

## The Hose for Greener Playing Grounds!

**F**OR verdant grounds, for clean greens for trim appearance in or out of use, Goodyear has made this sensible golf club hose. Goodyear "Emerald Cord" Hose — ask for it by name — is moss-green in color. The most willing of ground tools, it has the further advantage of good taste for particular clubs.

Goodyear "Emerald Cord" Hose is sensible hose. Its appearance is a refreshing change from the sodden gray of the old-fashioned rubber pipe. Not only is it sensibly fresh in appearance; it is sensible in structure. Goodyear has made this new hose as near kinkless as hose can be.

Heavy, lengthwise ribs guard it. These

ribs act as springs to iron out kinks; resiliently they writhe down obstructions. Not only that — these corseting ribs are buffers for sharp edges. They are runners also. One does not drag this hose. It coasts!

"Emerald Cord" Hose has years of work built into it. "Double-double" cotton cord, firmly held in live and pliant rubber, forms the toughest of bodies. The heavy outside ribs protect. The modest green color charms.

"Emerald Cord" Hose is the right hose for you to specify as standard for your playing grounds. Available in  $\frac{5}{8}$ ",  $\frac{3}{4}$ ", and 1" capacities and in lengths to 500 ft.

*For specifications or other information about Goodyear Hose for Golf Clubs write Goodyear, Akron, O., or Los Angeles, California*

THE GREATEST NAME IN RUBBER

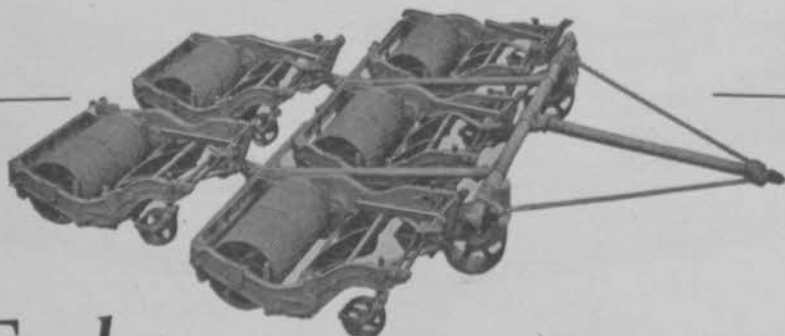
**GOODYEAR**

Copyright 1929, by The Goodyear Tire & Rubber Co., Inc.

# There was a time—

when all putting green mowers had side wheels. Today, roller types have replaced them all—

*every greensman knows why!*



# Today—

## ROSEMAN HOLLOW ROLLER MOWERS

are the only roller type fairway mowers made. They offer 12 exclusive features of vital importance to healthy, economical turf maintenance.

Write for Roseman "Owner's Opinion" book; it tells why experienced greenkeepers are using and recommending this modern equipment.

The design, material and workmanship of Roseman Mowers make possible the most liberal of all mower guaranties—ask for a copy.

A deferred payment plan on Roseman Mowers and Tractors makes it possible for smaller clubs to share with ALL CHAMPIONSHIP courses, the advantages of Roseman equipment

## Roseman Tractor Mower Company

Makers of Roseman Hollow Roller Type Mowers for Fairway and Rough

810 Church Street  
EVANSTON, ILL.

or

11 W. 42nd Street  
NEW YORK, N. Y.

Reg. U. S. Pat. Off.

# Golfdom

THE BUSINESS JOURNAL OF GOLF

AUGUST, 1929



Today's New Courses Provide for Landing Fields. There Is One at the Inviting New Juniata Colony Club, Mount Union, Pa.

FREQUENTLY TAKEN DOSES OF PLAIN

## Clear Thinking

LIGHTEN THE GREENKEEPER'S LOAD

By T. H. RIGGS-MILLER

WHAT is needed from the greenkeeping fraternity today is "clear thinking." It would be a good idea for us at the start to get a correct idea of the meanings of *clear thinking*, and of *scientific training*, *knowledge* and *understanding*; a man may think clearly, and yet not be able to explain it. However, it helps to keep our thinking clear if we know exactly what it is and some of the difficulties in the way of it. The average man may suppose he is

thinking when he is only dreaming. Or let his fancy build castles in the air. Others suppose they are thinking when they are just sitting idly, letting images flit through their consciousness. They are not thinking at all—they are just enjoying a memory "movie."

Thinking is not an idle, lazy, passive mental occupation. It is strenuous work of the intellect. The aim of thinking is understanding. The mind is looking for an

explanation of something that it does not understand; it is seeking to throw light into a dark place.

### Brown Patch? Maybe Not

When do we understand anything? When are we able to explain it? Not until we know precisely what is its cause. If brown patches appear on the fairways, everyone says brown patch. If crows come in swarms and start rolling up the turf like a carpet, you know that it was not brown patch, the fungus, but rather "brown patch" caused from dead grass, the roots of which have been chewed and thus killed by May or Japanese beetle grubs. Then we are satisfied, for our mind has discovered a "cause" which explains the "effect," that of brown patches on the fairways.

But our mind should not be too easily satisfied. We must be as sure as possible. If our thinking is to be clear, that we have found the real cause of the phenomenon we are studying. We should do some clear thinking about the word "cause." In the case of the grub it is easy, for we can see the cause and, thanks to trained investigators, we also have a cure; but as a matter of fact we know very little about real causes, that is, those forces which bring change into the world.

All we know is that under certain conditions certain things have always happened. We know, for example, that an application of sulphate of ammonia to a green in spring will give us the phenomenon of turning it a bright green. The first phenomenon—color—is caused by the second phenomenon—sulphate of ammonia. Our mind being still curious, asks why does the grass turn green? What is the cause of it? We discover that many substances are food for grasses, and that an application to grass which has lain dormant all winter will turn it a bright green within a short time after being applied. But the scientific mind is still curious. Why does sulphate of ammonia or any other substance turn grass green when it is applied to it? To find the answer, the mind has to go into the realm of speculation which the greenkeeper need not enter. But you are thinking when you are seeking the causes of phenomena. To make thinking clear, you must beware of conventional explanations and be certain of your facts. The well-known belief that a "wet" moon indicates rain, or that a dry spell cannot be broken until the moon changes, is not the product of clear and scientific thinking. Furthermore, the memories of the people that believe such things

cannot be trusted, as they fail altogether to note or remember the times when the so-called "law" didn't work.

### What Is "Science"?

The word "science" is very loosely used in everyday speech. It is derived from a Latin word meaning "to know" and is commonly applied to any kind of knowledge that is believed to be exact or precise. As has already been shown, we do not understand any event or phenomenon unless we know the cause. Until we get the cause we cannot explain anything in a way satisfactory to ourselves or to other people. To the scientist any object or occurrence is a phenomenon, whether it be usual or unusual, ordinary or extraordinary. It is the scientist's word for thing or happening.

A science is any body of knowledge in a given field so arranged or classified that the phenomena can be understood. The goal of science is understanding. And a man is doing scientific work when he is searching for phenomena. If he is merely collecting facts and classifying his knowledge of them, he may be a statistician or historian or analyst, but not a scientist, for he may not be seeking to explain or interpret facts. The mind arrives at knowledge in three different ways: first through intuition; second by experience or, as the philosophers call it, induction, and third by logical reasoning or deduction.

Intuition tells us that there are certain truths which the human intellect perceives without effort. In mathematics such bits of knowledge are called axioms. We know that two parallel lines can never meet; that a straight line is the shortest distance between two points, and so on.

Deduction is a reasoning from the general to the particular. The stock illustration is: Steel is hard; A knife is made from steel; Therefore, it is hard.

But it is through experience or induction that most of our knowledge of the world we live in has been obtained, and that through our five senses. How do you know that by boiling an egg five minutes will make it hard? Or that boiling potatoes twenty minutes will make them soft and edible? You know solely because you have tried the experiment, or because someone else has. If you boiled an egg five minutes and found it soft then you would get a surprise. Yet nobody really *knows* that boiling an egg five minutes will make its contents hard. All we know is that in the past when eggs were boiled five minutes they did become hard. So we have assumed



This tractor outfit with scoop and loader is kept busy all through the season, and then some, at Medinah in the Chicago district. It handles material for road and trap maintenance, compost, and is a money—and time—saver on construction jobs.

it to be a law that to boil an egg for that length of time will make it hard.

### How Greens-Lore Starts

All our knowledge of greenkeeping, and of the external world is of this sort, namely, *inductive*, for it is based upon experience. We assume that the laws of Nature will not change, and that things today will happen as they did yesterday if all conditions are the same.

For instance, over a period of time, a greenkeeper applies fertilizers to nine of his fairways, but not to the other nine, and uniformly gets better turf on the ones fertilized. He concludes that fertilizers are good and that he will get better turf on the other nine, if he uses fertilizer on them also. You will see that these conclusions have been reached by experience and observation.

### Look Before Leaping

The great danger is that we are likely to observe a *few* facts and then "jump" to a conclusion. Our minds being untrained, we often cling to conclusions with great obstinacy and refuse to listen when anybody seeks to enlighten us. Hence we still find people carrying horse-chestnuts in their pockets to prevent rheumatism, wearing amber beads on their necks to ward off sore throat, believing confidently that a

"wet" moon means rain. Since all inductions are liable to imperfections, the scientific man submits them to tests before he accepts them as truths.

The scientific man, seeking an explanation of a phenomenon frequently recurring in Nature, constructs what is called an *hypothesis*, which is merely a guess at the truth. He assumes that the phenomenon is the result of certain conditions, and when these conditions exist this phenomenon will inevitably follow. Very often these guesses are wrong and more especially when it comes to greenkeeping.

Drs. Piper and Oakley's first hypothesis was quite far off: "That it was caused by a *imyslam* falling from the air." But on the other hand, the theory of gravitation was first an hypothesis or guess in Newton's mind.

### Beware of Pet Ideas

One of the greenkeeper's worst enemies is prejudice, the cherished beliefs we pick up throughout life, based on hearsay or tradition. The average American boy grows with many beliefs firmly rooted in his mind. He is sure that the United States is the greatest country in the world. That its soldiers are the bravest, its trains the fastest, its boys the cleverest. Nobody could possibly beat his father, and his mother is

the best cook in the world. When he becomes a man he sheds many of these prejudices and takes on others. Very few men do any real thinking, yet all of them entertain very positive convictions on many subjects, and those who know the least are usually the most positive.

No man likes to part with an old cherished belief. It is as dear to him as an old friend. When he reads a book that knocks one of his pet ideas, he throws the book down and denounces the author as a mere theorist. You will hear them say, "He is all right as a professor, but he is too theoretical; he doesn't really know what he is talking about."

The greenkeeper must rid himself of any prejudice against the word "theory." All our worth-while knowledge of the outer world is based on theory. The law of gravitation is a theory; no man ever saw it in operation. Our railroads, steamships, bridges and factories with all their machinery have been constructed in harmony with theories that have been carefully thought out and tested. If man theorized no more and began to forget what theory has already been taught him, in a few generations the human race would again be in a state of barbarism.

### Rewards of Study

Does it pay to study? The greenkeeper who studies and trains his mind to think clearly will have a better understanding of greenkeeping. He will see greater possibilities and be able to take advantage of them. He will be a bigger, broader, wiser man and so get more satisfaction out of life. As he begins to understand things that are now mysterious and puzzling, greenkeeping will begin to possess for him a fascination that he never thought possible, and its charm will be due not only to the number of dollars added to his surplus account, but also to the consciousness of power which successful conduct gives him. It certainly pays to study.

The opportunities of greenkeeping are increasing. Within the next ten years, when the technique of golf course construction becomes better understood by the average golfer, thousands of golf courses will have to be altered to bring them up to the degree of perfection which will be demanded. And this does not take into consideration the hundreds of new courses yet to be built. The greenkeeper therefore must prepare himself; but if you are asked to redesign a hole, and you feel you are not capable of it or that you would not do

your club justice if you did, don't be afraid to say so. Golf architecture is just as distinct from greenkeeping as the professional or managerial end.

A greenkeeper is perfectly within his rights to question methods of preparation and seeding, for he is the one expected to maintain the course long after the architect has left. But it must be his ambition to see the club get the best, and for him to interpret the architects plans as near as possible. Very often it happens that a man is an excellent greenkeeper, but knows little of construction; under these circumstances the general shaping up may be done under a construction foreman and the finishing left to the greenkeeper. What I want to say is that we must know our own shortcomings and be frank with our club officials; they are bound to recognize your honesty.

### Thinking in Fall

"Clear thinking" for greenkeepers and chairmen of green committees is very necessary at this season of the year. August and September are the great renovation months, when an ounce of effort is worth more than a pound at any other time. This is the time, for example, to weed the greens, and get the crab grass out; the only satisfactory way is down on the knees and dig. This ought to be followed by a thorough scarifying with rakes, the teeth of which have been sharpened. This leaves the green in an ideal state to seed.

Seed generously, especially the bare spots; seeding is the only way to make them heal. The chairman of the green-committee is wise if he makes provision to have temporary greens for at least one week-end during this period in order to give the young grass, which germinates very quickly in August and September, a chance to strengthen before being played on. If this work can be done before Labor Day much will be gained.

Naturally it is this time of the year that the "budget strings" are tightening and the "Nemesis" of chairman and greenkeepers, "Old Man Economy," pokes his head around the corner.

The cost of a given piece of work on a golf course varies very little over the country. If the neighboring course has good greens—the cost to you will be the same, providing conditions are equal. There is no poor man's grass; its costs are the same whether you can afford it or not. But once having a good turf, maintain it.



Victor George (right above) has seen many greenkeeping seasons come and go. His article, therefore, carries the weight of real authority.

## "WHEN AUTUMN COMES,"

Says VICTOR GEORGE

Greenkeeper, C. C. of Lafayette, Ind.

## "PLAN AHEAD, DON'T FALL BEHIND!"

FALL will soon be with us again and the time to sow, sod and plant is just around the corner; and now also is the time not only to prepare your work for the coming fall season, but to look ahead and get ready for the 1930 season.

You may think it rather early to plan a year ahead, but the live greenkeeper must have a lot of foresight; he cannot afford to plan his work for just a month or two, but must and does look into the future so as to be prepared to meet unforeseen conditions.

How pitiful it is to see a green attacked by brown-patch and the necessary chemicals not on hand to treat the sick green immediately. Then you see the keeper of the green jump into the Rolls, Rattler and Shaker and make a flying trip to every druggist in town, trying to buy enough calomel to overcome the attack. The average druggist has about one or two pounds of this chemical on hand and I have seen one of my fellow greenkeepers call on 14 druggists before he had sufficient calomel to treat the green.

Was it the greenkeeper's fault? To

some extent, "Yes," but the chairman of the green committee was also to blame, as there was no provision made for fungicide in the budget. He had not foreseen the need for fungicide.

Another sad case is to see some dead spots on a green; we all have had some of those; they may be caused by burns or any of the other 1000 causes. A good greenkeeper does not have to worry about a little thing like that, for in cases like these he goes to his up-to-date turf nursery and cuts enough turf to relay the bad spots, and no one ever will know that they have been there. So when you prepare your fall program, by all means include the planting of a good sized turf nursery; take care of this nursery the same way as you would of a green and I am sure it will pay you good dividends for years to come.

Writing this for the less experienced greenkeeper, I would also suggest that nothing but the best seed be used for your fall seeding; it is only a few weeks from now and seeding time will be here. August 15th to September 10th in my mind is the



best time to sow; it is during these four or five weeks that old mother Nature does her sowing and we all can learn a lot from the old girl, even if she does not like to work with us.

### Avoid False Economy in Seeding

Do not economize on your seed but sow sufficient to get a good stand, which will winter early. This also will pay you good dividends the following season.

Take a walk over the course with your chairmen, be sure to have your note book and pencil, and estimate your needs for the coming season; figure how much chemicals, fertilizers, arsenate of lead, compost, new equipment, repairs on tees, fairways, roughs, machinery, etc., will be needed, then make notes through the rest of the season and when the new year rolls around you will know how much money you must have to keep your course in the shape you like to keep it and your members demand it be kept.

All construction work that can be done this fall should not be put off till spring. Do it now, give it a chance to settle; if it does not rain, set sprinklers, get your seed bed in the best of shape, sow good seed in sufficient quantities and by spring you will be just one season ahead. While seed can be sown in the spring, I believe fall is the best time.

Raise your own stolons, get a good strain and plant them this fall. By keeping your strain pure, that is, not mixed with any old thing that creeps into your nursery, you will always have a good stand of stolons for an emergency or for planting of new work; it costs very little to do this and it will save your club a lot of money.

### Have Your Own Golf Show

Also if you are sure of the variety of your strain you will be proud of it; you will always be able to call your bent by its right name. Later in the season, when you are through with your equipment, be sure to clean it, wash it with gasoline to get off all the grease, look it over carefully, order new parts where needed, replace the worn ones, and paint all your machines. Then, when spring comes around and your local association of greenkeepers visit your course, you can have a little golf show of your own.

My association met with me on April 1st, 1929; this was our first out-door meeting; it was close to zero that day and not very pleasant to go over the course; but the boys spent a lot of time in that tool-

house and examined my equipment; some fellows asked me how I could afford to buy all new machinery and were surprised to find out that some of it was as old as 8 years. It pays dividends to have your machinery ready to go when needed. Keep enough spare parts on hand so you will not have to stop and wait for repairs, provide for this in your budget for 1930.

In closing I would like to suggest to all greenkeepers to become members of the Greenkeepers' association; if you are ineligible to join the National association, then get into your local. There is nothing that helps a fellow more than to associate with your fellow-turficulturists and visit the different golf courses in your district. I never attend a meeting without coming away feeling that I have learned and seen something new; keep your eyes and mind open, for we all have to learn.

Indiana golf courses this year are in excellent shape and it was a great pleasure to me to visit and inspect the Country Club of Indianapolis, where our old friend, Ed Updegraff, holds sway. Delaware C. C. of Muncie, where Esterline is greenkeeper, was in fine shape and if you think George Holmquist of Fort Wayne C. C. doesn't know his creeping bent, go and take a look at it.

Our secretary, Carl Bretzlaff, Meridian Hills, Indianapolis, is another boy who is always willing to learn and has one of the best courses in the state. These are only a few of the notable courses in Indiana, but I believe the gang is all interested in their association and are getting all that they can out of it. So it pays good dividends to be a member of your local association.

**G**RASS has no means of enriching itself, and providing there is no acidity in the soil it readily responds to a nitrogenous dressing. Clover, on the other hand, is able to draw nitrogen from the air, and if supplied with phosphates and potash soon assumes a lead in growth. It is obvious, then, that unless a green is sufficiently rich in nitrogen to supply the wants of grasses, phosphatic and potassic fertilizers should not be applied. It is advisable to keep a record of all manurial treatment, together with notes showing extremes of temperature and rainfall. In this way, one is able more readily to understand the peculiarities of certain soils, and the changes which take place in the botanical character of the turf.—*Journal G. G. A.*



# SHOWMANSHIP *and* OTHER TIPS for BOOSTING PRO SALES

By HERB GRAFFIS

**H**ARD work and showmanship; these are two elements difficult to beat for their importance in a pro's success. The more I see of the pros who are making the real money, the more I am of the opinion that showmanship and salesmanship are almost synonymous in the smart pro's operations.

Recently Jack Redmond, the trick shot performer, sat down in the office to talk things over. This Redmond boy is a worker. Up to a little while ago he carried along a whole show of country club entertainment. In addition to his trick shot exhibition, his night golf exhibition, playing an exhibition round with the local pro and putting on his golf movie talk in the evening, Jack staged a show of a Russian band and some singing and dancing girl numbers. There's a load to manage and an overhead that drags heavy on the roll. The show went over big at the country clubs, but difficulty in getting the right sort of advance management proved too tough for Jack to cope with and he disbanded his bunch, keeping on with his own exhibition stunts.

Here are some of the words of wisdom from Jack's tongue:

"If the pro works hard and stages his stuff right he can stir up things every new year at his club so he'll sell a raft of new playing equipment, despite any competition in the world. I get bookings out in the sticks every once in a while, and I never have to worry about making good dough out of them. At these small clubs where there are no pros I sell enough of the stock I carry to run the profit up to where no pro would sneeze at it.

"I'd a whole lot sooner take bookings with a guarantee of around \$150 than hold out for a hundred more. You can get those \$150 dates so you work every day in the week. With the \$250 over guarantee you have skip stops and when you're not working you are spending money. If I show at every club in the country it will take me 15 years to make the rounds and I have to make the price fit the trade. That's how Ford got rich.

"The pro who isn't afraid of hard and steady work and who puts showmanship into his selling is in a mighty good business."

\* \* \*

That reminded me of something Bill Hoare told me of his experience as a pro. He used to have clubs displayed on his first tee Saturdays, Sundays and holidays. And Bill was on the job at that spot himself. With the crowd waiting to get off there were always plenty who would examine Bill's display and remember it when they had several bad shots with the same club during the round. The player usually blames it on the club and the rest was smooth sailing for William.

\* \* \*

Bill handed me another hunch that is hereby passed on to the boys. In emphasizing the importance of a pro being on duty at the first tee during the heavy play times, Bill mentioned that he used to watch his members for their glaring errors in making shots. When they got through and Bill had a chance to talk to them he would diplomatically hand them pointers on correcting the faults. The golfer appreciates free advice from the pro and it's a great thing for showing the pro's interest in his members. The outcome of these cases was a very profitable booking of lessons.

\* \* \*

Lessons are plenty of work but if you can find anything that brings in money without work you have made the discovery that no one else has been able to do. In most clubs if it were not for the lessons the women take the pro's calendar would be just a long column of blanks. That's something the boys must overcome for there's no feeder for shop business like the lessons, and the lessons in themselves pay nicely with no stock investment. Notice a lot of the boys you know who really are making a good thing out of pro golf and see how they are playing the lesson theme to the limit.

Tommy Mulgrew at Northmoor in the Chicago district is one fellow I call to

mind in citing conspicuous examples of how plenty of lessons are the foundation of pro fortunes. Tommy always receives honorable mention when the boys get to talking about pros who have jack salted away in bulging and comforting lumps. Tom never lost an opportunity to build up his lesson business, to study the best methods of developing pupils and showing a sincere and persistent interest in the games of his pupils.

The result was that Tommy's lessons were so much in demand that some of his members tried to get him so completely booked up by a comparatively small percentage of the club's entire membership that the rest of the members complained. At the start of the year Tom's calendar was clean and available to anyone who registered up to a certain limit. The registrations of the first few days of the season were nearly a sell-out for the year. If the members don't show up at the practice tee at the time they have reserved, or don't cancel their reservations far enough in advance to allow others the time, they have to pay for it. Tommy doesn't have time for tournament play, but he is reconciled to the loss every time he looks at the old bank balance.

The Harrison brothers at St. Louis are the same way. George Sargent is another and he has been that way for years. You'll find him at the lesson tee at the same early time every day, one hour out for luncheon and then back again to give lessons until 4 p. m. He is as regular as a clock in his work, getting to the shop early and going over the work with his boys.

The lesson habit isn't the easiest thing in the world to get established at your club, but when you have it planted right, you're made as a substantial money-maker.

\* \* \*

Day by day, in every way, the pro outlook gets better and better, and don't let them discourage or fool you.

Here's one indication:

Looking casually over tonight's newspaper I saw a full page advertisement of an establishment that heralds itself "the bear-cat bargain center." From its golf goods feature at the top of the page I quote: "Nationally known brands and professionally autographed models go on the BARGAIN COUNTER this week. *Brand names we dare not mention*, but the supreme value you can not fail to recognize." The italics are ours. A couple of

years ago the chances are very strong that the brand names would have been mentioned, pros beaten out of some business, and the manufacturer, if he protested, would have been told, "We paid your bill, didn't we? Then what t'ell are you kicking about."

But those were in the days before the pros' unity and market-making power was made known in print and vocally in no undecided manner. That's a decided achievement to the credit of the pros, and you'll pardon us if GOLFDOM horns in for a bit of the glory and responsibility in this recent and solid progress.

These days no wise manufacturer of first class golf goods would permit demoralization of his price structure and risk of his pro trade and good will by letting his name be mentioned in such advertising. He might get rid of some cheap stuff or antiquated goods by selling them to such outlets. These outlets have their virtues. Their cheap stuff helps to attract new players to the game and money helps the manufacturer. The reliable manufacturer has to thrive if the pro is to prosper. That is the manufacturer who is going to protect the pros against cut-price competition and while so doing protect his own brand name, for it is the most valuable thing he has. The apt Shakespearian lines apply:

"Who steals my purse steals trash \* \* \*

But he that filches from me my good name, \* \* \*

\* \* Makes me poor indeed."

## N. E. Greenkeepers Issue Monthly

UNDER the editorship of Guy C. West of the Fall River C. C., with Frank H. Wilson, Jr., and James McCormack assisting, the Greenkeepers' Club of New England is issuing a monthly "Newsletter" of 4 pages, containing contributions from members on subjects of interest to the club and brief resumes of advances in green-keeping technique.

As a means of keeping the association members in close touch with the activities of the organization and also tipping them off to the newest tricks of the trade, the *Newsletter* fills a useful niche.

### PROS

If you have changed clubs, send us your new address so you won't miss an issue of GOLFDOM.