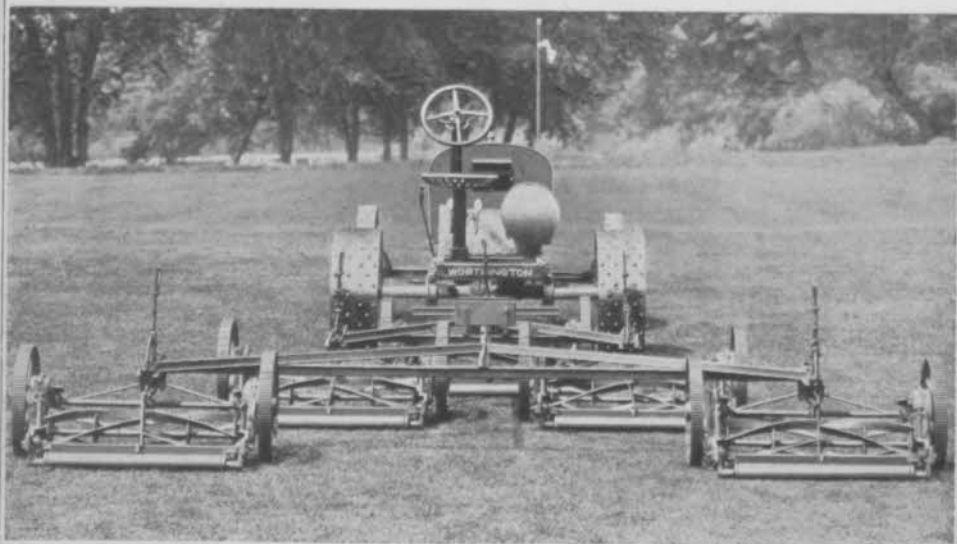


49 of the 57 Clubs awarded major tournaments for 1927 are using Worthington Fairway Mowing Equipment

*"Wherever you find a good course
you will find a Worthington."*



Price \$1104, Net

Worthington Lawn Tractor and Convertible
Quintuplex Mower

Cuts a swath nearly 12 feet wide

WORTHINGTON MOWER CO.

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Montreal: 132 St. Peter Street

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How championships are lost!

"There was a tense silence as he took his stance, glanced along the line of putt, drew back his putter and hit the ball. It started true for a few feet, then swerved off and grazed the side of the hole. ———— had lost the championship."

From The New York Times

Play a "U. S." Royal—a ball that will roll true to the cup and not swerve off, because we have built into it perfect balance. The "U. S." Royal has a fixed center of gravity that cannot shift. It is known to good golfers as "The best putting golf ball in the world."

No ball gives greater distance—no golf ball is as well finished and painted as a "U. S." Royal. The price—75 cents.

* * * * *

The cover of a "U. S." Royal is as tough as a cover can be made without lessening the resiliency of the ball, and it is fully guaranteed.

"U. S." ROYAL GOLF BALLS

Retail Price---Seventy-five Cents



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Johnson's
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Each \$1.00

TORO Equipment

*Construction
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GRASS SEED

GOLF COURSE SEED OUR SPECIALTY

J. Oliver Johnson, Inc.

World's Largest Golf Course Equipment House
MORGAN, HURON, SUPERIOR—CHICAGO

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1—\$6.25
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THE ANSWER TO THE GREENKEEPERS' PRAYER

(A hoseless irrigating system. No dry spots.)

HOSELESS SYSTEM BUCKNER GOLF KING SPRINKLER

CASTLEWOOD COUNTRY CLUB

PLEASANTON, CALIFORNIA



The 18-Hole Course of the Castlewood Country Club with its Hoseless Irrigating System and Golf King Sprinklers

THIS PHOTOGRAPH of the HOSELESS SYSTEM on one of California's most up-to-date golf courses is indicative of what can be accomplished with BUCKNER equipment. This course is only one of a great many up-to-the-minute courses on the Pacific Coast having all turf and complete hoseless irrigation.

With the BUCKNER GOLF KING SPRINKLERS AND QUICK HOSELESS COUPLINGS a club can save more money in upkeep than from any other economy. We have engineering representatives who will be glad to submit figures on complete installations. Write us for literature.

THE PERFECT PUTTING GREEN SPRINKLER

COVERS GREATER AREA
THAN ANY OTHER TYPE



ONE NATIONALLY KNOWN ARCHITECT

WRITES:
"You have now solved the big golf course problem. Your No. 6 sprinkler with only one moving part is the best yet produced."

AN ARCHITECT OF INTERNATIONAL REPUTATION WRITES:

"Your No. 6 sprinkler is wonderful; you will soon find it to be standard on all golf courses."

A CONSTRUCTION SUPERINTENDENT WRITES:

"You have answered the greenkeeper's prayer. Congratulations."

A GREENKEEPER HAVING CHARGE OF FOUR COURSES WRITES:

"Now you are talking sense—a sprinkler that will give perfect distribution over the greatest area takes a load off the greenkeeper's mind. Your new sprinkler is the best ever."

ONE OF OUR REPRESENTATIVES SAYS:

"Now I can go on the courses with my head up. No. 6 has eliminated all competition and you may keep them coming to me regularly. No job to sell them."

AN INSTALLATION ENGINEERING COMPANY WRITES:

"Your new sprinkler has made our work much easier."

AFTER 15 years of leading the way in all golf course irrigation and having originated slow motion sprinklers and hoseless golf course irrigation and grown to be the largest concern in the world catering to this line of endeavor, we are ready to "STAND PAT" and stake our reputation on our New No. 6 Golf King as being the best and most durable machine ever developed for all round golf course irrigation, either hose or hoseless. Like all BUCKNER EQUIPMENT, it is guaranteed satisfactory. The clubs know we do not desert them after sale is made. We give service.

BUCKNER MFG. CO.

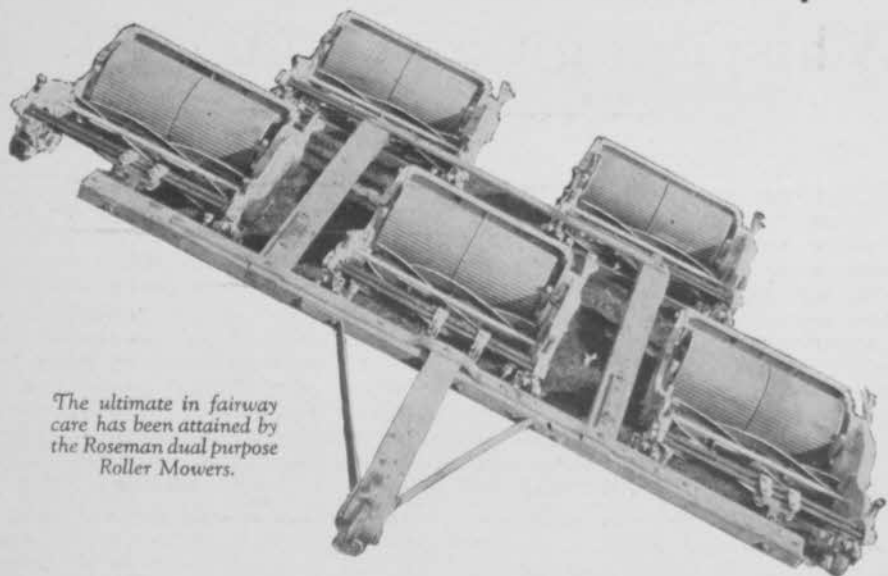
FRESNO, CALIF.

H. V. Carter Co., 52 Beale St.,
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Does Your Club "Roller-Mow" Its Fairways?



The ultimate in fairway care has been attained by the Roseman dual purpose Roller Mowers.

Roseman Mowers build a dense turf by rolling as they mow. Light hollow rollers furnish full width traction for the *only* mower that will "stand up" with a Fordson over a period of years.

ROLLING BUILDS TURF

A perfect lie on the fairway is assured on courses that have built their turf with Roseman Hollow Roller Mowers.

ROSEMAN TRACTOR MOWER
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Eliminate repair expense. Roseman Mowers are guaranteed against breakage.

ROSEMAN MOWERS

U. S. Patent No. 1327024, British 154783, French 605456, give us exclusive right to gang ROLLER TYPE MOWERS. If it is not ROSEMAN—it is an infringement.

Golfdom

THE BUSINESS JOURNAL OF GOLF

AUGUST, 1927

"Whispering Campaign" Moves Slow Stock

AT this time of the year the professionals in the eastern and central states are enjoying their biggest business season of the year with a volume of sales, according to reports from representative professionals and manufacturers, that exceeds that of any year in the past. Everything is "hotsy totsy," as the vernacular has it, and the year's bumper crop of new golfers together with the more extensive education of professionals in business management, puts the average pro pretty much at peace with the world.

But the fellow who is content to let well enough alone will soon be lost in the jam at the rear of the procession if he neglects to use his head in thinking one step ahead of the current business. For example:

With the latter part of September the golf season in the northern part of the country is rather definitely concluded. In the larger cities the early football crowds this year probably will draw more from golf courses on Saturdays than ever before for the schedule makers have booked some highly interesting games early in the season. With this counter-attraction luring the golfers who happen to be "off" of their games the pros' active market may run the risk of a sharp curtailment. Whether or not this storm signal is raised with some logical reason for its hoisting, is not so important. What really matters is the suggestion that the pro make sales hay while the sun shines.

Push the Slow Stock

As the golf fever is burning strong in his members the wise pro will make a check-up on his stock and note the items

that he has had in the shop since last season or longer. If the stock has not moved in this length of time it is up to the pro to force it into the market. The chances are that the products are of high merit. Either the shop was overstocked on these particular items, the pro and his assistants did not push them enough by conspicuous display or word-of-mouth, or the members had some groundless prejudice against the items. Regardless of the reason for the stock not moving, the pro's job is to get it sold to a satisfied customer.

The forward looking pro will carry as little stock into the winter as is possible. Not only is it poor business to have his money tied up in this frozen asset when his winter financial requirements are steady and fairly strong, but he runs the risk of having marked changes made in the style of this "dead" stock and thus putting it permanently out of the class of salable merchandise. Stock carried over the winter makes no profits for anyone.

As a general rule professionals are firmly committed to a one price policy, without "sales." Therein lies one of the reasons why the department stores steal away the professionals' business. But with good reason the pros can deviate from this policy along toward the last weeks of the season and cut the price of the goods that they have been carrying too long.

This cut price sale is not an enterprise to be broadcast to the club unless the pro is a man who is a discreet and able merchant. There is too much of a tendency for members to look upon cut price goods as items of intrinsic cheapness and for this reason the pro's entire line may suffer

from a widely heralded price reduction on a few items.

The best method for quickly turning dead stock into money by the sacrifice of a little of the profit is to mention the items offered to selected members who are good buyers and who would be inclined to relay the information to other members as "inside dope" on bargains. Under the circumstances the pro can readily tell the members to whom he talks about this part of the stock, that he over-ordered and wants to do what every other business man does, turn his stock into cash at the end of the season; or that for some reason or other the stock, despite its excellence, hasn't moved and the cut price is solely for the purpose of getting sales quickly.

Protects Winter Sales

What pro in the northern states hasn't opened his shop in the spring and found in the bags of his best customers a number of clubs that were bought from stores by these members just before they started off on winter vacation trips to the south or to California?

With the constantly increasing golfing winter traffic the northern pro who is onto his job will help his members look ahead and buy whatever clubs they may need during their winter vacations in a sunnier clime. A reminder to this effect when combined with the reduced price appeal will

bring into the professional's pocket many a dollar that has been a stranger to him in the past. We heard of one pro who went to the extent that he accounted for some of the dead stock in his shop by selling it to members for delivery and billing as far in the future as Christmas. He worked this on the wives of members and on members who were in the habit of remembering, at Christmas, the rest of their steady foursome. This idea worked well with him for he is an enthusiastic and natural born merchant and while it might not go across in many places it at least serves to show what can be done in making a complete transformation of golf shop stock into cash at the close of the season.

Today is not too early for you to look over your stock and see what dead stock could be moved by a price reduction. Make a list of the items and tell some of your members about the bargains in a way that will let them know you are doing them a favor to put them "on the inside." You can depend on them giving your stock enough free and forceful advertising to move it quickly from its long resting place in your shop. This "whispering campaign" will help you to go into the 1928 season with money enough to buy an entirely fresh stock, and all that there is to working out the plan is to talk about the items to enough of your live and talkative members to get the ball rolling.

Fee Course to Pay for Private Club

NORTH Hills Country Club at St. Louis, Mo., is going through one of the most interesting experiences in golf today and the outcome may have considerable bearing on the operation of other clubs that have land enough and initial financing enough to build two adjoining courses.

Two courses were originally installed at North Hills. Both of them are of championship character. When the club found itself confronted by the necessity of a financial readjustment one of the courses was turned into a fee proposition. Maintenance costs are reduced per course by the division of expense and other expendi-

tures are cut sharply under the figures of a single course and club house.

Of this situation at St. Louis, Alvan J. Goodbar, secretary of the club, tells GOLFDOM:

"The North Hills Country Club was originally promoted with the idea of having forty-five holes of golf, a large and elaborate country club house, an outdoor swimming pool, tennis courts, bridle paths, etc. All of these facilities were predicated on the expectation of a membership of 2,000. The promoter succeeded in getting about \$50. In the meantime the work of constructing the forty-five holes of golf was well under way.

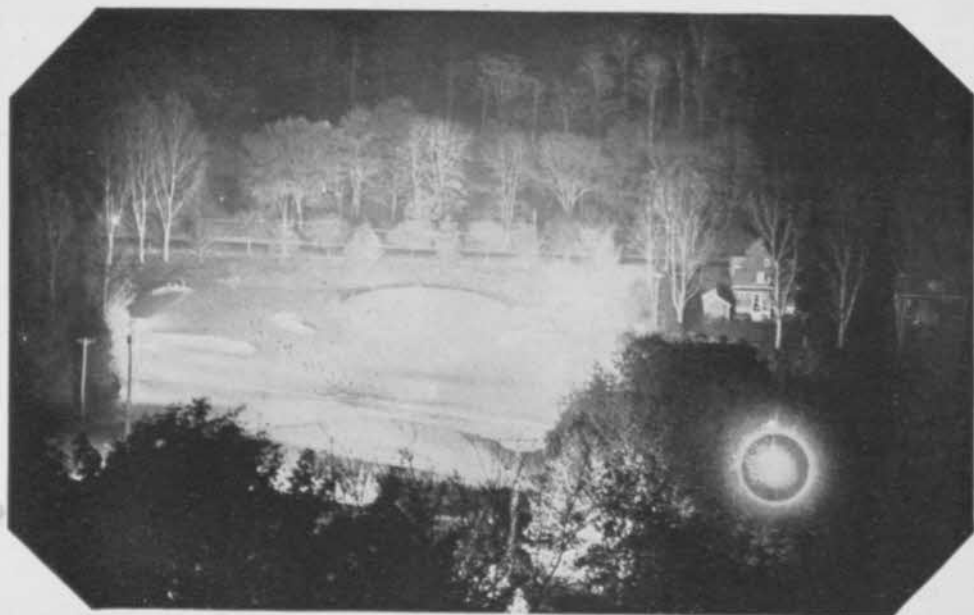


Photo Underwood & Underwood

It's not expensive to illuminate a putting course or the greens right adjoining the clubhouse and it allows night practice of putting, short approach and trap shots. The view shows an eastern installation.

"The result was that thirty-six holes of golf were completely finished, four tennis courts were built, and instead of the elaborate club house, a temporary frame structure was erected, very simple in character, but adequate in so far as locker room, shower bath and restaurant facilities are concerned. The club then settled down to be a golf club rather than a country club, although an outdoor dancing pavillion was also erected and dances and bridge parties are held with a considerable amount of success. Among the 850 members, about 400 of them had joined with the idea of a large and elaborate club house, and for this and other reasons they gradually dropped out until the membership was reduced to about 450. This resulted in an increased cost to the remaining members for the operation of the thirty-six holes and about fifty more members resigned on account of higher dues, thus reducing the membership to about 400, at which figure the membership was closed.

"The board of governors and members then decided to put into execution a plan which had been under consideration by the officers and board of governors of the club for the past couple of years, namely, opening up one of the two 18-hole courses

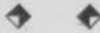
as a public or fee course. This step was taken about the middle of June and it would appear that the plan will be very successful. July 23 (Saturday) there were 206 players on the east or public course. The fees we are charging are \$1.00 per day for week days and \$2.00 for Saturdays, Sundays and holidays. Additional charges are made for use of locker and showers, and a separate restaurant is conducted for the players who desire to lunch at the club.

"If no unforeseen complications arise, it is easily possible that the net revenue to be derived from this course will be sufficient in time to purchase the North Hills grounds free and clear, to erect a commodious club house for its members and, if it is decided to make the pay course a permanent feature of the club, to continue to provide a net revenue which will result in materially decreasing the dues paid by the club members."

It's an instructor who is missing a lot of good business who doesn't sell his pupils all the clubs they use. When you're instructing don't ever lose sight of the fact that instruction is the best feeder for pro shop sales. "Two time" them. They like it, and it's good for them.

“I READ GOLFDOM from cover to cover. You are getting out a wonderful paper and deserve lots of credit for the way it is made up and for the material you put in it. Let the good work continue and should you find a subscription price necessary I believe everyone will be glad to pay it.”

S. M. ALDRICH, Greenkeeper,
Madison Golf Lakelands, Madison, O.



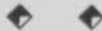
This is my second year as green chairman and on board of directors and feel constrained to tell you how much I appreciate the valuable service rendered through GOLFDOM. So far as my ability goes in judging the merits of the articles, they have been carefully selected and properly edited. I am truly grateful and the least I can do is to tell you.”

A. G. CHAPMAN, Greens Chairman,
Audubon C. C., Louisville, Ky.



“. . . and we have done quite a little business through a number of GOLFDOM's advertisements this year.”

F. W. EDGERTON, President,
Cross Roads C. C., Lawrenceville, Ill.



“I want to thank you for the very interesting copies of GOLFDOM which I have been receiving regularly. Enjoy contents and find them beneficial in operation of our club.”

J. McCOWAN, President,
Bann Golf Club, Banff, Alberta.



“. . . just received my first copy of GOLFDOM and find it interesting and instructive. If a small subscription cost is advisable in

Reader interest for the lively Golfdom's

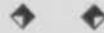
your research work, I will be happy to pay it.

C. W. DE FOREST, Chmn., Greens,
Maketawah C. C., Cincinnati, O.



“Really, GOLFDOM is the best golf magazine published as it gives many helpful articles on course maintenance, and valuable suggestions on club house and locker room operation. I am particularly interested in the golf shop articles. Have already rearranged my golf shop neatly, bought a show case, and notice a greater volume of business coming in. If it hadn't been for GOLFDOM I don't believe the idea would have struck me.”

FRANK J. TABOR, Professional,
Dornick Hills C. C., Ardmore, Okla.



“Since receiving GOLFDOM I can realize more than ever how very necessary it is for those who have the task of serving on the Board of Managers to read, study and 'live' his job, that all will function as best possible.”

L. A. WELLS, Treasurer,
Indian Creek C. C., Nevada, Iowa.



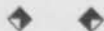
“Indeed, I have been much interested in my issues of GOLFDOM, which are filled with practical stuff. I am turning my copies over to our Professional with the request that he act on some of your suggestions.”

PAUL C. HOWE, President,
Sioux City C. C., Sioux City, Iowa.

like this accounts response to Advertisers

"I have been very agreeably surprised at the contents of GOLFDOM, and your articles have been most instructive and interesting."

F. L. BRADBURN, Secy.-Manager,
Peterborough G. & C., Peterborough, Ont.



"Mr. Burtnett, our club manager, and the writer deeply appreciate GOLFDOM. It is interesting, very instructive and condensed, and we look forward to receiving many valuable suggestions and ideas from same."

L. B. NEUMILLER, Chmn. G. & G.,
Mt. Hawley C. C., Peoria, Ill.



". . . and have discovered some very helpful suggestions in GOLFDOM. We have had some difficulties and such suggestions are what we need.

VERNON E. COOK,
Guthrie C. C., Guthrie, Okla.

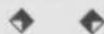


"I am receiving GOLFDOM and am certainly pleased with it, particularly the idea of having the articles agree with the season. There are many valuable suggestions for the greenkeeper and ideas worthy of greens committee action.

J. B. JOHNSON, Greens Chairman,
Ligonier C. C., Ligonier, Pa.

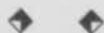
"I must write you regarding GOLFDOM—the business journal of golf—and say that I like it best of any I have read so far. Its suggestions on course maintenance, turf culture, etc., and the whole magazine from cover to cover is very good and a big help to me."

W. STAUFFACHER, Greenkeeper,
Minneapolis, Minn.



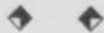
"I read GOLFDOM and am of the opinion that it has a very distinctive place in golf publications and should be of considerable value not only to golf executives but to everyone interested either in the operation of a golf club or golf course."

ROBERT M. CUTTING, President,
Hinsdale G. C., Chicago; V. P., W. G. A.



"I have enjoyed GOLFDOM very much indeed and have got a great deal of practical good from it."

F. V. HAWKINS, President,
Avalon C. C., Indianapolis, Ind.



". . . and being afraid I might miss succeeding numbers I write to make sure you have my name and address on your regular mailing list. I have read GOLFDOM from beginning to end, and with considerable benefit. Have written one of your advertisers and mentioned GOLFDOM.

ARTHUR COOEY, Professional,
Alliance C. C., Alliance, Ohio.

GOLFDOM is mailed free, each month, in a personally addressed envelope to the President, Greens Chairman, Manager, Professional and Greenkeeper of every golf club in the United States.

Coast Greenkeepers a Versatile Lot

By G. A. KLEIN

I DOUBT if there is another area in the entire world equal to the area of the Pacific Coast states where the methods, results and problems and where the opportunities for scientific research in the production and maintenance of the fine turf can be found. Especially is this true of California, where turf on golf courses is being maintained under temperatures ranging from below zero to 130 degrees Fahrenheit and with rainfall from less than one inch to 60 and 70 inches per season. Soils range from light sand to the heaviest of adobe and clay. Altitudes run from several hundred feet below sea level to several thousand feet above sea level. Some areas are fanned by the cool, gentle breezes of the Pacific ocean, others are scorched by the hot, burning winds off the desert sand. Some territory is covered with three to four feet of snow, while less than 25 miles away others are compelled to irrigate to maintain the turf.

It is not necessary to travel a great distance to find the extremes of these variations. You can find most of them within a radius of a few hundred miles from almost any point in California. In fact you can find all of these, with the exception of the extreme of rainfall, within a radius of 150 miles from Los Angeles. While these extremes of altitudes and variations of climatic conditions offer an endless chain of outdoor sports and recreation the year around, and are chiefly responsible for California being the vacation land of America, they are at the same time the chief causes of the never-ending problems facing the greenkeeper on the Pacific coast. I really believe that every method known in the art of greenkeeping is brought into play under these varied conditions.

Greenkeepers Versatile

As I see it, the results have been a general improvement in the methods and science of greenkeeping rather than any outstanding improvement in any one particular department. It has been one continuous round of experimenting and improving. As a result, the profession of

greenkeeping has been put on a much higher plane.

It is said that "every man is a product of his environments." Applied to the Pacific coast greenkeeper, the aforementioned conditions and the resulting problems constitute his chief environments. It is these environments that have compelled him, as well as his officials, to recognize more and more the importance of his position and have made of him a better, more studious and more resourceful "result producing product."

Very few people realize the value of a so-called greenkeeper's position. That, I imagine, applies in the east, north, and south as well as in the west. To the average golfer, the greenkeeper is simply the man who sees that the grass is regularly cut and watered. He has no idea of the endless amount of work and supervision necessary to keep that turf in a playable condition for his pleasure. Proper fertilization, drainage, top dressing, prevention and elimination of grubs, worms and Brown Patch, maintenance of equipment and many other problems are unknown to him. But this isn't all. In my travels up and down this coast from one golf course to another, I have found Mr. Greenkeeper busy repairing the plumbing in the clubhouse, repainting the furniture, repairing the typewriter, putting in concrete work and doing or supervising many other odd and end jobs. Perhaps the most interesting of all is to see the many labor-saving devices and machinery planned and constructed by the greenkeeper. Just last week I was shown a complete tractor in operation that was built during spare time by using a Buick motor and the parts of other automobiles and machinery. I could mention many other unique and interesting pieces of machinery I have seen constructed by these men.

Name "Greenkeeper" Obsolete?

I often wonder if the name greenkeeper applied to the man supervising the golf course hasn't served its purpose long ago. Isn't he more than just a greenkeeper. One gets the impression he is a man of a thou-