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Brand new idea—pictorial golf lesson posed and edited by a top-ranking pro (Guldahl, Runyan, Snead, etc.) on back each card. For samples and details, write

PICTORIAL SCORE CARD CO., Inc.
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The Lytton Building SCORES AGAIN!

The Lytton Building, known nationally as headquarters for golf, announces another addition to its all-star golfing lineup—

ATLANTIC PRODUCTS COMPANY
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Chicago office of the above concern is now located in the golfing atmosphere that golf companies, golf publishers, and golf associations in this building create.

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Reduce your sales effort! Locate in the Lytton Building and 'cash in' on the drawing power of golf's most famous address—14 E. Jackson Blvd. Let us tell you ALL the advantages of being in

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14 E. Jackson Blvd.

Chicago

of chairmen. However, his fears are dissipated by the realization that this examination policy tends to definitely appraise the capabilities of a greenkeeper to handle responsibilities now burdening the chairman.

Further peace of mind is given the chairman in the realization that extension of examination policy is an assurance of careful spending of the considerable portion of club income spent on course maintenance. Greenkeeping is a profession of eternal vigilance. Through improper care a course can go far down hill in one season. Therefore it's very desirable that the greenkeeper examine himself as well as his course.

Recently, I asked two of the best greenkeepers in Minneapolis if they had one man in each of their crew capable of carrying on the job in case of sudden disability of the chief. Neither of these men had reason to feel a risk of security so far as their jobs were concerned, but both confessed that they had no one they could recommend to pinch-hit. That brings up an important phase of greenkeeping which executives in that profession should consider. All good greenkeepers should work towards selecting a man for the job of assistant greenkeeper, and coach him so that someday he may be fitted for the position of head greenkeeper. Club officials should insist on that policy being carried out.

New Orleans All Set For Its Annual Open

NEW ORLEANS is making use of its Mardi Gras and Sugar Bowl promotion experience in promoting its \$5,000 Open, Feb. 13-16. The tourney used to have a \$10,000 pot and free gate when the Long green of the Second Louisiana Purchase was circulating freely.

But now Dr. Herbert H. Meyer underwrites the purse and a bustling committee headed by James Leddy is selling tickets. A season ticket selling for \$1.75 was available up to Jan. 31. After that date only daily tickets starting at 50 cents for the pro-amateur preliminary and up to \$1.50 for the 36-hole Sunday tickets could be purchased.

Season ticket sales, entry fees and program advertising promise to put the tourney well into the black. New Orleans golf and other sports writers are giving the tournament a grand job of plugging.