

Golf Needs the Help of Your Brains

Golf is the world's fastest growing sport. At least 3 days each week of the golfing season more money is spent on golf than is spent for the entire season's gate of organized baseball. Golf's American plant investment is a billion dollars.

YOU'RE IN A BIG BUSINESS. It needs the help of your brains and you need the help of the brains of the other smart and successful men who are running golf clubs.

So write **GOLFDOM** what you're doing at your club that is evidence of modern, successful methods in any phase of club officials' management policies and practice, course maintenance methods, pro department operation, clubhouse design, construction, operation and maintenance.

Anything and everything that's sound and successful in the golf business is what we want for **GOLFDOM's** pages so the experience of all in the business can be shared for the mutual good.

Send pictures, too, if you can. Clear snapshots will do.

Write about your problems, your complaints, your failures, also, when you feel that they'll contribute to the advancement of the business.

Don't worry about fancy writing. Just write letters that tell the facts and the figures. We'll care for the literary angle and editing.

We believe that, due to the extreme lively and valuable close-ups on the golf business provided by **GOLFDOM's** readers, we've got a business journal that's a stand-out for help to its reader, but we are determined to make it better, every issue.

Big clubs, medium-sized clubs and small clubs; we want the business stories of what all of them are doing that other clubs might well study.

Thank you.

G O L F D O M

Herb Graffis, Editor

407 S. Dearborn, Chicago 5, Ill.

HO-SAVER is the name of a new (patented applied for) hose mender recommended for the repair of any leaking, split or broken hose. It is all-aluminum made with a group of flanges which, once inserted, grip the inner surface of a hose and hold under any water pressure or pull. A feature is that, there being no clamps of any sort on the outside, the hose cannot mar or injure the grass over which the hose is dragged. The leaking part is cut out, both ends of the device soaped slightly and one-half inserted in each end of the hose. Distributed by **WILCO Distributors**, 664 Andrews Building, Buffalo, N. Y., Retail at 25c with a special discount in dozen lots to golf clubs and institutions.

NEW FLOODLIGHT—Revere Electric Mfg. Co., 6009 Broadway, Chicago 40, has a new 750 to 1000 watt all-aluminum floodlight especially suitable for practice ranges, putting greens, tennis courts, pools and parking areas. It is dust-tight and weatherproof and is designed and constructed for easy servicing.

ALUMINUM AWNINGS — Kool-Vent Metal Awning Corp., Keystone Bldg., Pittsburgh, Pa. is making ventilated aluminum awnings and canopies which prevent construction of heat pockets formed by canvas awnings and considerably reduce the temperature in the shade. The awnings and canopies are made of aircraft aluminum, riveted. They don't fade or rot and



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Remember...

What's good for GOLF is good for YOU!

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