

BALANCE SHOP STOCKS

Wise Pros Study Price Range to Prevent Members From Buying "Out of Bounds"

By A. C. LINK

Wilson Sporting Goods Co.

CULTIVATING member interest on equipment purchases and inducing them to patronize the pro, requires careful planning on the part of the professional who competes with downtown bargain merchants, who have cut into pro shop profits. A number of thoughtful business professionals have proved to themselves that crying and fretting to the members about what the local store has done or will do to potential shop sales is not only a costly, but destructive method of counteracting such business practice. Such reference on the part of the pro seems to act as a stimulant to member bargain-hunters to satisfy their desires and come straggling into the clubs during the early selling season with merchandise that accentuates the aggravating condition wherein the pro must suffer the loss on such sales.

The keen business professional who has given time and thought to the question, "why do my members shop downtown?" realizes there is a danger far greater than the loss through downtown member purchases. He has discovered that customers making purchases not available in the pro shop have satisfied themselves downtown even though these members realize the resentment on the part of the professional through such outside purchases. Consequently they use every precaution afterward to avoid the pro shop, and in many instances, even the professional himself. That is only natural, as every member appreciating the pro's shop revenue is the foundation of his professional livelihood, is naturally inclined to keep outside purchases secret. When that happens, it means a lost customer and the possibility of others going the same route. How to counteract this member bargain desire present the important issue.

The keen business pro has solved the problem with encouraging results by featuring certain bargains in clubs, balls and bags. These make his shop the center of member buying interest, and re-cultivate the patronage of former store bargain hunters into supporting pro shop volume. While I do not in any way advocate display of obsolete or low priced merchandise as a means to

NOTICE to the PRO:

Up to now, golf ball covers had to be baked on under high-heat. Because heat *wilts* windings and makes covers *brittle*, fortunes have been spent seeking ways to avoid heat.

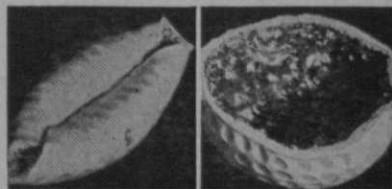
Now, Penfold announces he has licked the problem. By his new Chemo-welding process he *shrinks* covers on COOL — *chemically!*

WITH THIS MAGIC RESULT:

Thin covers now become as tough as the toughest! In fact so tough we put them on Penfold 50c and 35c balls. The cool process makes balls yards longer. For the first time, even duffers can play thin, championship type balls for 2 rounds at least.

The new Penfold '75', the Penfold '50' and the Penfold 'Racer' (3 for \$1) have the new *tough-thin*, Chemo-weld cover!

THE
TIP-
OFF



"LIVE"

"DEAD"

You can tell whether a cover is "live" (cut-resisting) or "dead" (easy to cut) by the way it comes off the ball. A "live" cover *curls up tight*, because it wasn't 'killed' by heat. A "dead" cover comes off open as a clam shell — brittle with no tendency to curl.

Write for descriptive price list!

PENFOLD GOLF BALLS INC.

New York: 67 W. 44th St. Chicago: 218 S. Wabash Ave.
Cleveland: 2000 W. 14th St.
Los Angeles: Jack Schaefer, Inc. 730 S. Grand Ave.

Only Penfold is PRO-ONLY!

GREAT GOLF BALLS

- plus a strong advertising campaign
- plus exclusive distribution through P. G. A. members' shops

will make money and keep customers for good business-man professionals this year.

Only P. G. A. members can sell P. G. A. balls. If you are not a P. G. A. member and are a good pro qualified for membership you had better look into *all* the reasons why you should be a P. G. A. member now.

For complete details of the requirements and advantages of P. G. A. membership consult any sectional P. G. A. officers or write direct to headquarters.

PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

General Headquarters: First National Bank Building, Chicago

satisfy this "something for nothing" member buyer desire, I do believe in a smartly set-up shop with good, up-to-date merchandise predominating. This unquestionably is the greatest selling asset the pro can have. Yet, I maintain, equipment representation must be such that a customer's buying whims can be reasonably reconciled, and that a three- or four-for-a-dollar ball, cheerfully sold and occasionally recommended for certain conditions, has the direct possibility of a subsequent sale at the 75 cent golf ball price level. Even the tightest dub thrills with the feeling of a sound wallop into a top grade ball, and is therefore a potential prospect not only for a better golf ball, but better golf equipment throughout. But, we must not lose sight of the fact that his bargain instinct commands him at times to buy some item of cheap equipment.

Holding members' interest is the important factor, and the pro must cultivate all members' desires for the better things in golf, whether it be equipment, advice, instruction or friendly conversation. Such activity makes it possible to keep closer in touch with the players' changing desires. Therefore, what better opportunity presents itself than to so plan your shop display of equipment that both man and woman member buying interest in your shop is always steadily on the increase? Make sure they come in and get acquainted with what you have to offer for their convenience, and avoid any possible inference that a visit to your shop obligates them in any way to a purchase.

The greatest natural golf equipment outlet is within your own reach. Why let the downtown merchants outsmart you?

■ THERE'S PROFIT IN THIS SERVICE ■

GRIP-RITE
SHU-SPIKES

PROS. prefer GRIP-RITES because

- easily, quickly inserted or removed.
- Can be fitted to any shoe ● 8 sizes
- flat or pointed ● self-selling service that brings profit and good-will.

PREVENT SLIPPING

■ LOOK FOR OUR LABEL ON THE BOX ■



Deal with GOLFDOM advertisers; they pay for your subscription

Caddie Uniforming Becoming Standard Practice

UNIFORMING caddies has taken on so well at many clubs the practice probably will be widely extended this season. Attiring the kids in uniform colorful jerseys with caps to match adds an aspect of regulation and training to the caddie corps. It identifies the boys' connections when they are trying to get rides to the club. Uniforming also assures neat appearing boys without burdening them with expense for laundering other clothes.

Perhaps the severest test to which the claims for caddie uniforming can be put is



in the case of colored boys. Jim Thomson, the tall fellow, third from left in front row of the accompanying picture, adopted the idea for the kids at his winter club, Ormond Beach, Fla. Jim got the outfits shown on his corps from the Jackman Sportswear Co., Chicago at \$1.25 for the soft cotton weather-proof jersey and caps to match. The monograms added slightly to the expense. Appearance of the boys is decidedly above the usual dirty and unkempt looks of colored caddies.

Manner of financing caddie outfits vary. Sometimes the clubs pay the entire cost; other clubs have the caddies pay in easy installments.

The New 1935 TWIN PAX

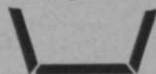
- New models—new features
- More attractive—lighter weight

Last season's bag sensation ready to repeat in 1935. Increased manufacturing facilities insure prompt filling of your order. Write. **Des Moines Glove & Mfg. Co., Des Moines, Iowa.**

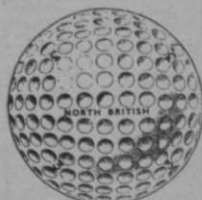
Selling this
new 1935
line of

NORTH BRITISH GOLF BALLS

protects your profits



This year North British presents
THREE outstanding golf balls!



- The North British (Standard)....75c
(Tough cover)
- The North British S. S. (Super-Tournament Thin Cover).....75c
- The North British 50, Liquid Centre—durable50c

*



North British
Golf Overshoes

DISTRIBUTORS

T. W. NIBLETT, 350 Broadway, New York
GRAHAM JOHNSTON, 42 W. 22nd St., Chicago

GOLFDOM advertisers know the golf field; write, they'll help you

MEMBERS WANTED

USGA Outlines Green Section's Value In Campaign for Club Cooperation

Club officials reading the report of Green Section work recently circulated by the USGA can check over this summary of achievement and feel explanations and apologies are due if their organization is of any first class pretensions and remains outside the USGA membership fold.

That the Green Section is up against it for money and must stop experimental work with an irremedial loss of many years investment is something that alarms all knowing ones interested in the maintenance of good turf on golf courses and in the continuance of the battle for sensible thrift in maintenance budgets. USGA officials have stated that they will increase the Green Section budget if increased membership support is forthcoming from golf clubs.

On Green Section performance alone the USGA can make a great case for membership. The case is presented to golf club boards for action at their next meetings. When the club authorizes USGA membership the association should be promptly advised at 110 E. 42d st., New York City. In soliciting co-operation for the continuance of the Green Section's valuable services, the USGA presents its strong case to prospective member clubs as follows:

Let us state that membership in the United States Golf Association costs only \$30 per club per year. On the basis of an average membership of 200 members per club, this represents the small outlay of fifteen cents (15c) per member.

The Green Section, through years of experimentation, has done the following for you:

1. **Grasses:** Developed superior grasses for putting greens. Defined adaptability of various grasses for fairways and tees. Determined economical seeding rates and methods.

2. **Fertilizers:** Determined the relative values of various fertilizers for turf production by tests on different soils.

3. **Diseases:** Devised remedies (including corrosive sublimate and calomel) for control of brown-patch, dollar spot, snow mold and other turf diseases.

4. **Insects:** Sponsored tests leading to arsenate of lead treatment for control of

grubs and earthworms. Tested other remedies for insect pests.

5. **Weeds:** Demonstrated several effective means for reducing weed problems on golf courses.

6. **Soil Improvements:** Developed methods for improving soil conditions to make them more suitable for golf course conditions.

7. **Mowing:** Determined favorable and unfavorable effects of mowing turf at different heights; thereby modifying unfavorable mowing practices on golf courses.

8. **Watering:** Demonstrated advantages in improved methods of applying water and removing excess water.

9. **Advisory service:** Advised clubs on all types of questions concerned with materials and methods used in golf course construction and upkeep, including soil and seed analyses. (This service has not been connected with purchasing bureaus.)

10. **Bulletin:** Published 13 volumes, constituting the most authoritative and useful reference work on turf culture in existence.

11. **Educational Work:** Conducted educational work which has raised the standards in greenkeeping in every part of the country.

12. **Interpretation:** Served to interpret related agriculture science so that it might be applied to modern greenkeeping.

From the above brief summary the green-chairman or greenkeeper, who is a keen student of his duties, can readily appreciate that the services rendered to his club have been of inestimable value.

It might be well for us at this juncture, to correct an erroneous impression in the minds of many, to state that no member of the executive committee of the USGA receives, or has received, any remuneration for his services or expenses either for travelling or otherwise.

The USGA in the last fourteen years has spent over \$335,000 in research and development work for the benefit of its member clubs. We have been compelled to reduce the budget for Green Section work because of operating deficits of the Association in 1931, 1932 and 1933. Our present budget, however, is sufficient for us to do a great deal of constructive work for the clubs both by helping them to correct erroneous practices of greenkeeping and to avoid mistakes which may be very expensive. In other words, our

tremendous investment in research and experimental work has brought us a fund of knowledge which will be lasting benefit to our clubs, and which, we believe, you cannot afford to be without.

There are in this country approximately 5800 golf clubs. We had at our peak 1129 member clubs, which has now been reduced through resignations to about 800 member clubs. This alone accounts for \$9,000 less income which previously was used by the Green Section in experimental work.

A fact that should not be overlooked is that the research results of the Green Section not only have saved thousands of dollars for golf clubs, but sports fields, tennis courts, bowling greens, lawns and ball parks have been able to benefit as well.

This brings us to the main question. In view of the fact that all this has been done for you, what are you doing to help? In other words, are you doing your part? The question has many times been asked of a United States Golf Association official—What does the United States Golf Association do for my club? It seems to us that the shoe is most certainly on the other foot.

United States Golf Association,
By Harold W. Pierce,
Chairman, Green Section.

ARLINGTON'S THRU! Philly Supts. Shocked At Birth Party by News of Garden's End

NINETY men prominent in greenkeeping in the Philadelphia district attended the tenth anniversary dinner of the Philadelphia Association of Golf Course Superintendents held at Penn Athletic club, March 18.

What was slated to be a celebration of progress and rejoicing in deserved recognition was blasted by the announcement that the Arlington turf garden of the USGA Green Section was being discontinued due to shortage in the association's budget. This blow was handed the Philadelphia district superintendents by John Monteith, jr., director of the Green Section and one of the featured speakers at the dinner. Loss of the Arlington garden after 15 years of operation and the irreplaceable character of the Arlington investment was recognized by each superintendent present as one of the most serious injuries course maintenance progress has suffered since the USGA took the leading part in course maintenance scientific work.

Frank M. Hardt, secretary of the USGA,

SKINNER SYSTEM OF IRRIGATION

Broadway Sprinklers and Fairway Valves

These devices, coupled with complete knowledge of how a truly efficient fairway system should be installed, enable Skinner to provide your Club with a flawless system from every standpoint.

The quick acting valves give full advantage of pressure and volume available. The Broadway sprinklers cover larger areas and cover them evenly with less volume and pressure. Actual tests prove this.

Every club's installation problem is different. Some are in position to effect economies not possible in other localities. Skinner System engineers weigh all of these points to give highest efficiency at lowest cost.

Your club has a surprise coming if still thinking in terms of costs prevailing four or five years ago. A letter will bring to your club Skinner System engineering counsel and the special manual "Fairway Watering".

Green Committees and Greenkeepers are cordially invited to visit our modern Irrigation factory. All types of equipment can be seen in actual operation. The latch string is always out.

**THE SKINNER
IRRIGATION CO.**
415 CANAL ST., TROY, O.



Rain at the Turn of a Valve

NEW SPRINKLER EFFICIENCY

Available
also without
roller base



Rain King

The Best Sprinkler Made

Throws more water

1600 gallons per hour at 60 pounds—20% more than other sprinklers by actual test. Two interchangeable, new, patented 3-jet nozzles for all pressures above 30 pounds. Special nozzle available for very low pressures.

Throws Water Farther

No obstructions to hinder free passage of water. Perfect distribution of water over any circle up to 150 feet.



COMPLETE EVEN COVERAGE



CAN'T STALL

New RAIN KING three-jet nozzle

Instantly set to turn at any speed desired—even as slow as 30 revolutions per hour. Oversize phosphor bronze bearings. Unbreakable. Good looking. PRICED RIGHT. Write for complete information on this new, improved Model E Rain King and Quick Coupling Valves.

MADE AND GUARANTEED BY

CHICAGO FLEXIBLE SHAFT CO.

5515 Roosevelt Road, Chicago

45 Years Making Quality Products

guest of honor at the dinner, paid tribute to the achievements of the Philadelphia association and its members. Hardt told of reduced galleries sharply cutting USGA income but shot a small ray of hope through the gloom that followed announcement of Arlington's discontinuance by saying that the USGA recognized Green Section work as of vital and far reaching importance to each golfer, and on that account was anxious to get more member clubs so Green Section work could be resumed on an adequate budget.

Informal discussion among greenkeepers after the dinner dwelt on the remote hope of keeping Arlington going this year. The greenkeepers realized fully that discontinuance of an experimental garden for a year means sacrifice of years of investment in incompleted research and necessitates starting all over and waiting another 15 years until Arlington catches up to its condition at the time of discontinuance.

Joe Valentine outlined the purpose of the Philadelphia organization to give clubs best courses at the minimum of expense in opening the dinner. He touched on high spots of the work the association was doing.

The toastmaster's job was deftly handled by George Baker. Baker, in referring to the association's work with the Pennsylvania State college, the Green Section and with Rutgers (NJ) Agricultural Experiment station, pointed out that the amateur in greenkeeping is as out of place as the amateur in medicine and dentistry.

M. E. Farnham told of the association's history, mentioning that the group had held 108 meetings in its 10 years. He referred to the expert character of the programs at these meetings and in emphasizing the serious nature of the affairs spoke of the liquor ban always observed at the affairs. In concluding his remarks Farnham presented on behalf of the association a plaque to Arthur Davis, for 28 years superintendent at Philmont and a comrade of whom any group of professional men would be proud.

Monteith reviewed the history and policies of greenkeeping research. There has been no let down in demand for Green Section service despite curtailment of its facilities, the Green Section man noted. Inasmuch as research is the basis for all Green Section development and there's no more money for research, Monteith was forced to express a mournful opinion that there would be stagnation in help on spe-

cialized technical problems which golf clubs have been in the habit of turning over to the Section.

Dr. H. B. Sprague, agronomist of the N. J. station said that New Jersey had the USGA to thank for its work. The Green Section could expect the states to do very little more than preserve a skeleton of research work under existing conditions, according to Sprague; so with Green Section research work folding up, prospects for any decided scientific advancement in turf maintenance work now begin to rate even with odds on a hole in one.

John Anderson, representing the NAGA and the New Jersey Greenkeepers' association, Dean Warnott, Prof. M. S. McDowell and the farfamed Prof. Jack White of Penn State college also were headliners.

Dr. Mangus, green-chairman of Springhaven, who was a pioneer in work that resulted in the formation of the Green Section, lauded the superintendents as "high-minded, highly specialized men with a definite purpose achieved well." A club, Dr. Mangus said, should employ a superintendent in which it can have complete confidence, then get money for that superintendent to do the work the club requires, and let the superintendent's judgment prevail. The superintendent should know far more about the course than any of the committee, so why should a committee assume the function of telling the superintendent how to do his work, asked Dr. Mangus. He congratulated the Philadelphia group on calling themselves superintendents. Mangus said that Springhaven regarded the association dues and meeting expenses of its superintendent, Tom Daugherty, as important items in the maintenance budget. Both Hardt and Mangus credited the superintendents' association with contributing much to golf's progress by breaking down the old notion that any one man's idea for the good of golf courses was to be guarded jealously as private property.

IT PAYS TO BUY the best seed; in addition to a better stand of grass, there is considerable labor saving.

The labor of preparing a piece of land for seeding may be entirely wasted by sowing an inferior grade of seed, and the opportune time for seeding may be lost by the failure of the seed to germinate properly.

NOW-CONTROL BROWN PATCH

with Organic Mercury for as little as

\$1.65 a green

**NEW DU BAY
SPECIAL SEMESAN**
brings
STANDARD PROTECTION
within reach of every
club



If you have been depending on makeshift treatments or less positive fungicides for brown patch protection, here's good news for the 1935 season.

The makers of Semesan and Nu-Green—for years the leading brown patch fungicides—now offer you **SPECIAL SEMESAN**, a real *organic mercury* disinfectant that can be applied for as little as *\$1.65 a green!*

With the cost barrier to organic mercury protection lifted, no reason is left to trust your costly greens to substitute fungicides that may protect, or may not. **SPECIAL SEMESAN** contains the same tested toxic ingredient always used in regular Semesan; gives turf standard protection at much lower cost. Use it this year! Order now from your wholesaler or golf supply house. 5 lbs., \$10.00; 25 lbs., \$42.50; 100 lbs., \$165.00.

REGULAR SEMESAN AND NU-GREEN

For greenkeepers who want to keep on using regular **SEMESAN** or **NU-GREEN**, these standard fungicides are still available. **SEMESAN**; 25 lbs., \$46.25; 100 lbs., \$180.00; 300 lbs., \$525.00. **NU-GREEN**; 25 lbs., \$30.00; 100 lbs., \$115.00; 300 lbs., \$330.00.



BAYER-SEMESAN CO., INC.
DEPT. 1-B, DU PONT BLDG. WILMINGTON, DEL.



The TORO "SOD-KUT" for Perfect Sod

A hand power tool that cuts sod with smooth, even edges and uniform thickness . . . 13½" wide, any length. Easy to operate . . . two men can cut 15,000 square feet of sod a day. Does not damage lawn. Write for full information.

TORO MANUFACTURING CO., 3042-3168 Snelling Ave., Minneapolis, Minn.

Great Savings Promised Through Diesel Engine Installations

IN the future the golf clubs with full rosters will be those with fairway watering—this fact is becoming increasingly evident even in those areas normally visited by comparatively heavy rainfall.

But how is such a project to be financed? How can pumping costs be kept down? Can the job be done without a big increase in green-fees? These are the questions that are being asked by the men responsible for golf course maintenance.

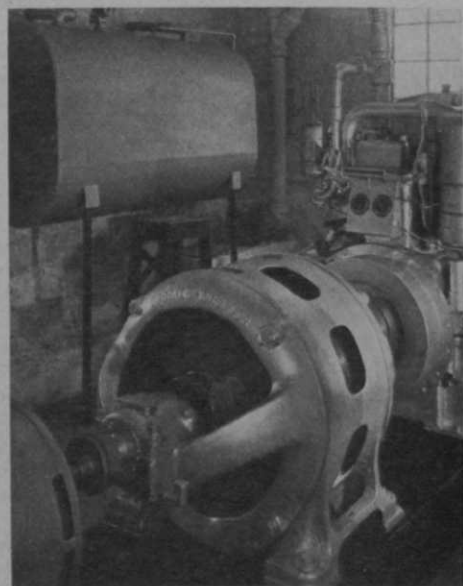
Two clubs in the Chicago area are supplying the answer with Diesel engines. One of the clubs will install a Diesel-driven generating set with which it expects to save \$3300 a year in power costs. The new unit will take over the entire job of supplying electricity to the clubhouse and golf course, and, it is estimated, will save 75 per cent in power costs.

The second club is installing a Diesel engine to drive the pumps that supply water for greens and fairways. The estimated saving on this installation is \$4,100 per year.

These savings appear remarkable but they are in line with the experience of thousands of owners who use Diesel engines for a wide variety of tasks. Savings in power costs range from 50 to 80 per cent because of many economies these power units effect. They burn low-priced fuel oil and far less of it than gasoline engines of equal power. Also, Diesels do

away with stand-by charges, costing nothing to operate when they are not actually running.

Diesel installations promise not only to pay for themselves in the first few months



The Diesel engine in the background runs this 25 kw generator.

of operation, but also to provide funds, as well as power, for such needed improvements as fairway watering. An annual saving of three or four thousand dollars

OLD ORCHARD TURF NURSERIES

FORMERLY

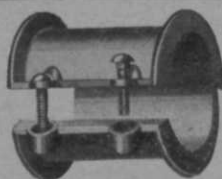
Old Orchard Bent Grass Nursery

Washington, Old Orchard, Metropolitan
Creeping Bent Stolons

All fresh stock less than one year old.

BOX 350

MADISON, WISC.



Permanently Repair

WATER PIPE LEAKS—
ANYWHERE—WITH EM-
ERGENCY PIPE CLAMPS

½"	\$.60	2"	\$1.20
¾"	.68	2½"	1.50
1"	.75	3"	1.88
1¼"	.90	4"	3.00
1½"	1.05		

M. B. SKINNER CO., SOUTH BEND, IND.

on present power costs will finance the needed watering system on many golf courses. On others, it will provide funds for improvements around the course and clubhouse or perhaps balance an overtaxed budget.

The Diesel engine is low in first cost and maintenance. It is available with a wide range of equipment, including generators and various types of pumps. It is built in sizes to fit the power requirements of the average golf club—for example,



Here a deep well pump has been powered with the Diesel engine for economy.

there are now five sizes of Diesel engines available, ranging from 130 h. p. to 47 h. p. It is compact and easily installed. It needs no high lines or outside source of power.

These are the reasons the Diesel engine looms as large on the golfing horizon as it does in the automotive, industrial and railroad fields. It promises a new era of low-cost power, well suited for the varied demands of the average golf club, but more than that, it promises savings so large that needed improvements can be made without additional dues or green-fees.

If records are available of club power costs over the past few years, representatives of Diesel engine makers can easily point out the almost certain savings possible through installation of a Diesel job in place of the club's present engines.

They Got Plenty Tough; Now Members Pay Promptly

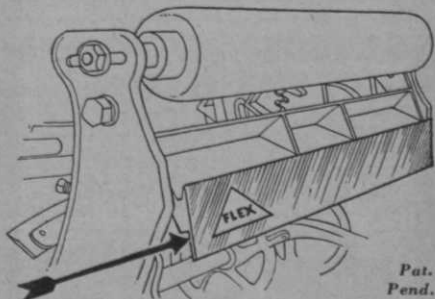
FROM J. U. Pearson, green-chairman of the Plumas Lake CC, Marysville, Cal., comes a follow-up to GOLFDOM's story in February on club collection methods. Mr. Pearson says:

"In your February issue you have an article by Jack Fulton, Jr., entitled 'Be



Flex Blades are FLEXIBLE and absorb the shock when striking stones or other hard objects—thereby preventing damage to reel, bearings, and cutting blades. This greatly reduces the cost of Mower upkeep. Instead of having a shop full of broken machines to be repaired you can carry on the same work with less equipment and with lower repair costs.

Besides economy you also obtain wonderful cutting results. Flex Blades give you a SMOOTH EVEN SURFACE. Made for all standard hand and power machines, easily installed and are properly tempered for high-power Triplex and Tractor Mowers. GIVE THEM A TRIAL AT OUR RISK.



A FEW FLEX BLADE USERS

- Bloomfield Hills Country Club.....Detroit, Mich.
- Pelham Country Club.....Pelham Manor, N. Y.
- River Crest Country Club.....Fort Worth, Texas
- Augusta Country Club.....Augusta, Me.
- Country Club of Montgomery.....Montgomery, Ala.

PRICES

16" to 22" lengths.....	\$1.00
18" to 25" lengths.....	2.00
26" to 31" lengths.....	3.00
35" to 40" lengths.....	3.50

TRY FLEX BLADES AT OUR RISK

Send us the following Flex Blades with the understanding that we may return them to you or keep and pay for them within thirty days.

State how many and sizes wanted.....

.....

Name.....

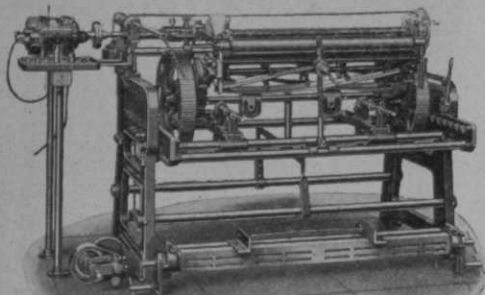
Address.....

City.....State.....

FLEXIBLE MOWER-BLADE CO., Inc.

20 Hudson Terminal Concourse, New York, N. Y.
Chicago, Ill. Address: Federal Life Bldg.

PEERLESS MOWER SHARPENER



For beautiful greens, keep your mowing equipment sharp on the Peerless Sharpener. Fast and accurate. Simple to operate. Sharpens all types of power and hand mowers. Grinds blades up to 36" wide. Reconditioner for "lapping in." Low in price. Send for illustrated bulletin.

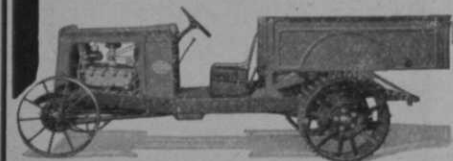
THE FATE-ROOT-HEATH COMPANY
835 BELL STREET -- PLYMOUTH, OHIO

STAUDE General Utility Tractor \$495 to \$795

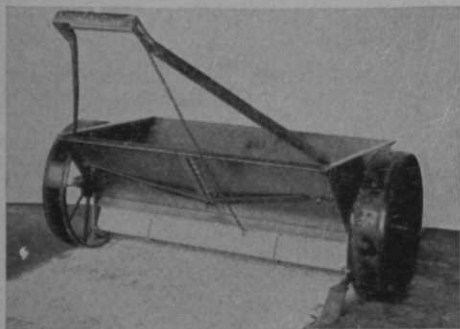
Attachments only for Ford Models T. A. and V-8—\$155 and up. Money back guarantee.

WRITE FOR DETAILS

E. G. Staude Mak-A-Tractor Co.
2696 University Ave. -- St. Paul, Minn.



ROOT ALL PURPOSE SPREADER



TOP-DRESSING, FERTILIZING, SEEDING

CUT your LABOR COST with this machine. For speed, economy and perfect application it is unexcelled.

THE ROOT MANUFACTURING COMPANY
1051 POWER AVE., CLEVELAND, OHIO

Tough on Collections.' I read this article with a great deal of interest in view of the fact that it covered pretty much the situation in our own club.

"On January 1st we not only got tough, but got hardboiled as well, and sent all members of the golf club a circular letter, a copy of which I am enclosing herewith. The results were startling; every member paid up except three who were promptly dropped from the club and we are at the present time enjoying dues from eighty-six members who pay promptly on the first of every month.

"I send this circular to you to show you that other golf clubs are having trouble as well as the ones covered by Mr. Fulton's article."

The circular sent out by Plumas Lake reads as follows:

To All Members of the Plumas Lake Country Club:

The holder of the mortgage on the clubhouse threatens to foreclose because his interest has not been paid. Nothing has been paid on account on our bill for power and light for months.

The reason for these things is that many of the members are not paying their dues. Only 41 paid dues in December out of 89. Only 51 paid dues in November. Most of those who did not pay are using the course constantly. Many of them have plenty of money for whiskey and rummy.

The directors have decided that the entire club is going to know just who the delinquents are. All members' names will be kept on the racks, out in the open, where every one can see them. Every member who does not pay his dues and is 15 days delinquent, will have a large, conspicuous red tag fastened against his name, so that everyone may know it is his fault that the club cannot meet its bills. No member whose name is thus tagged will be allowed to play until he has squared his account. If it is not squared promptly he will be dropped from the club permanently, and will never be allowed on the course again, either as member or visitor.

We have recently dropped several names for chronic delinquency. We have notified several others that if their accounts are not squared by January 15th, they will be permanently barred.

Board of Directors,
Plumas Lake Country Club.