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was made, we had a meeting of the members, which was not held for the purpose of complaining or giving them any data, but when I saw them in the meeting assembled I could not resist giving them the information I had on the six classes or types of members they had in their club.

Getting Live Ones

The outcome of the discussion, had after my talk, was that a general survey of the club was made by the Directors and while I did not give them the figures at that time, these figures had a great deal to do with the rejection of many applications for membership the following spring and the Board of Directors made it a point to call up those men who did not use the club facilities and ask them whether or not they cared to relinquish their membership, inasmuch as they were not using the club. The Directors went further, they sent out a letter to the membership stating the average expenditure in support of the club facilities the previous year. They sent out this classification showing how many men had spent less than \$5.00 and the number in each class and they asked each member to check his own record to see what class he expected his name would appear in. They were rather cold about it but they felt that the man who was above the average would be pleased to know it and the fellow who was considered a cheap-skate might as well recognize the fact and get out of the club or get into the swim. This letter stated that they did not wish to coerce anyone into spending additional money but if they were not able or not so inclined to spend an amount equal to the average, or enough to support the club, and obtain the conveniences desired by the rest of the members they would not enjoy the good feeling of the other members toward them. They went further and stated it was proposed that the Club post the names of those men who were not able to do their share to support the Club that the membership might know these individuals.

Naturally this caused a little hard feeling at the beginning but no one was feeling badly except those men who were not doing their share and no one cared whether or not their feelings were hurt. As a result, some 65 to 70 men were dropped from the membership, and the membership was filled with more suitable, and I believe, a higher type of men.

It is my contention that every club, large

or small, wealthy or poor, should tabulate each month or at least twice each year the expenditures of every member to ascertain whether or not that member is above or below the average in giving support to the club and my point is this, if a man owns a home he must support that home; if he travels in certain society he must live up to the caliber of that society; if he joins any association he is either an asset or a liability and it is nonsensical for any club to be burdened with liabilities in the form of members when there are three good men standing outside waiting for an opportunity to take the space or room or position now occupied by this liability person. It stands to reason that a golf club cannot give Ritz service at cafeteria prices and a golf club is no place to expect to house a lot of charity subjects who would classify themselves with the upper strata and attempt to get by without giving financial support to their own institution.

Load Unfair

In most clubs we find a deficit every year and with the deficit comes an assessment and who pays this assessment? The man who spent \$300, \$400, or \$500 in the house is required to pay just as much assessment as the individual who caused the assessment-the man who did not support his club-so that the good fellow pays to support a charitable institution, as it were, for the tightwad, or the cheap-skate, or the group of men who have no business belonging to that club. A great many men join these clubs for the prestige or to extract business through members, and if an analysis is made of the membership through the bookkeeping records any club can very readily ascertain who should and who should not belong to that club. In addition, they can furnish much better facilities, conveniences, or whatever you want to call them, for the same price or for less money, providing they get rid of those leeches, social climbers, and such and build their membership of men who de their share in the support of the club.

Eliminate Juggling

Every year without fail, the House Manager is forced to juggle the accounts or give credit to the dining room for questionable sales or work with the bookkeeper to make the dining room or house balance look better than the true condition rather than be called up on the carpet by the Directors and seven times out of ten it is caused by non-spending members.

Practically every club board of Directors will tell you that "we expect to lose anywhere from five to fifteen thousand dollars in our dining room and the members are willing to pay the deficit." This situation should not be, and would not be if the members and the Board were to analyze the situation and get rid of those members who do not patronize the house. If the entire membership patronized the house the price of the meals could be reduced and the books would show a profit and there is no reason why the members should not patronize their golf club dining room except that their heart and soul is not with the club and they think the prices of the food are too high, or they can buy a sandwich a few miles away and it will not be necessary to eat in the clubhouse.

I am thinking now of one of the so-called best clubs in the District. This is a true condition. A person driving to the club passes a sandwich shop just before he reaches the club. On Fridays, Saturdays and Sundays you will find this sandwich shop crowded with golf players going to this exclusive club but never patronizing their dining room and the meals at this club are known throughout the District as being on a par with the best in the district. It cost each one of those members more than \$2,000 to join the club and yet, because they do not support the club, they have received an assessment averaging There are \$50.00 each and every year. about forty men in this same club who spend from eight to fifteen hundred dollars at their club but the piking aristocracy in the club make necessary yearly assessments. Assessments have gotten so common here that the Board of Directors have been given the authority to levy up to \$50.00 each and every year without consulting the membership.

MANY times it is difficult for the newly appointed green-chairman to get the greenkeeper's viewpoint. The green-chairman, often a highly successful business man, is accustomed to dealing with men who are experts in "selling" themselves and their ideas. Back through the years the greenkeeper and others who work the soil have felt the humbling force of nature. It takes the salesmanship out of them—but sometimes reconciles them too much to letting nature run its course.

Architect Important in Club Meal Business

O NE of the details of clubhouse architecture that frequently does not get proper attention is the location of the restaurants with business attraction in mind. O. E. Broyer, secretary and manager of Sunset Hill Country club, Sappington, Mo., brings out this point in saying that beautiful surroundings and a cool spot are major factors in attracting the big restaurant business to country clubs.

Broyer says:

"At Sunset we have a lower veranda with a tile floor that seats about 300 persons. From this veranda you have a western view of about 30 miles to the foot of the Ozarks. We serve our lunches during the day on this veranda. For the evening we use the upper veranda where 850 can be accommodated for dinner after sundown, as there is no roof over the upper veranda. On Wednesday and Saturday evenings we have dinner dances, and every Sunday, concerts.

"Our attendance Sunday, June 10, was 256; Wednesday, June 13, 349; and Saturday, June 16, 642.

On other days we average from 80 to 150. I have come to the conclusion that it is not attractive hot weather food and summer dishes that attracts, but the beautiful outdoors and a variety of good food and pleasant surroundings.'

Just what sort of a summer menu to present to women always has been a problem for club managers, and although the concensus is for the lighter dishes in view of the heat and the general rage for weight reduction, Broyer has some interesting evidence to submit. He comments:

"Here is an incident that knocks the light-food-in-summer theory into a cocked hat. Every Tuesday is ladies' day at Sunset. On that day we serve a \$1.25 Bridge Luncheon and have a selection of one light summer dish and a small beef tenderloin. On Tuesday, June 12th, you would naturally presume that the ladies would not select a beef tenderloin in mid summer, but here is what happened: We served 210 people—185 tenderloin and 25 summer dishes.

D^{ID} YOU ever realize how few good golfers there are? The low percentage of players under 15 handicap means a tremendous market for lessons.

Mid-Summer Maintenance

Some Methods of Fighting Plagues of the Bustling July-September Period

By T. H. RIGGS-MILLER

THERE is no harder time to keep a golf course in playing condition than the period beginning about July first and ending about the first of September, and longer if the usual September showers fail us. In this case the spell might last until the end of September.

It is during this period that the seven plagues of Egypt visit the greenkeeper, to emphasize the reality we have the locusts with us this year. The first plague is the brown-patch and for good measure the crab grass shows its pretty petals. With the preventive measures taken with one and the digging out of the other (with after treatments which are necessary in both instances) these tasks, together with ordinary upkeep work, would be ample for the golf course crew.

But it generally forgets to rain at this time also, so that irrigation is an absolute essential, as is the top-dressing of greens. It might be that the fairway will require cutting only once a week and even that with the reels raised, but there are many other things for the tractor and mechanic to do, such as the screening and preparation of compost if the compost piles are made in the open. Should the club be fortunate enough to have a shed large enough to do this work inside, the mechanic can do some other essential work and leave the preparation of compost for rainy days, thus using the full crew. A compost shed of sufficient capacity should be the objective of every club.

Grubs from the different Japanese beetles (there are three kinds), as well as our own



A three-pronged fork is best implement for extracting crab grass

June beetle will now begin to show their turf destroying ability and those clubs who have not taken the precautions, so admirably presented and laid down by Prof. Leach in his articles in GOLFDOM. will have time to ponder over their sins of omission, when the possibilities are that it will be too late for the remedy. I, personally, owe a deep debt of gratitude to Prof. Leach, for relieving my mind on the incertitude of grub control. In writing for Golf Illustrated on the meeting of the U. S. G. A., Green Section Meeting at the Astor Hotel, New York, last February, I said, "To my way of thinking, Mr. Leach's paper on 'Grub, Worm and Weed Control,' by the use of arsenate of lead, is the finest thing in greenkeeping this year. He is to be congratulated for counteracting the greatest menace known to the golf course world."

So with all these things the greenkeeper is expected to keep the course with the spring-like look all the year. That he attends to them as well as he does, certainly qualifies the average greenkeeper as a firstclass manager of men. In fact, I know of very few field operations where so much continuous work is accomplished. It is no cinch pushing a mower with a temperature of 100° in the sun.

"Preparedness" the Motto

Preparedness should be the motto of the chairman and greenkeeper. It is bad policy to wait until the plague is on you to purchase the remedies, or to leave the repairing of water lines until you are ready

GOLFDOM



Mason lines are three feet apart so each boy has only an 18-inch strip. He does a better job here than on a wider strip

to water. This same thing holds good all down the line.

Every greenkeeper should have on hand at least a small quantity of brown-patch preventive or arrester, and either begin by using light preventive applications or wait until the attack actually occurs and apply the dosage recommended by the manufacturers. To those who cannot afford high pressure spraying apparatus, a sprinkling barrel will answer the purpose. It is more economical to have two of them. in this way one can be in use whilst the other is being filled. I have done as many as 18 greens with two barrels and three men in 12 hours. A good top-dressing with a light dose of sulphate, urea or ammo-phos is necessary after any of these treatments.

Crab-Grass and Tap-Rooted Weeds

There is only one way to thoroughly eradicate these terrible pests. Get down on your marrow bones and pull out each and every plant. Divide the green with mason lines about three feet apart. Start two persons from both sides of the green and they will meet in the center. This gives each one only an 18 inch strip to do and gives an opportunity for the man in charge to see that the work is done thoroughly. A three-pronged fork is the best implement that I have found to extract crab grass, and a small sharp knife for tap-rooted weeds. Crab grass should never be allowed to seed before it is taken out, to do so is time lost.

It stands to reason then that the work

must be done in the shortest space of time possible. Five boys for 10 days equal 10 boys five days or 20 boys two and a half days. Caddie boys between the ages of 10 and 15 I find the best for this work. The best way is to get 20, 30 or even 40 boys according to the amount of crab grass and weeds that infest the greens. Start them from both sides of the green with one or two men looking after them. In this way you will get a quick job whilst the boys are interested and you are through before they go stale on the job.

A thorough raking, seeding, top-dressing and rolling, will see even the worst greens back in condition in three weeks. I am referring to extreme cases only, where it might be well to make a temporary green for about 10 days. As this work is generally done at the latter part of August, the grass and turf re-establishes itself very quickly. This method succeeded beyond my fondest expectations. I have eradicated crab grass in one season from greens that it was almost impossible to see anything else.

Irrigation

Fortunately indeed is the club that has an irrigation system like the first of Wendell Miller's plans in June GOLFDOM, but the last plan, that of the Detroit Country club, thrice blesses the club that has it. There is nothing that saddens the greenkeeper's heart as much as seeing the fair ways turn brown in the middle of summer, and sadder to say, members think it is his fault. The great function of water—its making plant food available—because the only way a plant can take food is in a liquid form.

If those responsible for the starting of a golf course would only realize the benefit



Extracting crab grass so thick that it choked out putting grasses

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from a mere monetary point of view, that of the added income irrigated fairways mean, to say nothing of the added pleasure of the game, they would undoubtedly insist on a thorough irrigation system right from the start, but they realize it too late.

Each grass leaf has what is known as a stomata, which exhales water taken up by the roots. On a hot day a plant will transpire, within 10 hours, as much as its own weight in water. In the formation of one pound of dry matter within the plant, about 300 pounds of water is transpired. For every two tons of dried clippings taken from a golf course, about 600 tons of water has been transpired. From this can be seen the necessity of first class tile drainage to help conserve moisture in the soil and an adequate irrigation system to renew the supply.

Every course must at least have a sufficient supply of water to greens and tees. Evening watering is most favored on account of less evaporation. The type of sprinkler is generally chosen according to the pressure and size of the pipe line at point of delivery. It is needless to point out that a good pressure with large pipe line outlet and sprinkler will deliver a given amount of water in much less time than one with a smaller pressure-outlet and sprinkler. Some courses have, and all should have, drinking fountains at several points on the course. These can be cooled by ice if necessary, by one of these cooling devices I saw in May GOLFDOM. These items really come under the heading of refinements and whilst we are on the subject, a thought should be given to shelter houses, more especially at this time of the year when thunder showers are so frequent.

Top-Dressing

The main function of top-dressing during summer is to conserve moisture, in much the same way as a farmer mulches his crops. This should be applied about once a month: a small amount of any of the concentrated nitrogenous fertilizers such as sulphate of ammonia, urea or ammo-phos should be added. Then every second week an application of liquid fertilizer can be made with a sprinkler barrel about one pound to 50 gallons of water of sulphate or ammo-phos; or one-half pound to 50 gallons of water for urea.

Professor Leach has dealt with grubs so



Well considered plan of top-dressing is vital detail of proper maintenance in mid-summer

thoroughly that anything I might say would be superfluous. But I dread to think of the trouble that would be in store for greenkeepers had his discovery not been made. Some 13 years ago I was called up to Albany, N. Y., to know what the crows were doing digging up the turf. It was a case of the June beetle grub. That was the cause, the poor old crow was the effect The only cure we knew of in those days was a mixture of paris green and quick lime which would make about a 10 per cent kill. About 1920 the sodium cvanide treatment was tried out at Merion and the treatment for 36 holes cost around \$4,000. This is by no means lasting, as the effects of the poison entirely disappear within ten days. not only that, when you make it strong enough to kill the grub, you almost kill the turf as well. After this came the carbon disulphide emulsion, and it was a choice of these two methods that had to be taken before the advent of the arsenate of lead treatment. It is only after having gone through this evolution that one can appreciate the value and simplicity of Prof. Leach's discovery.

In conclusion, it is very hard to give blanket advice on the maintenance of a golf course during the mid-summer season. The reason will be found to be fundamental: that is, when the course was built was too little attention given to the tillage, fertilization, depth of top-soil on greens, tees and mounds, etc.? If so, these omissions have to be rectified. If on the other hand, the course has been constructed well, the fault lies with those in charge. By carrying out a plan of systematic fertilization you make up for the terrific loss of plant-food occasioned by mowing. (This means fairways as well as greens.) Be ready to attack with no uncertain measures any enemy of the turf; there is no reason why the greens and tees (and fairways where there is an irrigation system) should not be kept in the same state of perfection, during these two or three trying months, as at any other time of the year.

Northeastern N. Y. Pros in Membership Drive

NORTHEASTERN New York P. G. A. is making a drive for more members and in campaigning to get a 100 per cent representation of the territory's qualified pros on the Northeastern New York roster is sending out a letter outlining the organization's plans.

Club officials, as well as pros, will be interested in the following excerpts from this letter as it gives a good line on what the P. G. A. organizations are trying to do to help the profession and the game.

The letter, which is signed by C. S. McBride, 1041 Stanford Bldg., Shenectady, N. Y., sec.-treas. of the association, reads in part:

"The National P. G. A. comprising many sectional branches, includes in its membership some 2,000 golf professionals. These Pros represent the cream of the country's best golf instructors, club-makers and players. They have organized for a common purpose and are gradually becoming a power in the golf industry.

"A number of committees functioning under the direction of able officers are accomplishing great things. Through the efforts of these committees the P. G. A. is reaching out an assisting hand to professionals in every section. It carries on a benevolent work for the relief of deserving members. It endeavors to find suitable positions for those desirous of changing. It endeavors to properly train its younger members so that they may be a credit to the profession. It does and will do other good work for its members.

"What does such an organization mean to you? Can it help you? The answer to these questions is a question and it is this—what are you willing and able to do for the P. G. A.? Will you put something into this enterprise, as you do any other enterprise when you expect a return?

"And so you have before you just a small size view of what the P. G. A. is doing now and what it might do if you take hold and help, "Have you felt the price-cutting competition common these days? Are large numbers of your members buying equipment and balls from stores or in groups at bargain prices? Have you been forced to choose equipment from certain houses after the best numbers of the selection had been put aside for the stores? And are other things which were yours and yours alone slipping away?

"If these things are happening in your case, you owe it to yourself to get in the P. G. A. Work for it and with it and thus be enabled to put up a real fight to such competition and such trade practices.

"Doctors, lawyers and other professional men recognize the need for organizing—why not golf professionals? Yours is a profession and only by working together with common purposes can you maintain your standing in the ever expanding golf business.

"Dues are \$12.50 per year and are payable April 1st of each year. Assistants are \$5 per year.

"Professionals desirous of becoming members are asked to send word to the secretary giving the following information:

Position held for the past three years. Present Club. Reference to some professional Standing with dealers.

Standing with club members.

 ${
m Y}^{
m OU}$ CAN'T standardize maintenance costs until you know how your course compares with the standard, or average. GOLFDOM heard of one case where the greenkeeping force was being sharply criticised because its costs were out of line with those of other courses in the vicinity. The man at the head of the job took a tape and checked up. He found that at his course the average green was approximately 8,000 square feet. The average on the neighboring courses was about 6,000 square feet. His course had a sand area of 170,000 square feet and one of the courses being held up to him as a cost model had sand area of around 80,000 square feet. The time spent with the tape showed the club what it was up against.

EVERYBODY seems to want a matched the price of a matched set why not suggest that you have individual clubs in stock that you would match up perfectly with the clubs now being carried by the prospective buyer?



The pro shop of George Jacobus at Ridgewood (N. J.) shows the selling power of proper display and neatness

How George Goes After "Jack"

By HERB GRAFFIS

S OME weeks ago I got a letter from a well-known veteran pro who asked me to put his two boys on the list to receive GOLFDOM. This fine father said that his boys were promising young professionals and he was trying to bring them up as golf business men. The sons could play good golf, they and their daddy had given the subject of golf instruction some prolonged and serious study, and the one important place where they still were trying to find their bearings was merchandising.

This case interested me a whole lot for it showed that there were pros who knew the game and still thought well enough of its future to steer their boys into their footsteps. I was talking it over with young Bill Lowell the Reddy tee man for we two, and a lot of the other supply fellows, are counting on a bright and prosperous future for the pro, if we, ourselves, are going to climb to fame and fortune.

Lowell said, "I know off hand of three nearby cases where there is shining evidence of money to be made by pros who are real business men. Bobby Cruickshank is one of the conspicuous examples of a famous tournament player whose activitites are balanced because Bobby has one of the ideally conducted shops. Another case is that of the Jacobus boys, Russell and George, two live kids who are hustlers and credits to their clubs and their profession."

So with that hunch, I started after Bob's story. Bobby has been laid up so that beat me out of his yarn for the time being.



George Jacobus is Pro Advocate of Keeping the Eye on the Dollar

merchandising operations of the two boys.

Note the picture of George's shop. It's a clean and inviting layout. The curtains on the windows show attention to detail that marks the difference between just doing an ordinary business and snapping up things. Look at the arrangement of merchandise in the showcase. It is orderly, with the items that are in greatest demand displayed up front, so there will be the five-and-ten cent store's economy of time and labor and the frequency of turnover in selling.

You also may properly let your eyes dwell on the displays that represent tieups with the national advertising of manufacturers. You can see that this material is kept fresh and prominently and properly displayed. It focuses the effect of the national advertising in the pro shop where George's own word concerning the merit of the merchandise will cash in on whatever pre-disposition to purchase may be established by the advertising. This Jacobus boy, and his brother, are strategists in making use of the vitally important endorsement of the pro on any golf merchandise. They know that a manufacturer can advertise in the general magazines and the newspapers until hell won't have

He was playing with his youngster and the grown-up kid and the stalwart voungster tussled so hard that Bobbie had to go into the hospital for a hernia operation. Too bad, for Bobbie's performance in the winter carnival indicated that he was "hot."

On the Jacobus kids; I have the dope concerning George who is at Ridgewood. Russell's yarn will follow, but there is n't much difference in the it, but unless the pro has the merchandise on display and approves the quality of the goods, the advertising's effect is pretty well neutralized. But they also know that the advertising is a force that can be harnessed to the pro's selection and display of merchandise in such a way that sales resistance is eliminated and the double-barrelled power of the pro and the manufacturer is put to work in moving golf goods.

The Jacobus boys know that it pays to go to some trouble to brighten up the shop in the little details that are often neglected.

Club Manufacturers Start National Association

 $T \stackrel{\rm EN}{=} {
m OF}$ the foremost manufacturers of golf clubs formed the National Association of Golf Club Manufacturers at a meeting in New York in May. Every manufacturer of golf clubs in the United States is being asked to become a member of the organization.

Officers of the association are: President, F. W. Bradsby of Hillerich and Bradsby; vice-president, H. B. Canby of Crawford, MacGregor and Canby; secretary, C. B. Johnson of Great Lakes Golf Co., and treasurer, L. W. Crandall of Burke Golf Co.

The purposes of the organization are:

"To place the golf club manufacturing industry on a sound, economic basis, to adopt a code of ethics, to promote and encourage the playing of golf, to establish such confidences between manufacturers of golf clubs as shall tend to maintain a high standard of fairness in competition, to bring into the industry a good fellowship and eliminate all unfair trade practices, to provide a reasonable exchange of credit confidences, to standardize golf clubs to a reasonable extent without, in any way, eliminating competition, which would be beneficial to the buying public.

Those concerns which now comprise the new organization are:

A. G. Spalding & Bros.

The Crawford-MacGregor & Canby Co.

The Burke Golf Co.

A. G. Spalding & Bros., The Crawford-MacGregor & Canby Co., The Burke Golf Co., Wilson-Western Sporting Goods Co., The Great Lakes Golf Corp., The L. A. Young Co., The R. H. Buhrke Co., The Kroydon Company, A. J. Reach, Wright & Ditson Co., Hillerich & Bradsby Co. JULY, 1928

WORTHINGTON



The Worthington "Overgreen" (Furnished with or without Grass Catchers)

The "Overgreen" power putting green mower is making as great a revolution in the cutting of golf greens as the Worthington gang mower has made on the fairway. It will mow the eighteen greens of the average course in four hours and one-half. It is guaranteed to leave the putting surface, in respect to smoothness and freedom from any mark, in unexcelled condition. Unequalled in durability and freedom from derangement or delays.

The "Overlawn" is a power mower composed of a complete tractor drawing a Standard Worthington 30" fairway cutting unit. In this comparatively easy service it will last indefinitely.



The Worthington "Overlawn"



The Shawnee 18-inch putting green hand mower is the peer of any hand mower in existence. Easiest to push and cuts a swath perfect in quality.

The "Shawnee" Putting Green Mower

WORTHINGTON MOWER CO.

Chicago: 517-21 So. Laflin St. Stroudsburg, Pennsylvania Montreal: 132 St. Peter Street Agencies in all principal cities.

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Please mention GOLFDOM when writing advertisers



Cotinus Nitida; the work of larvae on lawn of experimental station grounds at Norfolk, Va.

Battle with June Beetle-Foe of Fine Turf

By B. R. LEACH

N THE territory lying south of a line drawn from New York City due west to the Mississippi River the June beetle is the one insect pest which has a pronounced tendency to cause gray-headedness among the greenkeeping fraternity. This area is the home of the June beetle and it causes as much damage to golf courses in the southeast as any other two turf pests combined. Inasmuch as the annual period of turf injury by this grub is rapidly approaching and but little margin of time remains for the application of remedial measures it would seem advisable at this time to discuss the habits and life-history of the insect, turf conditions which affect it favorably and adversely, and lastly, but not least, methods of control in fine turf.

The adult beetle measures a little less than an inch in length and approximately one-half inch in width. The head of the beetle is metallic green, the back a velvety green and the under portion of the body a brownish green. It makes its appearance above ground about the first week of July in the latitude of Louisville, Ky., and as early as the last week of June at Columbia, S. C. South of these locations their appearance is proportionately earlier and toward the North the date of emergence of the adults is proportionately later.

Shortly after emergence the beetles mate and the females begin laying eggs in the soil, these hatching ordinarily in two or three weeks. The young grubs grow rapidly and continue to feed until cold weather sets in, by which time they are at least two-thirds grown. During the cold portion of the year they remain dormant at the bottom of their burrows which may be as much as two feet below the surface. although in the South they may come up to feed during warm spells in the winter. Active feeding begins again in the spring and continues for a short time, at the end of which the grub undergoes certain changes and transforms to a beetle. The life-history of the June beetle is shown diagramatically in Fig. I. (All plates and photographs in this article were obtained from the U.S. Bureau of Entomology.)

Grub Is Greedy

When the grub of the June beetle hatches from the egg it feeds on the organic matter of the soil in the immediate vicinity for a short time and soon comes