

"Yes!"

# IN PRO SELLING?

Says GEORGE J. PULVER

[Pro, McGregor Links,  
Saratoga Springs, N. Y.]

whether to employ effort in education or to take "the easiest way" and meet the bargain hunters, if it can be done without serious impairment to the pro shop's valuable and distinctive reputation as retailer of only the best in golf goods.

Two representative thinking professionals debate this topic on these pages and if any of the rest of you have something to say GOLFDOM will be glad to hear from you.

I HAVE read with great interest the article in March GOLFDOM, entitled, *Is "Cheap Goods" the Siren's Song?* Also Mr. W. Ogg's reactions to your views as outlined in said article.

In the main, my experience and reason urges me to bear with Mr. Ogg. While I will admit there exists a considerable difference between the staple merchandise sold by chain stores and mail-order houses (as contrasted to merchandise, which must be fitted to the inconsistency of individual needs), I still maintain that the pros must make an effort to compete with these large concerns on the basis of price, notwithstanding.

I do agree with you, however, that we could not engage in a price-cutting war with large distributors without inviting ruin. I well realize that such concerns often make a leader of some merchandise and sell it below cost in anticipation of volume in other goods which they carry. The pros have no leader—golf goods and services thereto are all they sell, and they must do this at a profit or cease to exist. But would it not be possible perhaps, to sell at prices at least comparable with those of the stores in town, and by so doing arrest the buying deflection which every pro in the business is feeling to a more or less extent?

I do not hold that co-operative buying will prove to be an "open sesame" or a panacea for all the merchandising ills of the pro today. I do believe, however, it

will do several things which will aid this end. First, it will induce respect from the manufacturers and obtain a substantial discount which should enable pros to sell their goods at a lower figure. If our representative can say to a manufacturer, "I desire so many thousands of dollars of merchandise; here is a certified check in full," the manufacturer can offer his units at a much lower cost, inasmuch as his distribution costs are tremendously cut by a cash purchase of volume. Collection agencies, paper work, and insolvent distributors increase unit cost to a maker—cash or a sight draft eliminates these costly factors. Secondly, it will tend to amalgamate the pros, inculcate into their minds fundamentals of business and co-operation, and since they will have to deliver up so much cash on demand for which they will receive merchandise, they will exercise greater discretion in anticipating their particular shop needs.

You spoke of the need of support and co-operation from the manufacturer—Volume orders and cash business are persuading ambassadors, and I am sure most manufacturers would lend an ear.

## Players Are Thrifty

I do not agree with you, however, that players at private clubs are not interested in being thrifty. That was once the case when golf was in its infancy—when only those people of enormous wealth played the game. This is not the case today—a cross-section of the personnel of most of the golf clubs today would reflect a few members of unlimited wealth, a vast number of moderate incomes, and still a representative number of incomes not in excess of \$5,000 a year. That's the whole story today—there might be a few clubs in metropolitan sections whose members would buy from the pro shop because of feeling so bound, but this is notoriously an age of discount seeking, and I fear for the future of that pro who prices his goods with any such assumption in mind.

In the good old days before the war, another factor beside wealth operated to the end that a pro could charge much more than the large stores did for mer-

## GIVE THE RYDER CUP BOYS A HAND

**F**INANCING the Ryder Cup team is a rather serious task and there is still some work to be done before the expenses of the team of American pros are met.

The P. G. A. exhibition matches have done a good part of the financing, the various golf supply interests have done their share and now the balance is up to the golfers and the clubs.

Contributions of any amount will be cordially welcomed by the Professional Golfers Association of America. Checks should be made out to the Treasurer, P. G. A. of America, and mailed to 366 Fifth avenue, New York City.

The Ryder Cup team will sail on April 10 for the International professional matches, so no time is to be lost in forwarding checks.

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chandise. It was then that practically all good golf clubs were bench-made, and those manufactured in factories were of a very inferior quality. This is not the case today—in common with other industries in this country, factory-made golf goods have reached a high state of perfection, and now that the pro has led himself into this fix of being a distributor instead of a maker, he is confronted with the self-made situation of having his shelves full of standardized goods, commercially and uniformly obtainable. His members think they are identically the same thing in the windows downtown, but here's the rub, they see such goods at a much reduced price. All things being equal, the pro will get the business rather than an inexperienced clerk in a store, because of his peculiar fitness to aid one in the selection of their golf needs. But the price is not equal; therefore, we must make an attempt to make it so.

Why should we invite the loss of say 35% of our business as represented by members in every club who look for bargains, by disregarding price competition? There is no doubt that the pro could keep his prices up and stress quality, but why is it not possible to still maintain quality, while instituting a price reduction? Every

other industry sooner or later must come to such a condition, and they do it by more advantageous buying, group bidding, and larger volume in purchasing.

Recently I have been assured by an officer of one of the largest golf goods manufacturers in this country, when the time comes that the pros could buy in volume for cash, they would be ready to offer a discount on such business, satisfactory to our organization. I mention this instance merely to illustrate what might be obtained if the P. G. A. organization had a large, well co-ordinated buying unit. Of course, I am not unmindful of the difficulties in perfecting such an organization, but if the desire to accomplish such an end is genuine, why should this problem be insuperable?

Large organizations selling a commodity to the public have had to lower cost or face extinction. It is not too much for me to say that never before in the economic history of any country has such keen competition existed. The wholesaler is trying to get the retailers' business, and the manufacturer is vying with both the wholesaler and the retailer by seeking business direct from the consumer.

My reasoning might be unsoundly adopted, and uncritically retained, but I am for price competition, and vote for making an effort to compete on the basis of price to whatever extent possible with the pro. Mr. Ogg's contentions seem to mirror the pro merchandising situation as it is today.

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## Cleveland District Has Official Archery Rules

**F**EBRUARY issue of *The Putter*, excellent house-organ of the Westwood Country club, Cleveland, O., contains the archery golf rules of that club which have been adopted as official by the Cleveland District Golf Association. This number of *The Putter* also contains the report of the treasurer, E. W. Doty, which is an ideal presentation of a golf club's financial affairs.

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**D**O not open the linen closet to the attacks of any employe in need of flat goods. Make one person responsible for the contents of the closet and insist that all other employes sign for all items they need with this one employe.

# Plenty of misery but we worked our way out O. K.

By SYD BLACK  
Greenkeeper, Broadmoor C. C.

BROADMOOR is situated in the New Rochelle section of Westchester County, New York, adjacent to Winged Foot, Quaker Ridge, Bonnie Briar, and Fenimore, with the new Hutchison River Parkway skirting the course, parallel to number eight fairway. The course was built by Devereux Emmet and opened for play in June, 1926. So far the course has not been the scene of any very important tournaments, but last fall we did have the open champion play an exhibition game, partnered by Tommy Kerrigan of Siwanoy, against Joe Turnesa of Elmsford and Louis Costello, our home professional.

I have quite an extensive program of work mapped out for next season, several items of which I have included as a direct result of lessons learned from the golf course blues of 1928. Throughout our section of the county heavy clay soil prevails, and thereby hangs our tale of woe. The greens at Broadmoor range in size from 5,000 to 8,000 square feet. In September, 1925, I planted all my greens with Metropolitan strain creeping bent, and they got their first top-dressing in the spring

of 1926. This top-dressing, consisting of a heavy application of humus and soil in fifty-fifty quantities, was prescribed by the architect. From then on throughout the season, I top-dressed once a month with a mixture, equal parts humus soil and sand, with 15 pounds of ammonium sulphate per green. In October, I top-dressed for the winter with sand.

In the spring of 1927, I was placed in charge of maintenance at Broadmoor. My policy was to adhere to that previously followed, the one difference being that the monthly top-dressings contained only 10 to 12 pounds of sulphate of ammonia instead of the 15 pounds formerly used. On the whole, the season was a good one, though we did suffer, during heavy rains, from water-logged greens. Again in October I gave the greens a winter top-dressing of sand.

Coming to the spring of 1928, I was faced with a discouraging condition on my greens. For one thing, turf growth was abnormally tardy—attributable, perhaps, to the very late spring of that year, when all growth was about four weeks behind schedule. Besides that, however, my greens were hard—a packed condition. I spiked and watered, and in that way set the greens on the road to decent condition. Rightly or wrongly, I attributed the hard condition of my greens at this time to the continued application during the previous seasons of sulphate of ammonia,



Syd Black



Gallery following an exhibition match,  
third fairway at Broadmoor



Over the hill on the fourteenth fairway, Broadmoor

and I decided to discontinue its use for the time being.

### Shows Drainage Need

My regular top-dressing during last season was accordingly changed to a mixture of sand, humus, and soil, with 5 pounds urea per green. I consider that I saw sufficient improvement in my greens to confirm my opinion that mis-use of sulphate of ammonia can be responsible for hardening the surface of greens. With the advent of the general terrible weather that hit us all last summer, my troubles were, of course, multiplied tenfold, and I did not strive further at that time to establish rules that I could follow in normal years.

Did I have brown-patch? Plenty. Against it, I applied Semesan, and I can say that as soon as the weather gave them half a decent break, my greens came back speedily and well. I consider, however, that the 1928 troubles would have hit my course less severely had surface drainage conditions been better.

At the conclusion of the 1928 season, I found myself firmly convinced of two things. The first was that nitrogen-feeding is good for turf up to a certain point only; that beyond that certain point it is bad; and that if nitrogen is fed to turf in the months of hot suns, it can be positively dangerous. The second was that adequate drainage is an absolute essential to good turf. My chairman and I being in entire agreement on the latter point, we got to work last fall to carry out an ambitious plan to raise a number of our greens. We completed the job on number eighteen green before the frost set in, and this spring we hope to get numbers five and two done before play begins.

Recently I heard a much-respected soil scientist predict marked changes in the generally accepted methods of course maintenance, and many of us are eagerly awaiting a revised system of nitrogen feeding. Possibly, too, some measure of maintenance misery will in future be checked at its source—as it surely would be if, during course construction, wholesome turf-producing materials were imported, in adequate quantities, to regions where unsuitable soils prevail. The cost would doubtless often seem excessive, but would it not amply pay in the end?

### Protecting Trees from Wind Damage

ATTRACTIVENESS of golf club grounds depends in no small measure on the number and size of the trees that decorate it, and no club can afford to neglect these most important adjuncts to the landscape. Every storm that destroys a tree, every tree that dies from disease that might have been checked, spells a reduction in the club's assets, even though it is not written off the books.

If your club has no "Forestry Committee," consider well the advisability of appointing one. Let it operate independently or under the Grounds committee. Let this new committee conduct a survey of all the woodlands on the property, in company if possible with a tree expert; mark for removal all trees found dead or hopelessly diseased; plan to doctor all trees needing surgery or trimming; order the strengthening of all trees found structurally weak.

To be effective, this work must be done correctly and carefully and it is best to turn it over to men trained in the profession of tree surgery. It is comparatively inexpensive and certainly the cost is more than justified as a means of insuring important club assets against the ravages of storms the year around.

Many trees are structurally weak. Usually the greatest danger is with trees which have sharp forks. The upper branches get heavier and heavier as the tree grows older. Finally the weight is too much and during a storm, or even on a still day, the branches will snap or the fork split down, leaving the tree disfigured and permanently ruined as a thing of beauty.



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Rutgers' one-week course in turf management attracted these fifty-four students

# TEAM WORK

*of active practical value  
to greenkeeping is shown*

## by COLLEGES

MASSACHUSETTS AGRICULTURAL, RUTGERS AND  
PENNSYLVANIA STATE ARE LIVE FACTORS

By L. L. DERBY

ANOTHER well-planned and complete exhibition and another profitable session for discussion of greenkeeping problems, was the verdict of visitors to the second annual golf course maintenance exhibition which was held at the Massachusetts Agricultural college at Amherst, March 8 and 9.

The attendance was gratifying. Several hundred visitors viewed the exhibit each day and were introduced to the different phases of golf course maintenance by members of Prof. L. S. Dickinson's class for greenkeepers, who planned and set up the show.

### Study Seeding

Seeds, of course, are an important consideration and the display was large and varied. Interest among greenkeepers was whetted up considerably by a seed judging and a seed identification contest open to greenkeepers and for prizes donated by the New England Greenkeepers association. Rates of seeding, depth of seeding, effects

due to different weights of rolling and effects of various fertilizers were shown with growing grass plots. Splendid results were obtained with absolutely no coverage of seeds while the results were increasingly poor as the coverage became one-quarter, one-half, and three-quarters of an inch. The most satisfactory growth of grass seems to be produced with no coverage and medium rolling. The machine type of seed cleaner was demonstrated.

During their course this winter, the greenkeepers have become acquainted with the principles of landscape arrangement as it applies to the course and as it applies to the clubhouse as well. And so there was presented a model clubhouse, constructed to scale with formal garden nearby and appropriate plantings for a part of the course. "A good approach is essential to success in both golf and clubhouse grounds," "Screen your parking space," "Plan before you plant," and "Frame your best views with trees," were some of the worthwhile suggestions regarding landscape arrangement.



# Here's the new way to fertilize your greens

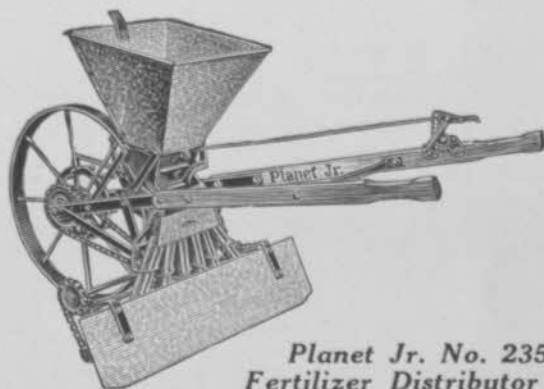
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Superintendent of Golf Courses  
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## Inspect Equipment

But for lack of space the large display of equipment would have been even larger. However, with the idea of a strictly educational rather than a commercial display being emphasized, one machine of a type without regard for the make was exhibited with the working parts bared for close inspection by the visitors.

Pulsation of loads may sound like a dry subject but applied to mowers it becomes quite interesting. The idea is that the fewer the reel knives coming in contact with the bed knife at the same time, the greater the chance for pulsation and consequently, the cutting becomes uneven. On the other hand, with four reel knives striking the bed knife simultaneously, the cutting is well done although of course the pull is bound to be harder.

Enlightening facts were brought out in respect to watering and water systems. It was only necessary to use a small amount of soil, a piece of filter paper, and some water to demonstrate how, following the point where the saturation point of the soil is reached, water leaches through and takes along with it the valuable plant food. And how easy it is to almost drown a green! A good average rate per minute for a sprinkler to throw is five gallons and a sprinkler of this type playing for six hours on a green would approximate one-half inch of rainfall. This amount of water in this short space of time may be compared with the four inches which is a normal month's rainfall in Massachusetts.

Two important points were demonstrated by the soils division. Humus is looked upon by some as excellent for the growth of grass but a plot of grass in poor condition proved what is true in this case, namely, that humus lacks food value and also has a toxic effect on the plants. The notion that nitrate of soda becomes quickly available to promote growth was also shown to be incorrect, while super-phosphate, or nitrogen in ammonium form, influenced a luxuriant growth of grass.

## Consider Construction

One of the centers of interest was the model 18-hole course, measuring 12 by 14 feet, designed architecturally by Walter B. Hatch, associate of Donald Ross. From time to time the class during their ten weeks' course built it up bit by bit, attempting to solve the different greenkeeping problems as they arose.

A model drainage system proved instruc-

tive. Lack of proper drainage as an important factor in winter-kill was one of the conclusions reached.

With tremendous amounts being expended on courses each year it is meet and proper that this be done in a business-like way. Visitors received worthwhile hints and information at the cost-keeping and analysis booth.

A program was presented in connection with the exhibition which included an open forum on both days for the threshing out of greenkeeping problems, an address by Mrs. Patterson of the International Seed Laboratories, and a special meeting for green-chairmen and committee members who listened to a talk by Professor Dickinson.

Coincident with the meeting, the New England Greenkeepers held their annual meeting.

## Rutgers' One-Week Course Well Attended

FIFTY-FOUR enrolled in the one-week course in turf management held at Rutgers University, College of Agriculture, New Brunswick, N. J., February 25-March 1. While the majority of the students were from New Jersey, there were representatives from New York, Pennsylvania, Massachusetts and one, Mrs. E. B. Whiteman, the only woman in the class, came from Houston, Texas.

Those who attended during the week were enthusiastic about the course, which was directed by F. G. Helyar of the university's faculty, and at the conclusion of the sessions, presented the Rutgers department of agronomy with a substantial sum for the purchase of laboratory equipment. As a result of the interest shown by this year's class, next year's curriculum will bear down heavier on soil physics, chemistry, drainage and the physiology of plant growth.

The lecture outlines, which will appear in GOLFDOM during the coming months, are excellent as examples of well directed practical study. Among the subjects handled were: summary of fertilizer experiments; climatic adaptation of turf grasses; the weed problem on turf; the form and function of grasses; some pointers in caring for turf; principles of starting new turf; soil acidity and liming; turf grasses for the cool, humid regions of the U. S.; commercial fertilizers; soil



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**G**REENKEEPERS who in the past have used Nu-Green or Semesan for preventing and controlling the ravages of destructive Brown Patch already know the effectiveness of these two fungicides. Both contain soluble organic mercury compounds which instantly kill the Brown Patch fungi and restore the diseased area to a healthy condition in the shortest time possible. Neither cause injury to the finest turf when properly applied.

DuBay Nu-Green contains even a larger portion of the disinfectant ingredient than Bayer Nu-Green, which it succeeds. In addition to its disinfecting properties, Nu-Green, also has the added advantage of quickly restoring the disease weakened grasses to normal strength and healthy green color.

DuBay Semesan, as the successor of du Pont Semesan and Bayer Uspulun, is a straight organic mercury fungicide which is intended for the primary purpose of prevention and control of Brown Patch. It is frequently preferred by greenkeepers for

use on greens which are being regularly and heavily fertilized with soluble forms of nitrogen.

Large and small Brown Patch can do untold damage to your costly greens. Although large Brown Patch is most severe during the rainy or foggy seasons of the summer, small Brown Patch often develops much earlier in the season.

One pound of Semesan or Nu-Green mixed with 50 gallons of water is sufficient to treat 1000 square feet of turf by the sprinkler method and from 1500 to 3000 square feet when applied with a power sprayer, using 250 to 300 pounds pressure, depending upon whether a heavy or light application is needed. Full directions for using with every package.

See your seedsman or golf supply house now for your season's requirements at the attractive new prices listed below.

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25 lb.....	\$ 37.50	25 lb.....	\$ 56.25
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physics; soil types and plant growth; modern turf management; soil micro-organisms and plant nutrition; soil adaptation of turf grasses; renovating poor turf; seed testing and seeds of turf plants; turf-infesting insects and their control; turf diseases and their control; composting materials and composting. Among the lecturers were such well known turf specialists as Dr. J. G. Lipman, Howard B. Sprague, H. R. Cox, A. W. Blair, J. S. Joffe, R. L. Starkey, E. E. Evald and Clyde C. Hamilton.

## Pennsylvania Research Work Led by Valentine

By A. KREBS

**T**WENTY-THREE years ago, Joseph Valentine went to work at the Merion Cricket Club, Haverford, Penna., just as one of the many golf-course workers. Today he is an authority on grass and has been largely responsible for establishing a greenkeepers' short course in the school of agriculture at Pennsylvania State College.



Joseph Valentine

Valentine heads a committee of five prominent greenkeepers organized to outline the studies in the course. Among the subjects suggested for study are grasses for fairways and tees, prevention of grass diseases, soil acidity, etc.

The curriculum proposed to the State College by the Greenkeepers' committee in charge appears in the following statement:

"The undersigned committee, appointed to represent the Pennsylvania greenkeepers, wish to establish research work at the Pennsylvania State College on the following problems:

- "Grasses suitable for putting greens and immune from diseases [in bent grasses].
- "Grasses for fairways and tees.
- "Prevention of grass diseases.
- "How much acidity should be in the soil.
- "Best fertilizers for putting greens.
- "Best fertilizers for fairways and seeds.
- "Control of crab and goose grass.
- "Control of snow mold and winter kill.

"Control of weeds.

"Extension work on lime, and control of white clover, especially in putting greens.

"Extension work on sulphate of ammonia and top-dressing putting greens.

"Control of weeds in compost.

"Extension work on corrosive sublimate and arsenate of lead to determine if those chemicals will weaken the bacteria of the soil."

The committee, in addition to Valentine included R. B. Rutherford, Penn State Golf club; A. M. Dunsmore, Chetremont Country club; John Quail, Highland Country club, and James Bolton, Berkshire Country club.

Golf courses in the state of Pennsylvania, according to Valentine, represent an estimated value of more than \$200,000,000, while the average investment for each course is approximately \$500,000. The valuation of the Merion Golf club alone is estimated at more than \$2,000,000.

At present Valentine is experimenting with the control of fungi that attack grass. He is expending considerable effort on the study of pythium.

## Equipment Display Shows Member's Course Job

**M**EDINAH Country club (Chicago district) where Ralph Johnson is superintendent, is staging its first display of all its maintenance equipment during the first week in April. Medinah has approximately \$50,000 worth of equipment employed in caring for its three 18-hole courses and the grounds, and Johnson is putting on this display to impress his members with the amount of machinery and work necessary to keep their course in tip-top shape.

The display will be open for inspection during one of the Saturday night parties at the club so the members can gaze upon it and see where some of their money is spent to good cause.

**I**T IS false economy to instal water pipe of small dimensions. It is the operating cost through the seasons and not the original price that matters. Since the time required to water a green adequately depends on two factors, pressure and dimension of the outlet and hose, be sure to buy your pipe and hose big and your engines powerful and the saving in labor alone in one season will make up the difference in original investment.