

The gulf coast region is very flat, the rainfall is heavy and drainage is very poor. For this reason, open ditches will carry away excess rainfall much more rapidly than tile and should be installed along the sides of each fairway. Smaller ditches in which the carpet-grass will grow, should cross the fairways at frequent intervals. Be sure they are shallow enough so a golf ball will not be stopped by them, and locate them intelligently with reference to the shot areas of the players.

Shallow Traps Best

Traps should never be deep because of the excess rainfall. There are two rea-

sons for this; the heavy rains will wash the sand from the slopes and cause no end of maintenance to keep in shape; and the drainage is so poor that water will stand in a deep trap for days after a rain.

Whether or not a grass will ever be developed that can be used on southern greens the year around I do not know, but if it ever is developed, the work of the southern greenskeeper will be very much lightened.

I hope some variety of bent is developed that will withstand the scorching sun of summer and the frosts which are sometimes most severe, of winter.

When the Golf Club Capitalizes Its Name

By WALDON FAWCETT

EVEN though the directorate of a golf club be positively squeamish as to anything that smacks of commercialism, yet has the time come when consideration must be given to the question of capitalizing the club name. Even if a club has no compulsion, in these days of mounting overhead, to demand dividends of all its resources, there remains the force of example, or club custom. Golf organizations in all parts of the country have put forward "club specials" in soft drinks and "club brands" of cigarettes, even as there are club favorites among the dishes on the menu. And the idea is catching.

There is no question but what capitalization of the club name is capable of contributing to the club revenue. There is, perhaps, room for debate on the score of effect upon club prestige, though one school of opinion holds that it adds rather than detracts from club reputation to license the use of its name, say, on a service garage. Whatever the conclusion on this count, there is the obvious enhancement to club income from the profits on the sale of private brand merchandise. This is true in proportion whether the private branding be applicable to all-the-year staples in the entire gamut from ginger ale to golf balls, or whether it be restricted to annual specials as, for instance, Christmas boxes of candy.

Study Obligations

However welcome the income that "own label" specialties bring to the golf club, it

is necessary to face the fact that club name capitalization brings its responsibilities as well as its rewards. Club management is warranted in making a study of the obligations as well as the recompense before undertaking to put the club name to work as a sponsor or salesman. Foresight is particularly desirable in order that nothing in the actual operations of private branding or club branding shall ever reflect upon the fair fame of the club. There are a few unfortunate clubs in the United States where the ejaculation, "Oh, those club cigarettes!" carries a world of scorn and reproach. Club stewards and hostesses and club officers are repenting at leisure the haste of contracts made without realization of the pitfalls of private branding when not safeguarded by proper specifications and guaranties.

Solicitude for club reputation is calculated to cause an organization, once it has decided upon name capitalization, to approach gingerly the question of whether the club shall do its own capitalizing or shall have it done by proxy under its auspices. That is to say, there is a question of policy involved that is basic and fundamental. Shall the club undertake the application and administration of its house mark or club brand by contracting for the manufacture or packing of goods under the club caption? Or, as the alternative, shall the club farm out the privilege to a lessee or concessionaire who will take over the whole operation of the plan but will, of course, pay the club for the privi-

lege, either on a royalty or commission basis, or by an annual fee?

Reserve Censorship

Examination shows advantages and disadvantages to both plans. An argument frequently heard is that the club makes more when it conducts its own merchandising venture under its institutional name. But, set over against this, are the historic examples of the losses that befell certain clubs which have kept the branding in their own hands but in the beginning ordered injudiciously. Then, again, one school of club opinion shrinks from the idea of entrusting a stainless club name to an outside commercial interest. Yet, here also, there may be found exceptions to prove the rule, when clubs have been wise enough to reserve the right of rigid censorship over the wares sold under the club name.

According to expert opinion, the decision of which policy shall be pursued by the individual club may well be dictated by the circumstances of the individual case. Among the factors to be taken into account are the size of the club, with its reflex upon prospective volume of sales, and the relative isolation of the club or its proximity to what may be accounted competitive sources of supply. It has been found by actual experience that the number of house guests rooming at a club has important bearing upon the consumption of merchandise sold at the club as compared with a club which has no sleeping rooms for members or guests and where all visits are of the day-to-day variety.

Considerations of clubhouse location, club clientele, etc., will, likewise, go far to decide for an organization whether it is warranted in taking on a full line of club brands or should be content with a few club specials. For instance, the extent to which a club membership buys its golf equipment and golf supplies at the clubhouse may indicate what market opportunities are open to golf requisites bearing the club imprint.

Law on Names

Whatever be a club's ultimate intentions in club name capitalization, or even if no intentions whatever have been formulated, it is the part of wisdom for every golf club to make sure that it is in full control of its name. Some golfers have lulled themselves into a false sense of security by the belief that it is contrary to law for any firm or individual to make use of the name of a club. This is an exaggeration. Fed-

eral law prohibits trade-mark entry at Washington of any name, distinguishing mark, character, emblem, colors, flag or banner adopted by any institution, organization, club or society which was incorporated in any state prior to the date of the adoption and use by a private applicant. It will be observed though that this prohibition does not apply to unincorporated clubs. Another loophole is open to a private interest in that a club, to prevent outside appropriation of its name, must have been incorporated prior to the date of adoption and use by the private party. Then, too, it must be remembered that club names are almost invariably used only as local brands, so that a marketer (whether a club or an outsider who appropriates the club name), being engaged solely in intrastate commerce, is not much concerned over the rules that govern the certification of names for interstate commerce.

The best protection for a club name lies in the common law. If a club is capitalizing its name in any way or has made plans to exploit in this wise its standing in the community the organization is in a position to lay a charge of unfair competition against any private interest that undertakes to make use of the club name for private gain. Even though a club has made no move in merchandising on its own account, yet may it resent invasion of the club name and, with every prospect of success, appeal to appropriate courts to restrain unauthorized users of the name on the ground that their borrowing of the name is a deception upon the public. Clearly, though, the golf club that is using its own name for trade purposes is in the best position to shoo away intruders.

Easier Buying Basis

Oddly enough, the latest trend in the business world is an encouragement to the capitalization of golf club names. The rise of the practice known as short-ordering or hand-to-mouth buying in mercantile circles has simplified materially what was once the most serious problem of club branding. In days gone by, many a club, especially the small club, has been deterred from putting out club specials of any kind because manufacturers or producers demanded orders in quantity if the club imprint was to be affixed. The reason given was that unless a factory could be assured a "run" of fair proportions, the producer could not count upon gross income that would recompense him for the special ar-

rangements necessary to attach the private brand.

The new fashion of wholesale close ordering for immediate needs, which has been born of the modern passion for rapid turnover of merchandise stocks, has changed conditions to the convenience of golf clubs. The whole business community is being organized on the basis of frequent re-orders in comparatively small lots, and producing plants have had to adjust themselves to this trend. Accordingly, the golf club that is converted to the idea of club branding but, for the sake of freshness of stock or fear of frozen inventories, does not care to buy in large quantities, can be accommodated. To be sure, purchases in small quantities must usually be made at a somewhat higher price, but the loss in this direction is more than compensated by the saving on depreciation, obsolescence, etc., not to mention the consideration of storage space in a crowded clubhouse.

When a golf club desires to keep the merchandising under club name strictly in its own hands it must, presumably, contract direct with a manufacturer or producer to manufacture the goods and to affix the club name, assuming that this branding is to be done at the factory and not after arrival of the goods at the clubhouse. Formerly, the chief source of club-branded merchandise was a class of manufacturers known as "private branders to the trade," who devoted their facilities solely to the production of goods to be offered under the name and on the guaranty of the seller rather than on the honor of the maker. Latterly, additional sources of supply have become available. Since the World War the production capacity of industrial America has exceeded the consumptive capacity of the market. And so we find numerous manufacturers of nationally advertised brands who are ready to contract to do private branding for clubs on advantageous terms in order to keep their plants occupied or find an outlet for surplus products.

Specification Buying Best

In providing itself with supplies of club specials a club may contract on sample or on specification. The more conservative club executives usually prefer the latter method in the belief that it enables more effective control of the quality of the merchandise. If contracts are made on sample, more or less variation must be expected in the character of the goods when, upon expiration of a contract, the club makes new

connections or changes the source of supply. On the other hand, goods manufactured to club specifications may usually be held pretty closely to the desired standard, even though there is a switch in manufacturing allegiance, provided the specification requirements are checked up by systematic inspection.

If a golf club turns over its name to subsidiaries operated by private capital, it must be content, presumably, with the exercise of only a general and indirect influence on commodity quality. Under this plan, a private firm, in effect, leases the club name much as such a private concern might lease the cigar stand or the theater ticket bureau in the clubhouse or obtain an exclusive taxicab franchise. The holder of the concession is free to contract where he chooses for the wares that bear the club name. Unless a censorial clause has been written into the contract the club must rely upon the conscience of the concessionaire not to offer any merchandise that would offend the traditions or self-respect of the club.

Whether golf club management outfits for the distribution of house brands through its own commissary, or whether it farms out the club name to an outsider, it is important that the contract or agreement shall clearly set forth that the club name is to be returned to the custody of the club. Some unbelievable misunderstandings have resulted from failure to stipulate the extent and duration of the authority vested in proxy branders. In some instances supply houses have argued, even to the bar of justice, that clubs had conferred right of use of club names for indefinite periods, when, in reality, the intent was merely to empower the outfitter to use the club name during the term of his contract with the club and then only on merchandise to be sold at or by the club. All the considerations that weigh in the capitalization of a club name are present in like degree in the use of club seals or slogans or pictures of famous clubhouses, Trade-mark practice and the ethics of labeling accounts a picture quite as descriptive as text. Hence a club is entitled to all the "recognition value" that attaches to any expression of its identity.

Kentucky Club Fights Brown Patch and Wins

By "JOCK"

"THERE is a strip of country running from Washington, D. C. west to Kansas City, Missouri that in the constant warfare on brown patch might be known as "No Man's Land." I am inclined to think that the Greens Section at Washington would agree with me that if greenkeepers in other sections of the country think they have trouble with brown patch they ought to spend one season in this "No Man's Land" so that they can better appreciate their own climatic conditions.

When we stop to think how much we have learned from the Greens Section, we stand at attention and salute; and so far as I am concerned, I accept their teachings as the gospel.

We have made experiments with most of the mercury compounds on the market and for whatever it may be worth to other greenkeepers, we give you our experience.

Calomel seemed to be the most economical chemical and we used it exclusively this past season, always using ammonium sulphate with or immediately after using calomel.

The latter part of April we discovered small brown patch on one or two of our greens and immediately gave our Washington bent greens eight ounces of calomel and the other (Columbia strain of bent grass, I think) a full pound. Three weeks later, as a preventative, we gave them another full treatment and then another after three week smore.

Beginning about June 10th we treated the greens every two weeks with little or no signs of brown patch. On September 12th notwithstanding they had been treated on the 3rd, the weather conditions were so favorable to brown patch that we gave them another treatment and then on the morning of the 18th, only six days later

This article, straight from the firing line, was written by the greens chairman of a Kentucky club. He feels he has solved the problem of brown patch control.

Are there other equally effective methods? GOLFDOM would be pleased to hear of them and publish them for the benefit of greens chairmen and greenkeepers throughout the country.

we again discovered very decided brown patch and treated them again.

Weather conditions being better, we dropped back to the two weeks' application and will perhaps give them the last treatment about October 2nd. If the weather man is right and we are in for a cool spell, we may not

treat them any more this season.

Our experience this summer has convinced us of two things: so far as we are concerned: first, brown patch can be controlled with calomel, which if immediately applied will save the green from serious injury, and second, weather conditions must govern the length of time between treatments. Furthermore, the application of the calomel to the green is so simple that it can be used hurriedly when an early morning inspection reveals the start of a brown patch invasion.

This necessity for quick application of calomel caused us to develop a new scheme of applying it.

We had considerable trouble both with ordinary calomel and with commercial calomel preparations to get it mixed with the top dressing and to avoid lumps. We also found that it was practically impossible to keep the water in the barrels sufficiently agitated to put it on with a distributor.

Facing these conditions we went to a hardware store and purchased a revolving churn for about \$13.00. The churn is simply a twenty gallon keg fastened in the middle, inside of which we strung twenty-four wires. The top of the churn comes off, as you will see from the illustration and we then put in the calomel and about four gallons of compost and turn the barrel over a few times and dump it out in a bushel basket ready to be broadcast on the greens.

We never timed the mixing period, but

it would perhaps take two men about thirty minutes to fill up the eighteen baskets and about another thirty minutes to broadcast the mixture on the greens, exclusive of the time it takes to go from the compost shed to the different greens.



This churn mixed the compost efficiently and rapidly.

Another experience we had with reference to brown patch this season might be interesting, which had to do with the top dressing. By way of helping the greens withstand the brown patch we top dressed in midsummer with sand and soil only leaving off all forms of manure and humus.

We had exceptionally heavy play on our course in August. With the two top dressings without humus the greens suffered very severely and then to make up for lost time, we gave them a pretty heavy top dressing with about 40 per cent old well-rotted manure (together with ammonium sulphate). This brought the greens back very promptly, but it seemed to make the grass quite tender and we believe was responsible for the persistent attack of brown patch in September. We have concluded never to top dress without at least 20 per cent humus, but not to use more than this during the summer months.

This may be of little or no value to anyone, but we have profited so much by reading the experiences of other greenkeepers in Golfdom that we feel constrained to offer this contribution for whatever it may be worth.

Miniature Course Always Popular

THE club with 10 to 25 extra acres of land reasonably near the club house never goes wrong to install thereon a miniature layout ranging from niblick pitches to full mashie shots. The greens need not be large for the more accuracy is required, the better your members will enjoy the play. And similarly, trap each hole to the point of unfairness—make sure a misplaced shot is heavily punished.

The miniature course is always popular. Your members will flock to it in the evenings when it is too late to play a regular nine. They will use it between the morning and the afternoon round on Sundays. They will spend hours perfecting their pitches and run-up shots.

Make the whole layout a sporting proposition rather than a test of good golf—a spot where your members can find relaxation and amusement with the minimum of exertion.

On the front cover of this issue of GOLFDOM is shown the short course at French Lick Springs, Ind. This course calls for some delicate chip shots, and an array of highly interesting putts. There is one water hole and several dog-leg holes.

Arthur Lockwood, golf director at French Lick, designed and built the course. It is proving a highly popular feature.

Member-Caddie Tournaments Feature Schedules

AS THE northern season is on its last lap one of the most interesting tournaments reported from several clubs is the Member-Caddie tourney. This is run as two-ball foursomes. It has proved highly enjoyable and strategic in getting the pick of the caddie supply bound to the club by a tie of good fellowship between the members and the youngsters.

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How Missoula Built a First Class Course

By TIM CLOWES

LAST year we installed on our new golf course at Fort Missoula an irrigation system, consisting of a 20-h. p. Westinghouse motor and a DeLaval centrifugal pump. The pipe lines feeding the fairways consist of 6-inch, 4-inch and 3-inch wooden pipe, furnished by the American Wood Pipe Co. of Tacoma, from which we ran laterals of 2-inch, 1½-inch, 1¼-inch and ¾-inch iron pipe.

Our motor and pump work to entire satisfaction. Pumping direct into mains with 32 outlets open and running at the time we got a pressure running from 72 lbs. to 54 lbs. at the farthest outlet in ¾-inch pipe.

Our greatest mistake was in laying the pipe lines down the middle of the fairways. Beyond a doubt they should be in the rough along the edge of fairway, on the uphill side thereof if contour of ground allows. This will permit, after grass has a fair start, of flood irrigation, a great saving of hose, sprinklers and the labor of moving same.

Taps Too Far Apart

Our next mistake was in spacing our taps for outlets for hose connections, which were made 125 feet apart; this was a serious error, as 50 feet we have found to be the best. This was easily connected in the wooden main, because in five minutes with a 1-inch bit we could bore a hole in the main and screw in a ⅝-inch boiler drain cock.

Wooden pipe we found to be excellent for piping, due to low first cost and economy of laying. It can be curved to follow contour of ground like a snake. It also is good in its ease of draining to prevent freezing, ease of correcting mistakes in openings, and the simplicity and ease with which laterals can be run off to care for trees and shrubbery away from hoses is marvelous compared to tapping a 6-inch

Getting grass fairways around Missoula, Ont., is a discouraging job, but the construction committee of the Missoula Country club tackled and solved the problem with a successful watering system.

Details of the Missoula watering system, and other features of the course construction and maintenance are related here by a member of the construction committee.

or 4-inch iron main. We know nothing of the lasting qualities except that the water company here just took up some that had been buried in this soil for twenty years and it looks good for twenty years more.

On one fairway we installed 400 feet of 4-inch iron pipe and

in which we placed only two hose openings. It is going to cost us quite a bit to put in two more openings which we will have to have. Complete planning in advance certainly is needed for a water system.

We are buying 1,000 feet more of 6-inch wooden pipe to run from our fairway lines to our club house grounds of seven acres, on which we are just completing the finest little club house in the state.

We so arranged our intake to avoid pumping any sand and gravel.

The hose we purchased from the U. S. Rubber Company is giving fine satisfaction. The only fault we have to find is that of the 6,000 feet we started with we only have 4,000 feet left in good serviceable condition. The rest has been stolen. The next time we buy hose we are going to have it marked "Missoula Country Club" every fifteen or twenty feet. I am informed they will do this without extra cost in 2,500 foot orders.

Being in Montana of course we have gophers and moles to contend with. The use of Cynogas completely exterminated the gophers, but the moles are harder to bring under control. We have them fairly well in hand on fairways but the rough is still infested with them. They continue to move in on us, but where this spring we had to treat forty to fifty new mole hills daily we have it down to four or five daily, and I firmly believe that in another season Cynogas will have cleared our course of them all. I do not know what we would have done without it.

A. B. C. Reasoning Leads to Good Greens

By "DR. X"

OUR course now is two years old, this autumn concluding the first season of play. Construction, planting, and development work took up all of the first year.

We have a few fairways that require some more seeding as washouts and failure of seed to catch in several spots left us with the apparently unavoidable barren places. But, generally, our 60% blue grass and 40% red top, with a little rye in it, gave us

There is an absence of deep technicalities in this article for the reason that its author acknowledges that he has much to learn about the chemistry of greenkeeping, depending on his greenkeeper for the handling of this detail of course conditioning.

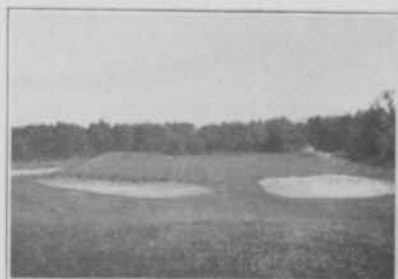
Upon being burdened with responsibility for the greens at his club he proceeded to work according to the interesting theory that there were many basic parallels between grass and humans in the promotion and preservation of health.

satisfactory fairways. Our greens, however, are among the prize greens of our section of the country where more than a hundred of first class greenkeepers and many experienced greens chairmen are at work and have at their command some substantial greens budgets.

I think that probably our experience may contain some details that will promote, perhaps guide, research and practice along what seem to me to be safe.

mote, perhaps guide, research and practice along what seem to me to be safe.

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I believe patients treated with minimum amount of drugs recover quicker and with fewer chances of setbacks. On the treatment of both humans and grasses, opinions differ greatly, but I resolved to base our greens practice on the homeopathic basis and attempted to handle grass life on the same general lines as would be followed with human life. Our ideas and practices in some respects have been viewed with amazement and at times have been condemned, but thus far they have worked out nicely.

At the base of our policy is protection against over-stimulation. Another point we emphasize is to get at the roots of the grass instead of hoping that watering and absorption through the blades of the grass would eventually bring the good to the roots.

No Compost Pile

Greenkeepers who come out to inspect our greens are shocked by the absence of a compost pile at our course. They forecast dire results from the weakening of our grass by the necessary frequent cuttings and apparently no replacement of nutritive material. The top dressing that we do—and we do plenty of it—is with black earth that fortunately is present in abundance at our course. Varying amounts of

sand are mixed with this black earth, but only every few times do we mix in any additional chemical matter. In the hot weather we use practically no sand in the top dressing and thus keep our grass roots moist. The last dressing of the last year contained a large amount of sand to keep the greens from freezing and our success was such that we will repeat the operation this year.

One practice that we follow religiously is to see that the roots are aerated. In our supply of maintenance equipment there are a dozen pitchforks that have the tines cut off to about half the usual length, and resharpened. We dig these into the greens at spots that look a little off, wiggle the forks back and forth to get air to the grass roots and find that it helps the grass without interfering with the trueness of the putting surface. Several times I have noticed that this treatment worked on what appeared to be the start of brown patch. The more I see and hear of brown patch, the more I am inclined to think that many greenkeepers and greens chairmen get frightened and incorrectly diagnose grass that is resting for a time as grass that has been attacked by brown patch.

My theory with this forking of the

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greens is that the air will supply sufficient nitrogen to the grass if it is allowed to get at the roots.

No one can pay higher tribute to the service of chemistry to greenkeeping than I, no matter how extensive their experience has been as compared to mine, but to my way of thinking the use of chemical treatment of greens in most cases is on the wrong basis. Something goes wrong with the greens. There is loud complaint at the club, and the greenkeeper, poor devil, must rush frantically in search of a quick cure and take desperate chances with the normal hardness of his grass. A good part of the time the operation results in too much of a good thing, the grass is over-stimulated, and, like the human body, finally depends on a continuous application of this stimulating element rather than on normal functioning. The outcome is that the roots become incapable of getting nourishment in the correct manner from the soil and an expensive penalty is paid for the haste. All of us have seen greens that are apparently wonderful the first year, as the result of forcing the growth, but that show marked deterioration the second and fol-

lowing years. The parallel is that of a man who takes cathartics so habitually that chronic constipation develops and at last the undertaker carries him off.

A normal, balanced ration supplied regularly, instead of a "shot" of stimulant is the proper idea for man or green, and the only sound reason for a variation from that policy is sickness.

Conditioning of Greens

Our greens maintenance operations are based on the policy that we want grass, not runners. We top-dress the minute there is evidence of any pronounced grain when the hand is rubbed back and forth briskly over the green.

We top-dress with fine dirt and rub it in with a MacGregor brush, first in one direction and then in the opposite direction. Then we water with a fine mist from several sprinklers so the top-dressing is sure to get to the roots evenly. When we make any application of crystalline chemicals we water well and keep play off the green for 24 hours. We adopted this policy because we noticed that much use of the green shortly after chemical application would prevent dissolving

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of the chemical application and its penetration to the roots of the grass. The result was that the chemical would stay on the surface and cause burning that would require several days for healing.

Before we mow we brush our greens in opposite directions with a MacGregor brush, until the runners are brought up and the green is shaggy. Then we mow. We have found that our method has given us greens that do not tear when a hard pitch shot falls on them. The bottom of the spot where the ball lit is covered with grass instead of being an exposed surface as is found on many greens.

Worms and Birds

We have not been bothered much by worms, and attribute our good fortune in this respect to the presence of thousands of hungry birds as members of our green-keeping staff. We are doing all that we possibly can to encourage them for we have seen enough of other course damage wrought by worm casts to realize the

value of birds. I lately have been developing the suspicion that much of the worm trouble experienced by some clubs has its origin in the compost applied to the greens. Recalling where I used to dig for fishworms when I was a boy, leads me to the "hunch" that compost put on greens may contain the seed for a bumper crop of worms.

No Bragging

This narrative of my experiences and operations is set down not as gospel, for despite the present excellence of the results there may be something turn out wrong. But as I went into green chairmanship on a sort of a "no mother to guide her" basis and worked out salvation in what seemed to be the most natural manner, it occurred to me that others to be elected to this position might get some advice and hope from my experience. I'm not boasting yet that I am one of the masterminds of greenkeeping, and willingly

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