

1/15 of the Thickness of this Page!

The test for roundness of all the balls used in the ball bearings of the PENNSYLVANIA "New" Fairway Quint or Trio is accurate to within two ten-thousandths of an inch, or one-fifteenth of the thickness of this page!

Such extreme accuracy is typical of the skillful design and workmanship which are largely responsible for the light weight, extreme simplicity and ease of operation of the "New" Fairway Quint or Trio.

Write for ILLUSTRATED CATALOG describing the "New" Fairway, the Super Roller and New Aristocrat greens mowers and all the other PENNSYLVANIA golf mowers.

Price of "New" Fairway Quint, \$625; Trio, \$375—both at Philadelphia.

PENNSYLVANIA LAWN MOWER WORKS
1628 North 23rd Street, Philadelphia, Pa.



J. A. (Pat) PATTERSON
Potrero C. C.



JACK TARRANT
Hollywood C. C.



LEWIS SCOTT
Hillcrest



FRED MORRISON
Midwick C. C.

Sales soar where new ideas show

THESE four Californians, Jack Tarrant, Fred Morrison, J. A. Patterson and Lewis Scott, demonstrate the wisdom of the old prize-fighter's advice, "beat the enemy to the blow."

"Down-town" competition, members' sales inertia and indifference or other factors that might cut down pro sales fall before the punch that's in the Hagen line. These four good pro merchants and hundreds of other pro selling aces will tell you that's so.

You're ahead in profits when you're first to show your members the newest ideas in golf merchandise, and the Hagen line always gives you that.

In 1930 we step out still further ahead with some great new features in the Hagen line. Ask our boys to tell you about them.

Walter Hagen

[["No. 15 of a Series "PROS WHO"
MAKE THEIR SHOPS PAY"]]



"Pat" Patterson's shop at Potrero C. C., shows how a hustling, veteran business man makes shrewd use of small shop space in arousing the buying desires of players. Note how he plans every inch of space to make buying easy. It's an art worth studying.

Fred Morrison, at Midwick C. C., effectively employs the bright and magnetic display of Hagen club containers, to give his establishment distinction and attraction. Even little stunts like setting the clubs out at an angle, increase the buying urge.



"THE popularity of the Hagen line of clubs among the leading Pros of the country is proof enough of the value in this line of beautiful and well balanced clubs. No well stocked shop should be without a large selection of these goods. The L. A. Young Co. can be assured of a leading position in the manufacture of Golf Goods because the balance and quality is there to sell this merchandise."

LEWIS SCOTT.

"I FIND my customers to be very enthusiastic over the Walter Hagen line of merchandise, and with the wonderful way you pack your merchandise, it attracts first attention.
"The Professional who does not get behind the line and push it most certainly is passing up a good thing."

FRED MORRISON.



"THE policy and merchandise of your company are both to be commended by the golf professional and it is with pleasure that I add my endorsement of both.
"May continued success attend you."

J. A. PATTERSON.

"THE merchandising of golf clubs, balls, supplies, etc., has become a highly competitive business in southern California. The golf professional has no chance of any price-for-price competition with the down-town stores.

"I have overcome such "price only" consideration by specializing in quality merchandise. In my opinion price should be considered last in the purchase of golf clubs. No club is of any value unless it is suited to the purchaser. Therefore it has been my policy to fit the club to the player instead of the price to the purchaser."

JACK TARRANT.

Lewis Scott, at Hillcrest C. C., is a thinking, thriving pro merchant. See how he spots the Hagen clubs so the distinctive trade-mark reaches out and pulls in sales prospects. Scott figures, when they get their hands on good clubs, the rest is easy. Hence the Hagen prominence.

Look in Jack Tarrant's shop, at Hollywood C. C., how the Hagen display fits right into the character of the high-class pro shop. Take a tip from how the astute Tarrant plays up the Hagen matched set idea. It's a gold-mine for the wise ones.



If you knew then, what you know now...

how much more would you have made in being first with a strong push on steel shafts and matched sets?

YOU, as a wide-awake pro merchant, know what vast pro profits have been made by steel shafts and matched sets. The big flood of those profits now has settled down to a steady flow, but you still can cash in on experience.

*Now, opportunity knocks for the third time,
at the pro's door.*

Walter Hagen introduces the revolutionizing
new selling sensation

"COMPACT BLADE" MATCHED IRON SETS

For more than two years the Walter Hagen organization has been engaged in improving the structure and design of iron heads. Walter Hagen, Horton Smith and a score of the foremost playing and club-making stars in pro golf, together with Al Link, the Hagen factory chief, worked out this distinctive advance. Now "COMPACT BLADES" are presented to the pros and their public as the answer to the new ball—and every player in the country is wondering what new clubs he will have to buy for the new ball. The entirely logical departure in design of the new "COMPACT BLADES" also means that greater accuracy and more powerful shots are to be had with the present 1.62 ball.

As in every other thing that the Hagen organization does, the pro's position has been kept clearly in mind.

The Hagen matched iron sets for more than a year have been built in conformity with the "COMPACT BLADE" principle. Your present stock is not, to the slightest degree, made out of date by this introduction of the full "COMPACT BLADE" design. Rather does the debut of the full "COMPACT BLADE" give you more push behind the Hagen iron sets you have in stock so you can move them quickly by using today's greatest idea in club design.

It won't be long until the Hagen idea of "COMPACT BLADES" is copied far and wide. But why wait when you can snap into it and cash in on the big profits that always come to a fellow who learns from experience that he'd better answer when opportunity favors him with the third command to "come and get it."

And remember when you are looking over the new 1930 Hagen price list—there are NO PRICE ADVANCES—on the contrary reductions have gone into effect on many important items and still giving you the fullest profits from the new P. G. A. cash discount arrangement.

THE L. A. YOUNG CO., DETROIT, MICH.
Makers of Walter Hagen Golf Equipment

ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny
LOS ANGELES, 730 S. Grand Ave. SEATTLE, 912 Western Ave.

Golfdom

Vol. 4

FEBRUARY, 1930

No. 2

EDITORIAL CONTENTS

Columbus Club Has Gems of Notions, By Herb Graffis	27
Club Service Increases Pro Profits, By Wilfrid Reid, Willie Ogg, John Inglis and Charles Hall.....	31
Greensmen Tell of Most Valuable 1929 Work, By John Anderson, J. O. Campbell, Erich Pahl, Harry Hanson, F. J. Roth and Elmer Affeldt.....	34
U. S. G. A. Annual Report Records Busy Year	41
Green Section Meet Shows Need of Understanding, By T. H. Riggs-Mill- er and Staff Correspondent.....	42
Atkins Brothers Sedgfield Star Pros, By Jawm Heller	46
Push Shots for More Pro Business...	52
How Veteran Chairmen Get Greens Results, By H. P. Kidd and R. A. Wheeler	54
Dixie Experts Give Bermuda Turf Tips, By Ray Tower and T. J. Lundy.....	64
Clubs Join U. S. G. A. Urging Tax Relief	68
How Water Helps Turf Campaign, By D. T. Coull	72
Leach Answers Greenkeeping Queries.	76
Club Financing Methods Are Studied, By Carl W. Truax.....	82
Turf Methods that Succeed in Florida, By Joe Roseman	90
Managers' Association Plans Club Help, By Henry Dutton	101

In Next Month's Golfdom

A special section for managers and club officials, devoted to problems of house operation will be established in March GOLFDOM. It will be something valuable you've wanted for a long time.

The first complete story of the National Greenkeepers convention and practical tips from noted greenkeepers will be a big March feature.

How the big money makers of the pro business plan to make 1930 a record profit year will give you a lot of good pointers on increasing sales.

GOLFDOM earnestly solicits letters from all club officials, department heads and manufacturers on methods, means and policies that are successful in course and clubhouse construction, operation and maintenance and on pro merchandising of goods and services.

Use GOLFDOM as the medium of exchange for ideas and as your aid in digging up facts that will promote business-like operation at your club.

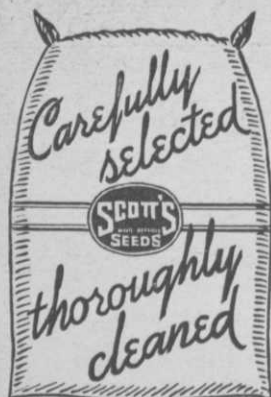
We have no pets and no prejudices, but the determination to make each copy of GOLFDOM bring some specifically profitable idea to each reader.

236 N. Clark St.

Chicago, Ill.

Tel.: State 3160

1001 reasons for selecting SCOTT'S SEED



With over 1000 Golf Clubs sowing Scott's Seed season after season—there can be no reasonable doubt as to its superior merit. For Scott's Seed does not base its appeal on price (although it is actually more economical) but upon the uniformity of results achieved through its use. Greens Chairmen who have a habit of sharing their course experiences with one another, unhesitatingly recommend SCOTT'S. And so the ranks of SCOTT enthusiasts have grown—because the seed itself has fulfilled the responsibility placed upon it.

A quotation on your spring requirements will be forwarded promptly. Write or wire today.

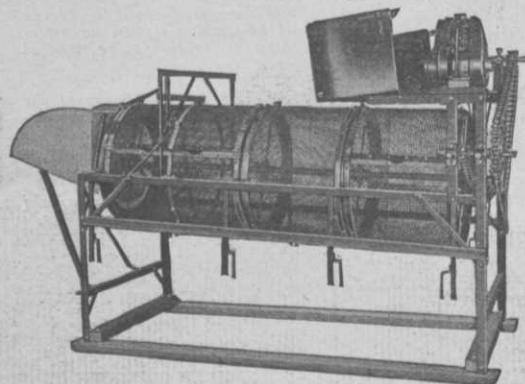
O. M. SCOTT & SONS
COMPANY



MARYSVILLE
OHIO

COMPOST-**Rotary** SCREENS-SOIL

CONVERSE



"Converse Screens Make Par Greens"

Order Direct from Manufacturer or from Leading Jobbers in New York, Chicago, Boston, Detroit, Pittsburgh, San Francisco, Richmond, San Antonio, Calgary, Atla., Lansing.

The most efficient method of preparing top soils or mixing or screening compost for top dressing.

Model illustrated is driven by small gasoline engine mounted over discharge end.

Additional models for tractor or hand power.

One to four grades of material at one operation—

Capacity 2-6 cubic yards per hour—

Mounted on skids for easy transportation—

The Converse Rotary Soil Screen has been adopted by clubs, large and small, throughout the United States.

— BULLETIN ON REQUEST —

Manufactured by

F. S. CONVERSE CO., Box B, JOHNSON CITY, N. Y.

Investigate the FAIRWAY and the power machines it operates at the nearest of 175 Company-owned branches in the United States and Canada. Write us for catalog.

INTERNATIONAL HARVESTER COMPANY

606 So. Michigan Ave. of America
(Incorporated)

Chicago, Illinois



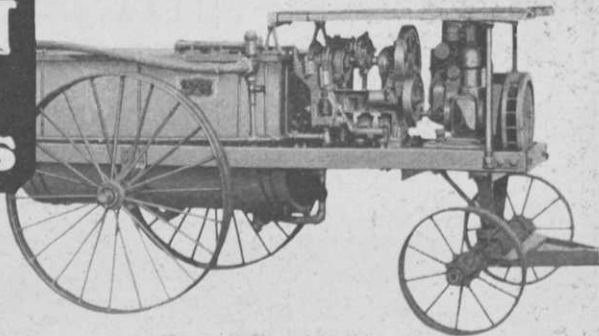
Let GOLFDOM advertisers help you. They are golf field experts.

BEAN

GOLF

SPRAYERS

These outfits are specially adapted for golf course spraying. Brown patch control fungicides and various liquid fertilizers which are apt to have an injurious effect upon spraying equipment, do not affect BEAN outfits in any way whatsoever, because of BEAN construction designed to eliminate these troubles. Built in sizes to meet every course requirement. **Send for 1930 catalog.**



Years Ahead in Design

Nearly 50 years of experience are built into every BEAN—every year a year of improvement. Indestructible porcelain-lined cylinders, trouble-less ball valve, Adjustable Timken-Tapered Roller Bearing, Automatic Lubrication, and many other advantages.

JOHN BEAN MFG. CO.

Division of Food Machinery Corporation

70 Hosmer St., Lansing Mich.

170 W. Julian, San Jose, Cal.

GOLFDOM advertisers know the golf field; they'll help you



View from the Casino at Greenbrier, White Sulphur Springs, W. Va.
Grass Seed for the three beautiful Golf Courses supplied by the Stumpp & Walter Co.

For the Finest Turf Sow Bent

Grass Seed

of Known Quality

TESTED for PURITY and GERMINATION

South German Bent

Colonial Bent

Rhode Island Bent (Washington Grown)

Special Putting Green Bent Formula

Superfine Fairway Formula (With Bent)

Special prices on above, or any other turf producing grasses, such as Fancy Red Top, Kentucky Blue, Cheiving's N. Z. Fescue, etc., also Bent Stolons, on request.

COCOOS BENT Because of the fine turf-producing qualities of this Creeping Bent, it is already recognized as the outstanding Putting Green Grass.

Cocoos Bent is botanically known as *Agrostis maritima*, but all strains of *Agrostis maritima* are not Cocoos Bent. We offer the true **Cocoos Bent**, selected for us by Dr. Lyman Carrier, the finest of the *Agrostis maritima* grasses, in sealed bags. 1 lb. \$2.50—10 lbs. \$22.50—100 lbs. \$200.

Special formulas for Tees and Rough, Polo Fields, Airports, Lawns, upon request

Remember We are one of the largest direct contractors for foreign-grown Grass Seeds in the United States. Over thirty years of Seed Service have enabled us to segregate those collectors of Bent Seeds who are reliable from those who are not; to single out those growers of Cheiving's Fescue whose strains are pure; also to contract for true American-grown seeds of high vitality. All our seeds are botanically true to name and are cleaned and re-cleaned until brought up to the highest possible state of purity and germination, special care being given to the elimination of weed seeds.

Without obligation we shall be pleased to send a representative who, from long experience, is qualified to advise regarding grasses and furnish such other information as is necessary for the best results.

Stumpp & Walter Co.

Specialists in Golf Grass Seeds and Equipment

30-32 Barclay Street

New York City

"FINE STUFF" describes not only the user's estimate of potency but also the physical quality of

ORCHARD REG. U.S. PAT. OFF. BRAND ARSENATE OF LEAD



for application to greens and fairways to eradicate Japanese Beetles and other pests.

You, surely, will want to know why this brand has led the way for over 20 years. You'll want to think about using it yourself. Ask your dealer, or let us quote you direct.

GENERAL CHEMICAL COMPANY

40 Rector Street, New York

St. Louis — San Francisco — Los Angeles

Perfect Putting Greens at lowered cost for upkeep

AS much top dressing as you need . . . material that is prepared by shredding (not grinding) soil and fertilizer . . . free from lumps . . . for better Greens and Tees.

The KEMP SOIL SHREDDER will save the time and cost of two to five men. Read what Clark & Benson, golf course builders of West Palm Beach,

Fla., say: "The KEMP has performed beyond our expectation; it has given us no trouble whatever in operation and as to pulverizing compost or wet muck soil, it works to perfection, taking the place of at least five laborers and performing the work in a much better manner."

Write for New Catalog and Price List.

There is no question of "Can you afford?"—the KEMP pays for itself. KEMP MANUFACTURING COMPANY, Dept. C, 2001 Peach St., Erie, Pa.

Prompt Shipment from Warehouse Stocks in Leading Centers



No. 1 Gasoline Model with Sifter detachable. Handles 6 cu. yds. per hour. Model No. 2 handles up to 12 cu. yds. per hour.

KEMP Power Soil SHREDDERS

The advertisers pay for your GOLFDOM; deal with them.