

humus will increase the general soil fertility.

In selecting natural humus for use on golf courses, it is preferable to obtain it from such sources of supply where cultivation of some form of crops has been carried on for at least two or three years, and at least one legume crop grown that has been ploughed under in the green state. This not only adds nitrogen but it also inoculates the humus with bacteria essential in stimulating those processes that convert unavailable plant food elements into the form available for the growth of plants.

"Golf-for-Healthsake" Campaign to Build Golf Volume

By George Aulbach
Pro, Dallas (Tex.) C. C.

IN SMALLER cities there is, occasionally a temporary let down in golfing interest.

When a few leaders lay off and their regular foursomes are broken up, it is not difficult to understand a natural loss of playing interest among the other members. When a club reaches such a condition something must be done or it may eventually lead to the club expenses being greater than the income.

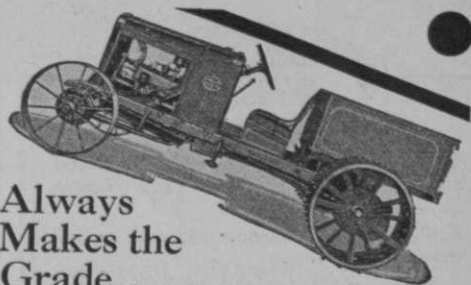
Clubs may fall into these slumps through several circumstances. Perhaps a new city social club has carried away the social activity of the golf club. But in most cases the foundation of the depression can be found in the fact that the same directors, same committees and same personnel have been operating the club for years. When the interest in playing at one club drops off it may spread to the other clubs of the city.

The city then needs a revival. It needs new players, new ideas, new interest and, in general, a good house-cleaning. We are now living in the age of ultra-modern ideas, of men who demand efficient, dependable and progressive service in everything they

SAVE for your club by purchasing acclimated, winter-hardy **BENT GRASS SEED**

Direct from the farms where it is grown by **A. N. PECKHAM, Kingston, R. I.**

Also Fairway Mixtures



Always Makes the Grade . . .

For light weight, for powerful, speedy performance, for ease and economy of operation, for adaptability to every requirement, over 2,000 golf clubs sing the praises of the

STAUDE GENERAL UTILITY TRACTOR

Manufactured continuously since 1916 and sold on a money-back guarantee. Buy from local Ford dealers or direct from us. Write for details.

E. G. STAUDE MAK-A-TRACTOR CO.
2696 University Ave., St. Paul, Minn.

May be equipped with rubber-tired wheels for traveling on paved roads.

\$495 up

NATIONAL MOWER CO.

839 Cromwell Avenue St. Paul, Minn.

Where rugged endurance, sturdiness, and quality come first, the latest 1933 Model National Heavy Duty Fairway mower will meet your severest problem.

FAIRWAY MOWING

ON DIRECT SALES

LOW COST

On direct sales, the National Mower Co. will give you the best VALUE, the finest mower for the least money.

Using the most powerful frame, double sets of tempered steel cut gears in oil tight cases, Timken Bearings—it lasts longer.

GREATER VALUES PER DOLLAR

Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.



Cushions and aerates turf, retains moisture, checks harmful bacterial and fungus growths.

Easily applied. Cannot rot, dust or soil shoes and clothing.

AVAILABLE THROUGH GOLF SUPPLY
HOUSES AND FEED STORES OR WRITE

WOOD CHARCOAL RESEARCH BUREAU

P. O. Box 354

JACKSONVILLE, FLORIDA

venture. The days when clubs were operated in slipshod manner to the satisfaction of a select group are gone. The sound judgment of the young modern business man plus the wise counsel of the older members is the keynote of an up-to-date institution.

Conduct Revival Campaign.

Successful golf in a small city depends entirely upon the active interest at each club. And more interest can only be created by more playing. Live young men with live ideas placed upon the committees will make a clean sweep of the cob-webs and generate the enthusiasm of a new era of golf prosperity.

I take the liberty of offering the following 60 day revival "Golf for Healthsake" campaign that should bring back the old golfing prestige of any city:

Object—

To create more golfers and golf interest. To put more money into circulation through the golf and sport medium.

Campaign—

A. A series of six snappy letters to be sent every 10 days to a select list of sev-

Grass Seed

of Known Quality

TESTED for PURITY and GERMINATION

Stump & Walter Co

Specialists in Golf Grass Seeds, Fertilizers and Equipment
132-138 Church St., New York

eral thousand prospects. Letters to explain the physical health benefit of golf and carry the endorsement of prominent business men.

First letter—Campaign welcomed to the city as a wholesome entertainment elevating the physical and mental development of the citizenship. The co-operation of every citizen suggested and signed by the Mayor or the Chamber of Commerce.

Second letter—The physical fitness of "Golf for Healthsake" signed by 25 leading physicians.

Third letter—You owe perfect health to your family, your business and yourself. Everybody should play golf. Signed by 25 prominent business men.

Fourth letter—Men, women and children of all ages can play golf. Golf equipment now greatly reduced. Less cost for membership in all clubs of the city.

Fifth letter—Golf offers the proper exercise for growing girls and women. Signed by 25 leading society women.

Sixth letter—For "healthsake," golf for the whole family is socially correct.

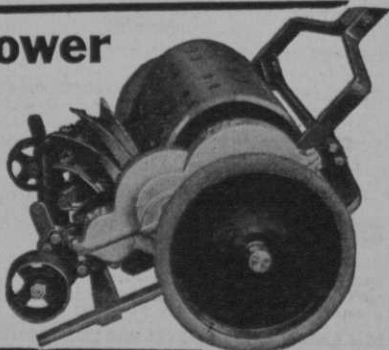
The Toro Hand Greensmower

A precision machine, built to close measurements. Cuts creeping bent or any grass green without special effort by the operator and without leaving corrugations or ridges. For smooth, true greens . . . use a Toro. Write for details.

TORO MANUFACTURING CO.

3042-3168 Snelling Ave.

Minneapolis, Minn.



Worm Casts

on putting greens are an unnecessary nuisance. They can be quickly eliminated, and without any danger of injuring your greens, by using Reade's "ELECTRIC" Worm Eradicator (liquid). "ELECTRIC" is the original worm eradicator—on the market for over forty years—and is guaranteed to give satisfactory results. Full information on request.

Reade Mfg. Co. Inc., Jersey City, N. J.

Used on More Golf Courses
Than Any Other Fertilizer



High organic nitrogen
content—low cost per ton

The Sewerage Commission
Milwaukee Wisconsin

B. A two inch ad run in the daily newspapers every day for 60 days.

C. A brief radio announcement every day from a local station appealing to the housewife and children to play golf.

D. "Golf for Healthsake" stickers on cars of all club members interested in the success of this campaign.

E. Golf lectures given by the pros of the local clubs, golf lectures to every luncheon club in the city.

F. "Golf for Healthsake" posters placed prominently in all the social, civic and fraternal clubs.

G. Department stores should tie up with the campaign with golf and sport window displays.

If the campaign succeeds in its purpose, the city should gain several hundred new players. Figuring conservatively on medium sized cities these new golfers would

put into circulation close to \$50,000 extra in the golf field each year.

The cost of the campaign would be very nominal and should be paid by public subscription or by the clubs, pros and stores who will receive the most return.

Any campaign that puts extra money into circulation and at the same time stands for the upbuilding of the citizenship of the city should be welcomed by all progressive business men.

GOLF as business promotion aid is effectively employed by W. D. Hoard & Sons Co., printers and engravers of Fort Atkinson, Wis. In soliciting prospects to inspect Hoard's plant an invitation is extended to "pack along your golf clubs and spend part of the day as our guest on one of the sportiest courses in the state—Hoard's Lake Koshkonong course."

FREE: A copy of "The Putting Green." Has 40 pages about construction and care of greens. Send today.

G. M. SCOTT & SONS
COMPANY



MARYSVILLE
OHIO



Cut Cost of Treating and Fertilizing
Your Greens Way Down

McCLAIN HYDRO-MIXER

Treats a Green in 10 to 15 minutes by pumping only 25 gallons of water. Insures perfect application of soluble Fertilizers, Fungicides, Vermicides, etc. Reduces labor costs to bottom. Faster than power rig. Eliminates sprinkling carts and expensive sprayers. A real money saver. Write for details.

McCLAIN BROS. CO., 121 2nd St., CANTON, OHIO

WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

If your Ford or equipment dealer cannot supply, write direct.

Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.

R. S. Horner, Mfr.
Geneva, Ohio

