

WORTHINGTON Mowing Equipment

Lawn Tractors, Gang, Power
and Hand Mowers — also
Golf Course Appurtenances

All of the International Golf Competitions in 1928 have been awarded to Courses using Worthington Fairway Equipment.

*Complete information and prices
will be sent promptly on request.*

Worthington Mower Company
Stroudsburg, Pennsylvania

New York
11 East 44th Street

San Francisco
52 Beale Street

Chicago
517 S. Laflin Street

Montreal
132 St. Peter St.

Agencies in all principal cities

of pros who are accounted, by the knowing, decided factors in the excellent merchandising done by their husbands, you will learn that all of them put plenty of emphasis on doing their work in the background. The prominence and whatever glory there is in the pro's position, they know is for the pro, but the profits are for the good of the pro's whole family. Mrs. Biggs says that the time she finds best for handling this clerical work is in the evenings and during the dull mornings of the week when the family can go into a conference. Friday, which is a dull day at Peoria, is the morning that the Biggs family picks for its business conference.

Mrs. Biggs points out that the average pro, due to his many outside duties, and the selling work he does, can not spend much time with bookkeeping and inventory, and that here is where a wife who is on the job can help out. On Friday morning of each week she helps keep a check on all the stock and incoming and outgoing bills.

Keeping the Records

When merchandise is received Mrs. Biggs enters it in a stock book, filing the bills (and cancelled checks) separately in each supplying company's file. Letters, circulars, etc., are filed in the same methodical manner. All orders are written on duplicate copy order slips so the Biggs shop knows when and where merchandise was ordered. These are checked when the merchandise is received.

Watches the Looks

One of the fine points of women's participation in pro shop operations is apparent in those shops where the decorative elements and the factor of simple, business-like neatness is in evidence.

Mrs. Biggs is strong for a thorough spring house-cleaning and for keeping things clean and orderly. In the spring the shop is painted from top to bottom. She says one of her "fallings" is white paint, as it always gives a clean and neat appearance, and allows display of the merchandise to best advantage. She is a student of display and stresses showcase and rack arrangement that puts clubs, bags, balls and other merchandise so there is an invitation to look and buy.

The manufacturers who are spending much money to provide attractive dis-

plays of advertising material that will help pros sell, will get a thrill of a peek at the millenium when they see what care Mrs. Biggs pays to the display of advertising material at the Peoria shop. The material is kept fresh, clean and conspicuously displayed. All merchandise in the shop is ticketed and marked plainly. The customers are helped in their shopping. There's a smart feminine touch. The markings on the clubs and other stock include selling price and, in code, the cost price. Mrs. Biggs maintains that the average woman has a better knowledge than the average man of how to neatly and attractively display merchandise. She enjoys this part of the work and the shop shows it.

Educate Assistants

The assistants in the Biggs shop work under the main order that the customer always is right. As the pro's customers are limited, Mrs. Briggs points out the fact that losing one member's business is a much more dangerous and costly happening than losing a customer at a store having a large trading area.

You have to hand it to these bright business women who are the pros' teammates. As Mrs. Biggs puts it, "I have always realized that there might be a prejudice at the country club against the pro's wife if she is too much in evidence. She can best do what her husband needs to have her do to help him when she keeps inconspicuous. I play golf; not very much, but enough to have some knowledge of my work and a command of pro business propaganda that works deftly into the right places. I do not play at our club, and I think that is judicious. The work at the Country Club of Peoria is my husband's business, and I govern myself accordingly, trying to help him without coming into the picture at all so far as our members are concerned. I have lots of time that I can make available for his assistance, leaving him to devote his time to the lessons, the grounds and the shop."

So we devote the foregoing to "giving the little girls a hand." There undoubtedly are scores of them putting a hand to the wheel just as Mrs. Biggs does. And to anyone who studies these situations it is plain to see that this feminine influence in pro shop merchandising is one of the active elements in the vast improvement in the business development of golf professionals.

Is Bent Just Bent To You?

Right now we are going full speed. We don't know any thing about union hours, Saturday afternoons, Sundays and holidays off. Now at the harvest time it is ten hours a day, seven days a week or no job. My threshing and cleaning apparatus are now running full chisel to keep up with the boys in the fields who are mowing and curing the Bent hay. We are now filling orders that I have on hand from many clubs for Rhode Island Bent and True Creeping Bent seed. Place your order now for fresh, viable seed that is coming right from the fields.

**Always
Demand
Native
Grown Seed**

**That Is
Winter
Hardy and
Acclimated
To Our**

**Severe
Northern
and
Eastern
Climate**

When you purchase seed direct from the farms where it grows you are assured of an absolutely fresh, viable, acclimated, winter hardy product.

Save the middleman's profit and don't run the risk of getting old, unacclimated seed of foreign origin. Buy your seed direct from the farmer who grows it.

Write for a pamphlet that tells the practical facts about Bent Grass.

A. N. Peckham - Kingston, Rhode Island

Please mention GOLFDOM when writing advertisers



It's rather new and not ornate, but when you step into the Barrington Hills clubhouse you are in an atmosphere of "class."

A Club House With "IT"

By BASCOM NORMAN

WHEN I started out to find a country club having "It" I thought I had an easy assignment, one that would make the hot days seem less hot. But, after carefully reviewing the mental panorama of the clubs I had visited or heard about, I began to feel that my task was not as easy as I had at first thought. The majority of the most talked about clubs that I could recall were very pretentious and the outstanding thing about them that holds the attention is the tremendous capitalization represented in the enterprise. While, on the other hand, the smaller clubs seem to reflect an incomplete atmosphere, as though they had been cramped or limited in some manner. Where, then, could a club be found that enjoyed atmosphere, charm, completeness, individuality, and a large amount of this intangible yet potent quality called "It"?

"I located a club at Barrington, Ill., one of the newer communities northwest of Chicago, which has this desired quality in a large measure.

Circus Clubs

The first thing that attracted my attention after getting off the train at Barrington, while waiting for a taxicab to take me to the Barrington Hills Country Club, was a folder telling the inhabitants of this village about a one-horse circus affair, large on promises and high-sounding but without doubt short on performance. The description of the main event is worth repeating.

This main event was to be a chariot race, described thus: "A soul-stirring contest and hazardous feat of Ancient and Imperial Rome, with all animals fleet of foot and filled with the fire of ambition to excel, will be run on the vast elliptical course that concircles the triple arenas within the huge spectatorium." This extravagance of language reminded me somewhat of the extravagance reflected in some of the ultra-modern and imposing structures that are called country clubs, places so grand that they oppress; yet patrons are expected to feel as comfortable as they would like to feel at home. Most people going to a country club want to play golf and meet friends in a sociable and informal way. When we think of meeting friends we immediately feel the warm, purry sensation of kind regard and affection and think of them as genuine, easy-to-meet and glad-to-see-you folks, not a lot of somebodies that are reserved and formal.

By this time we were turning into the well-ordered drive of the Barrington Hills Country Club. The first glimpse of the clubhouse gives one a sense of wholesome welcome. It is quite unpretentious but presents an impressive appearance with its red roof, white paint, rambling lines and green window shutters.

The moment I entered the clubhouse I knew I had arrived at the place that I had been searching for. The reception room reminds one of those delightful early

Robert Duguid

*Greenskeeper
Evanston Golf Club, Evanston, Ill.*

Formerly in charge of courses at

Cruden Bay, Scotland

Fyvie Castle, Scotland

Columbian Valley,

Invermere, B. C.



says of NU-GREEN:

"NU-GREEN was used on this course (Evanston Golf Club) last year with very commendable results. Nu-Green is positive in results and may be recommended without qualification."

A greenskeeper of international experience, floriculturist and landscape gardener, Mr. Duguid is not unfamiliar with fungi diseases.

For the past two years Mr. Duguid has solved his Brown-Patch problem at Evanston through constant observation of his greens and immediate application of Nu-Green when the faintest suggestion of the plague appeared.

Brown-Patch need no longer disfigure your greens for by regular inspection of greens and the aid of Nu-Green you can obtain the same results as Mr. Duguid who says, "So far as the average player on this course can tell—Brown-Patch is non-existent."

Dr. J. J. Monteith, Jr., in the December, 1927, issue of the Bulletin of the U. S. Golf Assn., Green Section, says of NU-GREEN:

"The areas treated with Nu-Green soon developed a luxuriant, dark, healthy green color, which stood out in sharp contrast to the untreated portion, where the turf retained the pale yellowish cast so common on many greens. In cases, these plots were so striking that they became a source of wonder and amazement to greenskeepers, professionals, club officials, and players."



Write for the NU-GREEN Booklet

Note—New Prices

25 lb. size	\$1.50 per lb.
50 lb. size	\$1.45 per lb.
100 lb. size	\$1.40 per lb.

NU-GREEN

Controls Brown-Patch

THE BAYER CO., Inc., Agricultural Dept., 117 Hudson St., N. Y. City

Please mention GOLFDOM when writing advertisers

American homes in which hospitality and charm was the keynote of family life. One is impressed at once with the sense of completeness and harmony of style and period of the furnishings; nothing is overdone, yet nothing is left undone. A low pottery vase of purple petunias smiled a greeting, which on closer observation perfectly harmonized with the furniture of the room and contrasted with the wall colorings. Careful thinking was reflected in that spot of color. The same quiet charm is in evidence in the club rooms. Mere accumulation of the most expensive furnishings and ostentatious grouping could never achieve the atmosphere so in evidence in this club.

The style is early American throughout. Every piece of furniture is so distinctive that it merits individual attention and calls forth special admiration, but the grouping of the pieces shows such good taste that the whole represents one harmonious effect. The cool green of the woodwork and the rugs contrasts well with the yellow of the walls. A note of unusual interest is the crystal chandeliers with silver shades and rose shading. They have proved conclusively in this club that crystal, properly handled, is in perfect good taste in an early American environment.

The same pleasing tone with but sufficient variety to avoid any sense of sameness or monotony has been carried out in the rooms set aside for the women's and men's grill and locker rooms. The porch lounge and screened-in dining room are furnished in the modern note which is so much in vogue, but the motif is so carefully thought out that one is not conscious of any unusual contrast other than a pleasing change of type of furnishings.

Waitress Uniforms Match

While seated at the luncheon table I had ample opportunity to observe more closely the smaller details of arrangement and furnishings. I noticed that the same color used for painting the dining room furniture had been used in the screens and was used as trim in the living room pieces. The table runners and the upholstery matched in color, and the waitresses' uniforms carried out the same decorative note. Here again the flowers formed a perfect setting, the colors used harmonizing and contrasting with the decoration plan. As I proceeded with my luncheon I was impressed with the impersonal yet attentive manner

of serving. Dishes were passed as they were at home. The muffins were hot and would bring a flush of achievement to the most efficient housewife. And real home-made preserves and pickled fruit. What a joy this proved to be! I now became interested in something besides the atmosphere of the club and wanted to know how it was done, and who did it, as it is very seldom indeed that so many of the little touches that make for distinctiveness and thoughtfulness are found in golf clubs.

The Manager Manages

After being introduced to Manager Gardard and telling him my impressions and reactions I asked him how it was possible to accomplish so much in practically a new club. His reply was a pleasant surprise. He stated that the entire credit was due the business-like methods of the board of directors and the committee chairmen. It is the practice of these gentlemen to include the manager in the meetings of the board and the committees confer with the manager as to ways and means to co-ordinate departments and activities. After policies are planned the manager manages, then if things are not as they should be it is a question of management, not of passing the buck. Here is an idea much talked about which has been worked out in practice in a way that should interest club executives generally.

While the club is not operated for profit, a daily control of all operations is maintained that would be a credit to a large commercial enterprise. At the end of each day the sales in every department are recorded and the exact amount of business done is in report form on the manager's desk.

A monthly report is issued and audited which gives an accurate review by departments of all activities for the preceding month. Orders for everything for carrying on the operations of the club are entered in one order book and checked for weight and count on arrival. Laundry is checked when it goes out and when returned by piece which prevents loss. Monthly inventories of all departments are made, which prevents carelessness and wastefulness.

The personnel of the working organization is admirable. Everyone is considerate of his fellow worker, which makes for a smooth-running organization for meeting

(Continued on page 28)

WHAT GOLFERS KNOW

...helps the Professional

THE first steel golf shaft was a Bristol "Gold Label" Steel Shaft. It has always been the leading steel shaft in popularity. We intend that it shall continue to be so. To that end we are consistently maintaining a campaign of education through regular advertisements in the most prominent national magazines.

One feature particularly makes Bristol "Gold Label" Steel Shafts different from all other steel shafts. "Gold Labels" are the only golf shafts made of spring steel. As you know spring steel is the finest of steels, high in carbon content, with more life, pep and strength than other steels. In a golf shaft naturally you can expect greater snap and power, truer action and shots, and more endurance under stress from a spring steel shaft than from other shafts.

These are the facts we are telling the golfing world in our advertising, Bristol Gold Label Steel Shafts are the finest quality of steel golf shafts obtainable, manufactured under expert precision methods that are not competitively equaled. We are pounding home these truths to your and our public. And golfers know them!

Prove this for yourself. Ask any ten golfer customers of yours what they know about Bristol Gold Label Steel Shafts. You will be surprised at the number who will promptly mention "spring steel" and "finest quality"!

Ever pro knows what a vast difference there is in hickory shafts and how difficult it is to get a shipment of uniformly good hickory. In the steel shaft there is the same wide range of difference and an equal need for careful study of the respective merits of the various steel shafts.

The big points in steel shafts are strength, whippiness, balance and unvarying uniformity.

It simply is a matter of mechanical fact. The pro can check these steel shaft factors and confirm the conclusions that the Horton Manufacturing Company has reached, as a result of a good many years of research spent in the development of the Bristol "Gold Label" Steel Shaft.

First of all, take the choice of steel. The Bristol "Gold Label" Shaft is made of the best grade of high carbon steel. The carbon content of this steel is uniform and each lot coming into the Horton plant is tested so that there is no chance for a slip-up. High carbon steel is picked not only because of its strength but because it can be properly and accurately tempered and has spring whippiness of superior character for golf club shafts. For instance, watch springs are made of this high carbon steel because they must retain their "life" through long years of service.

The patented process of welding and cutting the Bristol "Gold Label" Shaft makes possible the right balance "feel" and trim lines that are in all these shafts.

The fact that Bristol "Gold Label" Steel Shafts are the finest steel shafts you can obtain aids you in insuring the quality of your clubs. The fact that your customers know this makes it easier and wiser to sell "Gold Label" shafted clubs.

We'd like to have you "get acquainted" with us and our work and purposes. Are you now receiving a copy of our monthly publication, "The Bristolite"? This is no ordinary house organ. It isn't filled with pages on pages of propaganda. Instead, it is a breezy, entertaining piece of literature chuck full of humor and news and facts of especial interest to the professional. We will be glad to send you a copy every month, without charge.

To secure the Bristolite and any additional information, just write The Horton Manufacturing Company, Dept. 8, Bristol, Connecticut. Or, if you would like, use the coupon. We will promptly place your name on our mailing list.

HORTON MANUFACTURING CO.,
Department 8,
Bristol, Connecticut.

Gentlemen—I should like to have you register my name and address on your mailing list to receive a copy of "The Bristolite," free of charge, every month.

Name

Street

City..... State.....

Play the SILVER KING

YOU may be hooking, you may be slicing, your putting may be as erratic as a left-handed earthquake—but if you are playing the Silver King you can be dead certain it isn't the fault of the ball.

Silver King—
Reg. U. S. Pat. Off.



Imported by

JOHN WANAMAKER
Wholesale Golf Distributors

NEW YORK BOSTON PHILADELPHIA
CHICAGO MEMPHIS LOS ANGELES

the exacting requirements of a high type of membership. In the working organization this word, harmony, is as outstanding as in the other parts of the club. A worker's previous record for working without friction with others is as carefully considered and emphasized as working efficiently in the work each individual is employed to perform.

Regular departmental meetings of employees are held supplemented by conferences with department heads. Printed rules outlining the routine work of every operation in the club are given individual workers.

The longer I stayed at this club and the better acquainted I became with the "how" it was done the more impressed that here was the secret that many are looking for and few are finding. Here the men at the helm have forgotten rivalry and personal prestige, and have seen an ideal to be brought out—an ideal of impersonal and harmonious services that made the very thought of coming to Barrington Hills Country Club an anticipated pleasure eagerly desired.

As I shook hands with the genial manager and said adieu, I felt a sincere yearning to be one of those lucky individuals who has a membership certificate safely tucked away in his strong box.

This Idea Worked Club Out of Tight Place

ONE of the newer metropolitan district clubs with rather heavy financial commitments recently found itself nearly "up against it" when the first glow of enthusiasm had passed and new members were not being added to the roster fast enough to supply the necessary money.

Instead of a straight cash assessment being levied against the members it was decided to make the assessments payable in new memberships or cash. Instead of giving each member a quota of one new member or a \$400 cash assessment, representing the value of a new membership, the present membership was divided into groups, each group being responsible for the combined assessment or allotment of new members of the four. This organization into groups was found to stir up action, interest and team-work a whole lot more than handling the campaign on an individual basis.

"Zero Hour" for New Turf

By EDWARD B. DEARIE, Jr.

Ridgemoor Country Club

ALL seeding and fertilizing provides some of the greenkeeper's most complex problems. Tees, fairways and greens must be in condition spring and fall. It is during these seeding periods that the greenkeeper's ability is demonstrated. His results characterize him as a success or a failure. Constant thought and study with a clean conception of the fundamental principles of his work is demanded of him in order for him to have a comprehensive idea of what he wishes to accomplish in fertilizing and seeding.

As most golf course turf problems are local, it is difficult to lay down any set rules of procedure. It would be absurd to think that the greenkeepers here in the middle west would be thoroughly familiar with the problems in the far east, far west or far south. These sections all have their own seasons and growing periods and are affected by local conditions. Diversity of soil, weather and variation of seasons are among the factors which make greenkeeping a science.

Know Your Soil

Knowledge of the elements contained within a given soil should be a guide in the application of fertilizers. Information should be possessed by the greenkeeper as to the physical and chemical condition of the soil on his course and its probable productive capacity and adaptability for the growth of grasses.

Grasses, like other crops, eventually exhaust the supply of essential forms of plant foods, among the most necessary of which are nitrogen, phosphorous and potash. When these elements are not properly balanced, the grass ceases to be properly nourished and is unable to withstand drought and disease.

Undernourishment not only results in a puny stand of grass but also has a tendency to encourage weeds. Such a stand is costly. Economy of necessary fertilizers is foolish. Weeding is expensive and it is always more satisfactory to keep a course in condition than to build up a course which has been allowed to deteriorate. The greenkeeper who is blind to the necessity of replenish-

ing his soil shuts the door to progress in his own face.

The quantities of chemical elements removed from the soil by a growing stand of grass is almost beyond belief. Few realize the quantity of grass cut during the season. With each cutting quantities of necessary elements are extracted from the soil. Ideal fertilization would replace these elements after each cutting. That is obviously impossible. These constituents can only be added to the soil in the spring and fall. Therefore it is necessary for a greenkeeper to know not only in which elements his soil is deficient but also to anticipate the soil's future requirements.

Over-fertilization is harmful. It results in a reverse condition from under-nourishment. This condition prevails on a number of courses. Results, which are usually most apparent on the greens, produce a "soft" growth or "suckling" growth, unable to withstand hot weather. This in most cases is caused by too much watering and forced stimulation.

Continued Growth Unnatural

Turf grasses undergo a constant artificial stimulation during the season through close cutting and continuous fertilization. This compels the production of a continuous growth contrary to nature. Normally all grasses have their maturity period. Wise is the greenkeeper who can keep grass growing during the entire golf season. Much study is required to understand the various influences which affect its growth. The more the natural tendencies of grasses can be encouraged the better will be the results.

Agricultural chemistry has put a knowledge of fertilization at the average greenkeeper's door. There is no reason why he should be ignorant of this subject. Present commercial organic fertilizers have certain advantages over the old organic fertilizer. They may be applied more quickly and consequently more economically. With the proper appliances a course may now be properly fertilized in two or three weeks whereas the application of manures and composts required months to build up the soil. Also, these fertilizers are far better

STANDARD

GOLF COURSE REQUISITES

for FALL WORK

ROYER COMPOST MIXER. The only modern and efficient machine for the preparation of compost.

ALBION SULPHATE OF AMMONIA and Fertilizer Distributor. Handles damp or dry materials equally as well.

ELWIN PROPORTIONING APPARATUS. Indispensable for application of liquids to turf.

SAREL SPIKED ROLLER. An imported article, built on different lines and very efficient.

PREMIER POULTRY MANURE. The most economical fertilizer for golf turf.

PATISSON Imported GOLF EQUIPMENT. BOGEY hole cutters, turf repairers, chain harrows, etc. Best made and reasonable.

DUMP CARTS Exceptionally strong body, removable end gate, wide crown-face steel wheels, light weight. Great for utility work.

SEED Highest quality seed, guaranteed true to name and of specified purity and germination. Get our prices.

MOWRAH MEAL BEST AND CHEAPEST for eradicating worms. Highest quality at satisfactory prices. Large stock on hand for immediate delivery.

PENNSYLVANIA MOWERS for Green and Fairway cannot be equalled. Built by experts with years of experience.

Fertilizers, Semesan, Calogreen, Calo-Clor, Upsulun, NuGreen, Rollers, Sprinklers, Birch Brooms, Hole Cutters, Etc.

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