

Tackle "Favorite Brand" Problem with Letter

EVERY manager is confronted at times with the firm request of members that the club handle some particular brand of product that may not be in general demand. These requests are apt to tie up quite a little money at the end of the year and to avoid this possibility the Sunset Ridge Country club of Winnetka, Ill., circularized its entire membership at the start of the season with the following letter:

"It won't be long before you are asking Sunset Ridge attendants for your favorite smokes and beverages so Sunset Ridge is asking you in advance to say just what you wish provided—and is attaching a card to this letter so that you can easily communicate your wishes.

Your favorite cigar—brand, color, size, packing—will be stocked for you this season provided you will purchase at box rates the unsold portion of any specified box remaining on hand October 31st. New equipment has been installed which makes it easy to care for a larger cigar stock. Please mark the card so your favorite cigar can be ordered.

Cigarettes for yourself and family: Indicate your preference and you will be supplied.

Tobaccos: The same as for cigarettes.

Ginger Ale: If you have a favorite brand please specify.

Mineral Waters: The club will stock any mineral water or soda you specify if reasonably salable—or any unusual water if you will purchase the unsold stock, up to one case, at the end of the season. Just state your desires.

Your co-operation in the above is needed so that we can order intelligently. Please give the card immediate attention and mail it at once, for 'it won't be long now'."

The enclosed return post card read:

My favorite cigar (brand), size, color
No. in box I usually pay

If the club stocks the above cigar will you purchase at box rates the unsold portion of one box, as specified, remaining on hand October 31st?

Favorite cigarette	size	tips
Family's cigarette	size	tips
Tobacco	Ginger Ale	Mineral Water
Other favorites		

Signed:



Fulname Golf Ball Marking

- ¶ Speeds up the game.
- ¶ Prevents mistakes.
- ¶ Stops golf ball bootlegging.

It is

- ¶ An invisible chain and padlock on every player's ball.
- ¶ Indispensable to membership good will and club morale.
- ¶ In use by leading pros and over 3000 clubs in 14 countries.
- ¶ A permanent imprint that lasts as long as the ball.

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Machine is

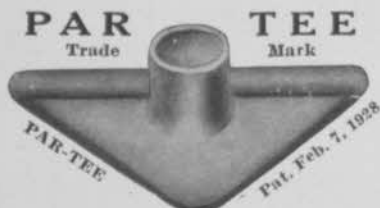
Free

Under the simple conditions, easily met by any club or pro. Write today for full details of our offer.

The Fulname Co.
So. R'way Bldg., Cincinnati, O.

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REORDER Make sure to have enough PAR-TEES in stock to profit from the growing demand. Wise pros. are ordering for big sales.



The 100% Golf Tee

MADE OF PURE RED RUBBER

PAR-TEE is the first and only scientifically designed Golf Tee (made of Pure Red Rubber) constructed upon mechanical principles whereby and because of the Rocker Action by which the tee turns over as soon as the club comes into contact with the ball, permitting the club to follow thru without the least resistance. **It Won't Fly!** PAR-TEE sets on any surface—sand, clay, mud, grass, snow. Ideal for indoor golf—does away with the usual mat.

NO ANCHORING REQUIRED!

Does away with the sand box. Does away with pushing or driving in wooden or metal tees, saving your fingers from bruises and your club from marring. Does not tear thru clothing. Compact, convenient, sanitary. Only one needed to carry with you.

PAR-TEE is as perfect and dainty as a gem; worth its weight in Gold, but only costs its weight in silver—25c. (Price in Canada—35c). One lasts indefinitely!

Order NOW and reap the profits resulting from our National Advertising

PRICE TO PROS. AND DEALERS, \$2.00 per display card of 12 PAR-TEES having a total retail value of \$3.00; a 50% profit on cost. Order from your JOBBER.

PAR-TEE, Inc.

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Former Guests
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of the Daily Arrivals

New
Garage
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TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

— [400 Newly Furnished Rooms \$2.50 a Day and Up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00] —

WALTER CRAIGHEAD, Manager

Dearborn Street from Jackson to Quincy

Ball Makers Ask Pro Help to Thwart Price Cutter

IT IS becoming more and more apparent to makers of golf goods that one highly desirable aspect of the pro golfers' trade is the maintenance of right prices. Golf club officials who are in business that have price-cutting woes may be interested in the following details of a case of price slashing on the balls of one of the leading ball makers. Pros will be greatly interested because it shows to what extent a knowing manufacturer in the golf field is going to protect the business of the pros who are developing speedily as good business men.

The price cutter in this case was a chain store system that was picking a popular product as a come-on. Of course pros who had done a good job of selling themselves to their members so cut price was no lure hadn't much, if anything, to fear, but to remove the demoralizing price situation, the manufacturer took the action described in the following letter, which was sent to pros in the affected territory:

On ———, there came to our attention an advertisement in the ——— papers of the ——— Drug Stores offering "—, —," ——— golf balls for sale at a price of 59c each.

Such price cutting on the "—, —" ——— is decidedly more harmful to the ——— Company than it is to you as a golf professional, and it is our desire to place our position in the matter before you so that you will have full knowledge of it and be in a position to help us.

The ——— Company has not sold any golf balls to the ——— Drug Stores and the source from which they obtained the "—, —" ——— that they are offering for sale is at the present moment unknown to us. We are putting forth every effort to locate their source of supply, and as soon as we have knowledge of it, we will see that it is immediately shut off.

We have personally called upon the officials of the ——— Drug Stores and protested against their selling "—, —" ——— golf balls at any price, and requested that they give us relief from the present situation by stopping this sale. We have further offered to buy from them at their sale price, or any other price, all of our golf balls that they may have in stock. To this request they replied that they will give us no such promise, nor make any

such sale to us, for the reason they desire to sell the "—, —" — that they have at a cut price for the advertising value that it will bring to their store. This, of course, is the usual attitude of the price cutting type of dealer.

Through the people in our own organization, we have visited their different stores and have purchased all of the "—, —" — in these stores. Whether they have any more of them, or can obtain any more of them, we do not know at this time, but we are doing everything that we possibly can to protect your interest and our interest by eliminating this price cutting competition.

We would appreciate the co-operation of all the members of the — District Section of the Professional Golfers' Association, in helping us get our "—, —" — golf balls out of the hands of — Drug Stores, by buying as many of these balls as they can purchase at these cut prices, and when you have them in your possession, if you will notify our — Branch, we will send the cash for them out to you and pick up the balls that you have obtained in this way. We urge your help in this as it is to the best interest of the golf professional and to ourselves to eliminate this cut price selling—as quickly as possible.

We ask you to work with us in this situation, as we have every confidence of cleaning it up quickly, and we believe that you will agree with us that as this temporary cut price condition is not of our making and that we are going to do everything possible to eliminate it, that it is only fair that you continue to stock and sell, as you have done in the past.

We desire at this time to express to

BECKLEY - RALSTON

Boosters of Pro Profits

The Beckley-Ralston putter, with its short steel shaft, square grip, and heavy head, showed last year that it put more pep and profit into pro shop putter sales than any other putter ever invented. Stock it, if you're not already cashing in. This putter now is available in a long shaft model.

Companion clubs are the Beckley-Ralston Midiron putter and Chipper for those stroke-saving strokes just off the green. They are big sellers. Stock them. B-R VAILE CENTER SHAFTED DRIVERS—BRASSIES—SPOONS

These center-shafted woods are bound to prove selling sensations of this season. They are endorsed in use and theory by leading golf authorities as the sound new idea in club construction.

Get full particulars of these clubs now. You'll want to feature them in your shop.



THE BECKLEY-RALSTON CO.

42-52 W. 22nd St. CHICAGO
4444 Woodward Ave., DETROIT
Craig at Bigelow Blvd., PITTSBURGH, PA.

you the sales policy of the — Company in reference to golf balls:

We sell "—, —" — at the trade price to golf professionals and legitimate dealers of golf supplies only.

We will not sell our golf balls to our customers in other lines of rubber goods that we manufacture.

We will not sell or will immediately discontinue shipping our golf balls to anyone who cuts the price on them

Look into the BRONSON STEEL ARCH GOLF SHOE special selling plan for pros.

This splendid black and white golf shoe sells at the unusually low retail price of \$10. It is sure of a big sale at your club, with a good profit margin for you.

The Bronson plan, approved in actual operation by many well known pro merchants, supplies you with a consignment stock that is easily kept complete for service to your members and leaves you with no "frozen" stock at the end of the year. It is backed by strong advertising in the player papers and direct to your members.

You want to make all the money you can with your shop, so investigate the Bronson proposition right now. It's the big new money-maker of the year for pros.

THE BRONSON GOLF SHOE CO.

711 West Lake Street

Minneapolis, Minn.



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below the established selling price of 75c each, or \$9.00 per dozen.

We do not sell our golf balls to our own employees for their personal play, but insist that they buy these balls from the golf professional located at the course on which they play, and pay for them the full price of 75c each.

Golf is a game played by sportsmen, and we believe that all those having to do with the game of golf, both as a player, manufacturer and seller of golf merchandise, are and should be sportsmen. It is the religion of all sportsmen "To do unto others as you would be done by"—to expect a square deal and to give a square deal.

We know that the golf professional, the country over, is a sportsman who plays the game and gives a square deal. That is what we are trying hard to give you and we feel sure that we will have the same treatment from you and the Professional Golfers' Association, as an organization.

If at any time there is anything in reference to the sale of our "—, —," golf balls that comes to your attention, that is out of line with our established selling policy, as set forth above, we ask that you immediately take the matter up with our organization.

Rising Standard Mean Rising Costs

AFTER talking over the matter with a number of greenkeepers and green-chairmen GOLFDOM feels that it might as well bring the optimists face to face with the probable dark truths; maintenance costs will increase rather than decrease on the country's golf courses.

One bright ray of hope beams in the undoubted fact that generally there is much more profitable utilization of the money that now is being spent and that will be spent.

What got us started off on this examination of the trend was a statement from John McNamara, greenkeeper of the Pittsburgh Field club.

McNamara says:

"The problem of golf course maintenance as far as the costs are concerned have been about the same dur-



Johnny Farrell

Drive Like A Champion

down the fairway straight and true and feel that exhilarating joy that comes with a perfect drive.

When you use a tee that is uniform in height and holds your ball the same position every tee shot, it gives you confidence and makes it possible to judge your stroke accurately.

Rite-Hite Tees are the logical and most efficient golf tees made because they are always uniform in height, they steady your game and enable you to drive like a champion.

Start the season with a box of Rite-Hite Tees and you will not only improve your game but you will assure yourself of genuine golf happiness.

Johnny Farrell Uses

"RITE-HITE TEES"

"I favor and use *Rite-Hite Tees* exclusively because they have the right principle. Always uniform in height."

JOHNNY FARRELL.

Make your members happy. Supply them with Rite-Hite Tees. Sold in bulk and package form.

FOR FREE SAMPLE WRITE—

The General Timber & Lumber Co., 7102 Woodland Ave., Cleveland, O.



ing the past 15 or 20 years when you take into consideration the increase in wages and costs of equipment. At the present time I have found that it costs from \$22,000.00 to \$25,000.00 per year for the upkeep of an 18-hole golf course of the better class.

"We are using today the same method of watering, fertilizing, cutting greens and tees as we did 20 years ago.

"In years gone by, even at a first class golf course they were not nearly as particular about the fairways, traps, and rough as they are today, so therefore what you save by using tractor instead of horses you lose by better upkeep of the course. Even taking into account the up-to-date equipment such as soil sifters, mower sharpeners, etc., the costs of which may be beyond the reach of the smaller club, you do not save enough to stay the rising tide of costs. By stating the above I wish to bring out that the maintenance costs will have a tendency to increase rather than decrease as the years go by. Of course, this will bring about much better golf courses thruout the country."

John has a direct manner of speaking up according to his lights, and while we doubt that he meant that his statement regarding the same methods was meant by him to be taken literally, he and the other fellows with whom we have talked about his forecast, have us fairly well sold on the inevitability of an increase in maintenance costs due to the constant elevation of standards of maintenance.

Refinements in maintenance equipment have bettered results and increased the speed of work, but the exacting requirements of the players have advanced also, and at a dizzy gait. Due to the spread of knowledge concerning fertilization there may be a greater degree of probable success put down on the side of advancement. That will be one waste checked off. And when you figure the capital invested in a metropolitan district golf course today, fertilizer or seed that cuts down the period when the course is out of play, or at least, not in inviting condition, represents a substantial fiscal item. Seeding, soil and watering seem to be matters that have been whipped into line with reasonable satisfaction. There remains the

Play the SILVER KING



"Heard the good news? Old man Duffus finally cleared the water hole."

"Must have surprised the turtles he's bombarded for thirty-one long years!"

"Oh, they were all down in the silt—trying to hatch out the first eight balls he drove.

"What got him over—some favoring hurricane?"

"Not at all Doug Smith lent him a Silver King and my how it worked!"

"How could even the King reform that ancient slice and hook addict?"

"Psychology, my dear boy, is no respecter of ages. Young or old, the so called dub merely tries too hard. And the confidence that comes to every man when he's playing the best ball made gives him more distance, better direction, smaller scores! The King takes one great uncertainty out of this uncertain game. Its use is the best piece of golfing psychology I know!"



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JOHN WANAMAKER
Wholesale Golf Distributors



For the Control of Brown-patch on Golf Greens

TURFCALOMEL is the outcome of experiments to determine the most satisfactory, efficient, convenient, and safest fungicide for both large and small brown-patch. It contains both corrosive sublimate and very finely powdered calomel carefully adjusted in composition with mineral matter. This composition has distinct advantages. It prevents caking, gives bulk, and allows of a more even distribution of the active ingredients—thus reducing to the minimum any possibility of burning the turf. Will also serve to eliminate earthworms.

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Send for Bulletin

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MERCK & CO. INC.

MANUFACTURING CHEMISTS

Successors to

POWERS-WEIGHTMAN-ROSENGARTEN CO.

Philadelphia New York Rahway, N. J. St. Louis Montreal



A MERCK PRODUCT

highly important matter of sunshine and with the ultra-violet rays in sunshine being artificially produced and applied to human development so successfully that the sun runs second to its substitute, it may be only a matter of time until some genius brings out artificial sunshine that is practical for turf culture.

"The Good Old Days"

Many who are yet young men can well remember the days when the greens were like the ordinary fairways of today and when the fairways were like today's rough. In ten years what will the standards be? A few cuppy lies on a course may mean withering scorn for the green-chairman and greenkeeper and a couple of worm-casts excommunication from the fold. The golfers like to get next to nature but they want their nature sugar-coated.

Somebody is going to pay for this onward and upward urge now manifesting its irresistible character. So, as the gentleman from the highlands of Pittsburgh suggests, you might as well get set to dig deeper into the exchequer.

What Are Standards?

The golf field must hand its green-keepers decided credit for their attention to cost records. Progress in the utilization of these records seems to have been general. Instead of being principally employed in determining who's who in rag-chewing matches between greenkeepers and green-chairmen, the records are becoming used as danger signals, budget guides and in other definitely profitable manners. But so far as enabling highly helpful comparisons of maintenance costs of different courses to be made, the records in the golf field are not so much. Prof. Dickinson at Massachusetts Agricultural college has been doing some earnest and able work on the subject of unit costs, but the practical applications of even this important work is limited, as we see it, until there has been some agreement on standards of maintenance.

Some day some individual or group may work out an acceptable, practical system of grading course maintenance. If you have any ideas on what such a system might embrace GOLFDOM offers them a warm welcome. The establishment of a detailed maintenance standard is an inviting and interesting avenue to be traveled by those who are giving thought to business practice in the golf field.

Please mention GOLFDOM

when writing advertisers

Methods That Work O. K. On My Course

By EVERETT R. HOOVER
Greenkeeper, Dublin Road Golf Club,
Columbus, O.

BEFORE I took to greenkeeping I was a fairly successful farmer with a high school education and was versed somewhat along other lines; enough I believe, to cope with almost any proposition on a golf course, with the aid of the *Green Section's Bulletin* which I think is one of the best things put before the greenkeepers.

Where Chairman Helped

If it had not been for the good chairman of the greens committee, at my first club, I don't suppose I would be in the profession today. A farmer is sort of an independent chap who has been used to running his own business and goes out to work a day at a time without seeing any one. On a golf course here comes fellows who never did anything but work in an office and try to tell you that the work is not being done right and at the same time you are figuring two years ahead of him. Golf courses are not planned successfully a day ahead. Here is where a good chairman comes in. He tells you to go ahead and do your own way and he will take care of the other fellows. Thanks to my chairman, when I left my club not only the officers but nearly all of the 175 members were my hearty well-wishers in my new field.

When I came to the Greenville course, we had four built up greens and the remainder were just turf greens; red top, blue grass and white clover, chick weed, candelion and other species of what not, and at the same time not much water. Some of the greens could not be watered at all. We labored along this way for two years. In the meantime I was preparing myself with compost and other materials and getting myself in a position to argue a little.

Built Water System

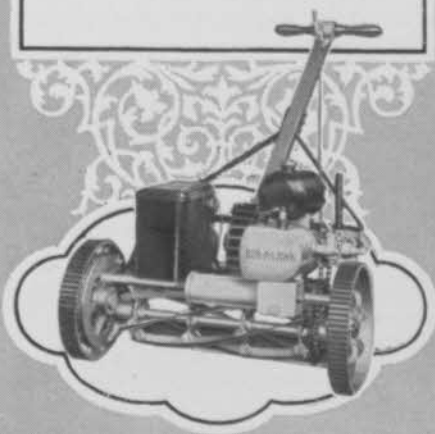
So we got busy and put in a good water system. They have a small stream of water that flows thru the grounds, which is fed by springs the season thru. At the lower end of the grounds we built a lake or reservoir. In the stream we built a

BOB-A-LAWN

The Lawn Mower Motorized

The "handy man" of the golf course. Cuts the "hard-to-get-at" places left by the large power mowers. Does it quickly and with no work except to guide its course. Write for illustrated book which explains all the advantages of BOB-A-LAWN.

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Send us your illustrated BOB-A-LAWN book and other information regarding this lawn mower motorized.

Signed

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Safety's Sake
Use Dependable

ELECTRIC
WORM
ERADICATOR

"I HAVE found your 'ELECTRIC' Worm Eradicator the most successful in eradicating worms from my greens. Under the directions given, it is safe and easily applied, and a vast time saver over others I have used."—Robert Sanford, Greenkeeper, Litchfield Country Club, Litchfield, Conn.

2 Gallons Treats a Green

Each gallon of "ELECTRIC" Worm Eradicator can be diluted with 250 gallons of water, and covers 3,000 square feet. Two gallons will treat an average green, preventing "brown patch" as well as eradicating the worms. Stimulates and fertilizes the grass. Safer and more effective than any substitute.

We ship "ELECTRIC" Worm Eradicator in 5, 10, 15 and 50-gallon containers. Price, \$3.00 per gallon f. o. b. factory. We supply **free of charge**, a measure and glass jugs for handling the Eradicator.

The 50-gallon Sprinkling Cart, shown above, applies the solution rapidly and evenly. We supply this Cart at cost, \$35.00, with orders for 10 gallons or more of the Eradicator

Order now; we'll ship on approval.

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dam to hold back the water to fill our reserve.

At the lower side of the lake we built our pump station, using a 5x6 piston or mine pump with 5 H. P. motor. The pump was placed on a level with the water. In this way it was always primed. We pumped into a 3,000 gal. tank made from an old stationary boiler which was given the club. We led off from the tank with a 3 inch line and one 2 inch line.

The 3 inch line extended half way thru the grounds and the remainder for three greens was 2 inch, with 1¼ inch laterals to the greens from 3 inch line.

A 2 inch line ran from the tank to No. 1 green and garden which was on a hill. We also filled the swimming pool from this. The pump was controlled automatically and with this system I could sprinkle all my greens at one time and would not take over two hours. In the last two years, we had our greens built up so good that in the dry weather I did not wet them more than three times a week.

The top of a green should be built with enough compost and sand with the soil to let the water get to the roots quickly and this also saves the green from baking and becoming hard from excessive tramping.

At the time of putting in the water system we wished to get started into the bent grasses, so we built No. 1 and No. 9 greens and purchased enough bent to plant them. At the same time we received from Washington a square foot of Metropolitan and one of Washington bent. From this we started a small nursery.

Using the Nursery

In the meantime we planted No. 9 green in the month of May and No. 1 in July. They did fine. We were playing on both greens within 60 days' time. The next season these greens went back on us. They would not stand the hot weather, so in the fall I replanted No. 9 with Metropolitan from our nursery and No. 1. I just set in runners and plugs from the Washington and we got real success from this bent. We also increased our nursery stock from the first nursery. The next green we built up and planted was No. 6. This one was lying just along the branch of water. We put this one in Washington and Metropolitan half and half, but I would not advise any one to do this because it makes an unsightly green in spring and fall. The Metropolitan is affected by frost much more than the Washington.

We kept changing over to bent until we had all greens planted. I have planted bent in the following months and had good success: April, May, June, July, August, September, October and as late as November.

If I had a green that was foul with crab grass and wished to plant it to bent I would cut the sod off before crab goes to seed and throw sod into compost, in this way you are not wasting the good materials you have put on greens. Then I'd replace with enough good soil and compost and sand to take the place of that taken off and then plant to bent. If a green is planted as late as November, it should be closely watched and rolled down whenever it can be done. This keeps the wind away from the roots which are heaved from freezing and thawing weather.

Comparing Notes

By visiting other golf courses I find that all greenskeepers are not blessed alike. We can not judge the other fellow by his greens until we find out the conditions. He may not have the right kind of water,

his topdressing may be of a very poor soil. He may not be able to get a supply of manure and many other things have to be considered.

At Greenville we had 30 acres of timber along Greenville creek. We pastured this with sheep which we corralled in winter. We saved the manure and also had a couple of cows to get manure from.

We would strip off the sod in the bottom ground for compost and haul the first spade of dirt for top dressing which would likely be free from weed seeds. I had an improvised dirt shed made of poles and rough lumber with good roof and a power screen so I could prepare enough dirt on a rainy day to topdress all my greens.

I would always haul my supply of topdressing in the dry time of the year. I would use 3 yards of creek bottom soil with two of compost and one load of screened sand, placing them alternating on a pile in the shed. When screening, I would spade down from top to bottom and then have the right mixture to put on greens without any further mixing. The power screen does the work.

The big 3 agree

—the *players* who have played over them, the *club officials* who make a business of studying modern materials and methods, and the *greenkeepers* who are responsible for their condition,—are agreed that

FLOSSMOOR

CREEPING BENT makes the finest greens

If it's up to you to decide on creeping bent for your course, let us send you a list of courses using FLOSSMOOR CREEPING BENT.

Write any or all of them regarding any question you want definitely settled on the playing and maintenance qualities of their greens. In other words, compare Flossmoor on the basis of actual service over a period of years.

The National Open Championship will be played at Olympia Fields on FLOSSMOOR greens

Make certain that you get the true FLOSSMOOR strain by ordering direct from

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Under the personal supervision of Harry J. Collis

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CHICAGO

"The best money we ever spent was for the Leesley creeping bent that has given us 18 of the finest greens I've ever seen. They're less than a year old but every member, guest and visiting greenkeeper is enthusiastic in praise of these greens."

—Frank Bourget,
Managing Director,
Columbian Country Club.

Leesley creeping bent stolons and the service we supply to greenkeepers and green-chairmen in making sure of the desired results, supply you with a combination that assures highest value for the money you invest in greens.

Write for prices and a free copy of the valuable Leesley booklet on creeping bent greens.

ROBERT F. LEESLEY GRASS COMPANY

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either hose the greens good or brush with fishing pole to get the fungus off. If it should affect the greens it would generally be about three weeks after applying ammonia and topdressing or in other words about the time they were due for another topdressing. I would give them about a yard of my mixture of 3-2-1 of soil, compost and sand to 5,000 square feet of surface with 3 lb. of ammonium sulphate to 1,000 square feet mixed in dirt.

If this failed to bring them back in a few days, I would mix pure compost and sand, equal parts, and give them another light dressing and they would come back green as ever. I think the cause of them not reviving just right from first application was that they were affected with fungus too many mornings successively. We never spent a penny for worm eradicators or any other chemical besides ammonium sulphate and had elegant greens the year around. We never have played temporary greens in the last two years. The cost of running the grounds in these years, 1926-27, was about \$2,500 after the income was taken off of expenses. This was from sheep and greens fees.

On Dublin Job

And now I will give a little account of what we have done at Dublin Road Golf Course, Columbus, Ohio, since November 1, 1927 and what we expect to do.

This is an eighteen hole course of which one nine is three years old with fairly good blue grass having some velvet bent mixed in. The fairways are in fair shape with traps and bunkers, but very poor roughs.

Brown Patch Experience

And now a word from experience with brown patch disease. We had two greens (No. 1 and No. 9) that were bordered on two sides with a thick growth of timber. One was Washington bent and the other Metropolitan. I could always tell when to expect brown patch. When we would have a rain and humid cloudy weather following I would get out before sun up and

Cut Topdressing Costs—by doing the work

5 times faster and better with the

MAC GREGOR COMPOST DISTRIBUTOR

Sturdy, reliable in performance and easily handled by two men.

Uniform distribution of compost insures true greens. Write for literature on economical greens maintenance.

Ask any one who saw it work at the Equipment Demonstration, Sunset Valley, G. C., Highland Park, Ill., June 5th.

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