

pro shop averaging \$160 gross a day for each of the 150 days of the season when the public course in the northern and central states is getting much play.

If the reporting park board doesn't pay for the pro's help, chances are the pro who is criticized has to pay considerably more than \$100 a month for his assistant.

In more than 22 years of close contact with the golf business we have yet to see a public course pro get rich, although we have seen many public course pros handling their jobs, with freedom from political interference and understanding cooperation of park board officials, so the public golf operation has become one of the most popular public recreation operations and one of the few which often is self-supporting and which pays for the improvement and extension of facilities.

The growth of public golf and the increased demand of the public for facilities and personnel approximating those available at private clubs means that a well qualified professional is essential at the public course that has high type of park board executive and operating management. Already the public and private courses are in competition for first class pro business talent. That sort of a businessman isn't going to work where there will be resentment of his superior services making money for him, as well as attracting and pleasing the public.

There's a whole lot of room for better understanding of pro department operations by park officials, and such understanding will produce the sort of public endorsement of park operations that the park boards seek.

Reach Compact Course for Philadelphia Park

A retired soap and dye manufacturer from Chicago helped to break a long-standing policy in Philadelphia recently when he was given a concession for a streamlined nine-hole golf course in Fairmount Park, the first time that publicly-owned land in that city was ever used for such a purpose.

The course is designed to fill an urgent need in Philadelphia for a place where the average golfer may play. There are only three public courses in the city and the demand for additional facilities has prompted the Commissioners of Fairmount Park to grant a private concession.

The concession was made to Louis L. Rittenhouse, of Merion Station, Pa., who was formerly in the soap and dye business in Chicago. He is building the course under the Milton Reach patent for a different type of day and night golf facilities. Rittenhouse has exclusive right to the patent in Pennsylvania, New Jersey and Delaware.

The first Reach course was built in Springfield, Mass., and other units are in

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O. E. LINCK CO. Inc. Clifton, N. J.



Snack bar to be built on 22 acre area at Newark (N.J.) airport where Reach-patent compact golf course and 45 tee golf range is being built by Airport Golf Course, 586 Newark ave., Jersey City, N.J.

operation and planned for various sections of the country.

A 12-acre plot in Fairmount Park was made available to Rittenhouse. He obtained the lease from the Fairmount Park Commission on agreement to spend an estimated \$70,000 in grading the land and erecting the necessary equipment, which includes two refreshment stands and a comfort station.

As rental, he will pay 20 percent of gross receipts from the golf course and 10 percent of the gross from food and sales. The entire project is to be surrounded by a six-foot high steel wire barricade and is floodlighted for night playing.

Also included in the lease is a recapture clause under which the commission may take back the property on 60 days notice at any time after the first year.

In that event, the commission would pay the operators 80 percent of the \$70,000 construction cost at the end of the first year, 60 percent at the end of the second year, and so on. The project becomes the property of the City of Philadelphia at the end of five years. Playing fee per round is to be \$1.

John B. Kelly, a member of the Park Commission and a well-known sports and political figure in the Philadelphia area, originated the idea of establishing such a course in the park after he conferred with Rittenhouse and saw the original Reach-patented course in Springfield.

Kelly's enthusiastic report led to the appointment of a three-man committee among the commissioners to study Ritten-

house's project. All gave their full approval. The other members of the committee, which included Kelly, are Raymond Rosen and Jay Cooke.

To forestall any possible criticism for the leasing of public land to a private, profit-making organization, Kelly pointed out that the Park Commission now loses money on all its public links and that Rittenhouse's venture might be a chance to pull the park's recreational facilities out of the red.

Rosen said neither he nor the other members of the Commission believed they should gamble with the public's money and that whether the venture succeeds or fails, it will have cost the taxpayers nothing, since Rittenhouse is footing the bill. The backer, in turn, was very optimistic about the success of the unique course which is lighted for night play.

Redmond Puts Showmanship in Golf School

Jack Redmond, the globe-trotting trick-shot performer, has settled down in his golf school at 4 West 40th St., New York City, where he and his associates, Duncan Barr and Helen Hicks have crowded lesson books.

They've put showmanship into this teaching enterprise.

One of the gimmicks is a large mirror in which the pupil can get a clear image of the way he is and the way he should be in his swing. Jack says that by associating these views of positions with the feeling of the positions the pupil gets a deep and under-