But, that's none of our business. We're just telling the story.

Pros Make Fee Courses Pay

It's our observation that the fee courses that have made money and coming out of the depression in the best shape are those at which good business men pros have been conducting the golf plant affairs.

Certainly good pros are hard to get, but on the other hand when you get one, he's worth keeping with co-operation and some earning incentive. The fee course pro has no soft life. Many times he is lucky if he gets a day a week off, and you may be sure that if he lines up some tournament for what should be his off day he will be there to see that he and the plant make money.

Just to give you an idea that the fee course pro's job in some of the smaller towns is not love's young dream, here is a letter we received:

I came here in September, and opened up nine holes October 6. My position was pro in charge of the works, salary $75 per, expecting lots of lessons, club and ball selling. Later I discovered there were two country clubs also about ten stores that sold golf equipment in the neighborhood.

Anyhow, I had to rebuild the nine hole layout. It was too dangerous. After a lot of work we got down to normal.

First season 30,000 nine-hole rounds were played. I acted as starter, issued tickets, collected fees, and worked as caddie master and refreshment slinger from daylight until dark.

Next season I built another nine-hole, making 18. Up to then I had only three or four rounds on the course. My two bosses who owned the course worked in relays, one always on the job. Every once in a while one or the other would come to check up the cash register, then take a hike off over the course, count the players or observe their names, then come back and check up again to see if all was "hunky dory".

Saturdays and Sundays were my busy days, starting at daybreak and ending at dark. Sometimes I even had to eat on the first tee. After two years I thought I would try to make a little money, so I started seriously into giving lessons. Knowing the people and being then very popular I soon began to make good. Put up a course record 68—34-34. Some of the players came from the other clubs and took lessons. This did not suit the owners.
push PGAs and Penfolds.. if you want to lick store competition!

CREEPING BENT TURF

ILLINOIS GRASS CO.
Telephone Homewood (Ill.) 744
18455 Reigel Road (near Chicago) Homewood, Ill.

$1.45 or less per green for CONTROL of BROWN PATCH
To obtain a high degree of control without shock or damage to the turf—to accomplish this at the lowest possible cost—use CUREX. We conservatively recommend one pound per average green. But a large number of greenkeepers have discovered that even less may be used with satisfactory results. The new CUREX—in lighter, finer, fluffier form—provides a very wide margin of safety. Contains 20% mercury—more than any other organic fungicide and sells for less per pound. Nothing else can give the greenkeeper so much value per pound of prevention or cure!

PRICES: 25-pound pails......... $ 37.50
100-pound drums.......... 145.00

CUREX, INC., 521 Fifth Ave., New York City

—they thought they were getting nothing out of it, so I had to cut it out.

So again I started another "racket". I gave the boys and girls from high school golf lessons free and provided clubs and balls. This went along fine for a while. There were 20 girls and 40 boys. So once again along came owner No. 1 and said, "I'm sorry, but we will have to discontinue this. The kids are getting in the way and no revenue."

Then along came the end of the season. We had had plenty of play and made money, but they informed me it was not up to expectations; therefore, they would have to cut down on expenses. So after a little conversation, they decided to let me go, saying they could manage through the winter without a golf pro, as both of them could handle the job, one inside the club, the other out on the course.

I did not go back last season; they got a pro in June. He stayed six weeks and packed up again and went back home. Last season I opened up a golf school and driving range. Made a little money but got persuaded to install lights for night practice. This not only burned plenty of light, but burned me and my few dollars up. So this season I have decided not to open up again here.

I have had 25 years' experience in the game of golf in all branches, but the last three years have been the limit.

Bowling Leagues Weld Members' Interest Thru Winter

Each winter sees more and more clubs turning to bowling as a means of holding member interest through the non-golf months. Alleys are reserved for a definite day and hour, and few clubs find it difficult to stir up plenty of enthusiasm.

In Chicago, no less than fifteen golf clubs have regular weekly games among teams of members. Medinah CC, Olympia Fields and South Shore have a regular tourney of ten or more 5-man teams from early fall until well into March. Interest

THE NEW
WIN PAX 1935

Is Bent Just Bent To You?

There are some thirty varieties of Bent grass and one should have some practical knowledge relative to handling them if he is to give worth while advice as to the variety which will give the best results. There is no one variety that is a sure “cure all” in all localities. The kind that produces a “Rolls Royce” turf in California or Washington may prove to be a “second hand flivver” in Missouri, New York, Wisconsin or other states.

I am a farmer. Most of my farms are devoted to the growing of different varieties of the Bent family of grass and some of these varieties make the finest turf of anything in existence. I have had a great deal of experience covering many years in furnishing golf clubs, municipal parks, athletic fields, etc., with fine turf grass seed for their putting greens, fairways, and lawns. I always endeavor to furnish those varieties of Bent that do the best in those localities where the seed is to be used.

WHEN YOU PURCHASE SEED DIRECT FROM THE FARMS WHERE IT GROWS YOU ARE ASSURED OF AN ABSOLUTELY FRESH, VIALBE, ACCLIMATED, WINTER HARDY PRODUCT THAT WILL PRODUCE MORE PERMANENT AND DESIRABLE RESULTS ON YOUR COURSE THAN ANY SEED OF FOREIGN ORIGIN.

Boost one of your own American industries to the extent of purchasing your seed from the American farmer who grows it.

A. N. PECKHAM, Kingston, Rhode Island

PRO BILT CO. NOW MAKING CLUBS IN EAST

Locust Valley, L. L. N. Y.—Pro-Bilt Co., with postal address Box 425, Locust Valley, has taken over equipment of the Schavolite Golf Co., and will make clubs for pro sale only.

At the head of the Pro-Bilt Co. are Bob Kilpatrick, formerly with Spalding and Schavolite, Jack Ross, veteran pro, who continues as pro at The Creek club, and Fred Chase, formerly in charge of repair and shipping departments at Schavolite.

The boys have started with a good line of clubs and ought to do all right. They know their business and they have a host of pro friends.

BALTEx NEW TOUGH COVER ON TOMMY ARMOUR 50c BALL

Elyria, O.—Worthington Ball Co. has put a new patented tough cover called Baltex on the Tommy Armour 50 cent balls. The Baltex cover is claimed to have increased resiliency and longer wear, along with pronounced toughness.

MAC SMITH CLUBS ADDED TO NEW CATALOG

Nashville, Tenn.—With A. C. Link joining N. C. Lyon and Mac Smith in the executive staff of Link-Lyon, Inc., several new clubs Mac has designed have been put into production.

A new catalog showing these new woods and irons has been issued and will be sent to any pro on request. Link-Lyon, Inc. has a strict pro-only sales policy.

BOTH PENNSY MOWER MODELS ARE OF MALLEABLE CONSTRUCTION

Primos, Penn. — Pennsylvania Lawn Mower Works, in a recent advertisement in these pages, mentioned the malleable...
BROWN PATCH
EFFECTIVE, ECONOMICAL CONTROL assured with PFIZER MERCURIAL MIXTURE. 2/3 Calomel, 1/3 Corrosive Sublimate, endorsed by foremost Clubs and Leading Turf Authorities.

PFIZER MERCURIAL MIXTURE CONTAINS 81% MERCURY
Write for Circular

CHAS. PFIZER & CO., Inc.
444 W. Grand Ave. 81 Maiden Lane
CHICAGO, ILL. NEW YORK, N. Y.

R. H. Tractor Wheel SPUDS
quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes. Sample spud and circular on request; advise make of tractor and purpose for which intended. Immediate shipment If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio
MFR. OF SPUDS, FORD-SON WHEELS, ETC.

IRON construction of its DeLuxe 36-inch fairway mower, but failed to point out directly that its 30-inch model is of similar material.

The Pennsylvania people claim that malleable iron makes these mowers unbreakable, a valuable sales point, and accordingly ask that greensmen understand that the feature applies to both DeLuxe fairway mowers.

ST. MUNGO HAS NEW 50 CENT FLOATER BALL
Newark, N. J.—A new St. Mungo ball, The Floater, is being made by the St. Mungo Sales Corp., 121 Sylvan Ave. The ball retail at 50 cents. It floats and is built especially for the light hitter.

KIERNAN AND ROBERTS PROMOTED AS SPALDING EASTERN OFFICIALS
New York City—A. G. Spalding & Bros. announce another advance for Matt Kiernan, formerly head of Spalding's eastern wholesale golf department. Matt now is responsible for all Spalding wholesale sales in the east.

Walter Roberts, Matt's assistant in the golf dept., has been made eastern golf manager.

Pros who know Matt and Walter all will rejoice at the promotion of these two brother toilers in the cause.

GREENKEEPERS' EXHIBIT SHOWS TREND TO PNEUMATIC TIRES
Just as farmers in the past few years have been swinging more and more to pneumatic tires for their tractors and farm implements, so have greenkeepers seen the advantages of this new development. Country clubs have become an important market for manufacturers of rubber tires, according to sales officials of The Goodyear Tire & Rubber Co.

Difference in equipment, as compared with a year ago, was especially noticeable at a recent meeting of The Cleveland Dis-
whereas only a year ago scarcely any of the equipment would have been mounted on rubber tires.

There are many advantages in pneumatic tires over steel wheels, the Good-year men declare, and the fact that the majority of new tractors and power mowers being sold to golf courses are pneumatic-equipped seems to bear out their contention. Many of the steel-wheeled units already in service are being changed over to pneumatics.

One of the outstanding advantages of pneumatics for golf course use is the fact they are easier on the turf, particularly if the ground happens to be soft. Rubber tires don’t damage trees or sidewalks, and make possible use of the units over a wider area. Farmers are impressed with the fact they can do more work in the same length of time, and this is a factor that is also important on golf course equipment. Less power is required for operation, resulting in a fuel and oil saving. The equipment undergoes less wear and tear and therefore has longer life, due to the cushioning effect of the pneumatics.

Equipment on which pneumatic tires are finding ready use includes tractors, mowers, utility wagons, compost spreaders, wheelbarrows and green mower carts, used to carry mowers from green to green.

HENRY, HOYT AND HAY JOIN MAC SMITH SALES STAFF

Nashville, Tenn.—Link-Lyons, Inc., makers of MacDonald Smith golf clubs announce appointments of Pete Henry, widely known golf salesman, as eastern sales mgr. Bill Hay will represent Link-Lyon.

Goodyear-equipped Silver King tractor.
Wilson Lasting Flavour prepared meats solve summer menu problems

They offer a great variety of menu possibilities—are attractive—nourishing and economical. No cooking required. They are always ready to serve and have absolutely no waste.

Many managers tell us that for buffet luncheons and suppers, Lasting Flavour Products are without equal. Great favorites on Ladies’ Days.

Get a trial assortment from your provisioner today. Packed in vacuum tins—always ready to serve—slices evenly and easily.

A supply in the pantry remains good until used—a “life saver” in many an emergency.

Lasting Flavour Products Division
Chicago

Inc. on the west coast and make his headquarters at 1543 17th St., San Francisco.

Bill Hoyt, another well known, experienced golf salesman, will handle Link-Lyon, Inc. sales in Ohio, Michigan, Indiana, Virginia and northern Kentucky. Hoyt will work out of 919 Oxley Rd., Columbus, O.

WHAT TO NAME NEW BALL IS SERIOUS PUZZLE, SAYS CONLIN

If you happen to be around 1790 Broadway, New York and call in on Eddie Conlin, ringmaster of U. S. Rubber golf ball sales—and if you see Ed frowning and surrounded by stacks of books, pamphlets and papers—you have caught him in the throes of christening preliminaries on a golf ball.

Explains The Conlin:

“A good name on a golf ball is an important factor in its sale. Good names are hard to get and dozens of our advertising, selling and manufacturing staff have to puzzle themselves for months until finally some fellow has a heaven-sent hunch or a laboriously thought-out idea that we all finally can agree on as something worth using.

“There are plenty of good obvious names that anyone would be glad to use but

NORTHLAND BENT

Plant Patent Pending

A limited quantity of stolons is available for fall planting at a special introductory price.

EARLE M. BARROWS
MINNESOTA VALLEY FARMS
Route No. 4, Minneapolis, Minnesota
Buy with Confidence!

Whatever your needs, GOLFDOM'S advertising pages will serve as a dependable guide to reliable sources of supply. Mention GOLFDOM when you write these advertisers. If you can’t find what you need, refer to the list below. Draw lines through items on which you want complete information and prices. Mail to GOLFDOM, 14 East Jackson Blvd., Chicago. It will bring you facts and figures you need in making your purchases.

### FOR THE GOLF COURSE

- Ant eradicators
- Arsenate of lead
- Bag racks for tees
- Ball washers
- Bent grass stolons
- Bird houses
- Bookkeeping systems
- Books on
  - golf architecture
  - greenkeeping
- Brown-patch preventives
- Charcoal (soil conditioner)
- Chickweed eradicators
- Clamps, for pipe leaks
- Compost distributors
- Compost mixing machines
- Diesel engines
- Drinking fountains
- Dump carts
- Fencing
- Fertilizers
- Fertilizers distributors
- Flags, flag poles
- Furniture
- Hole cutters
- Hole rims (putting cups)
- Hose, water
- Hose boxes (underground)
- Humus (soil conditioner)
- Hydraulic mixers
- Insecticides
- Lime, hydrated
- Lime stone, pulverized
- Mole and gopher traps
- Mole and gopher poisons
- Mowers
  - putting green
  - tee
  - fairway
  - rough
- Mower blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
  - perforated for drainage
  - water
- Playground equipment
- Pumps (state capacity)
- Putting cups
- Rakes, adjustable, for traps
- Rollers
  - fairway
  - green
  - spiked
- Scythes (motor driven)
- Seed
  - fairway
  - green
  - rough
- Seeders
- Shelters (golf course)
- Skeet layouts
- Scissors cutters
- Soil screeners
- Soil shredders
- Sprayers
  - barrel pump
  - power engine
- Spike discs
- Sprinklers
  - greens
  - fairway
- Sprinkling carts
- Swimming pool information
- Tee data plates
- Tee markers
- Tile, drainage
- Tractors
- Tractor tires, low pressure
- pneumatic
- Tractor wheel spuds
- Water systems
  - for greens
  - for fairways
- Water system engineer
- Weed killers
- Worm eradicators

### FOR THE PRO SHOP

- Archery golf supplies
- Bags
  - canvas
  - leather
- Balls
  - .25
  - .35
  - .50
  - .75
- Ball marking machines
- Bats
- Bookkeeping system
- Buffing motors
  - A.C.
  - D.C.
- Caddie badges
- Caddie uniforms
- Calks for golf shoes
- Caps
- Clubs
  - Brassies
  - Drivers
  - Irons
  - Matched sets
  - Putters
  - Spoons
  - Women's
- Club racks for pro shop
- Garters
- Gloves
- Grip dressing
- Grip wax
- Hickories
  - racks
  - cards
- Hats, duck with visor
- Leather jackets
- Movie cameras, projectors
- Practice clubs
- Practice driving devices
- Practice nets
- Prizes
  - cups
  - trophies
- Rain jackets
- Score cards
- Shafts
  - hickory
  - steel
- Shoes
- Shoe spikes
- Shoe trees
- Skelly's
- Sweaters
- Sweat shirts
- Tees
  - wood
  - celluloid
- Rubber
- Trap-shooting
  - traps
  - shells
  - targets
- Underwear

### FOR THE CLUBHOUSE

- Ales
- Bar equipment
- Bath slippers
  - paper
  - wood
- Bars
  - fixed
  - portable
- Bath towels
- Beer
  - bottle
  - draught
- Beer cooling equipment
- Cash registers
- Cheese
- Deodorants
- Disinfectants
- Kitchen equipment
- Laundry equipment
- Liquors
  - gin
  - whiskey
  - wine
  - mixers
- Linens
- Lockers
- Mineral water
- Refrigerators
- Rugs—runners for aisles
- Showers
- Soda fountains
- Water coolers
- Water softeners

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* IMPORTANT — FILL OUT FORM ON REVERSE OF THIS PAGE *

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Club..................................................................................................................

By..................................................................................................................

Club Position..................................................................................................

Address...........................................................................................................

Town..............................................................................................................

State.............................................................................................................

Date..............................................................................................................

* IMPORTANT — FILL OUT FORM ON REVERSE OF THIS PAGE *
DOES GOLFDOM HELP YOU?

If you get good from these pages, how about your fellow officials? Are they on our mailing list so they too can keep posted through GOLFDOM? Perhaps we haven’t been notified of your organizations latest elections or appointment. Better do them a favor by tearing out this page and mailing it, filled in, to GOLFDOM, 14 East Jackson Blvd., Chicago.

Please PRINT plainly. Home or business addresses preferred.

President ......................................................................................................................

Address .....................................................................................................................

Green-chairman ........................................................................................................

Address .....................................................................................................................

Manager ....................................................................................................................

Address .....................................................................................................................

Professional ............................................................................................................... 

Address .....................................................................................................................

Greenkeeper .............................................................................................................

Address .....................................................................................................................

Club .............................................................................................................................

Town ........................................................................................................................... State

Number of Holes ........................................ Is Course Private, Daily Fee or Municipal?

Please give us this additional information for our records:

they've already been used and registered in the United States patent office by another manufacturer. Once in a while some unfortunate operator will pick a name that looks great and get balls marked up only "Lime Crest" CALCITE (Pulverized)
does wonders in sweetening soil, making grass on greens and fairways grow lush and \textbf{NEW LIFE FOR GREENS & FAIRWAYS}

**"Lime Crest" CALCITE** (Pulverized)

---

\textbf{BUDD • BED • BLADES}

---

**EXTRA SAVINGS ON YOUR MOWING**

Budd Blades, with their four edges, save you a lot of cutting time. And when you stop and think of the extra savings they bring in preventing costly layups, and expensive sharpening costs, you begin to realize that it's costing more being without Budds than having them. Try them NOW on one mower, and you'll want them on all. Write for details. BUDD MFG. CO., Dept. G, Ravenna, Ohio.

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**KEATING NURSERY**

SPECIALIZING in GENUINE METROPOLITAN BENT STOLONS

Proven the fastest grower and most resistant to disease.

Good supply of Atlantic City and Washington bent always on hand.

ORDER NOW

WM. KEATING—Greenkeeper, Clive, IA.

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