowick GC, Willoughby, O., and prominent pro official, has applied for copyright on an interesting yardage marker. The marker has on it two distances; one the distance from the center of the tee, and the other, the distance to the center of the green.