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WESTERN UNION

ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

WESTERN UNION

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1901 Santa Fe Ave., Los Angeles, Calif.

J. E. WILLEY, VICE PRESIDENT

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NL	= Night Letter
LOC	= End-of-Line Cable
CLT	= Cable Letter
WLT	= Week-End Letter

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BC EQUIPMENT CO LTD.

and its Answer

Los Angeles, Calif., April 3, 1929

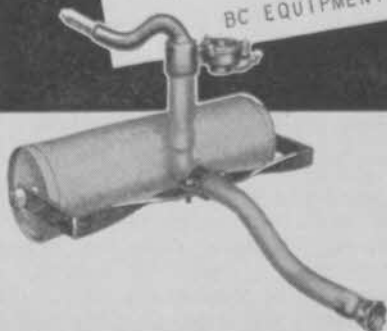
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All well managed clubs discount their bills or pay according to terms where no discount is allowed. Many clubs, especially those near large business centers, are able to arrange for payment of their supplies bills, less the cash discount, on the 10th, 15th or even the 20th of the month following purchase. Sometimes the arrangement is for discount on the 10th and 25th.

To meet any of these arrangements the members' accounts must be paid promptly, and as no club administration is apt to provide, or leave unspent, any considerable volume of working funds the treasurer's or manager's ability to meet purchase terms and obtain all available discounts will be partly, if not wholly, controlled by the promptness of billing and the effectiveness of the subsequent collection effort. This will generally hold true even when bank credit is utilized to carry the peak load of accounts and inventories.

It is very apparent that the club manager who regards prompt payment of the club's obligations as fundamental, will get his bills to his members first.

Many members may not pay all of their bills every month. The club bill is competing for payment with the "butcher, baker, and candlestick maker"; and that the bills paid by such members are those first presented and best pressed for payment. It is doubly important that bills to this large class of members be first in the hands of the member, and first followed up.

Theoretically club bills are to be paid immediately, or within some short period of presentation. Practically this does not work out; directors are loathe to enforce the penalties prescribed in the by-laws, and it is up to the manager and treasurer to press the delinquent members for payment.

With prompt and accurate billing, and a consistent follow-up, the collection work is greatly simplified. A good example of the effects of the policy of promptness herein outlined is a club where it had been the custom for years to send out the members' bills anywhere from the 12th to the 20th, rarely earlier than the 15th. (Incidentally it may be stated that under this system the club mentioned did *not* discount its bills.) A long list of delinquents was always left over to post the following month.

The volume of accounts receivable carried was too high.

When the billing was advanced to the 1st through changes in clerical procedure (never later than the 2nd, and occasionally securing mailing on the evening of the closing date), with a statement card to all unpaid accounts going out on the 15th, and with a second notice on the 22nd, accompanied by telephone calls and letters from the Treasurer, the monthly posting list was abandoned because the improvement in collections made posting unnecessary; of course, at the same time, the volume of accounts receivable was materially reduced and a fine cash income derived in time to insure discounting of supplies bills.

"The early bird gets the worm." And the Club Manager who bills early and follows up promptly and consistently discounts his bills, clears the way for prompt monthly financial reports, earns the respect of his members for his fairness, firmness and promptness, and earns an enviable reputation for his business efficiency.

It behooves every Club Manager whose billing is delayed to correct this situation, for his own personal benefit and to the advantage of his Club.

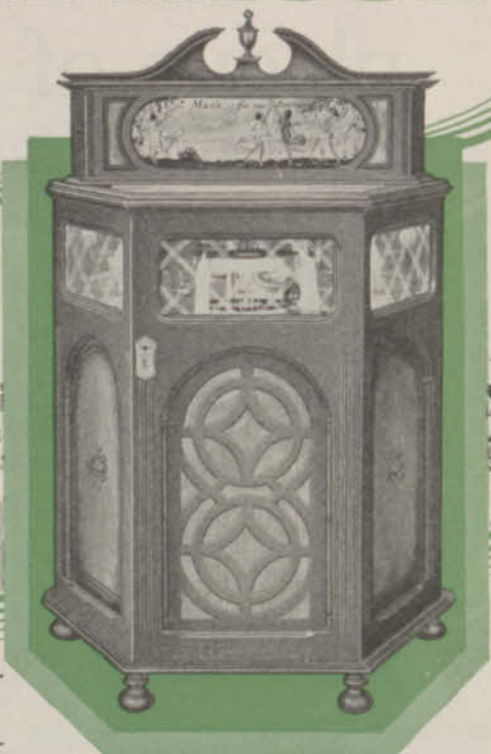
(To Be Continued in June GOLFDOM)

IN A small city it is difficult to get good cooks, and after you get them, it is almost impossible to make them stay. Therefore, it is more essential for small-town golf clubs to have features that please the staff than it is for clubs near the larger cities. Shower baths and lockers are essential.



Lockers recessed in a wall space have helped to solve one club's problem of how to supply enough locker facilities in close quarters.

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Super-Attraction for the Club House

DO MEN LIKE MUSIC around the club house?—Absolutely! Listen to the Carusoes and John McCormacks bursting forth in the locker rooms!

You'll be surprised to see how quickly men take to the ELECTRAMUSE. You'll find it a big attraction on frosty mornings—waiting for the fog to lift—during a sudden shower or

while the men are waiting for friend wife to come with the car. In the evenings the music from an ELECTRAMUSE is excellent for dancing.

THE MUSIC MAKES A HIT

Superb in tone—the record selections played on the ELECTRAMUSE make a hit. Continuous-playing—entirely automatic—a fitting addition to any fine club. In the restaurant or locker room ELECTRAMUSE will attract

many coins and pay you a handsome profit. (May be operated also without coins when you wish to furnish free music for the entertainment of guests.) Let us explain its advantages to your club.

\$85.00 OUT OF \$100.00
EVERY
Taken in is PROFIT!

Here's How—Actual operating expenses—electricity, needles, records, etc.—cost less than \$15 to produce \$100 worth of music. That's why \$85 is gross profit.

Get the facts now while you think about it. Sold on convenient payments. Takes a few minutes to fill in the coupon—for a plan that means years of profits.

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THIS WAY TO ELIMINATE plague of moles ACTUALLY WORKS IN USE

By B. R. LEACH

EIGHT years ago, when we purchased our palatial 100 by 200 rural estate, we soon discovered that three-eighths of the entire mole population of the state of New Jersey were doing their level best to ruin our beautiful crab-grass lawn. Right there and then I commenced a fundamental investigation as regards the whys and wherefores of moles and conducted numerous experiments with the object of determining simple methods of annihilating them. Inasmuch as I captured 242 moles within a period of five weeks in the spring of 1921, it would appear only fair that the authorities give some consideration to my aspirations for the title of the champion mole-catcher of New Jersey and points south.

During these troublesome days I interviewed several of the neighbors with regard to this mole business. One farmer gave me the straight dope as follows:

Moles Eat Early

"Trying to catch moles with traps is all danged nonsense," said he. "I've tried every gol darned mole-trap ever made and there ain't one of them worth the strength it takes to throw it over a fence. I know from experience there's only one way to catch moles, and here it is: Get up along about daybreak, say about 3:45 a. m., and go out where the moles have their runway. Why get up so early? Because moles begin feeding at daybreak. They don't stay in bed half the morning.

"Now when you get out there to the mole-run, walk on about ten feet of the run so as to firm it down level with the surrounding turf. Now get a pitchfork and a bucket or a box or something comfortable, set down, and keep your eyes glued close to that part of the mole-run that you walked on. Don't let your eyes wander; these here moles are just as fast as greased lightning. Coincident with the moment when old Sol peeps over the eastern hills

and casts his first mellow rays o'er the melliferous Jersey landscape, you will see that portion of the mole-run you walked on begin to quiver. Mr. Mole is on the job. Jump up off the bucket with all the alacrity you possess, jump with both feet on the spot of soil that is quivering, stick the pitchfork into the soil and there is one less mole in the state of New Jersey. Simple and sure, eh what?"

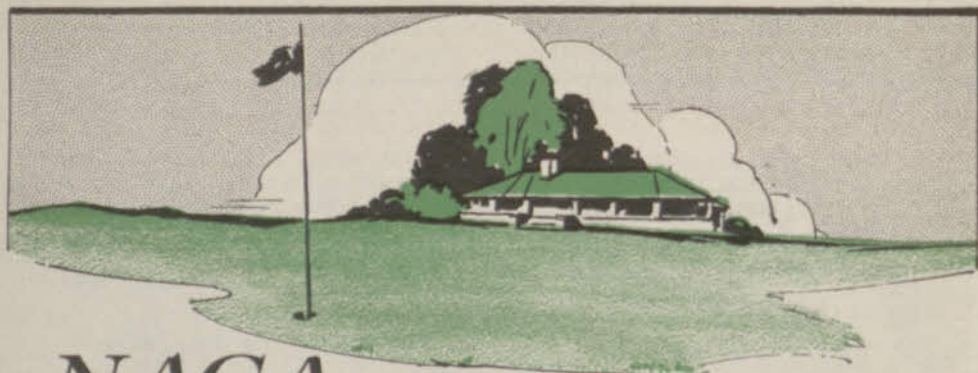
Yeah, simple is the word, all but that 3:45 a. m. monkey business.

Having exhausted all the local store information as regards moles I wrote to Washington for a bulletin on moles. This bulletin was decidedly interesting. It told all about the personal habits of Mr. and Mrs. Mole, what they ate, etc., etc., and how to catch them with traps. Well, I followed the directions given in the bulletin with the minutest attention to detail but I didn't catch very many moles. Seemed as though they just played tag with those traps. Went under them with impunity and no apparent effort. Then I began to realize dimly that the author of this bulletin on moles didn't know as much about moles as I had been previously led to believe. In fact I am now certain that the son-of-a-gun never caught a mole in his life.

All jesting aside, the major portion of the country's population is decidedly sour with regard to what they consider the general inefficiency of mole-traps. As a matter of fact, the instructions furnished by the manufacturers of mole-traps, together with the consideration of their use in government bulletins and other publications, are decidedly sketchy and inadequate with the result that the average novice mole-catcher makes a few tries and gives up in disgust. From that time on he has no use for traps.

Traps, Used Right, Are O. K.

As a matter of fact, mole-traps are very efficient instruments provided the trapper



NAGA

"Not a Grub Allowed"

protects finest turfs of the country

Golf clubs in all sections of the country are adopting the use of Sherwin-Williams Naga. These greenkeepers know that the superior protective qualities found in Naga's high quality give their greens, tees and fairways *the maximum control* of grubs and worms. Note:

Naga contains 2% more Arsenate of Lead to the pound than ordinary Arsenate of Lead.

Naga covers more turf per pound because it is fluffy and ground extremely fine; 99.5% passes through a silk screen of 350 mesh to the square inch.

Grubs and worms are sure to get an effective quantity of this fine material. Their mouth parts are very small and cannot swallow a coarse material.

In addition to its protective qualities, Naga is detrimental to the growth of many weeds. It stimulates Bents, Bermuda grass and other fine turfs. May be used with Sulfate of Ammonia and other approved fertilizers.

Write for more information on Sherwin-Williams Naga. Greenkeepers of leading golf clubs acclaim it as the safest, surest protection against these pests.

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

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knows his stuff, and it may not be amiss at this time to detail the few pointers which I have found by experience to be very important in using these implements. A few freehand sketches are herewith ap-

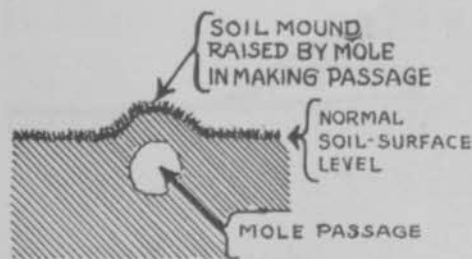


FIG. 1

pended in order to demonstrate clearly the several points involved.

Fig. 1 shows a cross section of a mole-run. The mole makes this run by pushing his sharp nose along just under the surface of the soil, loosening the soil in his path by means of his spoon-like front feet and lifting the soil by means of his back so that, when completed, he had a round tunnel just a little larger than his body just below the surface of the soil. The passage or trail of this underground tunnel is clearly defined to the observer by the raised soil which runs in an irregular line over the garden or turf. If you stick your finger down through this mound and wiggle it parallel with the soil surface, you can feel the well-defined tunnel.

Having this general situation clearly in mind, the first step in setting a mole-trap properly consists in determining the exact location of the underground tunnel by sticking the finger into the soil at a given



FIG. 4

point in the center of the mound and repeating the operation at a distance of 8 inches along the run. By exploring with the finger you can tell exactly the position of the underground tunnel between the two points 8 inches apart.

Now place the sole of your shoe squarely across the raised mound at the point equidistant between the two holes made with the finger and press the mound down firmly. Do not obliterate the two holes be-

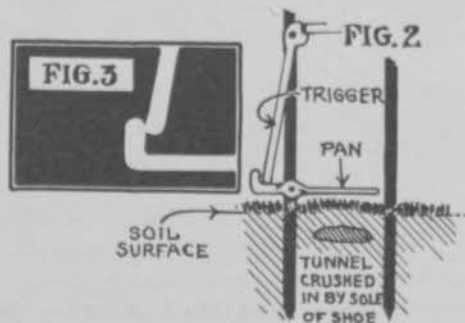
cause these are your guide in the next step of placing the trap in position.

Take the trap (do not set the trigger as yet) and push the two posts of the trap into the ground, one on each side of the line drawn between the two finger holes, until the pan of the trap touches the soil surface. This operation will also push the tines of the trap into the soil. Now hold the trap in position, grasp the handle and work it up and down a few times so that the tines make a passage for themselves in the soil.

Be Careful Setting Trigger

The next step consists in holding the trap in position and pulling all the way up on the handle so that the trigger and the shoulder on the end of the pan engage.

So far so good, and as a matter of fact the average mole-trapper considers the job of setting the trap entirely completed when he has done this much. Theoretically, the mole coming along his run comes to the point where you have pressed in



the tunnel with the sole of the shoe. He begins to dig in order to repair the broken tunnel whereupon he lifts the soil under the pan thereby lifting the pan and causing it to release the trigger which causes the tines to come down through the soil and pierce his body.

As a matter of fact this rarely happens: In the first place, these pans and triggers have a tendency to rust and offer considerable resistance to the release of the trigger; often the mole will lift the entire trap without releasing the trigger.

To avoid this condition, two things are necessary. First, work the pan and trigger up and down on their bearings until all stiffness and rust are removed. In rainy weather it is necessary to do this at least every other day. Secondly, after the trap has been set and everything is in position, take some light tool such as a



Another hazard conquered!

Now BROWN PATCH IS EASILY CONTROLLED WITH THESE TWO FUNGICIDES

Greens blotched and scarred with brown patch have ruined many a par score!

Now, by the simple use of Du Bay Semesan or Nu-Green to destroy destructive brown patch fungi, you can quickly restore all diseased turf to good health and your club members to good humor.

Many famous golf courses rely on these two soluble organic mercury compounds to effectively prevent and control the disease. Their greenkeepers know that Semesan and Nu-Green kill brown patch fungi instantly, without the slightest injury to the finest turf when applied according to the simple directions.

Semesan, the original brown patch fungicide, gives excellent control of the disease under even the most severe conditions. It is especially recommended for use where the turf is in a good state of fertility.

Nu-Green contains the same effective ingredient as Semesan. It also has the added property of quickly

restoring the diseased grass to normal health and color, even though the soil fertility is not suited to rapid recovery.

Although large brown patch is most destructive during the warm, humid periods of summer, small brown patch may develop earlier in the season. To prevent brown patch the greens should be treated with Semesan or Nu-Green before the usual spring appearance of the disease.

For prevention, use one pound of Semesan or Nu-Green in 50 gallons of water to 1000 square feet of turf by the sprinkler method, or 2500 to 3000 square feet by power sprayer. Full directions with package.

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5 lb....\$13.00	5 lb.... \$9.00
25 lb.... 56.25	25 lb.... 37.50
100 lb....220.00	100 lb....145.00
300 lb....645.00	300 lb....420.00



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pair of pliers, or the handle of a screw driver and gently tap the shoulder of the pan, Fig. 2, until it takes the position shown in Fig. 3.

You will note that the shoulder of the pan is now just barely holding the trigger in place; in fact if you sneeze real hard, the pan will release the trigger. This is what is known as a hair-trigger set and is very important in mole-catching. The slightest upheaval of the soil under the pan when set with this fine adjustment will cause the release of the trigger and the downward penetration of the tines. In other words the mole is monkeying with dynamite. More moles go under traps without being caught due to the too coarse adjustment of the trigger and pan-shoulder than for any other reason except one which I will now explain in detail.

Traps Kick Out

Let us say that you have the trap set according to the directions above. A mole comes along, lifts the soil under the pan and the trap springs releasing the pointed tines. According to all the laws of the prophets, the tines should snap down into the soil and pinion Mr. Mole right where he stands. But as a matter of fact in about nine cases out of ten the mole escapes. Why? Because the motive power which drives these tines into the soil consists of a heavy spring. When this spring uncoils, it kicks so hard that the trap rebounds and is lifted partly or completely out of the ground and the tines at best only penetrate the soil for an inch or so, not deep enough to pin the mole.

In other words the manufacturers have failed to make provision for the trap holding itself in the ground when the spring uncoils. Fortunately there is a very simple way of overcoming this tendency of the

trap to push out of the soil when it goes off. The secret consists in placing a common brick on top of the handle of the trap. When the trap goes off, the brick holds the trap down until the tines have penetrated their full length and then calmly fall off. A mole-trap without the accompanying brick perched athwart its handle is just about as useless an instrument as a rake without teeth.

So, in the last analysis, the secret of success in trapping moles are three in number. First, set the trap squarely over the tunnel; second, set the pan-shoulder and trigger on a hair-trigger edge; and third, put a brick on the handle of the trap to hold it down when it springs.

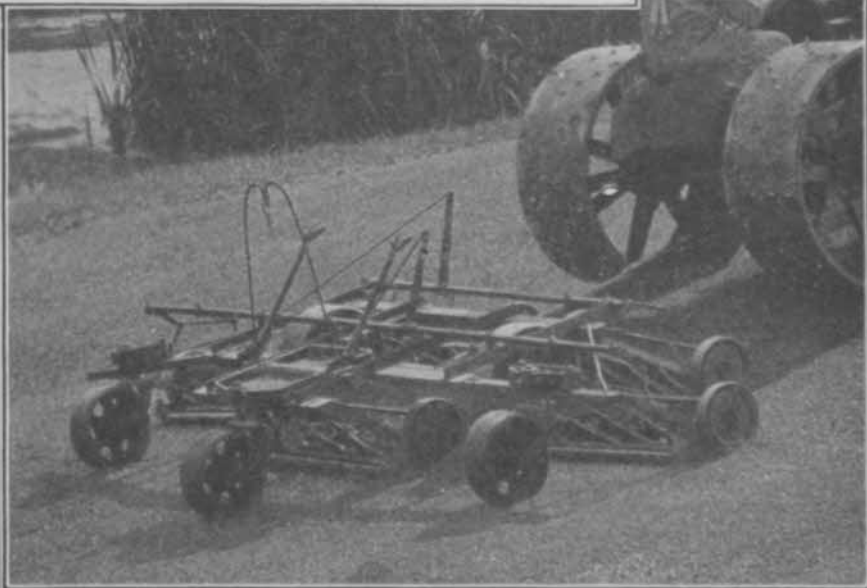
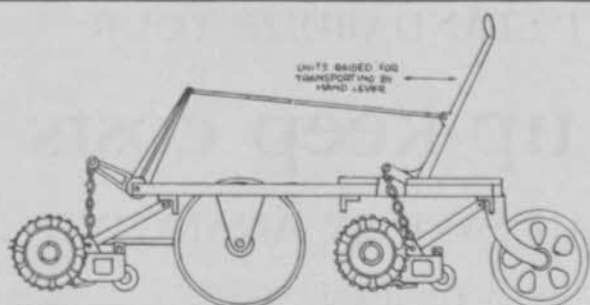
Change Trap Location

Here's a few more pointers with regards to mole-trapping. There is usually more than one mole in a run; I have caught as high as sixteen, one or two each day until I had cleaned them out. When you reset the trap in the same place day after day, the moles get wise and refuse to dig under the trap. I believe this is due to the blood of the previous victims which warns them that all is not normal at that particular spot. At any rate, the proper thing to do is to move the trap a few feet along the run in the direction from which the moles are coming and reset the trap. Secondly, where you have a long, well defined mole-run, it is always good business to use more than one trap. String a half dozen traps at intervals along the run so that by the law of averages you are bound to clean them up in the minimum length of time.

In conclusion would advise that I have never enjoyed any measure of success in trying to kill or repel moles by filling the runs with cyanide, red pepper, arsenic, etc.



Louisville (Ky.) board of park commissioners has centralized its repair work in a fine shop, part of which is shown herewith. The focus of repair work saved a lot of money



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The Ideal Bulldog Mower cutting units are raised off the ground—for crossing to another job, roads, etc.—by two simple lever movements. Just one lever is used on the three-gang.

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Because the Bulldog system is simple, practically nothing can go wrong. No gears and clutches can slip, because there are none.

Moreover, the Bulldog can be backed up—something that no other mower can do.

But there are other reasons why Bulldogs can mean smoother fairways. Send for our book on golf course equipment listing mowers for every grass cutting need.

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IDEAL GOLF COURSE EQUIPMENT

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YOU CAN'T STANDARDIZE YOUR course up-keep costs BUT YOU CAN SAVE BY ANALYZING

Says GUY C. WEST

[Superintendent, Fall River (Mass.) Country Club]

THE last few years have brought many changes to the golf course. The ideas of greenkeeping have changed; greenkeepers themselves have changed, and much more publicity has been thrown on the work done to keep the courses in condition. In connection with all these changes, more attention is now paid to where and how the money spent for golf course work goes; more attention is paid to details; certain agencies have been, and are, functioning with the aim of saving.

Golf course cost analysis systems have been brought out by the score in the past few years, with the admirable idea of trying to find out how and where the money has been spent. Many of the figures found from these systems have been published, or gathered by certain individuals and agencies, and from them certain comparisons have been made. In many cases these comparisons have been unjust, very unfair, and decidedly hurtful to the greenkeeper!

From all this, and coupled with business, which has been crying it aloud for years, has come the cry to "standardize." The advocates of "standardization" evidently believe that all courses can be run for a certain number of dollars, that no factors are strong enough to overcome their wishes to make a certain standard and to have all courses run on it!

Standardization a Mirage

It would be well for us to see to what extent golf course maintenance can be standardized. First, there can be no standardization of golf course maintenance until all courses have the same climate, soil conditions, rainfall; are built on the same topography; have holes which are identical, and have the same amount of play! All of these factors can influence the costs very greatly from course to

course. How interesting for the golfer if all courses were the same! How impossible of execution anyway!

We cannot standardize even salaries on the golf course, or rate of wages paid the workmen. Courses around cities will always, in general, have to pay more wages than courses further away from centers of industry. In a survey I made recently of several courses in New England, I found wages running from \$3 to \$4.50 per day, and marked variations in ways of paying for overtime, watering, holiday and Sunday work. Obviously all greenkeepers should not be paid the same, for some are worth much more than others. The only salaries to be standardized seem to be those paid green committee chairmen, and these are standard in most clubs as consisting of no money and plenty of "kicks."

Practically all of the unjust comparison which has been made has been something like this: "Now, John Smith over here at the Seaside course has spent only \$20 an acre for fairway maintenance this year, and we spent \$30; our greenkeeper is slipping; we'd better fire him and try another." Another complaint seems to be that one club's total expenditures, as given out in their annual statement, is much different than another's.

The big trouble with practically all of these complaints is that *the many factors which affect the costs of golf course maintenance have not been sufficiently analyzed!* If the "wise men" who are preaching "standardization" because certain costs on various courses do not coincide would take as much time to study these factors as they do to clutter up print with their "findings," they really could save some club's money, for in many cases, undoubtedly, wrong methods under certain conditions are wasting money.