Golf and International Harvester—at Home Over the U. S. A.

There is an unusual tie-up between present-day country club life and International Harvester motor trucks and golf course equipment. This organization, whose reputation goes back almost as far as the Royal and Ancient Game, maintains Company-owned branches in 142 thriving American communities. Eighteen in Canada. Wherever the call to golf sounds, there is an International Harvester branch nearby, ready to furnish and service the equipment that makes and maintains the links and grounds.

International Trucks and Coaches offer the latest improvements in transportation. McCormick-Deering Tractors in two sizes, and the all-purpose Farmall, provide heavy-duty, economical power for drawbar, belt, and power take-off work. And McCormick-Deering Plows, Lime Sowers, Seeders, Manure Spreaders, Mowers, Harrows, Soil Pulverizers, Wagons, Engines, etc., fit in with tractor and animal power to do the hundred and one jobs that require doing about the club grounds.

Requests for catalogs and information will be given immediate attention.

INTERNATIONAL HARVESTER COMPANY
606 So. Michigan Ave. of America Chicago, Ill.

INTERNATIONAL HARVESTER EQUIPMENT for the Golf World
A few facts about golf balls

Here are some facts that every golfer should know about golf balls in general and about the "U.S." Royal in particular.

Distance

Few golfers realize that among the leading makes of golf balls there is practically no difference in distance—all have great length. This fact has been proved conclusively by hundreds of tests on our specially designed driving machine and in independent tests made by the country's greatest golfers.

Buy a good golf ball—and you can accept distance as a standard. Therefore distance is not the important determining factor of choice. The "U.S." Royal will give you as great distance as any golf ball on the market.

Toughness of Cover

Golf balls, unlike books, may often be judged by their covers. It is this sturdy outer jacket which must withstand the gaff of every club in the bag. It is a proved fact, however, that the tougher the cover is made, the less resiliency and therefore the less distance is found in the finished ball. The cover of a "U.S." Royal is as tough as a golf ball cover can be made, without decreasing the resiliency and distance and without going "out of round."

Trueness of Putting

Putting is the most important single factor in golf—upon it depends 50% of your score. You can't putt straight with an off-center ball—or can you depend upon it to fly true from the tee. Distance—cover—and paint—are all important—but trueness and accuracy are to be considered above all else when you choose a golf ball!

You may get as much distance with other leading makes of balls—another cover may be as tough—but only in the "U.S." Royal will you find that trueness of construction, that accurately located and fixed center of gravity, which insures a trueness of putting found in no other ball.

A golf ball will not roll true simply because the outside is round. Inside trueness is equally important. You have seen our series of X-ray comparisons, proving that inside trueness cannot be taken for granted. You have read the startling findings of our scientific putting machine tests. Not advertising copy—not theory—but definite, scientific proof that the "U.S." Royal is the finest putting golf ball in the world.

United States Rubber Company

Seventy-five cents each. In mesh marking or recess.

No finer golf ball can be bought—at any price—than the "U.S." Royal.

"U.S." ROYAL GOLF BALLS

Please mention GOLFDOM when writing advertisers
Call of the Palms
In the Balmy Land of Ponce de Leon

On the choicest part on the finest Beach on the Southeast Coast, the superb Hollywood Beach Hotel, the brilliant, 500-room amazing structure, expresses the sparkling spirit of this delightful land.

It stands directly on the ocean front, only a broad, pearly beach separating it from the surf. Its capacious, airy, exquisitely furnished rooms provide every luxury and convenience. The broad dining hall is a symphony in green and brown. Furnishings, chairs, draperies neutralize, by their apt arrangement, the broad expanses of the lobby—the lounge—the dining hall.

The table of the Hollywood Beach Hotel, Hollywood-by-the-Sea, is famous for variety. The service is unsurpassed. Dancing, musical recitals, symphony concerts, golf, tennis, aquaplaning, motor boating, horseback riding, canoeing, fishing and surf-bathing provide a delightful round of pleasures.

Rates at Hollywood Beach Hotel, $10 to $15 a day for one in a room, $20 to $30 for two. American Plan. Rates of other Hollywood-by-the-Sea Hotels under the same management are: Hollywood Hills Inn, $8.00, one in a room; $12.50 for two. American Plan. Park View Hotel, $8.00, one in a room; $12.50 for two American Plan. Great Southern, $1.50 to $3.00 for one in a room; $4.50 to $6.00 for two. European Plan.

HOLLYWOOD BEACH HOTEL

William Marsh Kimball, General Manager

"HOLLYWOOD BY THE SEA"
Hollywood, Florida

Please mention GOLFDOM when writing advertisers
It Has Mastered All 'Creeping-Bent Greens

Not a single alibi is left for mowing putting greens with hand mowers. This new, highly-perfected roller-driven power putting green mower has demonstrated itself a complete master of the ultra-modern green.

It's a JACOBSEN

—an offspring of the well-known Jacobsen 24-inch Putting Green Mower. This new Jacobsen has a 19-inch, 7-blade, high-speed cutting reel that negotiates any undulations that a hand mower will handle. Successfully demonstrated before the United States Greens Association at Washington, D.C., and on scores of prominent greens from coast to coast.

It will pay for itself in time and labor saved, in better greens. Jacobsen Mowers are rigidly guaranteed. Our representatives carry Motion Picture projectors. See the Jacobsen Mowers in action. No obligation. Write today.

Sales and Service Stations in all Principal Cities.

THE JACOBSEN MFG. CO.
Golf Dept. EE, Racine, Wisconsin
New York Office: 245 W. 55th St.

50% Maintenance Costs Unnecessary!

A SELF-CLOSING valve and QUICK COUPLER especially designed by the SNAP-VALVE Company for irrigating golf courses

SAVE

LABOR — HOSE — WATER

Verified figures show that courses equipped with our valves operate at a cost of $35 an acre per year as against $75 under a hose system.

Write for literature and information on SIMPLIFIED IRRIGATION

SNAP VALVE COMPANY
308 National City Bank Bldg., LOS ANGELES, CALIF.
You will need—

MOWRAH MEAL
AMMO-PHOS  SULPHATE of AMMONIA
PREMIER POULTRY MANURE
DUMP CARTS  SPRINKLER CARTS
FLAGS  POLES  CUPS

GRASS SEED
ROYER COMPOST MIXER takes soil, sand and manure (wet or dry) and blends it perfectly as fast as three men can shovel it into the hopper. Capacity 70 to 90 yards a day.

FLAGS—All Styles Finest Wool Bunting, edged on all sides—3 brass grommets with tie tapes—all colors—plain or with felt numbers.

IMPORTED EQUIPMENT
Write for our big 1928
A complete buying guide of proven equipment.

WESTERN  EASTERN
GEO. A. DAVIS, INC.  E. L. WINN, INC.
5440 NORTHWEST HIGHWAY  355 JERSEY AVE.
CHICAGO, ILL.  ELIZABETH, N. J.

Please mention GOLFDOM when writing advertisers
You can depend upon these genuine

IDEAL *Bulldog* MOWERS

Built complete in the Ideal shops, these "Bulldog" Fairway Mowers embody advantages developed through many years experience in producing power driven mowing equipment.

Big capacity — flexibility — sturdiness — simplicity — speedy operation — good work — moderate cost and low upkeep are the factors that combine to make the "Bulldog" gang the best buy on the market today.

Every season hundreds of clubs are replacing their old equipment with these sturdy, long lived, economical mowers, and this includes fine large clubs of tournament calibre as well as the smaller organizations where economy is of vital importance.

Many clubs have already placed orders for their new "Bulldogs" for early spring delivery. If your club will need new mowers this year, now is a good time to get the facts.

In addition to fairway and greens mowers, our new 1928 catalog displays a complete line of maintenance equipment. Write for your copy today.

IDEAL POWER LAWN MOWER CO.
446 Kalamazoo St.  Lansing, Mich.
237 Lafayette St.  161 Vester St.  413 W. Chicago Ave.
New York, N. Y.  Ferndale (Detroit),  Chicago, Ill.

IDEAL GOLF COURSE EQUIPMENT

Please mention GOLFDOM when writing advertisers
It's Coming!

the New Roseman Tractor

built from the New Ford

More Power
Three Speeds
Improved Cooling System
Electric Self Starter
4 Wheel Brakes on Convex Steel Wheels
Lights for Night Work When Conditions Require and
Automatic Dump Body for General Purpose Work

You can build a perfect turf at minimum expense by rolling as you mow with Roseman hollow roller Mowers.

Write today for the free advice of our turf experts

Roseman Tractor Mower Company

6-8 East 46th Street or 810 Church Street
NEW YORK, N. Y. EVANSTON, ILL.
THE author of this analysis, a prominent golf equipment manufacturer, has 
watched the spread of golf from its infancy in this country to its present popu-

larity and so is well qualified to point out how inadequately we are equipped to 
accommodate the potential millions who would play golf were more courses avail-
able; to describe how a small town can acquire a golf course easily and economi-

cally; and to bemoan the present-day tendency of many golf course promoters to 
introduce their projects without sufficient thought for the future.

Golf is popular because facilities for 
play are provided for the so-called masses. 
Golfers themselves individually or collect-
ively did not develop golf as a game in 
this country. It is our courses that have 
made the game. The courses develop the 
golfer, and not vice versa. Ample facilities 
for the game will keep it popular, more 
courses will make it even more so.

While there are thousands of golf 
courses in these United States, a little 
“look-see” at a golf map will disclose that 
there is room for thousands more. How 
many small towns of 500 to 5,000 popula-
tion have golf courses? How many large 
class-A cities have adequate facili-
ties for the thousands who flock to play but can’t 

obtain a starting time. The answer is— 
very few—much in the minority.

Take the state of Ohio. There are 7 
class-A cities with a total population of 
2,000,000. There are 51 private and 18 
public or semi-public courses. Suppose an 
average of 800 people (this is more than 
actually use one course) could play on 
each course throughout the year. That is 
just 2 ½ per cent of the aggregate popu-
lation. Now for the small towns.

There are 559 Ohio towns with a popu-
lation of from 500 to 150,000. The total 
population is 1,800,000. In these towns 
there are 65 golf courses. This is one 
course to 8 ½ towns or 27,000 population.
Yet Ohio is not a backward state in golf. On the contrary, it is quite up with any of them, so this analysis is good for nearly any of the 48 justly-celebrated states. The figures might vary, but the percentage would be about the same. We seem to think the whole country has gone golf. It has and it hasn't. Our own personal friends have and that creates the illusion. Those folks we don't meet in our walks of life haven't taken up the game, but they are willing if shown the way. The way is simple—more golf courses and less expensive investment in the individual player’s equipment. Golf courses are the real need, however. The amount necessary to invest for clubs, balls and a bag is already low enough and presents no great obstacle to the teeming millions, nearly all of whom can afford an outfit.

Small municipalities like to ape big ones. Less prosperous folks are anxious to indulge in the sports and pastimes of the wealthy. The factory boys and girls and the rural inhabitants want to own and use a set of golf clubs, just as their banker, doctor, lawyer and landlord. Just look who bought the automobiles and why. Good roads made that the nation's first business. Good golf courses and lots of them will make golf the diversion for old and young. What with autos to get there, short working hours and steady employment at good pay, it's a cinch!

How to do it? That's also a cinch. As in everything else, it is a case of "showing the way." Small towns have plenty of nearby land, idle acreage that is ideally suited for a golf course. Small towns have money too, or can get it by issuing bonds to be taken up by the local inhabitants. Bankers and real estate men, knowing how values increase in the vicinity of golf courses, will help the project along. The right sort of propaganda to the local folks will get their approval of such an issue—and we have another golf course. The cost is from $25,000 to $100,000.

Philanthropically-inclined residents often donate the land and sometimes the completed course to their townspeople who, in turn, give the donor’s name to the course and perhaps erect a monument. They should do both in sheer gratitude. If such a citizen can be found, the community is lucky indeed. Sounds simple and is simple.

All these city fathers want is guidance.

It's up to us who look on golf as a business to show them the way. No one outside of the industry is going to do it for us.

There are enough figures to show that community golf courses pay for themselves and frequently return a profit to the city. Private-fee courses have generally been profitable in larger centers. This is valuable ammunition and we should use it.

As has been stated, the golf business is on the increase. It undoubtedly will continue on the increase for several years; exactly how long, is a matter for conjecture. We can help it along now and thus make sure of golf’s permanency. A few see's planted here and there will sprout into fine golf courses and more golf business.

There are many new golf courses either ready for play the coming season or in the process of organization. Not all of these projects are what might be called "on the up and up." Many are purely promotion schemes of one variety or another, designed not to provide a golf course for the membership and the industry, but rather to line the promoter's personal pocket. This type of promotion sours the public on golf course projects generally and we can ill afford to allow promotion schemes to operate without restraint. In time, it may be looked upon by our potential customers as a sport and business worth avoiding.

What can be done to prevent this attitude? Not much as matters now stand, but if there were a bureau or clearing house where reliable, authentic facts and figures were available to interested individuals, municipalities and the like, many dollars as well as the good name of golf would be saved.

Perhaps those vitally interested should organize a department "for the propagation of golf courses." A good smart fellow at the head to help the communities see the light will earn his keep in a short time. The expense should be borne on some pro-rata basis by all producers of golf equipment. The large and the small firm will then benefit in direct proportion to their position in the trade.

A little careful planning now will save much work later.

Not a hard plan nor an impossible one, but certainly an urgent one of sound merit.
The Value of a Playground

Children at a country club are naturally noisy; the strange surroundings seem to urge them to run and shout, and no amount of parental discipline will subdue them. This being the case, the best method of protecting the nerves of members from this inevitable confusion is to provide some spot for the children where they can exercise and shout to their heart's content. A playground will do the trick.

Above is the playground of the Columbian Country Club, Wheeling, Ill., a good example of the sort of equipment that will fascinate the children and keep them quiet.

Plan Your Year's Work Now

BY C. A. TREGILLUS

In a few weeks the greenkeepers, in the northern zone, will be in the thick of another campaign, and doubtless even now are fidgety for a little activity. Nothing is so hard on the nerves and general anxiety as the approach of zero hour, and in the matter of greenkeeping it is particularly unsettling for one does not know to a nicety where the starting point will be. Should the winter season have been kind and left the turf "up and coming," we have a running start on a firm footing; but should, by misfortune, the recent months have been in a mischievous mood, the handicap will be severe, and much time will be spent making reparations of various kinds. The old hands, being on the alert, have a great advantage over the newcomers who, not knowing exactly what to expect, or where indeed, to look for the weak spots, will be getting more and more apprehensive as every lengthening day and balmy breeze brings closer the opening of the course work.

Now is the time to lay plans for the season's operations, so that everything will be in order and the work ready to commence without a hitch at the first sign of weather fit to start the turf moving. It is most likely that the budget has been passed by now and the committee and greenkeeper know what is expected of them. This is the frame, one might say, into which must be fitted the picture of the next few months' activities. There is a great diversity of opinion among golf clubs and greenkeeper associations, regarding the responsibility for the upkeep of the grounds. Theoretically the chain of trust passes from the committee to the
greenkeeper, the latter being the skilled official who carries out the wishes of the former. That being so, the committee might be said to assume the responsibility for broad policy, the greenkeeper that of detailed execution. However, the connection between the two is not nearly so defined and there exists a wide variation in the real shouldering of the issue and in the latitude allowed the greenkeeper in taking charge of the work and being answerable at all times for the condition of the course. Many superintendents like to have a free hand without interference, feeling that they know the course better than any one and that an active committee is more bother than help. Others like to have the full co-operation of the green-committee, so that the welfare of the course is an equal burden on the minds of both and in the times of stress, a joint liability. Which ever way it works, this is one time of the year when the two must get close together and figure out the ways and means of action and expenditure for the current year.

Plan Ahead

In order to get away to a good start, it is essential that a definite plan be followed so that all arrangements and preparations are completed before the regular outside work commences. Spring is a busy time. The greenkeeper is fully occupied with the supervision of the working staff and should not be bothered with the annoyance of checking over stores and ordering supplies or attending to last season breakages. If his work has been properly planned and he has gone about it systematically, this need not be at all; it is all a matter of putting first things first, and doing them. To describe briefly an order of procedure, let us tabulate, under a few headings, a program of initial moves in this year's greenkeeping methods.

Checking Equipment and Supplies

While the best time to go over the stores and equipment is at the closing up of the course, still it is not always convenient at that time and must be left over. That being the case, work of this nature must be put in hand well ahead of the opening of the outside work. Checking over machinery, replacing worn and broken parts, sharpening cutting edges, repainting and stock-taking are obviously essential matters in the upkeep of any course, but it is surprising how often this necessary program is overlooked at the proper time and a dear price is paid for the negligence by inconvenient stoppages later on. If this work is done prior to the opening of the course, it must be commenced at an early date so that it can be finished, and not left half-done because the spring growth started sooner than was expected.

Give the Work to Experts

It is the custom of many clubs to ship their cutting units and other mechanical equipment to shops well equipped to give a thorough overhaul so that they will be in tiptop shape when put on the course. This is a very good practice, where the club workshop is not large enough or sufficiently provided for this work, or the help unable to handle it, but the success rests on the ability of the repair shop to do a good job. It is worth while to pay extra freight-charges and make sure they are done properly; instances are known where a local machine shop or garage has undertaken overhauls which were not satisfactory because the machines were not understood; imperfect adjustments were made. Mowing units call for special skill which cannot be expected of mechanics and fitters unfamiliar with the conditions under which they work. It is important that machinery sent off for this purpose should be away in good season so that it can be returned early, checked over and re-assembled, and also to avoid the last minute rush that seems inevitable at the shops.

It is also opportune to place the orders for such staple materials used through the season as fertilizer, sand, manure, mushroom soil, etc. If the bulkier goods are shipped in by car-lot and the weather permits, it can be managed very well at this time. It makes enough work to justly line up part of the working staff and getting them familiar with the organization and general layout of the property. This will save time and worry later when the regular work comes on. Spare flags, tee towels, tee sand supply—or patented tees, if sand is not used—may be looked over also.

Keep Fungicides on Hand

Fungicides for disease prevention and control will likely be bought later as the time of their use draws near, but it is well to have some on hand to be prepared for the eventualty of early trouble from