

EQUIPMENT

FERTILIZER DISTRIBUTORS

THOMPSON'S SPREADER

Uniformly spreads 6 ft. wide. Will not mark turf. Price—(F. O. B. Chicago) . . \$45

PLANET JR.

For all fertilizers; smooth spread—trigger control. Price—(F. O. B. Chicago) . . . \$45

ROLLERS

WATER BALLAST — PUTTING GREEN — FAIRWAY — SPIKED

SEEDERS

10 ft. Thompson Seeder handles all seeds in controlled quantities.
Price—(F. O. B. Chicago) \$20

SOD CUTTERS

J. O. J. Sod Cutter cuts sod uniform width and thickness.
Price—(F. O. B. Chicago) \$34

TORO MAINTENANCE EQUIPMENT

FAIRWAY and GREEN MOWERS — TRACTORS

TOP DRESSERS — COMPOST SCREENERS — POWER MOWERS

BUCKNER SPRINKLERS

GREENS — FAIRWAYS — HOSELESS — SNAP VALVES

TOP DRESSING DRAGS

DISCING MACHINES

BEAN GOLF COURSE SPRAYERS

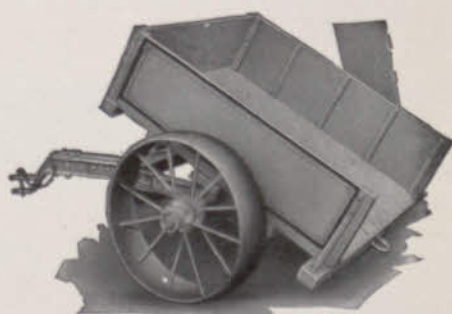
JOHNSON SPRINKLING CART

JOHNSON DUMP CART



SPECIFICATIONS

Barrel, Wood, 50 gallons — Painted green and white. Chassis, Steel construction. Wheels, Steel, 36 in. high. Tires, 4 in. wide — flat. Boom, 7 ft. wide—holes drilled 1 inch apart. Valve, Brass—can be adjusted by operator from rear.
Price—(F. O. B. Chicago) \$30.00



All steel chassis. Front and rear hitch. Angle iron bound—half round iron supports welded to 3/4-inch bolts through bottom sill. 46x54-x16 — Capacity 21 cu. ft. filled flush. 10 in. wide crown iron wheels.
Price—(F. O. B. Chicago) \$75.00
Side boards 10 inches high.
Extra 9.00

Orders shipped same day as received

Golf Course Fixtures

Red out, numbered from 1 to 9. White or orange, numbered from 10 to 18. Felt numerals. Flags only, numbered as ordered, 14x18. Each.....\$0.45

FLAGS

SPECIAL FLAGS MADE TO ORDER

FLAG POLES

Flags only, oblong shape, 14x18. Plain colors—green, orange, red.
Each\$0.35

TEE BENCHES and CANOPIES



JOHNSON TEE STAND

The neatest and most compact. Durable construction (welded)—3 point support. Water pail easily cleaned. Painted green and white.
Set of 9.....\$ 90.00
Set of 18.....175.00

LEWIS BALL WASHER

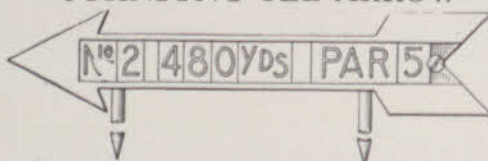
The Standard ball washer of golf field. Quick, thorough and safe.

1 Prepaid in U. S. \$6.25
2 to 10, each.... 6.00
11 to 20, each.... 5.50
Support stakes, ea. 1.60



For clubs that have abandoned tee stands. Removable letters and figures.

JOHNSON'S TEE ARROW



In ordering, give number of hole, yardage, par, etc.

Price, per pair..\$1.75

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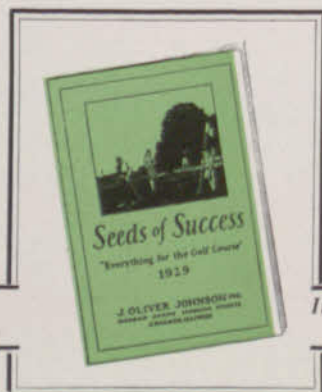
DISTANCE MARKERS

TROPHIES

BULK TEES

BALL RACKS

BANNERS



Catalog No. 9

It's free—
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When in Chicago visit our show rooms and inspect our comprehensive exhibit of modern golf course construction and maintenance equipment.

J. OLIVER JOHNSON, INC.

World's Largest Golf Course Equipment House

MORGAN, HURON and SUPERIOR STS.

(Phone: Monroe 6580)

CHICAGO

NEW LEWIS WASTE CON- TAINER

While waste baskets or other waste receptacles are provided by some of the clubs, there is a very large proportion of clubs that provide no receptacle whatsoever and as a result the grass around the tee is invariably strewn with cigarette packs, ball cartons, tee cartons, matches, gum wrappers, etc.

An observing authority on maintenance saw the need for a convenient container for this miscellaneous refuse and suggested it to Lewis Parks, sales manager of the G. B. Lewis Co., who, in turn, developed the waste container that can now be procured along with the Lewis washer and mounted on the same tee stake.



CAPEHART TO FORT WAYNE.

Huntington, Ind.—Capehart Automatic Phonograph Co., makers of the "Orchestrope," a continuous playing automatic electric phonograph, will move its factory from Huntington to Fort Wayne, Ind., in the near future, as soon as new factory buildings can be erected to accommodate the company's rapidly growing business. Since the Orchestrope plays both sides of 28 records automatically and without attention, it is rapidly finding favor with golf clubs throughout the country as a means of furnishing adequate music for dinner concerts, regular or impromptu dances, and evening entertainment.

PHILA. TORO OFFERS NEW BOOK

Philadelphia, Pa.—Philadelphia Toro Co., 1528 Belfield Ave., has published its 1929 catalog of complete maintenance equipment and supplies for golf courses. The book is a comprehensive affair, covering a wide range of items used with good advantage in golf work, as evidence from a large number of users, appearing in the catalog, testifies. A copy of this helpful reference and buying guide will be sent free on request.

IDEAL HAS N. Y. PARTY

New York City—Bill Alling and associates of the Ideal Power Lawn Mower Co., division headquarters at 237 Lafayette st., staged a well attended "open house" party for Metropolitan district greenkeepers during Golf Show week. The boys report a grand time had by all.

FEED GRASS STOLONS EARLY—Strong Turf Results



When Jack Frost leaves apply NitroPhosKa, the water-soluble grass food which develops strong, compact sod. It is concentrated, easy and pleasant to use.

NitroPhosKa
A Plant Food
for Golf
Courses

4 to 6 pounds is sufficient for 1,000 square feet. After growth is well established follow with

UREA (Floranid)

1 pound for 1,000 square feet is enough. Use it and see what a billiard table surface your putting greens will have.

Both are odorless and economical and leave no insoluble residues in the soil.

Sold by golf supply dealers. If yours hasn't them write us his name and we will see that you are supplied.

Instructive literature free.

Synthetic Nitrogen Products Corp.
Garden Department
285-J Madison Avenue New York

BETTER GOLF EQUIPMENT

The high quality of design and manufacture of "Standard" golf course equipment makes these accessories suitable for the finest of golf courses.

The use of "Standard" equipment eliminates complaint, saves trouble and expense, speeds up the play and adds much to the enjoyment of the game.

The substantial and permanent construction of "Standard" accessories make them economical on courses of even the smallest membership.



Cast Aluminum One Piece Hole Rim.

**250 YDS
REPLACE TURF**

One of many styles Cast Aluminum Signs

THE "STANDARD" LINE

Indestructible Steel Flag Poles, Cast One Piece Hole Rims, Handy Bag Racks, Everbright Tee Markers, Permanent Aluminum Signs for all purposes.

Write for Special Circular.

Standard Manufacturing Co.
E. 4th St. Cedar Falls, Ia.



**For velvety greens and
beautiful lawns**

DREER'S

SUPERIOR GRASS SEEDS

Country clubs and fine estates will find our special mixtures admirably adapted to various conditions of soil, sunlight and shade. All high grade, re-cleaned seeds of strong germination.

Our Special Grass Seed Circular Is Free

Dreer's 1929 Garden Book

gives helpful suggestions on lawns, ornamental planting and flower and vegetable gardens. Sent free to anyone mentioning Golfdom.

HENRY A. DREER

1306 Spring Garden St.

Philadelphia, Pa.

Feed Your Soil a Balanced Ration

Balance high-powered fertilizers with Hyper-Humus, the natural organic. It is non-acid, thoroughly aerated and free from weed seeds. Every shovelful teems with billions of beneficial bacteria, helpful to your soil. We process large quantities of Hyper-Humus and have it in readiness for early Spring shipment.

*Write for prices and literature.
Investigate Hyper-Humus before
you treat your greens.*

Hyper-Humus Co.

51 Park Place
Newton, N. J.



TRADE MARK REG.

Hyper-Humus
Makes Greener Greens

NEW THOMPSON CATALOG

Los Angeles, Cal.—Written particularly for those green-chairmen who are not familiar with hoseless sprinkler systems is the new booklet just announced for distribution by the Thompson Manufacturing Co., Los Angeles. In addition to photos and descriptions of the company's complete line of sprinklers, several pages are devoted to diagrams and explanations of the concealed sprinkling system rapidly becoming popular at golf clubs.

SCHAEFER AT L. A. FOR WILSON

Los Angeles, Cal.—L. B. Ickey, president of the Wilson-Western Sporting Goods Co., on his recent visit to Los Angeles appointed Jack Schaefer, general manager of the International Agencies, 1557 Sixth ave., as Southern California distributor to the professional of Wilson's Golf Balls.

New York City—I. L. Radwaner Seed Co. has new warehouse at 49 Water st. Office still at 115 Broad.

DILLON TAKES LARGER SPACE

Chicago, Ill.—J. H. Dillon Co. has moved into new quarters at 20 E. Jackson Blvd. Jack Dillon's business enters its third year with a good pro clientele and has reached a point where his former layout wasn't big enough to handle the volume of business. The new establishment has the room and convenient location Jack wanted in setting the stage for a record season. He is featuring Kroydon and Nicoll clubs, Colonel, Worthington and J. H. D. balls, Kesser bags and other pro shop items.

1929 N. E. TORO BOOK IS OUT

Boston, Mass.—1929 supplement to the 1928-29 master catalog of the New England Toro Co. has been published and will be sent upon request made to the organization's headquarters, 247 Newtonville ave., Newton (Boston) Mass. Revised prices, new items in the Toro line, additional numbers of maintenance equipment and supplies for winter sports make the catalog a handy reference work.

NEW PENNA. MOWER FEATURES

Philadelphia, Pa.—A handsome and practical new catalog has been issued by the Pennsylvania Lawn Mower Works, 1615 North 23d street. The Pennsylvania plant, which points proudly to its pioneering record with grass cutting equipment on both sides of the Atlantic, is featuring this year new developments, the "New" Fairway Quint Trio, and the Braun self-aligning

ball-bearings. Full details of these new factors in the Pennsylvania line and of other approved items for golf course mowing are presented.

NEW BUCKNER WATERING BOOK

Fresno, Calif.—A new catalog has been issued by the Buckner Mfg. Co. on its sprinklers, self closing snap valves, automatic fertilizer distributor, and hose connection. Buckner's long experience in golf course watering makes this catalog a well used buying guide. It is particularly interesting to the courses contemplating installation of hoseless watering systems.

FINE GREENS TREATISE FREE

New York City—The 1929 catalog of Stumpp and Walter Company, which is as much an exceeding practical text book as it is a catalog, now is available to interested greenkeepers and golf club officials. The Stumpp and Walter book is the nearest approach to a greenkeeping manual now to be had in the golf field, and although its details of course construction and maintenance problems and their solutions are necessarily somewhat cramped, judicious editing has collected subject material that spans a wide range. Details of the extensive array of equipment and material supplied by Stumpp and Walter for golf courses, tennis courts and polo fields, are put forth in very handy fashion for the greenkeeper's assistance in buying.

A copy of this excellent, informative book will be sent upon request by Stumpp and Walter Co., 30 Barclay st., New York.

STANDARD OFFERS 10-DAY TRIAL

Cedar Falls, Ia.—Standard Mfg. Co. is announcing its 1929 line of golf course accessories in a folder which features a 10 days' free trial offer. The line includes indestructible steel flag poles, hole rims, yardage and other signs for course and clubhouse, bag racks and tee markers. The company will send complete details of the equipment and the trial offer on request.

ADALINK HAS CHICKWEED CURE

Upper Montclair, N. J. — Several well known eastern greenkeepers and greenchairmen give their testimony on the effectiveness of "Purfeck Chickweed Eliminator" in a circular on the material published by Purfeck's makers, Adalink Chemical Co., 8 Laurel place, Upper Montclair. The evidence presented states that Purfeck eliminates chickweed quickly, completely and economically, without injury to the grass. The material is sprayed on after mixing with water. It should not be used in hot weather, but in early spring, fall or winter. Hence the makers advise laying

**FAIRWAY
& POWER
MOWERS
HITCHES**



MOWERS of Sturdiness and Quality

NATIONAL MOWER CO

2418 University Ave. Minneapolis, Minn.

You can get dealers prices on direct sales by writing for descriptive literature.



30 in. FAIRWAY MOWER
\$75.
\$78.

Parts and Service in all sections of the country.



Prices marked show retail and wholesale costs for past 8 years. We now offer you wholesale prices because we proved last year that true wholesale dealings with Golf Clubs showed minimum selling costs, tremendous sales increase, and most profit to all.



66 in. TRIPLEX
\$250.
\$254.

NATIONAL MOWER CO.

2418 University Ave. Minneapolis, Minn.

The finest type Fairway Mower built with double sets of tempered steel cut gears in oil tight cases.



30 in. FAIRWAY MOWER
\$400 - \$555



66 in. TRIPLEX
\$450 - \$555

Write for literature.

QUAKER Kinkless Hose Has Long Life

ORIENT Hose is well known for its ability to stand constant dragging over greens and fairway without showing wear. In lengths up to 500 feet.

Prompt deliveries. Write nearest office.

QUAKER CITY RUBBER CO.

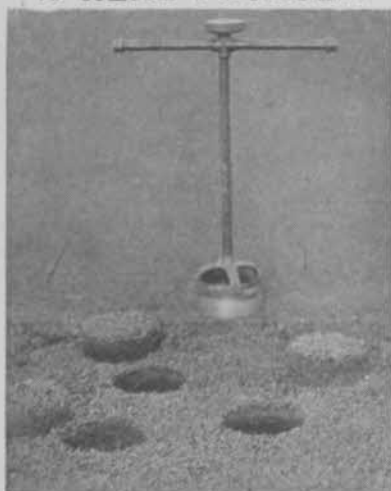
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A REAL PLUGGER



A PRODUCT OF EXPERIENCE
CUTS AND SETS A CLEAN CUT DISC OF SOD
Three cuts with a 4½ inch cutter makes a perfect hole
cutter—Price, \$39.00 per set of 4½, 6 and 8 inch.

Send for detailed literature

HARRY B. DEANE

1620 Madison Ave.
Toledo, Ohio



ASHEVILLE, N.C.

Where the southland sends a message of welcome to the golfer and all others who seek the inspiration and relaxation offered here.

KENILWORTH INN

In the very center of distinguished social life. A magnificent modern hotel open all year and conducted on a par with the best houses. Booklet with pictures sent.

ROSCOE A. MARVEL
Manager

in a stock well in advance of spring work. In spring and fall, the Adalink people claim, Purbeck will eliminate chickweed in 12 days.

JOHNSON CATALOG READY

Chicago, Ill.—“Seeds of Success,” the title of the catalog issued by J. Oliver Johnson, Inc., Morgan, Huron and Superior sts., goes into its ninth edition with the 1929 number. This catalog covers what is said to be the world's largest stock of supplies and equipment for course construction and maintenance. It is a standard of buying in the field and will be sent free by the Johnson organization to any greenkeeper or chairman.

High Spots of Greenkeepers' Sessions

(Continued from Page 30)

W. J. Sansom was the pilot of the second day's session and introduced James A. Smith of London, O., as the curtain raiser. Mr. Smith, an authority on humus, went deeply into the value of humus as a vital medium for conditioning golf courses. He counseled his hearers to buy humus for its physical action rather than for its fertilizing value. He brought out the necessity of complete treatment when he reminded the greenkeepers that they took worn-out farms and raised on them the most intensive crop in the world. He advised the making of humus without delay, where it was not available and cited the slow processes of nature that had to be taken into consideration in obtaining humus. He summarized briefly soil conditions calling for humus application and advocated standardized top-dressing practice.

B. R. Leach's address on grub control was mainly what he has written in GOLFDOM on the subject. He showed that the treatment depends on whether the grubs were a chronic or occasional problem. In the event that grub damage is sporadic an application of three pounds of lead arsenate per 1,000 sq. ft. will clean up the trouble in approximately 10 days. An incessant problem calls for a half pound every top-dressing or a pound every other top-dressing. For fairways 125 lbs. to 250 lbs. per acre gives grub control for two, and sometimes, three years. On shaded greens that depend on poa annua, the lead arsenate treatment was not advocated, and

rarely is it necessary, Leach said, because the grub prefers a place in the sun. If there is need of grub control a half pound of lead arsenate per 1,000 square feet per month in top-dressing is sufficient. This dosage begun in the spring, when fine grasses are making their greatest growth promotes the replacement of poa annua. He touched but briefly on the weed control phases of lead arsenate use. He did impress that lead arsenate gradually became inert in the soil, consequently involving no risk of soil.

In concluding Leach advised that when a green upon which lead arsenate is used goes bad, it is wise to reserve judgment and not immediately condemn the arsenate. Too many factors could be responsible for the condition to permit of hasty judgment.

Get Greenkeeper Early

R. H. Montgomery of Hawthorne Valley (Detroit district), who helped rock golf's cradle in the United States, and now the presiding genius of the largest daily fee establishment in the world, barely touched on the topic assigned to him, "Can Golf Maintenance Be Standardized?" saying it was much too debatable to permit any valid conclusions. He regarded standardization of costs of different clubs on a basis of comparable figures out of the question, but stated that in the case of Hawthorne's own four courses, the costs of maintenance had been so standardized that they knew where they stood on present and prospective work. He pointed out that when a club got its greenkeeper during the construction stages of the enterprise many building errors eventually responsible for higher maintenance costs were avoided.

He expressed the belief that green-chairmen allowing greenkeepers more freedom in their work were accountable for the improvement in greenkeeping results. A lively discussion on the general manager idea followed the Montgomery address, some of the boys claiming that lack of understanding on the part of general managers had, in certain instances, proved detrimental to proper maintenance as well as disrupting to the morale of the green-keeping staff.

Montgomery made an unusual statement when he said that he was against the replacement of divots on his courses, the reason being that all Hawthorne's fairways are bent.



**Put! Put!
Put! Put!**

Motorboat golf (put, put, put, put!) is unknown where the greens are kept in condition with the right kind of watering system.

MONROE COUNTRY CLUB

Rochester, N. Y.

has solved this problem by installing McWane cast iron pipe—the kind that is rust proof and lasts for centuries.

Ask for names of other users

McWANE
CAST IRON PIPE CO.

Chicago
Philadelphia

Dallas

Birmingham
Los Angeles

REFINED

Grass Seed

and

Complete Equipment

for

GOLF COURSES

**SEND FOR
COMPLETE CATALOG
and GRASS SEED
PRICE LIST**

AMERICAN SEED CO.
DETROIT MICH.

"Quality Grass Seed for a
Quarter Century"



Tractor Wheel Spuds

The R. H. wheel spuds save time installing and removing, they are made in many sizes for any type tractor or purpose. Low price and quality has been welcomed by Golf Clubs, in use on 1000 clubs.

Sample spud and circular on request; advise make of tractor and purpose used for.

(If your Ford or equipment dealer cannot supply, write direct).

R. S. HORNER
Geneva, O.

Manufacturer of Wheel Spuds, Golf Tractor, Golf Wheels for Fordson and Trucks.

REPROCESS OLD GOLF BALLS

A simple method, with my mold, makes cut balls like new. I reprocess old golf ball, repaint and letter. The system is simple—USE THE UNIFORM PAINTER (electric). I buy old balls, get prices and full information, write

JAS. A. MULHERIN

1311 Chestnut St.

St. Louis, Mo.

NOW

in our new quarters where we have more room and better service facilities for handling a steadily growing business.

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Telephone Harrison 2522

Featuring

Kroydon Clubs Geo. Nicoll Heads & Clubs
Nesser Bags "Dri Jacket" Raincoats

Colonel, Worthington & J. H. D. Balls

Orange Top Celluloid Tees Shafts Grips

Write for Catalog

== CARD TABLE COVERS ==

Smart—Economical—Wear Long

The Kemi-Suede cover is handsome, durable and washable. Paint, ink or grease can be easily cleaned off. Lasts for years. Cuts down your laundry bills and gives your club card-tables a distinctively beautiful and practical surface.

Kemi-Suede covers may be had with your club emblem imprinted.

Write for sample, prices and other details.

J. H. DILLON & CO.

20 East Jackson Blvd.

Chicago

The next program feature, the address of Prof. A. H. Tomlinson on "Planting Around the Clubhouse," appears on other pages of March GOLFDOM.

John MacGregor of Chicago acted as master of ceremonies for the last session. In the place of J. E. Cannaday, who was to speak on fungus diseases from a florist's standpoint, Gene Marzolf's address on California water systems was presented. This appears elsewhere in this issue of GOLFDOM.

Training Star Greenkeepers

Opening with the remark that the instructor in greenkeeping should have complete understanding of greenkeepers, and sense their problems, Prof. L. S. Dickinson of Massachusetts Agricultural college, spoke on the education of greenkeepers. He named as the qualifications of a first class greenkeeper: First, ability in handling men, and second, technical training and plenty of it, to be applied practically. He stated that the policy of the courses at Amherst was that the courses were for greenkeepers, not in greenkeeping. He preferred that the word "training" be used rather than "education" as a better indication of the method. Greenkeeping, he believed, should not be "taught," it should be "acquired."

In emphasizing the importance of prop-

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, 443 South Dearborn Street,
CHICAGO - ILLINOIS

E. M. FALLON & W. E. HARRIES

GOLF ARCHITECTS and ENGINEERS

514 W. Lexington St., Baltimore, Md.

DESIGN • REMODELING • DRAINAGE
GENERAL GOLF COURSE CONSTRUCTION

TO YOUR OWN CLUB BE TRUE

AND IT WILL FOLLOW—that before ordering Charge Checks, Score Cards, Guest Registers, Caddie Cards and other forms you will first see our line of standardized golf printed matter.

JOHN H. VESTAL COMPANY

703 South La Salle Street - Chicago

erly trained greenkeepers, he reminded the convention the amount of training necessary in other lines of endeavor to prepare men for the responsibilities of handling less money and caring for far less of an investment than the average metropolitan district greenkeeper has under his supervision.

He divided into four classes the sources of potential greenkeeping talent: active, but untrained greenkeepers; sons of greenkeepers; professionals; and new blood at present entirely unassociated with the business end of the game, this latter element having decided value in avoiding inbreeding which he stated was as much a danger in professional life as in biology.

Beware Wrong Diagnosis

Dr. John Montieth, Jr., of the Green Section, in an illustrated lecture on brown patch causes and cures, impressed the dangers of wrong diagnosis, citing cases of leaf spot that had led greenkeepers astray. His slides showed a number of Arlington plats that were given various treatments, and illustrated vividly how fungi penetrate the pores and destroys leaf tissue. He related the Section's work with mercuric compounds and mentioned the improvement in fining the grass that resulted from successful treatment of brown patch. He touched briefly upon the study of fertilizers made at Arlington during the last three or four years.

Dr. Montieth spoke of a scald of mys-

FRANK P. MACDONALD GOLF ARCHITECT

202 South State St. Chicago, Ill.

Construction and Maintenance Supervision

—COUPON SCORE CARDS—

MEDAL PLAY TOURNAMENT CARDS
MATCH PLAY TOURNAMENT CARDS
GRAPHIC HANDICAPPING CARDS
TOURNAMENT RECORD BOOKS

Write for Descriptive Circulars.

THE GRAPHIC SCORE BOOK CO.
100 Main St., Park Ridge, Ill.

TRACTOR Write AL HACKBARTH Park Ridge, Illinois	AERATE SOIL
	STRONG DURABLE
SPIKES	GET TRACTION

Four books you need for a golf library!

GOLF ARCHITECTURE IN AMERICA

By George C. Thomas, Jr.

is a detailed study of architectural principles, profusely illustrated with sketches and photographs that make it a practical working classic. Price, \$5, postpaid.

THE LINKS

By Robert Hunter

Internationally pronounced a masterpiece on sound architecture. Presents world-famous holes in establishing safe practice for course design. Price, \$4, postpaid.

A. B. C. OF TURF CULTURE

By O. J. Noer

Understandable and comprehensive treatment of various factors responsible for developing first class golf turf. Lots of good dope on fertilization. Price, \$3, postpaid.

GOLFDOM BINDER

A binder that preserves a year's numbers, month by month, of GOLFDOM so they are preserved in neat shape for handy reference. Price, \$1, postpaid.

GOLFDOM

The Business Journal of Golf

236 North Clark St., Chicago

FERTILIZE your greens with COTTON SEED MEAL

Approved by
Greens Section U. S. G. A.

Correspondence Solicited
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ASHCRAFT-WILKINSON CO.
ATLANTA, GA.

PLAYGROUND APPARATUS



For 21 years, Everwear Playground Apparatus has been recognized as the standard of quality. Built to withstand the abuse of after-hours roughnecks. Embodies every element of safety human ingenuity can devise. Playable as though the kids themselves had planned it. Send for catalog 20. Lists 161 different models and sizes of apparatus.

THE EVERWEAR MANUFACTURING CO.
Dept. 28, Springfield, Ohio

Ever Wear

terious cause that is believed to be due to micro-organisms in the soil. So far as this scald has been observed, mercuric treatment checks it. Lime treatment brought the plat upon which the results were noted back into good shape.

During his address the Green Section expert drew many comparisons of plant and human life, one of which concerned leaf spot which, he stated, was as liable to attack a vigorous grass as weak growth. Turf disease study, he said, was getting more complicated but not confused.

The exposition part of the meeting was a decided success, due in no small degree to the work of Fred Burkhardt, chairman of the show committee. All space for the show was sold and the exhibitors reported an excellent volume of business.

Beware of Price-Cuts in Pro Selling

(Continued from Page 26)

players at the private clubs are not of any great desire to be thrifty in the purchase of golf equipment when this thrift involves sacrifice of quality.

Pro merchandising is undergoing a drastic change. No one knows it any better than the bright pros. This co-op investigation, whether or not it will be found practical to a limited extent, to a vast degree, or not at all, is a sure sign that the pros are awakening to their power as merchandisers. The buying group at Kansas City, headed by Bill Wotherspoon, shows that the critics of the pros who blanket the field with the statement that the pros are the babes in the woods of business, are plainly unaware of the work the pros are doing.

To further maintain the amazing progress of the last two years the pro must set a fast pace in the modern trend of handling high quality, good priced lines. He requires thorough and careful studied merchandising methods.

Another Trend Noted

It takes barrels of money to establish the reputation for high-class goods in any line. The nationally advertised goods that have general consumer acceptance have taken the buying play away from the clubs bearing the local pro's name. There is no question of that being one of the trends of

Write and go right!

Write us today for facts and figures on Riverside and Leesley strains of creeping bent for greens and tees of certain satisfaction.

ROBERT F.

LEESLEY

GRASS CO., 22nd and Harlem
RIVERSIDE, ILL.

Telephones: Riverside 5454 and 5348

WHEELS

(GOLF WHEELS FOR FORDSONS)

Rims that will not bend. Easier steering. 50% better traction. Rounded edges, to save turf. Sold in singles, pairs or sets.

WHEELS FOR TRUCKS

Equip your Ford trucks with wide, flat wheels. Save the turf.

If Ford or Equipment Dealer cannot supply, write direct.

R. S. HORNER, Geneva, O.

Manufacturers of Wheels, Spuds, etc.