



WHY PAY FOR WEEDS ?

THAT sounds like foolish question No. 349,762—but is it? When you buy impure grass seeds for your greens or fairways, you begin right then to pay for weeds and you may keep on paying for them in bills for labor, renovation, etc., for years to come. Weeds are costly—everybody knows that—and the time to start cutting down on their cost is before you buy your seed.

Two samples of Blue Grass seed, for example, may look very much alike to the naked eye, yet one may contain 10% or more of weed seeds and the other practically none. Only a trained eye with the aid of a microscope can tell. And only an actual test will tell how much of the seed will grow.

**"WE
WEED
for
YOU"**



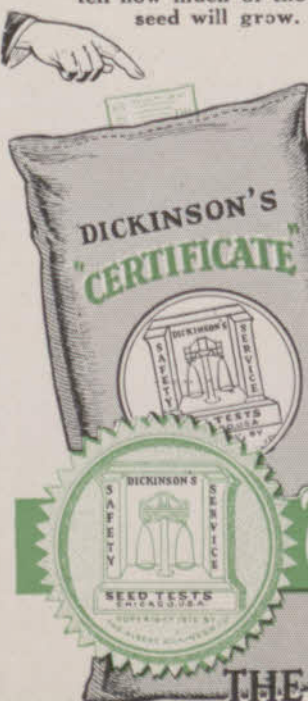
~and
**MAKE SURE
THAT THE
SEED WILL
GROW**



That is why the Albert Dickinson Company have established the finest commercial seed testing laboratories in America—so that they may definitely know and be able to tell their customers the exact quality of each lot of seed.

That is why Dickinson's "Certificate" Brand Golf Seeds are sealed with a certificate of test.

When you specify "Certificate" brand, you know what you get.



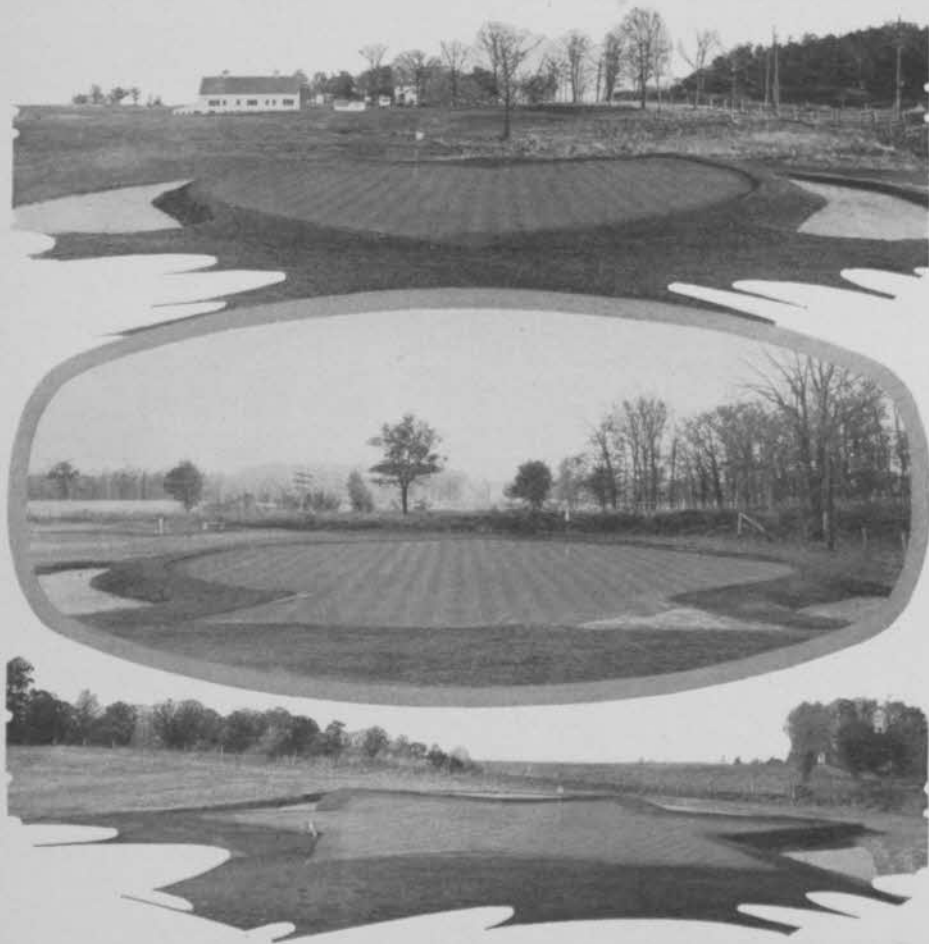
Dickinson's
CERTIFICATE
Golf Seeds

THE ALBERT DICKINSON CO.

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ILL.**

CHICAGO, MINNEAPOLIS, NEW YORK, BUFFALO, PITTSBURG, BOSTON

Unique Green Designs



Unique patterns for greens have been employed at the Bartlett Hills Country club (Chicago district) under the direction of Fred C. DeCardy, green-chairman. Twelve of the greens have been put in, using conventional designs such as hearts, spades, clubs, diamonds, etc. Members liked the "trick" layout idea so well that the other six greens at the club are to use it. The idea is not one that golf architects will endorse, due to the difficulty of making the greens look natural and conform to shot requirements, but it must be admitted it has interesting possibilities for restrained use.

"Tess" McArdle in New Management Job

FEBRUARY 6, at Winnetka, Ill., Miss Theresa McArdle, formerly New York manager for the Roseman Tractor Mower Co. became Mrs. John G. Schneberger.

Jack and Tess are honeymooning in Cuba prior to her undertaking the maintenance work in a Chicago apartment. The young lady has a flock of friends in the golf business, all of whom wish her and her team-mate smooth transit along matrimonial fairways.



Grubs are just "dubs"

—when Sherwin-Williams NAGA hits them. This effective turf protector controls grubs and earthworms.

Make your greens, tees and fairways proof against these pests. Do it *now*, before the big golf season starts. Sherwin-Williams NAGA contains 98% arsenate of lead—only 2% inert matter. Possesses maximum killing power.

So extremely light, fluffy and finely ground that 99.5% will pass through a screen 350 mesh to the square inch! It spreads so evenly that grubs and worms are certain to get it. (Their mouth parts are so small that they cannot swallow ordinary coarse materials in an effective quantity.)

... Stimulates the growth of Bents, Bermudas grass and other fine turfs. (Not recommended for Poa Annua.) Is detrimental to the growth of many weeds. Mixes perfectly with sulfate of ammonia and other approved fertilizers. The *safest, surest protection* for your turf.

Send for valuable free pamphlet giving full instructions for grub and earthworm proofing.

THE SHERWIN-WILLIAMS Co.

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Cleveland, Ohio

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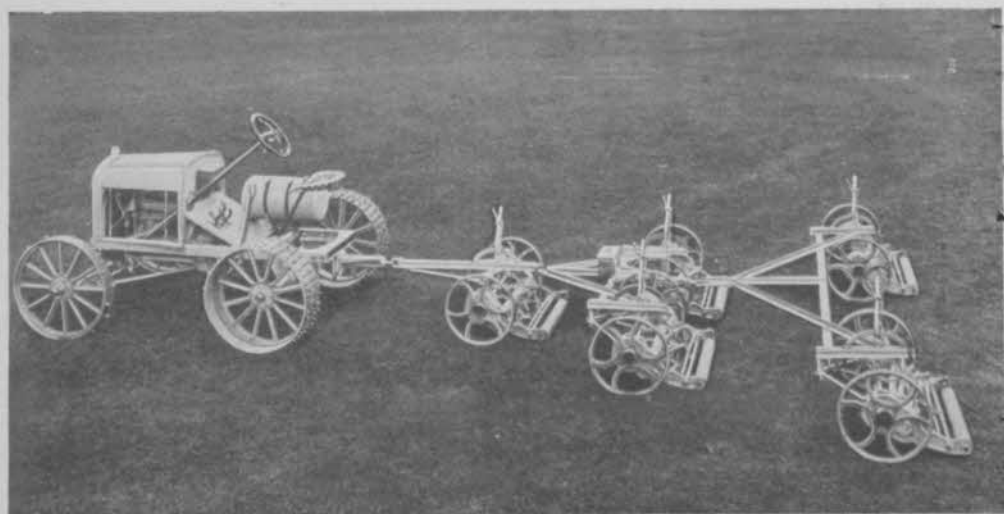
NAGA

ARSENATE OF LEAD FOR FINE TURF



WORTHINGTON M

LAWN TRACTORS—LAWN MOWERS—
MOWERS — ROLLERS — TEE STANDS



Worthington Lawn Tractor and Convertible Quintuplex Mower

Illustrating the fastest and most economical lawn tractor and gang mower in the world. Cutting swath nearly 12 feet.

Tractor **\$496.00** 5-unit gang mower **\$610.00**

*It is significant that Worthington Gang
Mowers are used on more golf courses in
the world than all other makes combined.*

Main Office and Factory

Branches:

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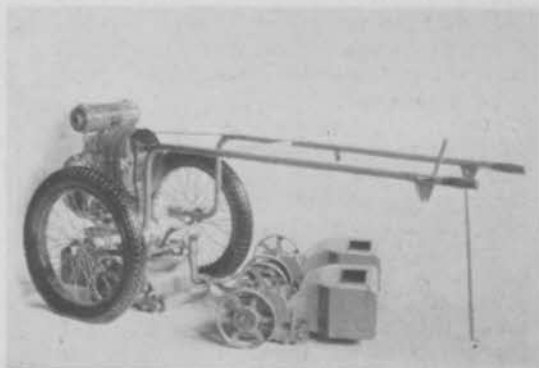
MOWER COMPANY

POWER and HAND PUTTING GREEN
— TEE MARKERS — BALL LOCATORS

30" cutting unit equipped
with 7 blade reel.

20% increase in wearing
qualities.

Smoother cutting of turf.
Less draft. No shocks.



Worthington "Overgreen" Tractor and Three Unit Mower

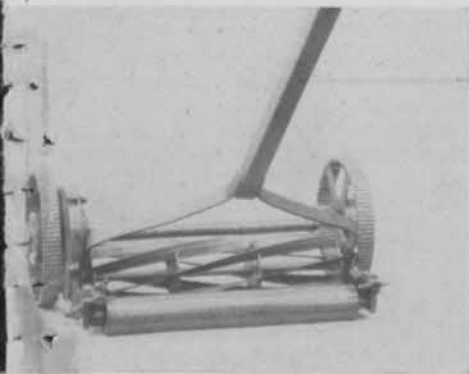
The "Overgreen" will cut an average green in 15 minutes. The most remarkable machine offered for reduction in golf maintenance since Worthington gave to the world the fairway gang mower. Light, efficient, 36" swath. Fully guaranteed.

Price complete **\$400.00.**

For private estates, approaches to greens, tennis turf, tees, etc., 5-blade high speed reel, 36" swath.

Price **\$375.00.**

50" cut **\$400.00.**



Shawnee Chieftain

Light, 18" putting green mower.
7-blade, high speed reel.

Stroudsburg, Pennsylvania

Cleveland:
Hippodrome Building

New York:
11 East 44th Street

Paint--Personality--Push

--and Pro Shop Sales Increased 85%!

HOW would you like to increase your shop sales 85% over the previous year? We saw this done at a Chicago district club, Briergate, where the selling situation had been considered in average good shape for a pro shop. The membership is in the neighborhood of 300 and the club is a good representative establishment of the better metropolitan type.

To get some of the pro selling lessons that are in this increase it would be well to give the Briergate background. The club is a "golf club for golf," in which the social activities, though sufficient, are soft-pedaled and there is no idea of putting the accent on the road-house phase of operations. A lot of pros complain that the set-up of their pro shop is dead against them, that the shop is poorly arranged, poorly located and dark. Well, Briergate absolutely was cold-decked on these counts. The club was originally the country estate of a wealthy Chicagoan who had a hobby of maintaining a kennel. What now is the pro shop was formerly a kennel. It is located on the other side of the first tee from the locker-room and is partially hidden by a beautiful trellis of roses and other wall flowers. The bank of buds is gorgeous but not a selling asset for the pro shop. The building is long and narrow.

Go-Getter on the Job

Out at Briergate there is a husky young fellow named Charley Rouse. Charley was one of the caddy-master aces of the northern part of the Chicago district. He comes from a family of four boys, all of whom are good golfers. The boy is able, serious and dependable. When the other clubs were crying for caddies the Briergate players always had plenty. Where and how Charley got them often has been a mystery. Rumors run to the effect that Charley used to get a couple of automobiles and lurk in wait at the end of the Milwaukee avenue car line where he and his aides-de-camp would deftly shanghai the pick of the caddie crop left loose at this port of entry from Chicago to the

North Shore. But, anyway, he got the kids and he trained them by brain and brute force in required proportion. The boy "sold himself" to the club members by being on the job and handling it right, so they gave him responsibility for the pro shop.

Not Too Proud to Paint

At the start of the 1928 season Rouse and the club's assistant pro, Sammie Bernardi, got busy with paint and they gave the shop a going over inside and out. The inside of the shop isn't much bigger than 16 feet long and 10 feet wide. There are three small windows in it. To the right of the door as you enter, the boys put in the showcase that has the balls, tees, and other quick selling accessories. Tees are displayed alongside the charge book so a fellow is sure to get tees whenever he buys anything else.

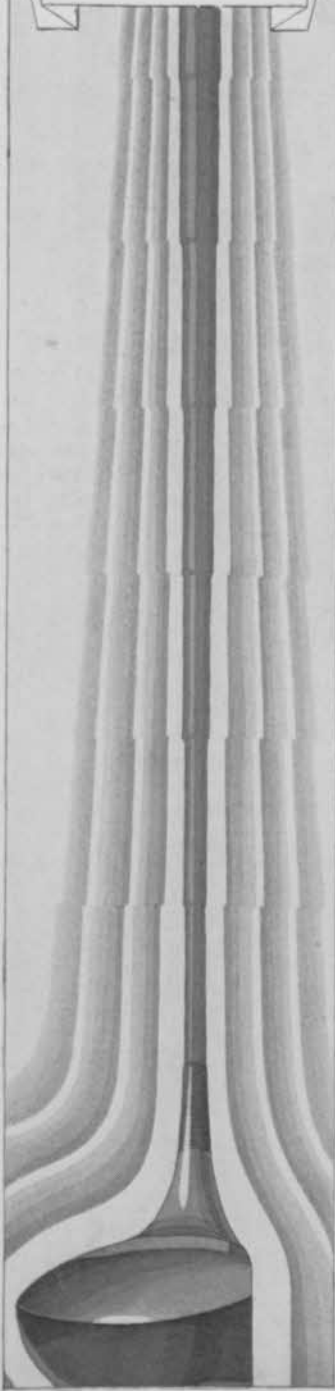
Several new cases, electrically lighted from the inside, were installed along the walls and stocked with a big, but carefully selected line of merchandise.

Rouse comments:

"When the shop was finished and merchandise placed in the cases, we were ready for business. Hardly a member coming into our shop for the first time failed to make some remark about how well our display room looked. We made an attempt to keep on hand a complete line of golf merchandise including sweaters, knickers, caps, golf shoes, rain jackets, etc.

"Our increase in sales over the previous year amounted to approximately 85% and the fact that we did keep a large inventory on hand which made it possible for us to supply a member's needs immediately I believe accounts in a large way for the amount of business it was possible for us to do."

DURING the four years Canada Dry has given a case of ginger ale for a hole-in-one 9,358 golfers have received this prize. The banner year was 1928, with 2,875 aces recorded.



Note how vibrations caused by impact with ball decrease and are absorbed as they ascend the shaft. Result: More "punch", more distance.

BURKE DRIVER
True Temper shafted.

←
*DRIVER, shafted
in ordinary steel
or hickory.*
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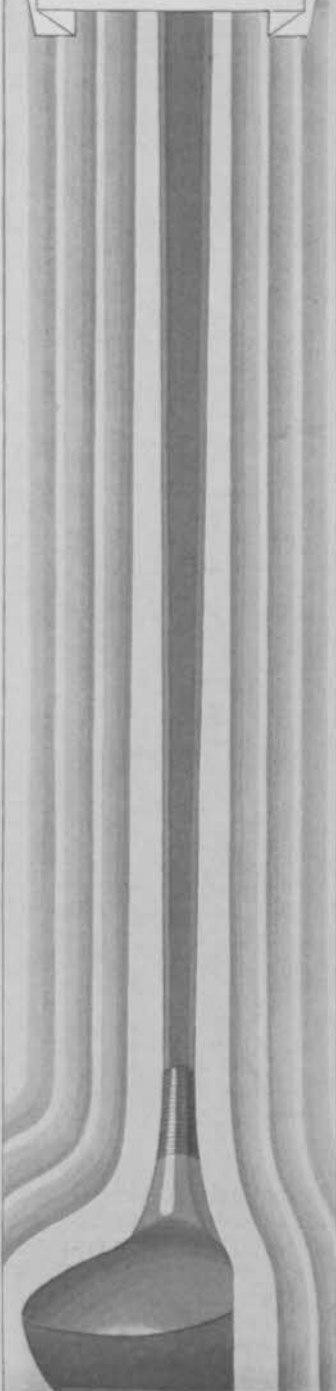
A Real Sales Point

THE reduction offset *rings* in the new Burke True Temper shafts definitely absorb vibration—enable the power to go to the ball, even on poorly timed or inaccurately hit strokes. The result: Greater distance, more easily controlled, and lower scoring.

These clubs mean additional sales and satisfied purchasers. Complete catalog, prices, etc., on request. The Burke Golf Co., Dept. J-2, Newark, Ohio.

Burke
CLUBS • BAGS • BALLS

Also Makers Of The
Famous Burke 50-50
And Long Burke Balls



Note how vibrations ascend shaft almost without any reduction in intensity. Result: Less "punch", less distance.

Again Says **A Pilot for** *Needed Now* **the Pros**

By EDDIE ALLEN

[Oak Park Golf School]

THE pro situation has reached the point where the pros need the guiding hand of a commissioner. Too many professionals today have not acquired enough practical business experience to cope with the threatening situation that today confronts them. Drastic action must block further advances of the elements opposed to the pro's interests, rather than the pro depending on long drawn out experience to demonstrate his vital importance to the clubs and his right to a good, steady income.

I believe the time has already arrived when the pro situation needs a guiding hand, "not later on, but right now before it is too late."

Having secured the services of a man of proven ability to work out the many business details of guiding the destiny of the pro, it should not be a difficult matter to prove to the pro that he could receive greater benefits by becoming a member of an organization so conducted.

Thus manned, the organization would show the pros that it is looking after his interests at all times by securing for the unemployed pro a job worthy of his ability and having secured the position for the pro, seeing to it that he fills the job to its fullest obligations required in the contract of the club.

Placing the Pro Right.

This organization should have a rating of the pros as well as a rating of the golf clubs, the number of members each club has as well as other details of the club, so that the organization would be in a position to place the pro according to his ability to fulfill this position with the guarantee of backing the pro up.

The commissioner should inquire two or three times during the season as to how the pro is behaving on the job. If he finds that the answer is satisfactory, "O. K." If he finds that the pro is negligent in certain duties, the pro should be sent a letter or he should be asked to appear at the headquarters and informed of the com-

plaint so he could go back on the job knowing what to do to correct his error. Would not this prove to the pro that the guiding hand was looking after his interest and would it not place this organization in high esteem with the clubs?

The P. G. A. thus giving definite and frequent evidence, actually achieving results for every member in the organization, could get every reliable pro to become a member, and those that were not reliable could not become a member until they could prove to this organization they had the necessary experience and ability to justify the backing of the said organization. The over-night pro, the price-cutting pro and the careless credit pro would not last long when this organization had the co-operation of every reliable pro to wipe out these detrimental factors.

There are enough golf clubs or should be when those now under construction are completed, to take care of the jobless pros in this district, providing the over-night kid pro and the like are dealt with in a way that will prove to the club hiring them, that they are doing their club more harm than good, unless they are placed with clubs where they fit and can develop along the right lines.

A letter to this effect from a commissioner of the P. G. A., such as I am trying to picture in this article, would do much to help a club and gain its confidence for the organization.

Building P. G. A. Strength.

The P. G. A. should be an organization as strong as any labor organization now existing. The organization should secure the names of every golf club in this country whether completed or under construction and those that are planned for future construction. It should keep in close touch with every golf architect or course construction company. All new clubs should be approached in a business manner and the organization should explain the reasons why their club should hire a reliable pro with the backing of this organization

The DUNLOP TRIO



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BLACK DUNLOP

For the last two years,
the most wanted ball
in the dollar class.



75c

DUNLOP MAXPAR

During the past year has
convinced golfers that it
hits farther, puts truer, and
lasts longer than any ball
in the 75c class.



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WARWICK

has won a most remark-
able recognition in the
50c class.

In 1929, many more thousands of golfers will be converted to
the fact that, in each price class, Dunlop offers *more* in enjoyment
as well as value.

DUNLOP

as to his ability, character, etc. It should be a business organization and not a sports and pastime organization.

Tournaments are beneficial only for the few good playing pros. For the average pro the chances against him are two hundred to one that he does not finish in the money. It's a cheap way to get one's name in print, but after figuring up your entry fee, railroad fare, hotel expenses, caddie and Lord knows what, you find it pretty expensive just to see your name appear sometimes in the list outside the money. It cost the average pro who played at Olympia Fields anywhere from \$50 to \$75 to keep up with the rest of the boys for the three playing days. One young pro told me that it cost him exactly \$75 for two days in this tournament. Tournaments are a good way to get the boys together for a test of skill, but not in a business way. For the married pro with a family to support they show no returns for the money invested.

There is enough money spent foolishly each year by the average pro to rent enough floor space for headquarters for the pro organization with plenty of room for teaching nets, display booths, showers and a putting course.

These nets and booths could be rented by any pro who was a member of this organization through winter months at a reasonable rent and would give him a chance to dispose of stock left over at his club. This would bring the boys together in a business way and in close touch with organization headquarters ready to thrash out any important problem that might arise.

Now that we have solved how to help the business pro, let's help the playing pro who is also a member and needs our help. Special exhibition matches for the expert playing pro could be booked through this organization to clubs desiring their services.

Why not form state pro teams on the order of the Cubs and Sox? These are just a few suggestions of mine which might lead to a real honest to God organization "one everyone of us pros would be only too glad to join."

Pro Veterans Organizing P.G.A. Senior Association

PROFESSIONAL golfers having served more than 20 years as master professionals are organizing the P. G. A. Senior

Association of America. Maurice J. McCarthy, Room 1012, 366 Fifth avenue, New York, is chairman of the organizing committee.

This association has as its purpose "the promoting of that which is best in the game of golf; to perpetuate its traditions; to promote good fellowship; to meet from time to time for tournament play; renew past acquaintances and help preserve the best interests of the game."

Membership dues in the organization are \$5.00.

The grouping of those who rocked the cradle of golf in the United States undoubtedly will be attended by happy consequences and already has enlisted a number of distinguished veterans. Those qualified for membership are invited to write Mr. McCarthy.

Greenkeeping Exhibit Planned at Amherst, March 8-9

MEMBERS of the greenkeepers class at the Massachusetts Agricultural College will hold a golf course maintenance exhibition in the college buildings at Amherst, Mass., March 8 and 9. The exhibition is purely educational and no commercial influence enters into it.

The class will show the variety of grasses common to golf courses and demonstrate the effects of the rates of seeding, the different weights of rolling and the effects of various fertilizers and depth of seeding. All kinds of seeds will be on display.

Other displays will include demonstrations of proper and improper drainage; landscaping around the clubhouse and golf course; correct water systems; rates of watering; the correct size of pipes and pumps; and kinds of soils and fertilizers. Complete equipment for the golf course can be studied with the working parts bared for closer inspection.

Members of the greenkeepers class will be on hand at all displays and will discuss with visitors questions brought before them. Visitors will benefit by a visit to the cost-keeping and analysis booth and will be shown a modern method of book-keeping as it applies to the golf course.

The New England Greenkeepers Assn. will hold its annual meeting at Amherst during the same dates so members will have an opportunity to visit the displays