Pro Price Protection Needed in Louisiana
By M. B. SCOBELL
Pro, Municipal Golf Course, Baton Rouge, La.

It has been with great interest that I have been studying various articles and advertisements in golf magazines regarding the fair treatment of the pro on the price of golf goods.

In Louisiana the pros could stand a whole lot more of an even break. Manufacturers naturally expect fat orders every time their salesmen call, and the pros would like to place such orders. However, some of these companies do not hesitate to place their goods in drug stores, in stationery shops and in retail dry goods houses where they are used as “leaders” at cut prices. Their representatives, when the pro protests against such treatment, try to convince the pros that these methods popularize the line and in the long run bring the pro more trade. As a matter of fact, it cheapens the line and ruins it at a popular club with the true sportsman.

The Louisiana pro does not want to corner the retail trade by any means, but he certainly is justified in his kicking about the uneven scale of prices he has to compete against. The druggist, stationer, or drygoods man in many cases is allowed jobber’s prices and he does not hesitate to retail his stock below the accepted price.

A company that the pro can thank for a square deal always can count on enjoying a rapidly growing business. Men experienced in manufacturing and selling golf equipment give the pro an even break by keeping their merchandise out of price-cutting stores as long as the pro cooperates with them to popularize their clubs.

Such a situation as outlined above should not be very difficult for the P. G. A. to control in this state.

HAPPY NEW YEAR!

And you will make it a more prosperous one with FULLNAME BAL-MARK. Fulname offers two machines for 1930 . . . the CLUB size and the JUNIOR size (for individual use). Ball marking is more popular today than ever before . . . our records prove it. Write

The Fulname Company of Cincinnati, Ohio

...BE SURE
Your 1930 budget provides for LEWIS GOLF BALLWASHERS

Whether your club is large or small LEWIS WASHERS are essential equipment to your course . . . Golfers everywhere know and want them. The reason is obvious—Everyone enjoys playing a white, gleaming ball—Lewis Washers at every tee does this for your members.

NEW FEATURE

In the 1930 washer a new spring is added at the bottom of each brush, the function of which is to hold the brush in a fixed position until such time as it is necessary to remove the brush in order to reverse it. This is a big improvement over previous types.

Hartkappcr
Showing how the ball is washed in a Lewis Golf Ball Washer.

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Showing brush with new self-adjusting spring

G. B. LEWIS COMPANY
Dept. G-D 130 Watertown, Wis.

Let GOLFDOM advertisers help you. They are golf field experts.
ACK MACKIE, stalwart and smiling "old master" in pro golf, for more than 20 years has been employing an idea that most people have heralded as a great and comparatively new idea in the selling of golf clubs. The Inwood mentor's practice of registering clubs dates back to the time when a good part of the clubs were bench-made, and it has amply demonstrated its practical value as repeat sales to players who today are far away from Jack's shop testify.

Not only in its value in selling and servicing the club buyers but as a check against uncharged sales does this Mackie method of registering every club received and sold in his shop work out to pay its way. Jack correctly points out that the leaks in a pro's business methods probably would move him to tears if he ever knew just how large they were in the aggregate. For instance, Mackie cites, in any shop a member may hurry in and take a club out and in the rush, or due to the diversion of some conversation with the pro or his assistant, the sale is not recorded. When it comes time to check the inventory of shop goods, the missing club's registry number is given to the club cleaner and the chances are he discovers it in the bag of one member who innocently acquired it without cost. Then the charge ticket is made out, of course.

Too bad balls can't be checked the same way for we seldom run across a pro who isn't firmly of the opinion that the losses of uncharged balls purchased during the Saturday, Sunday and holiday rush periods are too big for comfort.

Mackie keeps his registry record in a wide-paged columnar book. In the first column he has "Club" under which the name of the club is written in. Then he has "Number" for the registration number that is stamped by his shop man on each club in his stock. A columnar head of "Model," "Finish," "Shaft" (steel or wood), "Length," "Weight," "Grip," "Balance," "In Stock" (giving date on which the club was received), "Date Sold" and "Buyer."

Although keeping the data may seem like quite a job to some, there's really nothing to it except reasonable care, Mackie maintains. In addition to being a real service factor for the pro and his trade, the record book serves as a very impressive detail of staging the sale, for the member naturally feels there is more value to a pedigree club and one that can be exactly replaced.

One of the bright spots in 1929 was the very hearty adoption by the pros of the sentiment expressed in the old Ozark folk song, "You Gotta Quit Kiekin' My Hound Around." As free men, sound of wind, limb and intellect, and as citizens of a free country, the pros were due to call a halt on the loose talk directed against them.

In the proper sweet spirit of Christian forgiveness that should glow in the bosom around Christmas time when these lines are being written, we can say that we are not subscribing to any motive of malice against the scribes of Sporting Goods Illustrated, whose tirade against the pros last fall proved that an ill wind can blow some good. The blast that magazine directed against the pros was appraised by experts and the pros have profited from the findings. Having gone to school with one of the bright young men of that book and confessing to a degree of admiration for his technique in beating the tom-toms and burning red-fire on the slightest provocation to collect a crowd, we were a bit sorry to see him start to pick on the pros merely because he had fallen into the bad habit of thinking the pros wouldn't sock back.

Fred Henwood, secretary-treasurer of the Pacific Northwest P. G. A., and pro at Rainier G. C., Seattle, Wash., in taking the editor of the sporting goods paper to task, "more in sorrow than in anger," and made the following pertinent expressions:
An Unusual Country Club For Sale!

In the far-famed Piedmont sections of North Carolina there is a golf club for sale. The 18-hole course is favorably known for its layout and condition to hundreds of discriminating golfers from all parts of the United States. Moderate remodeling would make it a notable championship course.

The climate is such that only during 20 days last winter was there no play on the course. There is a full complement of buildings and course maintenance machinery, and in the available property, many magnificent estate and lodge sites.

For any group of men desirous of having a Piedmont playground readily accessible to metropolitan centers east of the Mississippi, or for the organizers of a resort development plan, this proposition is highly attractive. It is a fine plant, already operating satisfactorily, beautifully and practically located, and for sale at a price that is a reflection of the recent market tail-spin.

The owner invites inquiries from interested and responsible parties.

Address Box No. 9,
Care of GOLFDOM,
236 N. Clark St. CHICAGO

To Build Up a Good Business—Give Good Values.

Most Golfers are business men, and have a well developed sense of values. They are free spenders but will not continue to buy goods that do not give them their money's worth. It reflects on their judgment.

Our own business has grown remarkably and we believe it has been because of our policy of always giving the best possible values.

This increased business has made it possible to announce better values than ever for next year.

Your Players know that they lose tees even if they do not break them, and will appreciate finding 12 tees in their boxes instead of 10, as packed this year.

They will not only find two extra, but the Tees will be better than ever, and the new boxes are very attractive.

Investigate before buying tees again.

The trend is to “PEG” the Celluloid Tee that is so easy to use. The leading Jobbers are selling it.

GRANBY MFG. CO., Inc.
KEENE, N. H.
"What has the professional golfer ever done to you or your writer to make you feel the way you do towards us? Is it because the pros are just beginning to wake up and get together and try to better their lot? If this is the reason for showing so much open distaste towards us you are right; we have snapped out of the rut and we hope that in the very near future we will be able to meet some of this unfair competition that we have had to put up with.

"The writer of the article in your magazine mentions that this is the age of specialists. Last week I had the pleasure of running into one of your specialist dealer's handiwork. A member of my club came to me with a driver and brassie 42½ inches long and weighing 15 ounces. This man was a novice; he had never had a club in his hands before. Do you think it would be possible for me to have taught that man how to use such a club? No professional would ever think of selling such clubs, least of all to a beginner. It is needless to mention that the man promptly returned the clubs and there is one store which has lost a customer.

"Surely the manufacturer would not let his better merchandise be sold by us if we did not pay for it, so it is high time that some people were called on this credit situation and have it crammed down their throats that the pro is a good credit risk. If he is not, why do the manufacturers use every means in their power to sell to the pro? Personally, I have not heard of any manufacturer or his agent crying out that the pro is a poor credit risk. Far from it, they are only too glad to get his business, and I fully believe that the manufacturers now are going after the pro business more than ever. They have seen what happens when their goods get into the stores.

"To conclude with, I do not want you to get the impression that I am down on the stores. There is room for all of us, providing business is clean, but you will find that when a golfer wishes to be fitted (you will notice I say "fitted") with a golf club, he will go to a pro. Why? For the same reason that when you want a tooth pulled you go to a dentist and not to a hat shop."

"Don't bury the club-maker. Keep him in sight, for he provides great selling atmosphere to the pro shop." This dope comes from Willie Hoare who went from a pro shop into a spot as one of the star producers of the Wilson-Western staff. Naturally Bill believes in plugging a factory line to the limit, but still he's a strong advocate of putting the club-maker in a place in the pro shop sun, for he says the members like to talk to the club-maker and gratify their innate curiosity. Keeping the club-maker handy helps to keep the members around the shop and promotes the shop staff's standing as authorities on clubs, either bench- or factory-made, Hoare adds.

Something to that. It helps to establish and maintain the distinctively pro shop atmosphere that can't be imitated by any store.

Jim Carberry, president of the Illinois P. G. A., is an eloquent and frequent preacher on the matter of replacing divots. Pros should be the leaders in this practice, Jim maintains, and he adds that the popular, too true idea that the star players, both pro and amateur, are careless about replacing divots, is making it hard to get courses for tournaments. A clean-cut divot from an expert's shot can be replaced without damage to a course, so Jim points out. He pleads with his brothers-in-arms to provide good examples in replacing the turf.

Phil Hessler, who has been a rising light in Wichita Falls (Tex.) pro golf for some time, and his brother have a nifty little stunt they are trying to get some manufacturer to handle for them. This is a simple teeing device for instruction. It has a tube reservoir which will hold about two dozen balls. The balls are released from the reservoir by pressure of a foot-pedal at one side of the device and roll down, one at a time, onto a rubber tee. The base of the device is a thick leather belting material so the clubs are not injured. The rubber tee part is easily replaceable although the one on the initial production has stood up under several thousand shots without bad wear.

The device saves a lot of time and energy in teaching and in net work. It looks to be a very good bet for buyer, pupil and seller, and we are hoping the Hessler lads will make some dough out of it.

Phil Gaudin, veteran operator in the pro corps, dropped into the office the other day and unbosomed himself of the following words of wisdom, which we are passing along to the elect for consideration:
NEW YEAR'S GREETINGS to the P. G. A.

Having cooperated in the foundation of the P. G. A. (its first meeting being held in Wanamaker's), and working with its members for their own advancement and the good of the industry generally, we again make this New Year's pledge of our wholehearted cooperation for the future.

JOHN WANAMAKER NEW YORK
Wholesale Golf Distributors

"Probably in the majority of cases the pro's friends who can do him the most good are high handicap players. We need to have our contacts with them more frequently and under the happiest circumstances. Our best chance to do this, collectively, is in the pro-amateur tournaments that so many of the P. G. A. bodies run. The low handicap amateurs always can take care of themselves, but these other fellows we have to watch out for. It seems the pros handling these tournaments should make a special effort to get high handicap men who will get more of a 'kick' out of playing with the pros. The draws for partners might be made from a hat so even a fellow with a 20 handicap might draw some star among the pros.

"The fine sportsmanship and good fellowship of the pros would show to brilliant advantage under these conditions and I am sure that the fortune-favored amateurs would talk about the events in a way that would be very definitely helpful to the entire pro personnel as well as to the individual pros concerned."

Moss on the fairways is almost a sure sign that fertilizer is needed.

It Pays to Stock These FAMOUS CLUBS

To supply the growing demand of experienced golfers for "National" clubs, it will pay you to stock these famous brands listed below. They are clubs of highest quality and accurate design construction.

Stewart's Pipe Brand; Geo. Nicholl's Mac Smith, Recorder, Indicator, Standard; Gibson's Wood Clubs; Westward Ho Golf Metal Gleenagle Putters and Aluminium Putters; England; also, Gibson's Imported Kinghorn Grips.

Write for price list and information about free display stands.

NATIONAL GOLF CO.
DEPT. G CHATTANOOGA, TENN.
GREENKEEPERS Are Set for LOUISVILLE, FEB. 5-7

RED BURKHARDT, chairman of the exhibit committee of the National Association of Greenkeepers of America, and Prof. George M. McClure, soil technologist of Ohio State University, chairman of the association’s program committee, have whipped loose ends into shape for the fourth annual convention of the organization to be held at Louisville’s vast armory, February 5, 6 and 7. To this conclave it is expected the greenkeepers will come in greater numbers than ever present at any prior meeting of the association. President John Morley is pointing his team for a meeting that will show definite results in the improvement of the country’s golf course condition. The happy combination of McClure’s program and Burkhardt’s corral of equipment and supplies ought to have appreciable effect in furthering the greenkeeper’s ambition.

McClure, who is an outstanding practical and theoretical man, has lined up a program that presents some of the field’s stars who will hand out to the assembly their findings on problems constantly tending to age the conscientious greenkeeper before his due time. Program sessions are to be held in the afternoon, thus leaving the mornings free for inspection of the exhibits. The program in full:

WEDNESDAY, FEBRUARY 5—2:00 P. M.
Introduction of chairman by President John Morley.
The Fraternal Side of Greenkeeping—By Lewis M. Evans, Philadelphia.
Seeds and Grasses—By Prof. L. S. Dickinson, Amherst, Mass.
Functions of the three plant food elements—By A. E. Grantham, Richmond, Va.

THURSDAY, FEBRUARY 6—2:30 P. M.
The Life and Activities of Soil Bacteria—By James A. Smith, London, Ohio.
Experiments in the Turf Nursery—By Dr. Howard B. Sprague, New Brunswick, N. J.
The Trend of Greenkeeping—By O. J. Noer, Madison, Wis.
Drainage and Soils—By Wendell P. Miller, Columbus, Ohio.
FRIDAY, FEBRUARY 7—2:30 P. M.
My Cure for Brown Patch—By Prof. L. S. Dickinson, Amherst, Mass.
Greenkeeping Problems in Canada—By W. J. Samson, Toronto, Ont.
Activities of the Green Section—By Dr. John Monteith, Jr., Washington, D. C.
Taking Care of the Trees—By Hon. Martin L. Davey, Kent, Ohio.

Exhibits a Practical Feature
Growing out of the limited space of the previous exhibits in hotels, the greenkeepers this year will provide show facilities better than those hitherto available. The Jefferson County Armory, in which the exhibition and meetings are to be staged, is one of the leading establishments of its kind. One of the educational stunts to be put on during the convention is a competition in putting green building between an eastern team headed by the husky and expert Joe Valentine of Merion Cricket club and a western bunch captained by Charley Erickson, the skilled, smiling Nordic whose 28 years at Minikahda constitute a triumphant career of greenkeeping achievements. Each team will make a green out of moulding sand, contoured and bunkered to scale for any length and type hole the constructors may elect. Each team must furnish a drawing of its green at least three feet square, showing the scale on which the green is built and indicating drainage and other features. A committee of architects and pros will award the prize of $100 to the winning team.

This year’s list of exhibitors will include practically all of those showing at the association’s former exhibitions and several who are making their maiden appearances at these events. A partial list of the exhibitors:

Toro Manufacturing Co., Minneapolis, Minn.; International Harvester Co., Chi-
The New Toro Power Putting Green Mower
Has Many Unusual Features

The new Toro power putting green mower is the result of valuable experience gained in building the present Toro hand putting green mower, which has made such a remarkable name for itself on thousands of both American and foreign golf courses. The same basic principle of general design and operation, which has proven so successful in the present mower, has been incorporated in the new power mower.

Every effort has been made, however, to bring the mechanical specifications up to the highest level known to modern engineering practice, and the following specifications will give clear analysis of the many important features that have been incorporated in this new mower.

**Motor**

The motor is an exceptionally well built one-horsepower, four-cycle, air-cooled motor, and weighs only forty pounds. It has an enclosed fly-wheel so there is no clogging of the blowers. Ignition is of the high tension type, with a Bosch magneto, and carburetor is Tillotson automobile type, equipped with modern air cleaner. Oiling system is of self-circulating type and of ample capacity.

The motor is rigidly mounted in horizontal position, which greatly lessens the vibration and provides increased efficiency.

The starting crank is permanently mounted, with an automatic releasing spring, throwing it out the instant the motor starts. The crank is geared 2 to 1, which makes for easy starting.

**Frame**

The frame is of malleable and steel construction, of light weight but great strength-rigid-insuring perfect alignment at all times. The gear case is made of aluminum-light, strong, oil-tight and dust proof.

**Gears**

Gears are machine cut, hardened steel gears, mounted on SKF ball bearings and Hyatt roller bearings. They are enclosed in an oil-tight aluminum housing. Throw-out lever is attached to the reel gear so that the reel can be disengaged.

**Reel**

The reel has eight blades assembled on five spiders, is 5 inches in diameter and cuts 19 1/4 inches in width. The blades are accurately formed from the finest quality chrome-vanadium steel. The reel shaft is mounted on SKF ball bearings, enclosed in dust proof cages.

**Bearings**

Plain bearings have been entirely eliminated on the new Toro power putting green mower. All gears and driving parts, including the front wheels, are mounted on either ball or roller bearings. Alemite oiling system throughout.

**Grass Catcher**

A light weight, all metal grass catcher, easily disconnected.

**Transport Track**

A power driven transport carrier is offered as optional equipment for carrying the mower from green to green.

**One Standard Size**

The new Toro power putting green mower will be built in one size only—19 1/4 inch cut. Careful investigation has shown that a larger size is detrimental to the average putting green, particularly on account of the increased weight and the danger of scalping on undulated greens.

The 19 1/4 inch size has sufficient capacity to cut the largest green quickly without danger of scalping or packing, and is to be preferred over greater width mowers that must be handled only with extreme care.

The Toro power greens mower is offered, not as an experiment but as a very careful development over a period of years, and we can recommend it very highly where a machine of this type is wanted.

All the new additions and improvements in the TORO line of labor-saving equipment are described in the new TORO 1930 catalog. Write for your copy.

TORO MANUFACTURING COMPANY
3042-3168 Snelling Ave.
MINNEAPOLIS, MINN.

Service stations in all the larger distribution centers.
The New Toro Junior Tractor

Graceful lines and extreme flexibility are among the dominant features of the new Toro Junior Tractor. Standard equipment includes self-starter, generator, battery and full length muffler, insuring quiet operation.

The chassis on the new Toro Junior is built of four-inch steel channel sections, and will remain absolutely rigid, regardless of operating difficulties. The large cellular radiator provides ample cooling at all times.

The sturdy bevel gear rear axle will transmit full possible drawbar horsepower. Pulling out the rear end, a fault common to most of the present day small tractors, is absolutely eliminated in the new Toro.

The all steel, electrically welded dump box on the new Toro is spring mounted and balanced correctly, and can be unloaded by the driver without leaving his seat.

The new Toro Junior tractor is not only small, but in addition, both sturdy and powerful, and will stand up day after day and give uninterrupted trouble-free service.

In appearance, power, sturdiness and flexibility, it has many distinctive advantages over the makeshift revamped automobile tractors that have been on the market up to the present time. We offer it as being the best of its type in the field.

The new Toro Junior has a wide range of pulling power, which enables it to overcome any difficult operating conditions. Translated into performance, this means that the new Junior can pull five mowers in high gear over any reasonable grade, and three mowers over exceedingly severe grades that would stall practically any tractor, regardless of weight or size. When used for utility work, carrying dirt or sand, the Junior will climb a 30% grade with a full yard body load. The 15-inch rear drive wheels give full protection, and slippage of wheels is reduced to the minimum.
The new Toro Junior Model B-30 has a wheel base of 98 inches, and is equipped with a dump box. Exhaustive field tests have proven that the new Toro will climb a 30% grade with a full body load. Note the trim appearance and well balanced lines.

The First Completely Built Small Tractor

Glaring faults found in present types of small tractors have been eliminated, and the new Junior matches fully the performance of any golf course tractor, regardless of its weight or size.

The motor is the Ford Model A heavy duty motor with a large fund of reserve power. It is furnished complete with a starter, generator and battery. The rear axle is a heavy bevel gear axle, built especially for heavy pulling and will transmit full possible drawbar horsepower without overstraining the axle shaft. This means that there will be no pulling out in the rear end of the new Toro Junior.

The chassis frame is an especially built rigid frame on which we use four-inch steel channel sections, tied together in rigid position so that there is no weaving, regardless of what position the tractor is placed in. Three-point suspension on the front wheels.

The wheels on the new Toro are all steel and will be furnished with rolled edges. Front wheels are 28 by 7, rear wheels 30 by 15, with 144 removable steel spikes in each rear wheel.

The new Toro is noiseless in its operation. Drive gears are fully enclosed and a full length muffler runs directly under the motor, discharging back of the rear axle so that exhaust noises are eliminated.

Write today for the new Toro 1930 catalog just off the press, which will give you complete information on all the new additions and improvements in the Toro line of labor-saving equipment.

Toro Manufacturing Co., 3042-3168 Snelling Ave., Minneapolis, Minn.
Service stations in all the larger distribution centers
The New Silver Flash is America’s Finest Hand Lawn Mower

The Toro Silver Flash 30 is submitted as the final answer to the persistent demand for a thoroughly high grade mower for general purposes—a mower that will “stand the gaff” of hard, every-day use where dependability and endurance are required in combination with lightness and easy running.

Long, graceful lines are built into the mower and nothing of the sort, “bobbed off” characteristics are retained. Large 10” drive wheels are located inside the frames and ahead of the reel bearings, so that the wheel track is in the closest possible position to the cut and the minimum of grass is laid down by the passage of the mower. The frames are rigidly tied together into structural unit which is independent of the cutting elements.

The drive is by live axle (5/8”) with independent ratchet dogs, actuating a train of spur gears with a steep intermediate gear on roller bearings. This combination gives the largest possible diameter of reel pinion, with accompanying low gear tooth pressure and light running. A special easy rolling gear tooth profile is used, accurately cut and generated by the most highly developed type of gear cutting machines.

All gears are tightly encased in a machine fitted case, and operate in a bath of semi-fluid transmission grease. This tight case insures a long-lived mechanism, requiring only infrequent attention to lubrication; and it also completely excludes the grass clippings and abrasive dirt, which clog the mechanism and produce wear and hard running in ordinary mowers.

A great advance in the art of lawn-mower construction is incorporated in this unit assembly of the cutting elements, and the means of suspending the assembly in the frame. The cutting elements, consisting of the reel and bed knife, with bed bar, are united into an independent unit, including the self-aligning ball bearings for the reel, and the bed bar hardening properties, which is both exceedingly tough and possesses special resistance to wear and abrasion, without losing its sharp cutting edge. The 17” bed knife is of the well-known wide type Toro section, semi-flexible with raised cutting lip, and will not develop hard spots or wear “wavy” unless grossly misadjusted. The knife mounting is smooth on the bottom and pitched to give the easiest operation and to permit close cutting. The 6” reel is rigidly constructed with double riveted end spiders, and blades pitched to give a sharp cutting edge rather than a blunt edge which readily becomes dulled.

The following combinations of reel blades are available for different purposes.

4—Bar Reel, for rough cutting, trimming, and general purposes where smoothness is not important.
5—Bar Reel, for general purposes where reason-ably smooth cutting is desired.
6—Bar Reel, for close cutting as creeping bent, and fine lawns approaching putting green conditions.

All Silver Flash-30 mowers are 17” cut and provided with grass catchers. Two rear roller brackets permit adjustments from the lowest to the highest desired cuts, and can be provided with grease cup lubrication, so that carrying an oil can is unnecessary.

Write for the new 1930 catalog of complete TORO line

TORO MANUFACTURING COMPANY

3042-3168 SELLING AVE.

MINNEAPOLIS, MINN.