TORO'S Past Performance Points
The Way to Lower Maintenance Work

F rom Canada to Florida, from the Atlantic to the Pacific ... under widely varying conditions and with different types of turf ... TORO Grass-Cutting machinery has given a clear-cut answer to the problem of efficient golf course maintenance at low cost.

The River Crest Country Club is just one of thousands that has made it a habit to "buy TORO" whenever in need of new or additional equipment. They know, from experience, that machinery built to TORO standards is the cheapest kind to own and operate.

Now is the time to plan on replacing old, worn out, obsolete and expensive-to-operate machinery with the efficient, modern TORO kind. Provide for this in your 1936 budget and everyone in the club will be pleased with the results and the savings next year and in the years to come. Write for catalog.

TORO MANUFACTURING CO.
3042-3168 Snelling Avenue, Minneapolis, Minn.
This battery of three International Harvester Diesel Power Units drives two generators which provide low-cost light and power at all load demands for a Sulphur Springs, Fla., resort. The owners save approximately $300 a month with these Diesel engines.

International Harvester
Diesel Power Unit

CHEAP POWER for pumping water for fairway watering systems and swimming pools—that's what the International Harvester Diesel engine provides. Its unbelievable economy is due to the low-priced fuel it burns, to the relatively small quantity of fuel it consumes, to its high combustion efficiency, and to its low maintenance cost. The saving made by the Diesel units shown above gives an idea of the low operating costs of this engine compared to other forms of power. Similar savings are reported wherever International Harvester's Diesel is working. If your present pumping costs are high, or if you are considering installing a watering system, it will be to your club's advantage to investigate this Diesel engine. The nearest branch or distributor will give you complete information.

INTERNATIONAL HARVESTER COMPANY
(Incorporated)

INTERNATIONAL HARVESTER

You save time and money by depending on GOLFDOM advertisers
Cut Your Upkeep Costs with this Fall Program

Top-dress with Florida Humus now, and your club will save money for years to come. Florida Humus means not only greener, healthier, and more drought-resistant greens and fairways, but also, as many clubs have found out, it will save up to 50% of watering and fertilizing costs.

This is because of its high water-holding capacity (530.64%) and its high content of organic nitrogen (3.52%) on a dry basis. Furthermore, it is far less acid than other sources of humus, and will not sour the soil. (Acidity, pH, 6.0. All figures quoted in this advertisement from Chemical analysis, No. 133554 by Wiley & Co., Baltimore, 1935.)

FLORIDA HUMUS

Mined and Manufactured by

FLORIDA HUMUS CO., ZELLWOOD, FLA.

Sales Office: 141 Milk St., Boston, Mass.

DISTRIBUTORS:
ATLANTA: Evans Implement Company
BALTIMORE: E. Miller Richardson & Co.
BOSTON: Joseph Breck & Sons, Corp.
BRISTOL: (Va.): Wood Howell Nurseries
CHARLOTTE: E. J. Smith Company
CINCINNATI: The J. Chas. McCullough Co.
CLEVELAND: Sidney L. Dryfoos
DETROIT: Terminal Sales Corp.
JACKSONVILLE: Jacksonville Landscape Co.
NEW YORK: Stumpp & Walter Co.
PHILADELPHIA: Henry A. Dreer, Inc.
PITTSBURGH: Beckert Seed & Bulb Co.
ST. LOUIS: St. Louis Seed Co.
WILMINGTON: Franklin J. Murphey

Reduce your budget by using only GRASS SEED of "Known Quality"

Tested for Purity and Germination

Also fertilizers, equipment and requisites of guaranteed quality. "Golf Turf" an instructive book on making and maintaining turf, as well as a complete catalogue on golf supplies—free on request.

Stumpp & Walter Co.

Headquarters for Bents and Other Fine Grasses

132 to 138 Church Street

NEW YORK

LITTLE GIANT — The ALL-PURPOSE Spreader — spreads compost, commercial fertilizer, grass seed, lime, evenly and Accurately. Slashes upkeep costs. For fairways or GREENS.

Write for Folder

PORTABLE ELEVATOR MFG. CO. BLOOMINGTON, ILL.

If you don't see what you need advertised in GOLFDOM, write us.
For 1936

—a brand new fairway mower.
—a mower with all the features that you have expected and hoped would some day be available.
—it's here! Ready for your course in 1936.

IDEAL POWER LAWN MOWER CO.
446 Kalamazoo Street
Lansing, Mich.

BRANCHES:
161 Vester St., Ferndale, (Detroit) Michigan
237 Lafayette Street, New York City

CANADIAN DISTRIBUTORS:
Aikenhead Hardware, Ltd., 17 Temperance St., Toronto, Ont.

IDEAL Bulldog MOWERS
Quick Coupling Valves and Sprinklers For FAIRWAY IRRIGATION!

1. You want the Sprinkling System best adapted to your Golf Course.
2. You want the most economical installation.
3. You want a sprinkling system that will give the best possible service.

We will help you plan, without charge, the best system for your Club. Write us for our plan.

L. R. NELSON MFG. CO.
Peoria, Ill.

Key inserted in valve. Large “stream-lined” passages allow full flow without loss of pressure. When closed the pressure keeps it closed tight.

Any New Greens to Plant?

Use Scott’s Creeping Bent Stolons or Scott’s Creeping Bent Seed. Send your area figures and let us quote comparative prices—stolons and seed. Stolons may be safely planted until snow flies. Fall is the time to put in new greens—get our prices now.

IMPORTANT

If you do not own a bound edition of “Lawn Care,” why not drop Scott a card? No obligation and it does make interesting reading for greenkeepers.

Lawn & Green Cultivators

For Greens, One Handle Model (Illus.) $27.50
With Two Handles $30.00
Tractor Model for Fairways $120.00

“Stream-Flo” Sprinklers cover evenly areas 100 to 225 feet in diameter.

Spike Discs

For Greens, One Handle Model (Illus.) $27.50
With Two Handles $30.00
Tractor Model for Fairways $120.00

“Use Regularly,” Say Authorities

Any New Greens to Plant?

Use Scott’s Creeping Bent Stolons or Scott’s Creeping Bent Seed. Send your area figures and let us quote comparative prices—stolons and seed. Stolons may be safely planted until snow flies. Fall is the time to put in new greens—get our prices now.

IMPORTANT

If you do not own a bound edition of “Lawn Care,” why not drop Scott a card? No obligation and it does make interesting reading for greenkeepers.

O. M. SCOTT & SONS COMPANY
356-B Main Street, Marysville, Ohio
Nature needs a natural grass food

7 reasons why:

1—It is a natural grass food and stimulant. 2—It is a balanced manure containing 6% Ammonia, 2.5% Phosphoric Acid and 1 to 2% Potash.
3—It contains no live weed seeds. 4—Being organic, it aids humus and aids bacterial action. 5—It can be applied with a minimum of labor and expense. 6—Being more soluble than other manures, it is more available. 7—Being finely pulverized, it is quickly absorbed into the soil.

It takes healthy turf to produce healthy club income . . . and natural grass food to produce healthy, vigorous golf turf. For years PREMIER has been "the old reliable" for producing better greens and fairways. It contains, in perfectly balanced proportions, the elements needed for developing healthy, hardy grass . . . all the qualities demanded by critical and thrifty greenkeepers.

Plan a Business Building Budget for 1936—use PREMIER!

Write for complete information and name of your nearest dealer.

327 So. LaSalle St. Premier Poultry Manure Co. Chicago, Illinois

Use GOLDFDOM'S advertising pages as your safe buying guide.
Now is the time to plan for the installation of a watering system. And now is the time to get in touch with the Skinner Irrigation Company which is in a position to extend any service from preliminary plans and estimates to complete installation of guaranteed systems.

All or any part of this broad service is available to interested golf courses and parks. More information will be sent on request—without obligation.

THE SKINNER IRRIGATION CO.
415 Canal St. Troy, Ohio

AND FOLLOWS THROUGH TO COMPLETE INSTALLATION

F. O. B. ST. PAUL, MINN., U. S. A.

A STRICTLY high-grade, powerful, light weight, quiet running tractor for mowing, hauling and other work on golf courses, parks, country clubs, cemeteries, airports, etc. Its efficiency, sturdiness, dependability and economy have been proved by 18 years of service and by over 2000 golf clubs.

STAUDE Mak-A-Tractor $155
Attachments—F. O. B. St. Paul and up

For converting Models T, A, B, or V-8 Ford pleasure car chassis into efficient tractor . . . easily attached in a few hour's time. Sold under a money-back guarantee. Buy through your Ford dealer or write for full information.

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

SAVE money on this new Dolge plan: get both your ground and clubhouse maintenance materials on a combination deal. Dolge makes worm eradicator, brown patch preventive, mole-killer, golf ball cleaner, insect sprays, deodorants, disinfectants, rodent-killers, liquid soap, dispensing equipment, general cleaning compounds, floor finishes—everything to keep your grounds and clubhouse inviting. Please write for details of this plan. It will be effective for a short time only. So act quickly. You incur no obligation.

THE C. B. DOLGE CO.
WESTPORT, CONNECTICUT

Thanks for telling the advertiser you saw it in GOLFDOM
COURSE WATERING
will keep your club in the championship class

ARCO CAST IRON AND WROUGHT COPPER PIPE
is recommended by course irrigation experts for
✓ Low Cost  ✓ Quick, Economical Installation
✓ Low Cost Course Maintenance

• When you’re planning improvements for next year, count on Arco Cast Iron and Wrought Copper Pipe and Arco Full Flow Fittings for course irrigation. The first cost is low, installation is simple and upkeep is negligible. Flexible couplings for cast iron pipe take expansion and contraction, strain and stress without leaking. Pipe can be removed and relaid with 100% salvage, in event of change in course design.

A special finance plan is available for golf course irrigation installations. Terms are extremely liberal. Write today for the details.

INDUSTRIAL DIVISION
AMERICAN RADIATOR COMPANY
40 West 40th Street, New York, N. Y.
Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

FLEX BLADES
Triple Mower Life

16” to 22” lengths Hand Mowers ................... $1.00
18” to 25” lengths Power Mowers .................. 2.00
26” to 31” lengths Power and Tractor Mowers .. 3.00
35” to 40” lengths Power and Tractor Mowers .. 3.50

USE FLEX BLADES AT OUR RISK
Send the following FLEX BLADES, which we may return within thirty days, if not satisfactory, understanding our money will be refunded.

Quantity and sizes:

Name .................................................................
Address .............................................................
City .............................................................. State ..........................................................
R. S. HORNER
MFR. OF SPUDS, FORD-SON WHEELS, ETC.

Don’t Remodel Your Course . . .
until you have read Robert Hunter’s famous book on golf architecture.

“The LINKS”

Tell us any idea for making GOLFDOM advertising more helpful.
"Go get the ax, there's a fly on baby's bean"

What a way to nail a fly! Yet it shows the fault of using a tool that's unfitted. Regarding proper proportions, why pay the ponderous expense of magazines reaching millions to sell only those who play golf?

Look at the golf market:

<table>
<thead>
<tr>
<th>Average Number</th>
<th>Average Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,555 private clubs, 18 holes or larger</td>
<td>235 members</td>
</tr>
<tr>
<td>2,600 private clubs, 9 holes or larger</td>
<td>100 members</td>
</tr>
<tr>
<td>494 daily fee courses 18 holes or larger</td>
<td>400 players</td>
</tr>
<tr>
<td>512 daily fee courses 9 holes or larger</td>
<td>123 players</td>
</tr>
<tr>
<td>320 municipal courses 18 holes or larger</td>
<td>1,000 players</td>
</tr>
<tr>
<td>256 municipal courses 9 holes or larger</td>
<td>200 players</td>
</tr>
</tbody>
</table>

TOTAL U. S. GOLFERS* | 1,258,225

*These figures are the most accurate obtainable and check with those of the golf industry.

Private club members, then, make-up just half the above total; their families also play and account for a still larger share of total rounds and purchases. The most active public course players follow club members in the type of equipment they use. The remaining public golfers play less frequently and use bargain utensils until they can afford to buy better and play more often.

But in the meanwhile they can get equipment at "leader" prices from stores who cash in on your advertising to the general public.

The 625 thousand club member families constitute about 70% of your market and decide the purchasing of an added 15%. Of this important majority, GOLFING alone reaches the most active 300,000 families who play at any of 2200 private clubs.

The advertising rate per thousand of this dominating coverage is less than $1 that of the average golf magazine and fits snugly into the manufacturers' modest margin.

With known factors like these, the only logical answer to your sales problems is GOLFING. You can't figure otherwise and be right.

Double-check: These companies which sell the most golf playing equipment are those which advertise most strongly in GOLFING.

Triple-check: Leading businessmen pros will tell you that GOLFING really moves merchandise through their shops.

Golfing

300,000 PRIVATE GOLF CLUB FAMILIES

PRO NOTE:—This is the story that GOLFING presents to the golf goods manufacturers, showing that advertising that helps the pros DIRECTLY by reaching pro members DIRECTLY is more profitable than general advertising encouraging stores to cut prices on standard brands of golf merchandise.

Thank you for buying from GOLFDOM advertisers; they are O K
Smart BUDGETS INCLUDE
JACOBSEN MOWERS

“How to get the most for our money?” That is the problem that confronts every golf club executive when planning a maintenance budget—and that is why smart budgets include Jacobsen Power Mowers for cutting and brushing greens, trimming traps and bunker faces—and for all mowing that can not be handled with the fairway gang.

Jacobsen power mowers more than pay for themselves the first year in actual time saved. And every bit of mowing time saved can be used to advantage for the other 101 jobs essential to the well kept course.

For cutting greens, the Jacobsen Power Putting green mover is in a class by itself. It reduces cutting time to a minimum and gives the green a truer, more uniform putting surface. The patented brushing attachment is indispensable for brushing up matted bent. This is done at the same time the green is cut—saving the extra time required by other methods.

The new “Sturdex” has filled a crying need for a power mower that will trim traps, bunker faces and the edges of greens. It enables one man to keep these hard-to-get-at places neat and trim in the fraction of the time required by hand methods.

Send for illustrated booklet—“Putting Green Maintenance by Modern Methods”—it tells how to give your members better golf for less money.
The contest was divided into four classifications as follows:

1. Pros representing clubs with less than 150 playing members.
2. Pros representing clubs with at least 150 but less than 300 playing members.
3. Pros representing clubs with 300 or more playing members.
4. Straight fee courses, including Municipal Courses—regardless of size.

Here are the winners:

CLASS 1 -
2nd: $100 . . . JACK PIRIE . . . Madison Golf and Country Club, Madison, Ohio
3rd: $ 50 . . . ALBERT ESTONEY . . . Rockport Country Club, Rockport, N. Y.
5th: $ 15 . . . WALT ADAMSON . . . Cherokee Country Club, Cherokee, Iowa

CLASS 2 -
2nd: $100 . . . STANLEY DAVIES . . . Omaha Field Club, Omaha, Nebr.
7th: Six True Temper Shafts . . . HORTON SMITH . . . Oak Park Country Club, Oak Park, Ill.

CLASS 3 -
3rd: $ 50 . . . DAVE OGILVIE . . . Oakwood Country Club, Cleveland Hts., Ohio
4th: $ 25 . . . ALEX McINTYRE . . . Edison Club, Rexford, N. Y.
5th: $ 15 . . . RUSSELL DAVIDSON . . . Westwood Country Club, Rocky River, Ohio
6th: $ 10 . . . R. TAYLOR . . . Minikahda Club, Minneapolis, Minn.

CLASS 4 — No entries qualified from Public Courses.

Here are the winners:

THE AMERICAN FORK & HOE COMPANY • Sporting Goods Division, Geneva, Ohio