

I make my selling price right. These high class stores have their own problem. They have high overhead and can't handle anything but quality merchandise. My overhead is much lower and instead of taking a chance of less volume and more profit per sale, I make my prices in line.

"Repeated instances have shown my policy to my members in such a favorable light that I have won their confidence and a firm hold on their trade. The pro who works along these lines is going to build up a volume of business in addition to his club and ball sales that shows a substantial profit. I make it plain, tactfully, that I don't compete on a price basis with cheap stuff in either strictly golf merchandise or in golf apparel. The cheap stuff that is offered at a lower price by department stores is merchandise that has been turned down by me because it would not meet the standards of my members, or is merchandise that the manufacturers did not even submit to me in view of their knowing of my policy of protecting my members.

"At Minikahda there is no price quibbling although the wealthy character of the membership is such that there might ordinarily be. The pro at a wealthy club knows that the richer a member is the more frequently he engages in price questioning, most of the time just to exercise the trading acumen that made him master of a fortune. Because of this freedom from price argument, I am satisfied that the importance of a careful buying policy is demonstrated convincingly at our club."

High-powered selling is something that Taylor thinks dangerous at any good private club. He points out that the member is out at the club primarily to enjoy himself and not to buy. Even the fact that each item of the enjoyment costs and costs plenty, is to be kept very much in the background.

For that reason Taylor is a great believer in making displays both of merchandise and of manufacturers' advertising material do the job of working up the customer to the point where he asks for something, or at least manifests enough interest in a particular item of merchandise so that the shopman can follow through in a manner that will exhibit a desire to serve rather than an eagerness to take the player's money.

This is the sort of plain common sense that has made Taylor a valued element in his club's attainment of fame.



1. This little golf ball is anybody's. It is costly to the player but its chief viciousness lies in its ability to undermine the morals of caddies whom it tempts to dishonesty or ball-bootlegging.
2. This little ball prevents mistakes, comes back to its owner, lifts the morale of the game, speeds it up and helps keep caddies sportsman-like and true to themselves.
3. This is the new, perfected Fulname Ink, the most important development in golf ball marking in years. Already far in the lead of every other marking method Fulname, with this new ink, is supreme.
4. This is the machine that marks the good little ball No. 2 with the permanent, uninjurious and indelible

Fulname Marking

Free under a unique plan which is very easy of fulfillment by
Any Club or Pro

Write for details today

The Fulname Co.
Southern Railway Bldg., Cincinnati, Ohio

N.B. To the thousands of clubs and pros now using Fulname marking we offer, for a limited time only, the Fulname Inking Outfit, consisting of 1 can of the new Fulname Liquid Ink, 1 can of cleansing fluid, 1 Plate Glass Inking Slab, and 1 Fulname Inking Roller (Value \$2.00) for the attached coupon and \$1.00 with order.

COUPON

THE FULNAME CO.,
So. R'way Bldg., Cincinnati, Ohio.
Enclosed find \$1 for the new Fulname Inking Outfit as above described. Money to be refunded if not more than satisfied. Pin to your card or Letterhead with \$1, cash or check.

Public School Golf Boon to Pros

By FRANK LEWIS

Pro, Hardscrabble Country Club, Fort Smith, Ark.

GOLF in the public schools was started in Fort Smith, Arkansas, by Earl U. Hardin three years ago. When I first heard of it I could not conceive of it being possible to make golf a requirement in public schools. Yet, after getting into it, I found that it is the most practical thing ever started in the schools from a sport and athletic standpoint. There are many cardinal principles which go toward putting this over. First, the position that the school authorities take is that they are attempting to instruct the children in everything that will be useful in after life, and the local school authorities claim that they have been accomplishing this in everything except sport. Second, golf is the only known game that can be played from the cradle to the grave, and played by boys and girls, weak and strong. This is demonstrated by one school girl here, only thirteen years old, who has been able in tournament play to shoot consistently under a hundred, and I claim that this is not bad golf for a thirteen-year-old girl who has only played a short time, and I might add, spends very little time in lessons or practice.

The local schools have put canvas sheets in the back of the gymnasium, and suspended them on wires so that they can be drawn together or pushed back to clear the gymnasium. Under these arrangements, five or six can be hitting the balls at the same time. It has been found advisable to use at the beginning soft rubber balls and enamel them. This prevents the possibility of an accident at the start, as children are inclined to be reckless about hitting balls when they first start, as well as wild, and they do not seem to realize that a golf ball will hurt.

On Thursday, November 15th, the high school golf team, consisting of boys and girls, started on a five days' tour, making the principal cities in Arkansas. Among other places that they were to play were Hot Springs and Little Rock, Arkansas. They were not able to meet high school teams in match play in all these places, but

where they can not meet a team of high school boys and girls they will play local club members, and it is expected in another year all the towns visited this year will have school golf teams.

Plan Trip for Students

Fort Smith citizens are now planning for an extensive trip through the United States next spring when school is out and judging from the invitations they are getting, this trip should last over a period of two months. The ambition of parties making this move is to cover portions of Canada, Michigan, Minnesota, Wisconsin, Illinois, Ohio, Indiana, New York and Pennsylvania. They will visit in such towns as extend invitations. I would suggest to pros that they talk to their club members and arrange to have this team visit their club, as it will do more to stimulate the game and help the club than anything I know of.

The one thing the pro wants to know is, what benefit will come to them as a result of golf in schools, and what will they have to do to put it over? I can best illustrate that by telling you what I have done here. I volunteered my services to give lessons to the school children in group formation three mornings a week for half an hour, which does not interfere with club duties.

The fact that children picked up the game so rapidly was noticeable to club members and people generally about the town, and the result is that I am swamped with lessons, and as these trips are being planned for the children, parents are all wanting their children on the team and, of course, the members of a team will be worked out on an elimination process and they are all going to be the best customers for the pros. I should say unquestionably that this is the greatest thing that has happened in the golfing world for many days for the benefit of the pros and the general advancement of the game.

I will gladly answer in GOLFDOM any letters and questions relative to our experience.

Pebble Beach Being Rebuilt for 1929 Amateur

By JACK FULTON, Jr.

THE National Amateur championship of 1929 will be held over the Pebble Beach course at Del Monte, California, and since the time the tournament was awarded to this Pacific Coast links over a year ago, a great deal of remodeling and reconstructing has been done.

It is a serious matter nowadays for a club to accept the National Amateur tournament. Not only must the course measure up in all respects to the calibre of courses used in previous years, but each and every hole must be a so-called "test" of golf. Every club in the bag must be called on not once but several times in the round, and yet, with all of this, the course must be fair and punish only the ill-directed or poorly-placed shot.

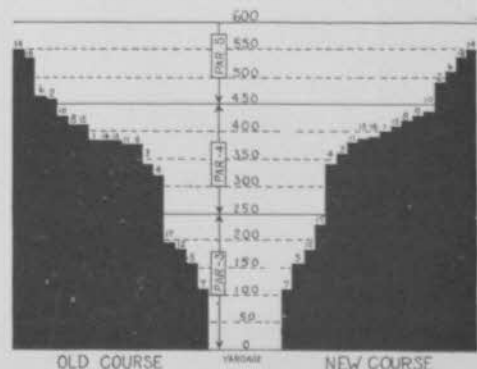
The graph on this page will tell the story of the changes to which Pebble Beach has been subjected. On the left appears, diagrammatically, the profile of the old course wherein the holes are charted in the order of their length. It will be noticed that there was considerable lack of diversity in shot requirements. There were five holes all approximately 375 yards in length, and two other holes only a few yards longer than a good par-4.

Notice on the right of the diagram how these holes have been modified. The course has been lengthened 300 yards, and this added length has been apportioned among the holes in such a manner as to give almost perfect regularity to the "step-up" on the graph shown on the right above. It indicates that the new Pebble Beach course has a balance of distance seldom found on any individual 18-hole layout.

Under normal conditions, the "ideal" course has four par-3 holes, (or one-shot-ers)—one an extremely short hole; one a decidedly long one, and two in between. Notice how well the new layout meets this requirement. There are four par-5 holes on an ideal layout, two of which will demand two full wood shots, and a delicate third; the other two requiring two exacting full-shots from the best player's bags.

In this portion of the ideal layout, the Pebble Beach links also conforms closely. The new 2nd and 6th holes, formerly decidedly weak because they were only a few yards longer than the limits of par-4, have been lengthened more than 40 yards each, which will give a character and force and nicety of play not present formerly.

The real beauty, however, on the new Pebble Beach layout lies in the almost



perfect step-up of the par-4 holes. Five of them are under 400 yards, holes requiring a lofted club shot after a good drive. The other five are 400 yards or longer, and call for long drives plus distance iron shots.

With all these changes in Pebble Beach, to which should be added a complete reconstruction of all putting greens, no attempt has been made to increase the difficulty of the course for the average player. The high handicap man, so long as he chooses the route designated for him, and plays reasonably straight, will find the course, if anything, somewhat easier than formerly. This is accomplished by, in many cases, widening the fairways which, for the high handicap man, more than offsets the additional yardage of the various holes. Sufficient openings onto the greens have been left in each case for all reasonable requirements.

The championship golfer, however, has not been dealt with so kindly, and with



Review your year's green progress

AT many places in a review of your year's work as green-keeper or green-chairman, you will see how it would pay you to deal with an organization that not only handles the leading and approved equipment and supplies for course construction and maintenance, but serves with great value as a clearing house of practical methods.

Then you should call to mind the work that has made J. Oliver Johnson, Inc., the world's largest golf course supply house. In supplies and service Johnson has built a constantly increasing leadership. If you profited from association with this leadership during the year now closing, you will realize the wisdom of still greater profit to your club by even more extensive use of the Johnson organization next year. If you were without the Johnson help during 1928 resolve to enlist it in 1929. It's a good New Year's resolution to make.

We wish you, in the passing of this year,

The Merriest Christmas You Ever Had.

The growth of our golf business in 1928 has made this certain to be the Merriest Christmas in our history.

J. OLIVER JOHNSON INC.

World's Largest Golf Course Equipment House
Morgan, Huron and Superior Sts.
CHICAGO, ILL.

© Reg. J. O. J., Inc., 1928

the new layout a poorly played shot will be followed by one of exceptional accuracy in order to get on in par strokes. Considerable use is made of the so-called "optional route" system, whereby the long hitter may materially better himself by flirting with a difficult carry by means of a well controlled shot. In each such case there is a safe conservative route offered for the player who is not so sure of himself.

The whole undertaking was by far the most difficult piece of reconstruction work, so far as designing is concerned, that has been attempted on the Coast. The fact that the course was to be done over for a national event, the first ever to be held on the Pacific Coast, called for out of the ordinary consideration. The class of the country will pass on it. The obstacles the designer was forced to overcome were numerous, and must have seemed at times insurmountable. Since the course is operated by the Del Monte Hotel Corporation, hundreds of good golfers from all parts of the country have seen the work in progress, and it is safe to say that nearly as many suggestions were offered, some of which were good.

Such problems as additional area for the better handling of galleries, water pressure and volume on extensions to new fairways and greens, adequate additional drainage, and many others required considerable study, problems encountered only in such remodeling operations for a national championship, and seldom, if ever, presenting themselves in the building of new courses.

All construction has been completed and seeded, and the next fifteen months' nursing, to produce a suitable turf, will be in most competent hands.

There is every reason to believe that the crack amateurs contesting in the 1929 event, will find this course equally as difficult as those over which they played in other years.

DON'T be timid about posting the names of members with delinquent house accounts. Nothing brings in overdue items like the knowledge that failure to pay invariably leads to a public bulletin-board announcement of the fact.

Be hard-boiled about posting. Only the posted member will object and it is his own fault after all.

Greenkeeping Cost Survey Reveals Interesting Variations

OUT of a mass of data sent to us by a number of green-chairmen and greenkeepers, all of whom we hereby thank, GOLFDOM has been attempting to ascertain if there could be any approximation of a standard in greenkeeping costs based on conditions involving wage scale, size of course, character of topography and equipment. Many of these courses upon which figures were obtained were courses with which we were acquainted and from this data in particular we had hoped to get a fair average of costs preliminary to determining unit costs along lines advanced by several well known greenkeeping authorities.

The wide variation of data we have received indicates that instead of working from actual practice to a fairly reliable theory on greenkeeping costs, the matter will have to be handled the other way around. In this respect the research scores one victory for the theorists. Closer investigation of some of the figures revealed that the highest maintenance costs were not strictly maintenance charges, but involved considerable construction work. The figures for California and Texas were high until the twelve-month season was taken into consideration. Fairway watering costs also added to the California totals.

Upon checking up on some of the costs that were higher than those of clubs in the same territories having approximately the same labor market we found that the clubs paying the higher wage, which was usually only five cents an hour more, did so because experience had shown that the men obtained by the slightly higher wage were much more valuable in proportion to their cost.

Green Mowing Time

Figures on mowing greens have the expected variation due to the different green areas, but it seems definite from all figures given that the time required by power mowing is a little more than half of that

required for hand mowing in the majority of instances reported, so labor cost and the opulence of the budget determine whether or how the work is to be done. Green mowing crews range from six to one man in the cases of the reporting clubs. Of the clubs having six men the fastest work for mowing 18 greens was reported as two hours. The average time for a six-man crew was three hours. As near as we can tell from the available data, 45 minutes to an hour is the time required for mowing most greens by hand, with the higher figure being the average for the representative metropolitan district greens.

There is a marked tendency to confine the other work of the green-men to the vicinity of the greens. They are held responsible for the weeding of greens, the condition of the traps and bunkers surrounding the greens and for top-dressing, in the majority of cases of first class clubs reporting. In some instances the work of these men also goes into cutting tees, landscaping work around course and club grounds, and screening compost.

Size of Force

The nine-hole courses reporting show a marked uniformity in the size of the greenkeeping staff. Three men with the greenkeeper seem to be the number deemed sufficient by most of the nine-hole courses. The difference in the standards of maintenance depends on the equipment employed by these three men almost as much as it does on the men themselves, according to our observation.

With the 18-hole clubs there is a wide range with respect to the size of the force. Some of the courses that are in pretty fair condition for the representative smaller city 18-hole course are getting by with as few as six men during the greater part of the busy season, with a man or two brought in as pinch-hitters during rush times. But the majority of the 18-hole clubs indicate that a 10-man force is the smallest it is safe to operate with if the

KEWANEE

WATER
~LIGHT



SEWAGE
DISPOSAL

A System to Fit Your Club's Needs

Put your problems up to
KEWANEE engineers.
Over 200 types of KEWANEE
Systems now installed.

KEWANEE PRIVATE
UTILITIES COMPANY

414 S. Franklin St., Kewanee, Ill.
Dealer Correspondence Invited

course is to be kept in good condition. From this 10-man minimum the size of the 18-hole force increases until the high mark of 20 is reported by three clubs. In these cases the staff is responsible for the care of tennis courts, polo fields, bridle paths, and general landscaping work on the grounds.

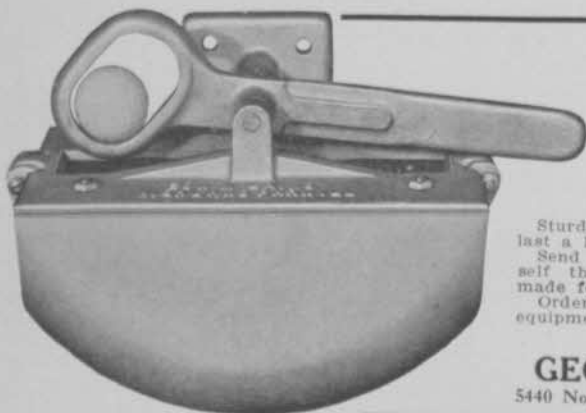
The wage varies from \$1.75 a day in one southern town up to \$5 and \$5.50 in the metropolitan districts. As far as determining the annual labor cost which might be taken as a good general figure, the reports offer no hope. Figures on the annual labor expense of 92 clubs paying a daily wage of \$3.75 or \$4 reach from \$4,000 to \$24,000. The difference is shown in the conditions of the courses, for with all of its uncertainties greenkeeping has advanced to the point where the more that is spent with reasonable judgment the better the course is bound to be.

Some green-chairmen protest that the house end of the club gets a better break on the budget than the green end, and although they may argue strenuously against promotion of the club's activities

along road-house lines instead of as a golf establishment, their one best bet is to cite the condition of courses that have had money spent on them. Checking the figures on such courses as we were acquainted with, we were strongly impressed with the fact that the more money available, the better the course is, notwithstanding the ever present perils of thoughtlessness, extravagance and lack of knowledge.

The growth of fairway irrigation is going to revise greenkeeping cost figures decidedly, according to the evidence before us. If golf clubs want the vastly improved turf condition resulting from fairway irrigation they'll have to pay for it. Notable work is being done by California pioneers in fairway watering and by others who are adapting the California ideas to eastern requirements in cutting down the watering costs by providing systems that are as nearly automatic as possible. It deserves fullest encouragement. A yearly labor cost of \$30,000 where fairway watering is employed to the fullest extent is not at all out of line, so the reports show.

One of the problems that the green-chair-



The LAING BALL WASHER

Practical - Permanent
Convenient - Fool-proof

Sturdy construction, finest quality brushes, last a lifetime.

Send for one on approval—see for yourself that the LAING fulfills every claim made for it . . . no obligation.

Order direct or thru recognized golf equipment dealer.

Sole Distributor

GEORGE A. DAVIS, Inc.

5440 Northwest Highway,

Chicago, Ill.

GOLF COURSES

DESIGNED and BUILT COMPLETE

PRELIMINARY SERVICE FOR LAYOUTS, ITEMIZED ESTIMATES, ALL DETAILS
AND INFORMATION FURNISHED GRATIS

WRITE FOR OUR ECONOMICAL METHOD OF PROCEDURE

UNITED STATES GOLF ARCHITECTS, INC.

"DESIGNERS, ENGINEERS, CONTRACTORS"

STANLEY F. PELCHAR
GOLF ARCHITECT

310 SO. MICHIGAN AVE., CHICAGO
OTTO CLAUSS, LANDSCAPE ENGINEER
Telephone Harrison 6714

JAS. J. PRENDERGAST
CONSULTING ENGINEER

men and the greenkeeper have to solve is finding winter jobs for the good men on their force so that club can get the men back when the season opens. Even in the south and west coast with their 12 month season, part of the year is slack and might involve the discharge of men in whose training the club has an investment. At New Orleans they employ the men they want to keep in mixing fertilizing material, repairing and painting fences, benches, shelters, etc., and in other such jobs around the course and clubhouse. At Dallas one club keeps its best men on the payroll during the winter painting, overhauling, raking leaves, trimming trees and dragging the greens every day with large cocoa mats.

One interesting case of year 'round operation is that at the Denver Country club where golf, skating and tennis often go on at the same time. Here is one of the cases where the watering costs figure largely. In hot weather they have to utilize their water by working men in relays dur-

ing a 24-hour schedule.

In many of the reports it was noted that a mechanic is listed. Such a man is highly desirable on any payroll and even on a small force the qualifications of one man who can and will keep the equipment in first class working order are worthy of highly favorable consideration.

A number of the reports commented on the expense of rough cutting, due to the necessity of the work having to be done by hand. This item, and the wisdom of so designing tees and hazards that machine maintenance may be easily and extensively employed, will show labor savings in the future and current architectural practice is taking them into consideration more than ever heretofore.

Labor costs for 1928 as compared with those for 1927 are about at a stand-off. In no case reported was there more than a few hundred dollars' difference. This probably indicated the results of budgeting rather than greater utilization of labor or any change in the wage scale.



Complete information
sent on request. Early
orders receive prompt
service.

All orders F. O. B.,
Granger, Ind.

Can You Afford a Compost Pile?

LECCO - The Complete Grass Food eliminates
this expense.
One Ton will make 40 applications.

Last Word in FINE TURF

COCOOS creeping bent seed. Thirty pounds
will plant a green of average size
(5,000 sq. ft.)

WASHINGTON stolons. This strain
makes putting greens
that will stand heavy traffic and rough treatment.

LYMAN CARRIER

Elevator, Warehouse and General Offices, GRANGER, INDIANA

100 Per Cent Membership Co-operation

By CHAS. R. MURPHY

Manager The Toledo Club, Toledo, O.

DEFINITION: ONE HUNDRED PER CENT. *A condition of perfection with nothing more to be desired and every detail connected with it as perfect as can be.*

This, of course, is what every club manager strives for. It is hard to conceive one hundred per cent co-operation of every member, yet every manager desires such a goal. How then can this best become a reality?

First of all, the manager must be in perfect harmony with the officials of the club, showing them that he is fulfilling every duty required of him, which includes the actual running of the club plus personal harmony with every member. It is true that club members look with confidence to the trustees and chairman of the house committee, whom they elect for a period of years to guard their interests, but the manager is the one paid to operate the club, and it is essential that they choose a thoroughly competent man to even hope for successful management and co-operation.

The manager they select, of course, must be a real diplomat, able to cope with all situations, meet all kinds of people; he must listen to them all alike, regarding their criticisms constructive or destructive, as they might be. Every member must be given the same individual attention in order to get co-operation among them all, because each member pays his regular dues and is entitled to the best at all times.

Combating Destructive Criticism

However, in dealing with a large group of members, as a manager would in a large club, one must remember that in every group of men there are some that are never in accord with everything that is done, not only for their interests but for every member of good standing. This is one of the pitfalls, then, in one hundred per cent co-operation among the members, namely, the existence of some few members who are selfishly indifferent to the welfare of the club. They want the other fellows to bear

the burdens and responsibilities, yet they themselves want the best of everything and are always ready to criticize, not constructively but destructively. Thank goodness this percentage is small and is much overbalanced by the group of constructive members who always are ready to make helpful suggestions to the manager and always ready to commend the management. These men make the manager feel that his devotion to his work has brought the desired results.

Employees Must Help

The manager must have the co-operation of every employee in every department at all times, because their part is necessary to a one hundred per cent co-operation with members. The manager must have the confidence of every employee and must also hear their side of the story, helping them in any of their difficulties. The machine will perform more nearly perfect when the employees know the manager is behind them, having their interests at heart all the time. In our institution the co-operation among the employees is very fine, some having been with me seven years, while others have been here longer. They know what is expected of them and are familiar with members' needs and eccentricities. It is surprising to note the favorable impression a member has when he has confidence of perfect attention and service in every department of the club.

Catering to Women

Many members belong to several clubs and for this reason each manager must give the best service, attention and personal touch that he can. It must be shown that the particular club offers better service, relaxation, food, exercise, or whatever it might be. This assurance causes the members to have a feeling of obligation and duty towards the club. Many clubs, of course, cater to women and she is the one who notices every detail and tells her friends at the bridge parties all about the club, the service, the food and every minute detail; so it is necessary that the women

be given every attention needed if the manager wants good advertising.

When a new name is added to the membership list, it should be the duty of the manager to immediately acquaint himself with this new man. Make him feel at home, show him the various departments of the club, show him the advantages the club offers such as the dining rooms, pool, gym or reading room. Get his early interest and you will have a friend as well as a booster.

Many factors are necessary in the attainment of one hundred per cent membership co-operation and each one of these factors must be one hundred per cent in itself. Literally it is not possible to expect such co-operation, but that is what we all strive for and we should not overlook any factor in its attainment.

Indiana Greenkeepers Start State Association

INDIANAPOLIS, Ind.—Victor George of the La Fayette C. C. was elected president of the Indiana Greenkeepers association at the organization meeting held here Nov. 10. Other officials elected: Vice-president, Carl Bretzlaff, Meridian Hills C. C., Indianapolis; secretary, Edward Updegraff, Indianapolis C. C.; treasurer, George Hawkins, Avalon C. C., Indianapolis.

The organization was effected at a dinner given by Clarence Griener, local equipment dealer.

John MacGregor, president of the Midwest Greenkeepers' organization, steered the Hoosiers through the details of organization in his experienced and successful fashion. As a result of his guidance the Indiana organization was launched as a thoroughly organized and going concern. The Indianans start out with a program of indoor monthly meetings during the winter and plan to hold outdoor meetings and inspections during the summer.

Boston, Mass.—Hovey & Co., 19-20 South Market St., have issued a new catalog of golf implements which is of timely interest to those making up maintenance budgets. The book will be sent free on request.

New York City—Nieblo Mfg. Co., makers of Reddy tees, have opened an office and factory in Bremen, Germany. This factory will manufacture for all foreign trade except Canada.



Cup Winners

Champions appreciate the right water system in a golf course, although they may express it as "splendid greens."

Brook-Lea Country Club Rochester, N. Y.

recently installed McWane pipe because it is rustproof and ends watering troubles—and at a smaller cost per year of service.

Ask for Names of Other Users

McWANE CAST IRON PIPE CO.

Chicago Dallas Birmingham
Philadelphia Los Angeles

To Golf Club Officials

It is often folly, when a golf architect turns over a new course to a club, to employ an inexperienced greenkeeper.

Why not employ one with all the necessary qualifications? He will know how to bring the course up-to-date and with less cost than an inexperienced man.

We have a number of greenkeepers seeking new courses. If you desire practical men of this type address:

EMPLOYMENT COMMITTEE

The National Association of
Greenkeepers of America

405 Caxton Bldg. Cleveland, O.



Tractor Wheel Spuds

The R. H. wheel spuds save time installing and removing, they are made in many sizes for any type tractor or purpose. Low price and quality has been welcomed by Golf Clubs, in use on 1000 clubs.

Sample spud and circular on request; advise make of tractor and purpose used for.

(If your Ford or equipment dealer cannot supply, write direct).

R. S. HORNER
Geneva, O.

Manufacturer of Wheel Spuds, Golf Tractor, Golf Wheels for Fordson and Trucks.

The Peerless Mower Sharpener

The Peerless Lawnmower Sharpener grinds all makes of Power, Horse and Hand Mowers in 20 to 30 minutes, with razor-like edge, giving any desired clearance or bevel. Mowers run easier, less power required, hence more speed. One owner reports they have dispensed with one man. Another writes: "The Peerless Sharpener saves us \$700 to \$800 annually." Write for Catalog and list of users.



The Fate-Root-Heath Co. 888 Bell St.,
Plymouth, O.

HOOPER WATER SYSTEMS

Our engineers are specialists in golf course irrigation, being the originators of the California Snap Valve Hose-less System.

Let us design and submit an estimate on your course.

Hooper Irrigation Engineering Co.

308 National City Bank Bldg
LOS ANGELES, CALIF.

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, 443 South Dearborn Street,
CHICAGO - ILLINOIS

Coast Club Has Unusual Dues Fixing System

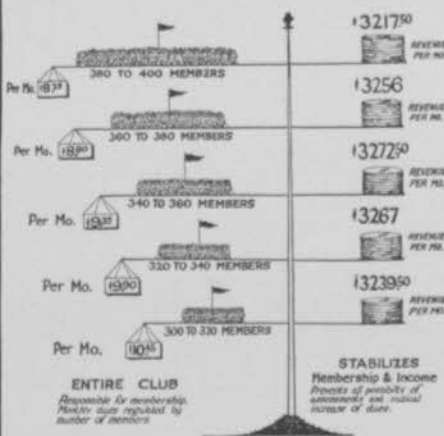
An unusual system of monthly dues is in force at the Alderwood Country club, near Portland, Ore. In simplest possible terms, the amount of dues each Alderwood member pays from month to month de-

REDUCED CLUB DUES

The Ralph Tomlinson

"ALDERWOOD STABILIZER"

as right reserve



MAKES AN ACTIVE INTERESTED MEMBERSHIP

pends on the number of members on the club roster at the time.

President Ralph Tomlinson, who worked out the system, explains it as follows:

"About a year ago Alderwood decided that a certain amount of income was needed each month if the club was to be run up to the standard our members expect, and, moreover, that this income depended only slightly on the size of the membership. Accordingly, the 'Alderwood stabilizer' (illustrated on this page) was

—COUPON SCORE CARDS—

MEDAL PLAY TOURNAMENT CARDS
MATCH PLAY TOURNAMENT CARDS
GRAPHIC HANDICAPPING CARDS
TOURNAMENT RECORD BOOKS

Write for Descriptive Circulars.

THE GRAPHIC SCORE BOOK CO.
100 Main St., Park Ridge, Ill.