

PICKED UP IN THE ROUGH

By HERB GRAFFIS

ANOTHER free golf school on the order of the highly successful school run by the Chicago Daily Fee Golf association and the Chicago *Tribune*, has been conducted by the Harrisburg (Pa.) *Telegraph* and the Blue Ridge CC. Six lessons made up the course.

There were more than 80 golfers in the school. Calvin Black, president of Blue Ridge, was the moving spirit of the enterprise. George Haak, Blue Ridge pro, assisted by Joe Ludas, pro at Middletown, handled the instruction and showed some astonishing results. The pros handled pupils from 8 to 76 years old. Majority of the pupils were women. Prizes were given to the pupils who showed the greatest progress.

Keen golf interest was aroused in Harrisburg and the *Telegraph* benefited with another demonstration of reader service and response. The idea is a natural for golf-newspaper tie-up.

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EDDIE CONLIN, head man of the United States golf ball sales, did something smart at the PGA convention at Milwaukee. Eddie gave each pro who played some of the new United States rubber kitchen aprons for his wife and some of the U. S. Three Star balls, which are called the U. S. Hennesseys by those who have memories that go 'way back.

The pro's wives clapped hands at Conlin's thoughtfulness. Ed also gave Francis Gallett, pro at Blue Mound, payment for the U. S. balls given away at the tournament.

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ONE SOURCE of income at the PGA tournament was the tee plates. On each tee plate there was the lettering, "National Tea," for which the National Tea Co. paid \$100.

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ATIP-OFF that the days of easy credit in the sporting goods business are at end comes out of the organization of the National Sporting Goods Credit association.

All leading manufacturers now are exchanging information on delinquent accounts. This is putting an end to the

grand old run-around whereby a retailer who was in too deep with one manufacturer would switch to another until credit had been exhausted with the second manufacturer, when Sucker Number 3 would have the account handed to him by the retailer who acted as though he were doing the manufacturer a big favor.

It was plenty evident at the meeting that for each dollar in pro bad credit there was more than a match in other dealer bum credit.

* * *

AT THE sporting goods credit men's meeting one of the speakers said something that will do some pros a lot of good and which may show them it is dangerous ignorance to act tough or play cry-baby when they are asked to pay their bills. This credit man remarked:

"Many retailers get into debt unknowingly. They have no intention of becoming dead-beats. Bills gradually pile up on them and the discovery that they are in too deep comes as a shock rather than the culmination of definite planning. Thus it is a favor to the retailer to remind him at frequent intervals of growing indebtedness, before he becomes hopelessly entangled in commitments. Stores have often thanked us for reminding them of their delinquencies before they reached the danger point.

* * *

THE new code looks to be a great thing for the pros and the manufacturers. The manufacturers sweated and spent a lot of time and dough to get a code that would eliminate retardent elements from the operation of a complex business. Boardman Spalding was the pilot of the tedious sessions for the manufacturers and a fine choice for the spot. He is one of those patient, long, lean guys like Joe Graffis and Cassius who do a lot of thinking o' nights, and in the daytime, too, and when the hooie has been sufficiently spilled will jerk the procession back into line with a "yeah, but how about the dough?"

* * *

GEORGE JACOBUS was called into the meeting to speak his piece for the pros. George put up a lusty, and legitimate plea for the pros getting a 50-50

deal with stores. His instructions from the pros were to raise particular hell against "buy it wholesale" deals, to eliminate the factors that give stores chances to spring cut-price sales against the pros, to work out the pro credit situation and to cut down pro howls on the subsidy which have been plenty, because one pro always will claim that the other guy is getting more with less license.

George did an impressive, first class job. The kid is O. K. Being president of the PGA is in many respects like being a green-chairman—just when the man knows enough to be able to hit swift pitching and is a valuable asset for the club, he is liable to get sick of his job, and the expense of training has to be repeated with someone else.

Evidence of George's earnest labors for the cause are evident in his doctor's diagnosis. He has a persistent case of nervous indigestion, maybe stomach ulcers, which the worry of trying to help the pros has given him.

JOHN MacGREGOR, boss guy of the Greenkeepers' association, played a fine hand in the code business. When the USGA expressed a belief that the private golf clubs didn't come under the code, John wired Herbert Jacques, president of the USGA, advising Jacques that the greenkeepers could be counted on anything for the good of the game and the clubs. John further made the delicate suggestion that if the recovery code was to do its work there are a hell of a lot of fellows in charge of golf courses and course laborers who are over-due for some recovery aid.

* * *

THE greens force of golf clubs, from greenkeepers down to the guys who weed the traps, generally are pitifully underpaid. If golf club officials, especially in the metropolitan districts, realized how many of their course employees and their families had to exist on relief funds during last winter, these officials would be shocked and promptly act to alleviate the condition.

Chances are the officials won't know because the greenkeepers have the matter of cutting costs so constantly drummed into their ears they are afraid to mention money to their chairmen.

The result is that many a metropolitan district greenkeeper is managing to squeeze out of the scanty sum he has to tide his own family through the winter, enough money personally to aid some valuable and trained man he wants back next season.

But that's the way since the world began; you can get a banquet from the poor when the rich wouldn't give away the time of day, so history advises us deep students.

* * *

AN ASSOCIATION of one-armed golfers is being organized by J. T. Junk of Downs, Kansas, who recently sent out a letter to secretaries of all clubs in Kansas, western Missouri, eastern Colorado and southern Nebraska, outlining the plan. In his letter, Junk said:

"As a one-arm golfer I feel I'm plenty good, but anybody in my position knows it is unfair to be matched against a two-armed man. I would like to organize all one-armed golfers in Kansas and surrounding states and hold a tournament once a year in some centrally located city—Tope-

(Continued on page 23)

THE ENIGMA, CINCINNATI, MARCH 29, 1933



Intriguing Trivial

Classic Sweaters
are Two-of-a-Kind

Good and service
at \$3.95

These sweaters are made of
the finest wool and are
available in a variety of
colors and patterns. They
are perfect for the office
or for a day's work. Each
sweater is made to order
and is guaranteed to
satisfy.

3.95

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On the Tee!
Proper Stance!
Play the Game!

in **Arnold Authentic**
GOLF SHOES

FOR WOMEN

Their **Arnold** shoes give you
maximum life and wear your feet
and convenience in your game

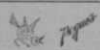
They fit like a glove, they are high heels with the comfort in them
and built, including golf shoes without any material of
discomfort. They are designed to give you that firm, sure
handy stance which is the basis of good putting... and
that ease of action which makes golf a joy. The value are
of them, in consulting, convenient, flexible construction
that saves longer, does not wear so much... and does not
show the feet in public dress. They are a... (only) authorized
at the 1932 Women's National Championship, they
also won a Gold Medal over all others. They are in
style, \$4.95 to C. E. Ballou & Co. Paper's to Chicago.

10⁵⁰

Get us the **Arnold Authentic** collection, made for
you, when you buy your **Arnold Authentic** shoes.

Patent Pending

The **H. & S. POGUE Co.**



Now That Spring
is here

Cushion
Golf Socks

to improve your
game

These socks are made of
the finest wool and are
available in a variety of
colors and patterns. They
are perfect for the office
or for a day's work. Each
sock is made to order
and is guaranteed to
satisfy.

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Newspaper sport pages often overlook the advertising revenue that would result if women's local golf news appeared regularly in the paper. Such ads as this full-page one, run by the H. & S. Pogue Co., Cincinnati department store, in the "Enquirer," are waiting for any newspaper smart enough to feature women's golf.

Salesmen Can Help Good Pros Clear Up Credit System

THE SWIFT growth of golf from a sport into big business happened in such a way that was bound to create a credit problem among the professionals. As we look back we can see that the game grew out of bounds. Many young fellows without any business experience were put into positions where they had big inventories, short seasons, limited markets, week-end rushes, style changes and forced selling to keep up manufacturers' volume.

These factors made the management of a pro shop more of a problem than the inexperienced pros were able to handle.

Solution of the pro credit problem undoubtedly was postponed by the intense competition among the manufacturers. When a pro had exhausted his credit with one manufacturer he was able to get credit from another. The result was bound to be sad for the manufacturers as well as the professionals and now the day of reckoning has arrived.

The salesman naturally gets an unfavorable reaction if his company has a firm, tough policy of pro credit. If a golf company wants to sell any pro who won't pay, that is the company's grief. But, of course, the salesman promptly feels the reaction from such a policy in reduced net income and eventually he is out of a job, because loose credit policies and survival don't go together any more in the golf business.

We can be proud of the fact that our company has a strong credit policy. It's a selling asset for the salesman if he boldly makes use of it. I have found that it is the best policy to sell the average good pro on the idea that we take very few chances on risky credit because we don't want to pass on this burden to the good pro who pays his bills.

Help Out Pros

When we analyze the complaints we have had about our credit policy, we see that most of them come from the credit delinquents who handle comparatively little of our merchandise. Undoubtedly we'd all be better off without their business if we were certain they would always be bad credit. However, many of these pros are fine, honorable fellows who have got in

THESE remarks were made by a district manager of one of the larger golf manufacturing companies at the company's sales convention.

What this golf goods salesman says indicates that the golf companies are set on helping the pros with the credit problem, always a difficult one in any short season business.

Pros have survived the depression with credit rating improvement that is worthy of praise in the field of small retailing units, and when some of the boys realize that cooperation and understanding on pro credit will make every pro job in the country pay better, there will be no more pro credit problem.

bad because they lacked business education. We can look over their shops, size up their clubs and learn something about their character and then know whether or not these present poor risks are worth the time and effort it will take on our part to work them out of the mess into which they have let themselves slip. If we decide that these boys—or men—are worth saving, then it is up to us to not be afraid of talking firm and open about credit and try to show the fellow how he can work his way back. We owe it to the pro. We owe it to our company, AND we owe it to ourselves.

I am inclined to think that one of the most serious charges that can be brought against golf company salesman is a down right fear of the credit problem. They are scared to death to mention credit to many of the pros, to whom a good heart-to-heart tough talk would be the best thing that ever happened in making good business men out of these professionals.

Such education can not be left to credit managers because they can not personally contact the pros. Golf selling to the pros is a double barreled job for the salesman—Selling and Credit. No sale is ever completed until we collect the money. The salesman should know the pro's position far more intimately than the credit man-

ager ever can, so if the pro is talked to in terms of the pro's own conditions and appealed to on his sporting fairness as well as on his wisdom in holding and building up his job, we are on our way toward a solution of the pro credit problem. I often have noticed that the pro's wives are the real business heads of the family, and if we can tactfully get such wives interested in the credit problem, we will have this problem solved in many instances. All of this work is informal, and can't be handled by the necessarily routine work of a credit department.

Call for Show-Down

What will help all good golf companies a lot is to have their salesmen go to the mat with the bad credit pros. Those who can be saved will be helped to a speedier recovery, and the hopeless ones can be eliminated from the game as a real service to the first-class pros, the clubs, the players, and certainly to the manufacturers and salesmen.

At times we run into a situation where a pro can't pay us because he says the club is holding out on him. We should know something about a pro's line-up with his club, so we could check such cases. If the club is holding out, and the pro will consent to such an action, we should call on the club officials and tactfully help the pro get his money so he can pay us.

Right at this point, I want to say something about an important detail of the spring store sales against which some of the pros have protested.

First, I point out that the loudest kicks come from the fellows whose business with us is the most quiet. I tell the howlers this in a way that tips them off to the fact that the smart pro-merchants have no kick against these sales. Then I remind them of the tremendous amount of clubs returned by pros at the end of the season, and that all store accounts know that a sale is a sale and that they are legally obliged to keep the goods we sell them. If pro accounts are promptly settled, and if a salesman keeps up with his collection all during the season, there will certainly be less merchandise returned at the end of the season.

Furthermore, I tell him that in addition to this returned merchandise, we have always been too easy on the pros in the past, and have as a consequence some accounts receivable on our books long overdue, and on which no bank would loan us money for next season's operation.

When the golf manufacturers get into a banking situation like we all faced this spring, we simply can't get money to carry on operations. We would have had it, however, IF we had been able to collect our accounts receivable, and had had no money tied up in returned merchandise. Therefore, we all are forced into getting money quickly. If any pro who hates to pay thinks that he can put any manufacturer out of business just because the manufacturer is bashful about asking for business when that business means money for salvation, that pro is exposing himself as ignorant of business.

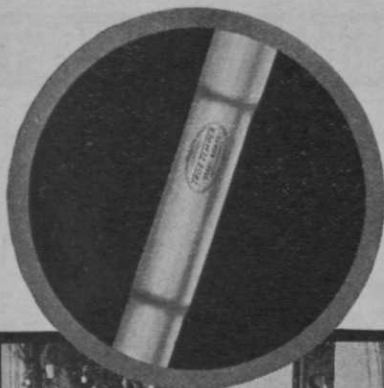
Pros' Hope Renewed

What the salesman has to do is to make the pros who are worth saving get up out of the red. When business is poor for them, as it has been for many this year, the salesman has to help the pro correct his practices without breaking the pro's heart. The pro's hope must be renewed. This is the year for eliminating the evils in the golf business and as the credit trouble is one of the biggest evils, we might just as well hack that out. If we let it continue, it is largely our own fault. Credit is choking our sales, and must lessen our sales effort because a lot of the time we might better spend on selling we have to spend in straightening out unpleasant credit situations.

Veteran Scotch professionals tell of Old Tom Morris who used to supply pros who were going out to the states with stocks of heads and clubs. Old Tom Morris died practically broke. So we can see that the credit problem is of long enough standing to require long, hard, patient work on the part of the salesmen who are closer to the pro than the credit manager.

In helping the pros solve their credit problem, our company is doing one of the greatest jobs that can be done for the pro. Any pro who is not willing to cooperate in solving his credit problem is a fellow we don't want to risk our money on. He is a menace to all the pros who are trying to build up the pro reputation for integrity and service.

THIS IS open season for Nominating Committees. Between now and February they will be busy selecting slates for the coming year. Once more, GOLFDOM follows its annual custom and points out to these committees the value of picking men on the basis of their *ability* rather than *popularity*.



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...PRO QUALITY



GOOD old-fashioned excellence of expert manufacture, long associated with clubs sold by wise professionals is always in danger in cut-price periods.

Often the average buyer can't tell the difference between a \$2.50 club and a \$7.00 club... They look NEARLY alike. But you, as a pro, and the manufacturer who supplies you, know why a difference in price is justified.

TRUE TEMPER Shafts cost more . . . They are made of the costliest alloy steel—precision made. That's why you find them on the finest clubs.

TRUE TEMPER Shafts are essential to "Pro Quality" and protection of a selling point that aids your reputation and protects your profits.

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Specify **TRUE TEMPER** Shafts on your club orders—they are supplied in various finishes including chromium plate, colored lacquers or with Pyratone Sheaths.

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AGAIN, HOL-HI PROFESSIONALS ARE FIRST

FOR GOLFERS WHO SHOOT

Eighty, OR UNDER

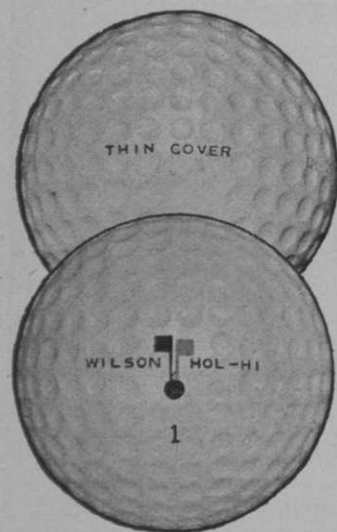
Wilson introduces sensational new thin-cover ball that drives farther, putts truer and remains playable longer

The boys are sure going to town with the new thin covered HOL-HI—not only the boys who are playing in the big tournaments but the boys who are staying home and tending shop! The performance of the new ball has created one of the liveliest demands for a golf ball ever experienced, which means more business for the professional.

The news of its superiority at the last P.G.A. tournament spread like wildfire. Any ball that was so consistently out in front for so many extra yards could not help but get recognition. Its superiority over all others amazed the players and the galleries as well. It is the sensation of the season.

While it is built for golfers who shoot 80 or under, the B class player sees in it a means of lowering his handicap—and what a market this type of player presents!

This ball is new—and how different! Besides its extra distance, its durability is amazing. You literally can't gouge it out of round. It may cut if you top it viciously enough, but it will remain playable! Its new-process cover is too *thin*, too *tough*, too tightly amalgamated to the core, to plow up. It will still drive straight, it will still putt true long after so-called durable, thicker-covered balls have gone into the discard. Are you ready to meet the demands of your players? Use the coupon order blank below.



Double YOUR "END-OF-SEASON" BALL SALES BY FEATURING

THE NEW *Thin Cover* **HOL-HI**

WILSON-WESTERN SPORTING GOODS CO. New York Chicago Detroit
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WITH A SENSATIONAL NEW ACHIEVEMENT

... AND HERE'S THE RESULT
 IN THE *first* BIG TEST!

A CLEAN SWEEP!

4 QUARTER FINALISTS . . . 4 SEMI-FINALISTS
 (One-half the Field) (The Entire Field)

2 FINALISTS . . . AND THE WINNER
 (The Entire Field)

played HOL-HI Thin Cover BALLS
exclusively in the P.G.A. Tournament
 (considered the world's greatest test of golf)

Gene Sarazen, the winner, played both
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Gene Sarazen, Johnny Farrell, Jimmy Hines and
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Please send me sales pro-
 motion material for the new
 Thin Cover Hol-Hi Balls and
 enter my order for.....dozen
 of the balls for immediate
 shipment.

Name.....

Club.....

Address.....

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IT MUST BE A BETTER BALL

Los Angeles San Francisco Portland, Ore. Minneapolis St. Paul
 Cincinnati Pittsburgh Charlotte, N. C. Miami Houston Dallas



A well designed green merges into the landscape. Here is an excellent example, the eleventh green at Cypress Point, viewed from the left of the line of play.

Twenty Years of Greenkeeping Have Taught Me Plenty

By DR. ALISTER MACKENZIE

Pasatiempo, Santa Cruz, Calif.
(Continued from August)

I OFTEN think that there is no preliminary training that is so useful in the treatment of golf courses as that of the medical man. Not only is his knowledge of chemistry, botany, biology, physiology, bacteriology, etc., of value, but of far greater importance is the mental training which prevents him interfering with nature and never using the drastic methods of the knife if a cure can be effected by simple means.

* * *

Modern medicine consists largely in discovering the causes of disease and supplying what is lacking in the human body such as extracts of the thyroid, pancreas, adrenal and other glands.

Similarly, in greenkeeping no treatment is required if nature can effect a cure. The knife should be avoided if better and more permanent results can be obtained by simpler means, and no drugs should be used except those necessary to replace constituents in the soil that are lacking and retarding the growth of the finer golfing grasses.

Nitrogen is the most important food for golfing grasses, but in providing nitrogen

it is important not to get too great a degree of acidity.

I have already said the USGA at first advocated lime, then stated it was poison and are now again advising its use. The question is a most difficult and complicated one.

Of one thing I am certain, and that is that I have seen more harm done to golf courses by the use of carbonate of lime and alkaline fertilizers than by anything else. Not only once, but scores of times, I have seen a beautiful sward of the finer grasses ruined by the application of alkalis. This has impressed me so strongly that I have even hesitated to advise carbonate of lime on the sour heathlands of Britain, peaty soil which has a much higher degree of acidity than any I have seen in America.

Puzzled at Cypress Point

At Cypress Point we were much distressed because the soil on the proposed fairways on the coast showed as high a degree of alkalinity as a pH of 8.4.

We were afraid that *agrostis maritima* (Seaside Bent) might not do well on such

highly alkaline soil, so before seeding we added a considerable amount of sulphur and since then we have used frequent dressings of sulphate of ammonia.

To our astonishment the fairways near the coast are as perfect as any we have ever seen, the *agrostis maritima* has dominated all the other grasses and there is not a weed or a leaf of clover to be seen anywhere.

It was entirely contrary to our experience that bent grasses could flourish in soil of such a high degree of alkalinity. There can be little doubt that the finer golfing grasses require an excess of nitrogen in the soil. This excess is usually associated with acidity so it is possible, or even probable that it is the amount of nitrogen that is of primary importance and that the pH is a secondary matter.

Virgin soil, or soil that has been uncultivated for many years always makes the best golfing ground. The word links originally denoted open, uncultivated land.

Cypress Point was constructed on virgin land. The pH varied from 4.5 to 8.4. Although most of the soil was rich in nitrogen, the richest was where the pH was highest. It is probably owing to this excess of nitrogen that we have been able to obtain fairways and greens that are considered to compare favorably with any in the world.

My view is that carbonate of lime should be used with extreme caution. There may be occasions when it may be necessary to counteract the ill-effects of over-dose of sulphate of ammonia or other chemicals, but in such cases it should be applied in small quantities and the effect carefully noted before giving it a second dressing.

There are a few points in regard to drainage I would like to emphasize and others that I would like to modify.

It is of the utmost importance that the water stratum should be tapped. For example, if a hard pan is present it is essential that this should be broken up and the drain tiles placed below the upper level of the pan.

It has already been pointed out that the drainage of a golf course is facilitated by the manner in which the construction is carried out.

Assisting Drainage

On all our recent golf courses on flattish land we have designed a series of swales which not only assist drainage but give us plenty of earth to make the greens, hillocks and undulating ground.

The swales will take care of the storm

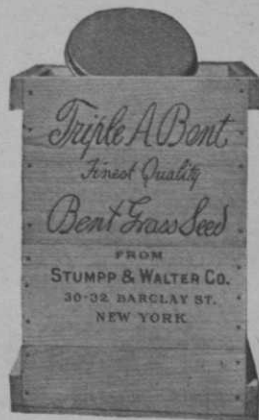
GRASS SEED

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"Known Quality"

In 50 lb. Tin Canisters

SAVE MONEY BY ORDERING NOW



Seaside Bent and Triple A Bent packed in 50 lb. tin canisters, enclosed in strong wooden boxes for protection, preservation, identification.

Grass Seed Over 99% Pure

Seaside Bent (Coos Co. strain)
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We are able to refine other varieties almost to this wonderful standard of quality.

Also South German Mixed Bent over 94% purity.

Kentucky Blue over 98% purity and Putting Green and Fairway Formulas of maximum purity and germination.

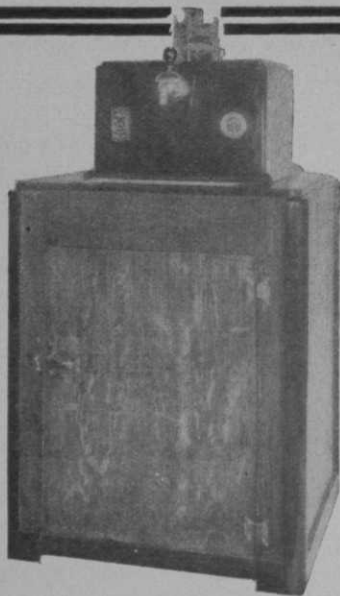
Such tested seed will reduce labor cost for weeding.

Your Private Lawn — Write us for expert advice and prices of Staigreen — the modern mixture for luxuriant lawns.



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Better Beer

Yes, not only better but far more profitable. And we can prove it! Kristal-Vac Dispensing System combines tank cooling and coil features with unique Kristal-Vac trap which eliminates "wildness" and insures delivery of uniformly gasified beer. Consider these features:

- Automatic air pump supplies pressure at any predetermined poundage. Beer passes from keg through cooling system in straight line to vacuum tank where wildness and sediment are removed.
- From vacuum tank beer passes to cooling tank where it is pre-cooled to within 5 degrees of desired temperature. From cooling tank it passes through short coil for final cooling immediately before delivery.
- In actual practice 20 glasses of beer are delivered per minute between 40 and 45 degrees F., without variation in quality.

Adaptable to any existing cabinet, bar or fittings. With ice or mechanical refrigeration. Portable form as shown for use in clubs, restaurants, hotels or home. Operates on light socket. No bar tender needed. A real trade builder and profit maker.

Write for details regarding this remarkable beer dispensing system and big profit maker. Let us show you how to turn your beer trade into worthwhile profits.

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water, and small pipes at the bottom of them will drain off any small pockets of water that remain. When a course is constructed in this way the expense of side drains is often unnecessary.

In the construction of a golf course this principle of swales communicating with deeper ones should be extended to all hollows on the greens, approaches, bunkers and any other communications wherever possible.

The kind of water used for irrigation is also of great importance. Irrigation may deposit an enormous quantity of undesirable salts during the year, so it is advisable in the choice of seed to be guided not only by the soil but also by the character of the water.

Water Problems

For example, at Sharps Park (San Francisco's new municipal course) the well water contained as large a proportion of common salt as 700 parts per million and so it was obvious that few grasses would flourish under these conditions. After the most careful inquiries we used *agrostis maritima* from Marshfield, Oregon, which we knew was flooded with sea water two months each year and we omitted *poa trivialis*, *pratensis* and the fescues we thought at one time would be desirable. At Pasatiempo, Santa Cruz, the fairways were nearly free from clover for the first few months, but this winter they became covered with it.

We attributed this to the excessive amount of carbonate in the water and thought it would be a great expense to get rid of it by hand-picking and nitrogenous fertilizers. Fortunately, we discovered a weed-puller invented by a man in Santa Cruz from whom Miss Marion Hollins, with her usual foresight, bought the patent.

This weed-puller is shaped like a rake with large claws set at an angle so that it grasps the clover and other weeds but allows the grasses to slip through its fingers. With these weed-pullers we got rid of the clover on the first and ninth fairways in three days. One man and one weed-puller does more work than 15 men by ordinary methods.

In Britain we are not troubled with water problems, except too much of it, but in California and other American states the expense of upkeep and irrigation is a serious problem.

A first class irrigation system is a specialist's job, there are few engineers who are capable of designing a system, as at