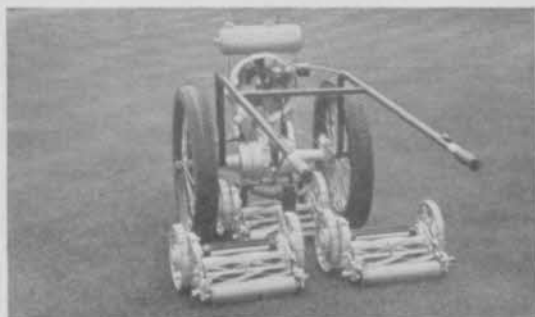


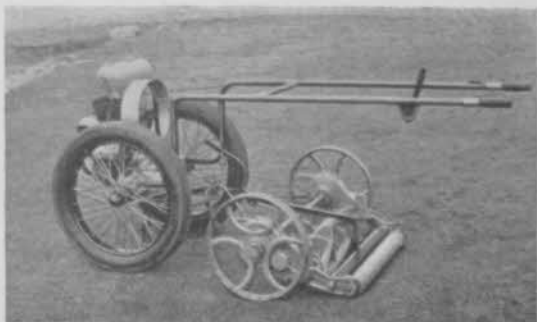
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The Worthington Overgreen, a power putting green mower offered as a perfected achievement after a year's exhaustive test. A complete tractor drawing a complete gang mower. It will cut a green in one third the time required by a hand machine.

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Better Teaching Through Movies

By ALEX PIRIE

PRIOR to the start of the active season the pro who is intent on making the most of his opportunities will do well to take stock of the situation and of himself.

I congratulate GOLFDOM on its work during the past year in presenting sound business methods to the boys and my recommendation and hope is that this work continues to extend its benefit in acquainting the ambitious and studious professionals with helpful details of merchandising, display, salesmanship and instruction. If there are any factors more important than these details of pro operations, I do not know what they could be, unless we mention the vital matters of careful guarding of credit and a more intimate personal contact with each and every one of the pro's members.

Better Methods Needed

Instruction is coming in for some very earnest consideration on the part of professionals and I expect to see during 1928 a marked development of golf teaching along lines that are sound pedagogy rather than the generally employed casual methods of the past. Effective and comprehensive methods of teaching golf constitute one of the needs of the game today. This requirement is becoming widely recognized not only by the foremost professionals who are sincerely concerned with the good of the game and its players, but by the players themselves. I am hopeful that out of the present attention being given to golf instruction there may be evolved some fairly uniform methods that will speed, and make reasonably lasting, the education of the golfer out of the dub class into that of a low handicap player.

What seems to be the most promising element in the search for better golf instruction methods is the small moving picture outfit.

I have seen and heard of some very interesting results obtained from the motion picture method of golf instruction. From what has been done in this direction it seems plainly evident that the impressive visual instruction of golfing technique bears out the truth of the Chinese adage, "a picture says more than a thousand

words." From films of the pupils' shots we can point out to our students their faults with certainty and clarity. Even the most expert and patient golf instructors have difficulty in doing this now. By comparison with film examples of noted stylists, now available from at least one, and perhaps more, of the makers of the small movie outfits, the pupil's mistakes can be most effectively pointed out and examples of correct practice presented.

Movie As Tutor's Aid

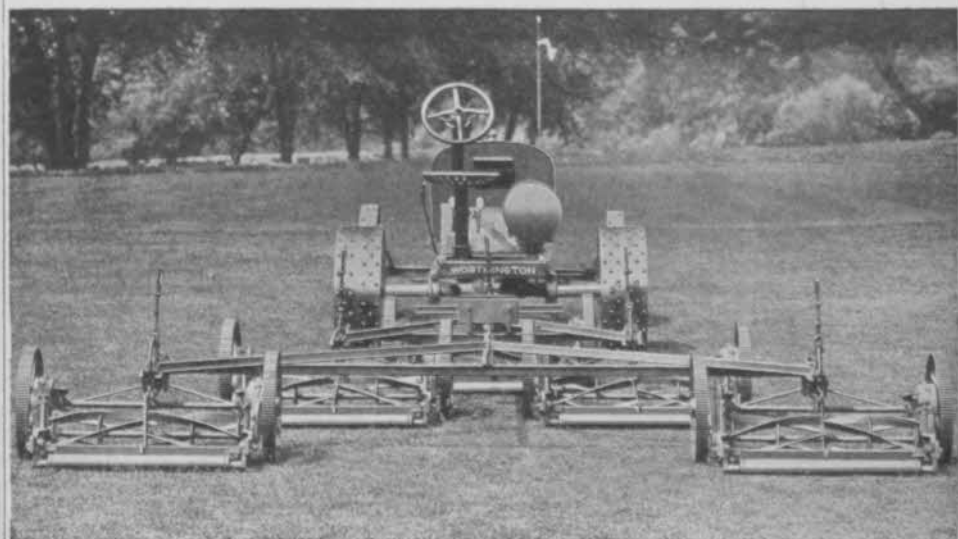
In the limited number of cases coming under my observation this movie method has demonstrated effectiveness that to me, at least, promises a great development in golf instruction. Imitation of the form of talented golfers is the method by which so many of our caddies develop into splendid players and when these good examples are made handy for study purposes to the inspiring pupil, together with pictorial data on their own faults, we should get the results we seek with our instruction.

Teaching is such a substantial factor in the pro's income that it calls for more thoughtful attention than it now is getting from us. We can talk and work with lively enthusiasm about our awakened activity in merchandising of golf supplies, but as we are doing this we need not forget the necessity of selling our services as instructors.

Much more money is to be made from golf instruction than most of us are getting. I am of the opinion that in increasing the number of our lessons by increasing their effectiveness, we will find the new movie help highly profitable. These outfits, camera and projector, can be had for around \$200; some of them for less. They are simple and fool-proof. The films are not expensive. A film of a pupil's shots could be made by the pro and used for instruction purposes, with the pupil being rightfully charged a good profit for the pro.

So much could be done in bettering golf instruction with the help of the small motion picture outfit that I think it only a matter of months before some of our foremost professional instructors will be showing the boys some highly interesting work in this direction.

"Eight of the last ten National Amateur and seven of the last ten National Open American Championships have been played on golf courses using Worthington fairway mowing equipment."



Price \$1104, Net

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The Pro's Job is No Gold-Mine

By HERB GRAFFIS

ONE time last season I heard a young pro at one of the representative metropolitan district clubs kidded for having the softest job in the world. Some of the members guessed at his annual profit, and the lowest estimate was \$10,000. The boy wished it were true so intently he could offer only a halting but earnest denial.

The case was typical. Most club members far overestimate their pro's earnings and the result is that the pro is confronted with half-hearted buying help from his members because they think he already is sitting on top of the financial world. This general situation is one that calls for some action on the part of club presidents and the chairmen who have executive charge of the pro department. One pro puts it in this manner: "If the members would give the pro the same buying consideration they used to grant to their pet bar-tenders, we'd make some good money out of our shops."

Mutually agreeable club and pro relations are important to a smoothly running golf club. You'll find an increasing number of club officials who recognize the truth of this statement and who go to some effort in seeing that the pro gets all of the club business that rightfully is his. Attention to this matter is essential for the pro either will have to make more money out of his shop, in many cases, or get more of a salary from a club that already has plenty of expense. Failing in either, or both, the club loses a good pro.

Here's the Wail

Recently I have spent some time with a number of pros trying to figure out just where they stand as business men, and what their chances are for making a good business profit out of professional shop operations. Some of the manufacturers have given me some good tips, as those who are leaders in the manufacture of high grade golf goods are very much on the level about seeing that the pro is made a prosperous merchandiser. Lumping the pro data together, the average pro I have interviewed talked about like this:

"The pro to his club is like a child to a family. The pro depends on his club and if the club fails to discharge its responsi-

bility toward the pro member of its family, there's something wrong somewhere.

"Big stocks, rather than hand-to-mouth buying, must be the policy in most metropolitan district pro shops. Their customers won't wait and there are so few customers in the pro's individual market that he can't take a chance on losing the profit on a sale or losing future business by allowing the customer to get the idea he can't buy what he wants at the pro shop.

"One reason that other retailers can get by is because they can cut prices and quality. The pro is ruled out on this. He is committed to a fixed-price basis. Manufacturers whose balls are sold at sporting-goods departments may work themselves into a great sweat when these outlets cut the prices, but the stores continue to get the goods some way. Let a pro cut prices and he won't get any more of the merchandise.

All Is Not Gravy

"Well, what are you howling about, with a 25% to 33½% profit, no rent, no deliveries, no charge accounts.' That's what the average business man would say to us. Now let's see just what expenses we have. Let's take the case of a fellow who is doing a \$10,000 business a season at his club. There probably are 350 members and 150 wives and daughters who also might make part of the potential market. Here are some of the expenses:

"Burglary insurance, \$180 a year; fire insurance, \$50 a year; auto for business use (club travel), \$400 a year; miscellaneous tools, \$25 a year; assistant pro, \$1,260 (7-month season); club cleaning boy, \$700 (7-month season); (above two items include board and room); balls for personal use, \$150; miscellaneous merchandise, \$100 (prize gifts, etc. for advertising); golf clothes, shoes, caddy-hire, etc., \$250.

"There is a total of \$2,915 that I think is average overhead on an annual \$10,000 business having a gross profit of less than a third. Try and find the net profit with the naked eye, and then decide whether the pro ought to have all the sales he can make at the club. Remember, these figures are on metropolitan district clubs.

"Some of the golf club presidents may question the item of balls. The above given

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figure was obtained from four pros in a metropolitan district. The pros don't get balls free by the dozen for the asking, despite the general impression to the contrary. In fact Santa Claus goes past him on almost everything. If a pro plays quite a little golf during the season it is not hard to figure up a ball expense of \$150 at wholesale price.

"Members are amazed when they figure up the number of brands of balls carried by the average good pro shop in the 'big time.' Here is an actual list made at one of the Chicago District pro shops, showing the manufacturers' names and the number of differently marked (mesh and dimple) and priced balls carried during the 1927 season:

U. S. Rubber	4
Spalding	4
P. G. A.	1
Wilson	2
MacGregor	2
Wanamaker	4
Walter Hagen (L. A. Young Co.) ..	2
St. Mungo	4
Dunlop	2
Goodyear	2
Harlequin	1
Wright & Ditson	1

Twenty-nine different kinds of balls carried in stock! Figuring the cost roughly at \$80 a gross, the pro has around \$2,320 tied up in balls alone at the start of the season. The average pro, however, would have about 20 different balls, or a \$1,600 stock. Ball stocks turn over around five times a year and clubs, with a reasonably good big stock, only 2 times. It's no unusual thing for an established pro to commit himself to \$5,000 in purchases before the season really opens. If he wants to have a stock big enough to satisfy all of his members, the chances are that he will have to carry over about 20% of his stock of clubs from one year to the next. Try to figure profit with such a frozen asset. It's hard for me to do.

"With the clubs the pro has a tough job in selecting stocks. More woods are sold than any other type of club, with the exception of "trick clubs" that come in temporarily and boom the market. This past year there was a putter that got a great play. I have heard of plenty of pros who started out with an order of 25 of these putters and turned over their stock four times during the year. There also were some aluminum brassies, spoons and driv-

ers that were novel and went big. The matched-set idea promised to increase the rate of club turn-over but apparently both the manufacturers and the pros got tired of the idea and didn't keep on pushing it like it deserved.

"We have to get all the help we can from the manufacturers on selling clubs, and I think we have it coming. The pro makes the market for good golf clubs. If you doubt it, just consider this hypothetical case for a minute: Suppose a manufacturer made two brands of the same clubs; one of them a brand approved and handled solely by the pro and the other, one entirely for the department store trade. Which brand would the golfers be most anxious to get? The pro brand, of course. Department store experience shows that the clubs that go best are those for which the pro has established a reputation.

An Average Income

Bank president salaries are reputed to be the order of the day in the pro ranks, and very few members know how far from the truth this idea is. Outside of the salary, which usually just allows the pro to get by, there is club cleaning, averaging in most metropolitan clubs about \$1,000 a year, and the lessons.

"Take this average club of 350 members. The lessons, when they run \$1,000 a season mean that the pro is pretty good or lucky. The way the lessons usually go by months is:

May	\$ 50
June	200
July	450
August	250
September	75
October	20

"And there you have \$1,045 worth of lessons for an average season in the ordinary metropolitan district club. The members think during the high spots of the season that the pro is making a killing on lessons because it's rather difficult to get appointments. The reason is that the member is in a traffic jam.

"Help from the officers of the club will get the pros out of their present precarious position. The potential market of 500 people (in a club having 300 regular members) can be somewhat stirred up as buyers by the pro, and completely aroused if the pro has the help of the club officers. It ought to be considered disloyal instead of smart for a club member to boast of

The Bent Grasses

AROUND fifty years ago the German "field workers" saw that there was a growing and profitable market for different species of the Bent grasses in America. They wisely concluded that with their cheap peasant labor, they could grow and harvest this grass at so low a cost that the American farmer could not compete; the unprotected American farmer being forced to compete for his labor with our protected industry which could afford to pay higher wage scales.

In other words, they quite properly concluded that they could grow and harvest Bent seed and put it on the American market cheaper than the American farmer could who had to pay a much higher price for his labor due to the fact that he was competing with protected industry in America for his supply of labor and was virtually selling the products of his farms in an open world market.

Thus, many years ago, the American market, which had been previously supplied by the farmers of Southern New England with Bent seed was gradually usurped by Germany. The American farmer did not know what the matter was. He simply knew that seed of the fine Bent grasses was appearing in the markets for a less price than he was able to produce and harvest it.

Right in here was where our Agricultural Department should have come to bat but we have always had a weak Agricultural Department. There have been botanists, chemists, agronomists, etc., in the Department, of course, who had unquestionable ability, but when it came to coordination of results of their endeavors into something tangible that would be of advantage to the American farmer they have often badly fallen down.

We—all the people—have demanded and we have pretty nearly always had a very efficient Post Office Department. Due to the fact that the people were not interested to such an extent in their Agricultural Department they have never demanded, and they have never had, any such degree of efficiency in this Department.

Had our Department of Agriculture been wide awake, not only would the New England farmer have been advised but also the law makers at Washington and possibly they would have seen fit to have extended the loving arm of a protective tariff to the Bent growers the same as they had been extending it to industry for many years. Thus it was that the Bent seed growing industry was stolen away from our farmers without the slightest interference from anyone.

Of course, Germany stimulated this market and seed houses and even our own Department of Agriculture became exponents and advocates of

the use of Bent grasses in producing the finest turf of anything in existence. Thus our own Agricultural Department was directly benefiting this German industry that had usurped our markets.

The market for the German product very rapidly increased as fine turf areas throughout our nation increased; that is to say, as we became more wealthy, we had better lawns, more tennis courts, more athletic fields, more playgrounds, more baseball fields, municipal parks, and then the great golf course demand which has jumped by leaps and bounds during the last twenty years.

It was not until the World War when the German supply was completely eliminated that the Yankee farmer again found it profitable to grow Bent on his fields for seed production. Today I have seventeen farms that I own and control myself and there are also a number of farmers whose crop of Bent seed I annually market for them.

Today there is a great hue and cry as to what the matter is with agriculture. The Department of Agriculture and our state experiment stations and colleges and experts of one kind or another by the hundreds are all writing articles and sending out bulletins giving advice and their remedies for "sick" agriculture.

To me the answer appears very simple: For pretty nearly a century agriculture has been discriminated against. It has never been treated the same as have the different manufacturing industries. That is to say, the American farmer has always had to purchase practically everything that he bought in a highly protected market but no such protection has ever been extended to him. He has had to sell almost everything that he produced in what amounted to an open world market.

What we farmers need is the same kind of treatment that has been extended to industry. All we need is fair play. We don't need any McNary Haugen bills or any other similar special legislation. The farmers don't need to have a hat passed around through the nation in the form of any special tax to prevent them from becoming bankrupt. All we need is a reasonable protective tariff together with the desire of the American people to cooperate with its agriculture.

You golfers can do your part by buying your Bent seed not from dealers who get their seed from foreign origin but from its native hearth: the farms of Southern New England. You will find native grown, acclimated, winter hardy Bent seed will produce far better and more permanent results than seed of any unacclimated grass of foreign origin.

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buying his balls wholesale or from some other cut-price source, for it is taking away from the pro what little profit he ought to have in return for giving his entire and best efforts to the advancement of the club.

"The pro is no gold-digger and he certainly is no plutocrat. If our presidents and chairmen will help us get this idea across to the members our officials will make it possible for us to give our clubs "the last full measure of devotion" and not be worried to death wondering how we are going to keep our families with the comforts they should have in this land of the free."

And there you have the cases the pro wants to bring to the attention of his officials. Talk over with your pro how he can make a good business out of his job and you have done something that will have many bright reflections during your administration.

Hints on Remodeling Greens

By Charles Erickson, Minikahda Club

DURING the past twenty-seven years I have visited a great many golf courses in the United States and I have especially noticed the different methods used in grading, sodding and remodeling greens.

Thousands of dollars have been lost because of the awkward or slow methods that were employed through a lack of knowledge of the proper way to do the work.

The first thing to do when building or remodeling a green is to look it over carefully and determine how many teams and men can be used to advantage. Make a model of your green, and give the chairman an estimate, as near as you can, of its approximate cost. This, in itself, will give you some good experience.

When you do your grading, make it just as nice and smooth as possible. Then take a roller and go over it carefully. Now look over your green and see if there is any hollow or ridge, then take a sharp garden rake and true it up just as nice as it can be done. Before starting to lay the sod, always water it lightly, and it will not require so much water afterwards. Lay some light planks or heavy boards end to end across the green. Have a man with a wheelbarrow wheel the sod out on the planks to where it is wanted. Never wheel a wheelbarrow or walk across grading. Lay your sod close to the planks in straight

rows across the greens, using your planks for a guide.

As you get away from the planks in the center of the green, use some light boards to walk on instead of tramping on the newly-laid sod. Never walk on a newly-laid sod or grade before it has hardened; if you do you will have a lot of trouble afterwards. I always lay the sod and draw it with a shovel. In that way you can lay several thousand square feet in a day.

After your sodding is done take a heavy tamper and tamp where it is uneven. Now put on your top dressing, and it will only be a short time before your green is ready to play.

I visited a club recently where five men were at work laying a green. Three of the men were carrying the sod across the grade, one was laying the sod, and the other was sitting down tamping it with a brick. You can readily see this method was costing the club far more than it should, and when it was finished they did not have a perfect green.

A greenkeeper should always watch his step. If you do this you can save the budget, and it won't be long before your salary will be increased. Remember, always watch your step.

Amherst, Mass.—Massachusetts Agricultural College now has a seed analyst and a well-equipped seed laboratory for issuing authentic information on germination and purity tests for seed, in accordance with the state seed laws that recently went into effect.

Club officials desirous of getting in touch with greenkeepers, professionals and managers available for service this coming season may secure, without cost, a list of good men by writing GOLFDOM.

Don't delay in employing your men for the season. The demand for the best men is usually greater than the supply and the club that postpones action trusts too much to luck.

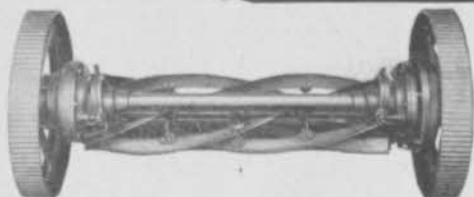
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The gears, drive dogs and drive ratchet are also scientifically heat treated and oil tempered in electric pyrometer furnaces. Many clubs are now using Toro Mowers for the combination job of fairway and rough cutting due to their sturdy construction and ability to stand continuous hard punishment. If you want to get away from the annoyance and expense of frequent small parts breakage, specify Toro Super Fairway Mowers. Write today for new illustrated catalog.

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Managers' Program Promises Busy Meeting

OPENING session of the Club Managers' Association of America convention promises to see a record attendance when Walter S. Cummings, president of the Detroit Club Managers' Association, calls the conclave to order at 10:30 a. m., Feb. 22, at Hotel Statler, Detroit.

In addition to the business features of the well-balanced and practical program, there is plenty to interest the conventioners during the off-hours. Jesse Wetzel, manager of the Detroit club, and his entertainment committee has slated an attractive schedule for the visitors.

Frank T. Lodge is to be the toastmaster at the annual banquet to be held at the Statler Thursday night. On Wednesday night a big party will be staged by the Detroit hosts at the Oriole Terrace Gardens, and, on Friday, a sight-seeing tour of Detroit will be conducted. After the high-spots of Detroit are visited, the crowd will jump the border to Windsor, where luncheon will be served for the women at the Prince Edward hotel, and a buffet affair held for the men at the British-American Brewing Company's plant.

The program of the convention:

Wednesday, Feb. 22

9:00 a. m.—*Registration*, foyer of Convention Hall. (Tickets should be secured at this time for banquet, social activities, etc.)

10:30 a. m.—*Opening session*. Convention called to order by Walter S. Cummings, president, Detroit Club Managers' Association.

Invocation, Rev. Chester B. Emerson of North Woodward Congregational Church.

10:45 a. m.—*Address* by Hon. John C. Lodge, Mayor of Detroit.

11:00 a. m.—*Address of Welcome* by Col. C. G. Holden, president, Club Managers' Association of America.

2:30 p. m.—*Address*, "Methods of Club Entertainment," by Charles A. Hughes, secretary, Detroit Athletic Club.

Entertainment for ladies at Michigan Theater.

3:00 p. m.—*Address*, "Upkeep and Replacement," by Mrs. Flo Leiter McNitt, Chicago, Ill.

3:15 p. m.—*Address*, "Closing the Country Club in Winter," by Earle G. Lee, manager, Lake Shore Country Club, Glencoe, Ill.

3:45 p. m.—*Address*, "The Club's Relation to the Manager," by J. W. Palmer of Albert Pick & Co.

7:00 p. m.—*Gala Evening*. Dinner, vaudeville entertainment and dancing at Oriole Terrace Gardens. (Informal.)

Thursday, Feb. 23

10:00 a. m.—Meeting called to order. *Address*, "Our Members Carry Their Own Trays and Like It," by Miss Mabel H. Carter, manager, Woman's City Club, Chicago, Ill.

10:45 a. m.—*Address*, "Originality in Management," by L. H. Griffin, manager, Peninsular Club, Grand Rapids, Mich.

11:00 a. m.—*Address*, "Should Clubs Advertise?" by Miss Dora Busch, manager, University Club, Madison, Wis.

11:30 a. m.—*Address*, "The Eternal Triangle—Manager, Board of Directors, Members," by Harry J. Doherty, manager, Penn Athletic Club, Philadelphia.

11:45 a. m.—*Address*, "100 Per Cent Membership Co-operation," by Charles R. Murphy, manager, Toledo Club, Toledo, Ohio.

12:30 p. m.—Luncheon at Hotel Statler.

2:00 p. m.—*Address*, "Qualifications of a Successful Club Manager," by George R. Cooke, president, The Country Club, Grosse Pointe Farms, Mich.

2:30 p. m.—*Address*, "Borrowing Club Features for the Club Hotel," by Capt. Ben Jolly, manager, Webster Hall, Detroit, Mich.

2:45 p. m.—*Address*, "Why Is a Committee?" by J. Barker Smith, secretary-manager, Cleveland Athletic Club.

3:15 p. m.—*Address*, "The Small Country Club vs. the City Club," by F. H. Murray, manager, Ravisloe Country Club, Homewood, Ill.

Reports of special committees.

Election of officers.

Place of next annual convention.

6:30 p. m.—Annual banquet at Hotel Statler. Frank T. Lodge, toastmaster. (Formal.)