



Are You Bothered This Way?

Have you found Lawn Hydrants running, wasting costly water, the result of some "prankish" individual? Replace these open lid boxes with Murdock LOCK-LID Boxes and save your Club considerable money. Only the Genuine Murdock has the lid that locks.

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The Most Reliable Name on Water Service Devices

Are Their Tongues Hanging Out?

Are members playing your course with thirst unquenched these hot days? Murdock Outdoor Bubble Fountains provide cool, fresh drinks. Outdoor Drinking Fountains enhance a Club's popularity. Make comparisons.

The Murdock Mfg. & Supply Co., Cincinnati, Ohio



played up which really turned the trick. All of the boys from the pro down to the caddies take an active interest in each customer who comes in, and train themselves to learn their names as soon as possible. Every customer gets a friendly greeting, and a definite point is made of saying "Thank You" whenever a purchase of even a nickel's worth of tees is made.

It may sound a bit thick to greet a golfer who plays only a fair game with a remark like, "Now we can really go on with the season, that you're back again," when he comes in for the first time in the spring. Said with a sincere and friendly smile, it goes over at Washington Park—and brings them back, and makes them regular visitors.

A friendly question about their game leads customers to confide a difficulty with a shot. Watching players at the first tee whenever he has time helps Irv see for himself what individual players are doing. A tip on the grip or any other default of the swing builds good will and leads to lessons and to equipment sales. When a customer is dubious about the worth of a new set of clubs he purchased, a brief

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McClain Brothers Co. - Canton, O.



lesson or two, given free, builds up confidence and frequently interests customers in following through with a series of paid lessons.

Special instructions for high school classes every day during the spring and fall are also offered free. Players on the high school team are encouraged to come in for free advice on golfing problems they may have. The extra time, Irv finds, is paying dividends in swelling the number of golf enthusiasts who become regular paying patrons of the course.

What about slow players? A good many women—and men too, come in and say, "I hate to start." Irv encourages them to take their time, but to let the other party go through. The kindly caution keeps the good will of faster players as well.

It's the recognition that mediocre players as well as top-notch golfers get, that is important in building up profits on a public course. That's the secret of Irv's increased profits in every department of his club. Both types of customers must be pleased, just as all types of customers are catered to in the stores downtown.

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the long courses. Paul's operation of these precision clubs and their distinctive design have boosted their pro-shop sales this first season of their appearance.

Bayer-Semesan Co., Wilmington, Del., has sent a glass measuring cup for Du Bay fungicides to the greenkeeper of every grass green club in the U. S. The cup is something the greenkeepers find very useful. The company wants to make sure no greenkeeper has been skipped by accident, so any greenkeeper with grass greens who didn't get one of the cups will get his, while any are available, by writing the company.

North & Pfeiffer Mfg. Co., Providence R. I., has been enjoying lively sale on its practical canvas shoe bags among golfers who play considerable of their rounds away from the home club. It's a handy item for quickly packing and easily carrying shoes. The bag retails at \$1.00. Further details may be secured upon request from the company.

W. H. Nolan, manager of Nolan's Caddie System, Box 384, North Bennington, Vt., has issued a practical educational booklet on caddying. The instruction book is called Caddie Routine. It's simply written and plainly illustrated. Single copies are 25 cents. Substantial discounts are given on quantities of 50 and 100.

Since 1927 the **United States Rubber Company**, makers of U. S. Royal golf balls, has offered a medal for every hole-in-one made in this country. The company has recently released interesting statistics on aces made since its offer went into effect, as follows:

"The 3rd hole leads all others in aces batted in, followed by the 6th, 9th, 4th and 5th holes in that

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order. The 13th hole, ranked by many players as a jinx, actually stands 6th in luckiness.

"Out of approximately 17 billion holes played since the offer began, only 26,000 verified hole-in-one shots, or about one in 650,000 have been awarded this recognition by U. S. In distance, the holes on which tee shots have been sunk range from 90 to 310 yds., with an average of 161 yds. Ninety-nine per cent have been par three, but, of course, the 310-yarder was a par four. . . . Every age and position is represented on the list of lucky golfers."

WANT ADS: Rates—10c Per Word
—Minimum, \$2.50

Business Pro desires change with club having all year activities; have background and experience to handle in a satisfactory manner pro-shop and general management of club and grounds. 40, sober, industrious, stay on job, clean record of over twenty years, credit A-1, student several short greenkeeping courses including Rutgers and Mass. State Colleges, references former employers. Would make trip for interview if proposition mutually agreeable. Address: Ad 700, % *Golfdom, Chicago.*

Greenkeeper. Desires position. 17 years experience in maintenance and construction. 45 years old, married, 14 years at one club. Best of references. Address: Ad 703, % *Golfdom, Chicago.*

Golf Course—A bargain—well-paying 9-hole daily fee golf course located in section of fine homes in live, fast-growing Wisconsin city of 50,000. Rolling, partly-wooded course, located on main arterial highway overlooking river. Address: Ad 701, % *Golfdom, Chicago.*

Scotch-born professional—Excellent record, fine teacher, good practical greenkeeper, desires new location as present club is in financial difficulties. Good personality, hard worker. Wife can handle clubhouse if necessary. American citizen; ex-service man. Will go anywhere. Address: Ad 702, % *Golfdom, Chicago.*

Club Officials—Are you seeking high grade Managers, Stewards or Bookkeepers? Write to: Club Systems Service, 4836 Drexel Blvd., Chicago.

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