

HIGHEST GRADE BALL BEARINGS HELP TO MAKE IT THE WORLD'S LIGHTEST-RUNNING GREENSMOWER

Ideal Greensmowers are equipped with only the highest grade ball bearings. The frame and roller are aluminum. This mower pushes so very lightly that it will surprise you.

Simple to sharpen and service. The seven-blade, four-inch, high-speed reel cuts clean and smooth.

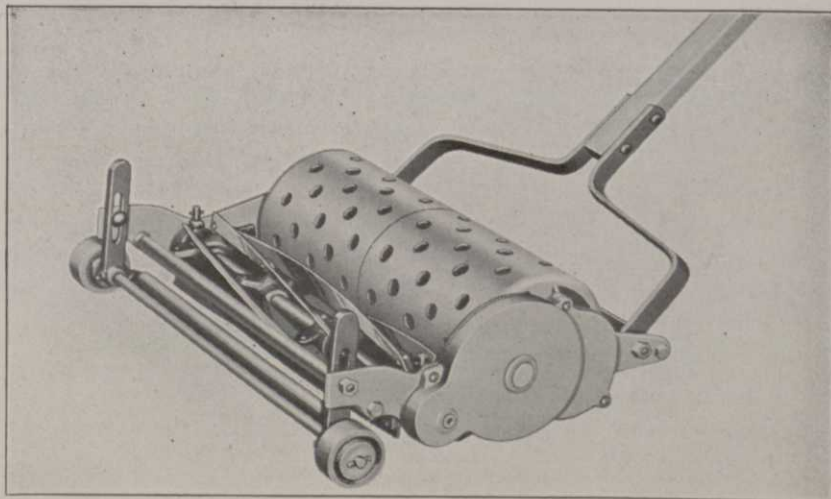
The scientific design is the result of more than ten years' experience designing high quality mowers. Try this precision-built machine and find new cutting ease and perfection. Your name will bring full data.

IDEAL POWER LAWN MOWER COMPANY

446 Kalamazoo Street

- - - -

Lansing, Michigan



IDEAL GOLF COURSE EQUIPMENT

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Chas. Berg Implement Co.,
342 Washington St.,
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Vernon Edler Corporation,
336 E. Third Street,
Los Angeles, California

CANADA

Aikenhead Hardware, Limited,
17 Temperance St.,
Toronto, Ont., Canada

B. C. Equipment Company,
551 Howe Street,
Vancouver, B. C., Canada

COLORADO

Hendrie & Bolthoff Mfg. and Supply Co.,
1635 Seventeenth St.,
Denver, Colorado

DISTRICT OF COLUMBIA

C. F. Armiger,
916 New York Ave. N. W.,
Washington, D. C.

GEORGIA

Evans Implement Company,
569 Whitehall St.,
Atlanta, Ga.

ILLINOIS

Ideal Power Lawn Mower Co.,
(Factory Branch)
413 W. Chicago Avenue,
Chicago, Illinois

INDIANA

C. E. Griener,
127 E. New York St.
Indianapolis, Ind.

Heldt Company,
Evansville, Indiana

Johns Equipment Co.,
Fort Wayne, Indiana

KENTUCKY

J. C. Kirchdorfer,
918 Baxter Ave.,
Louisville, Ky.
B. B. Wilson Company,
Lexington, Ky.

LOUISIANA

Carbine-Harang Machinery & Supply Co.
632 So. Peters St.,
New Orleans

MARYLAND

C. F. Armiger,
916 New York Ave., N. W.,
Washington, D. C.

MASSACHUSETTS

Ideal Power Lawn Mower Co.
(Factory Branch)
273 Boylston Street,
Brookline, (Boston), Mass.

F. C. Taplin Company,
Springfield, Mass.

MICHIGAN

Ideal Power Lawn Mower Co.,
Lansing, Michigan (Factory)
Ideal Power Lawn Mower Co.,
(Factory Branch)
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MINNESOTA

H. E. Erickson Equipment & Supplies, Inc.,
Minneapolis, Minn.

NEW JERSEY

Summit Hardware Co.,
Summit, N. J.
Wm. Tries & Sons
Irvington, N. J.

(Continued)

IDEAL GOLF COURSE EQUIPMENT

47 IDEAL BRANCHES AND SERVICE STATIONS *throughout the United States and Canada*

Continued—

David Burkett,
Long Branch, N. J.

NEW YORK

Burr & Starkweather Co.,
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Rochester, N. Y.

F. H. Ebeling Co.,
217 Warren St.,
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Ideal Power Lawn Mower Co., Inc.
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237 Lafayette St.,
New York, N. Y.

Geo. Malvese & Co.,
New Hyde Park, N. Y.

Newing Motor Co., Inc.
1404 Main St.,
Endicott, N. Y.

Charlton V. Pierce,
Pleasantville, N. Y.

Weed & Company,
Buffalo, N. Y.

OHIO

James R. Howell Company,
6715 Quinby Ave.,
Cleveland, Ohio

C. A. Lowe,
372 Northridge Road,
Columbus, Ohio

J. Chas. McCullough Seed Co.,
Cincinnati, Ohio

T. D. Munding,
503 W. Front St.,
Perrysburg, Ohio (Toledo Territ'y)

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Consolidated Wagon & Machine Co.
Salt Lake City, Utah

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Lawn Mower Hospital,
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VIRGINIA

Sydnor Pump & Well Co.,
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IDEAL GOLF COURSE EQUIPMENT

TWO LEVERS LIFT BULLDOG CUTTING UNITS OFF THE GROUND!

By merely pulling two levers, the operator can raise all five Bulldog Cutting Units clear off the ground—for passing over roadways, rough, etc. Moreover the Ideal Bulldog can be backed up. This cannot be done by any other mower. Operators who have had to maneuver clumsy high-wheeled mowers in tight places, can appreciate the desirability of a mower that can back up.

But that is only one of the five reasons, why the low-wheeled, close-coupled, simply-built Bulldog can out-perform any other fairway mower—at a lower cost per season. Write today for the interesting facts.

IDEAL POWER LAWN MOWER COMPANY

446 Kalamazoo Street

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Lansing, Michigan



IDEAL GOLF COURSE EQUIPMENT

of ammonia. What else shall we put on this cockeyed grass?"

Consequently, inasmuch as it is nearly 5 o'clock and knocking-off time and all the members of the committee know that they'll catch hell from their wives if they are late for supper, they all vote for the good old hackneyed standbys such as bone-meal, nitrate of soda, etc., etc., and call it a day.

Suggests Experiments

It seems rather foolish to treat a plot with nitrate of soda alone in comparison with plots receiving sulphate of ammonia alone or plots receiving a complete fertilizer. Why not run a plot treated with nitrate of soda, phosphates and potash in comparison with the complete fertilizer (12-6-4), the nitrogen of which is derived from sulphate of ammonia?

The bone-meal plot is simply a platitudinous gesture to the wind. Anybody that ever walked on turf knows that it is as slow as cold molasses.

The plot treated with Urea alone is another washout because Urea is very slow acting in early spring whereas it is valuable for applying to warm soil.

The activated sludge plot (fancy name for Milorganite) is another unfair test and comparison. The Milorganite people in both their trade literature and from the platform have repeatedly stressed the fact that for the best results on new seedlings their product should be supplemented with phosphates and in certain sections of New England with potash as well. In view of this fact why give the product a black eye to the uninitiated by unfairly testing it alone in comparison with a complete fertilizer?

Lack of space alone prevents me from ripping into the series of fairway fertilizer experiments described in this same article. They are even more susceptible to criticism.

Arsenate of Lead Experiments

On page 219 of this article we find the following:

"In each of the demonstration gardens one putting green plot and one fairway plot (each 10 ft. by 10 ft.) was treated with arsenate of lead before sowing the seed. The poison was used at the rate of 5 pounds to a 1,000 square feet. Some interesting observations were made on the effect of arsenate of lead on earthworms. The poison used on all the gardens came from the same package and was applied at

Pro-Finish MINTON HICKORY GOLF SHAFTS

have

NATURAL TORSION

and

SWEETEST FEEL

WITH Minton Hickory Shafts you are not dependent upon rubber necks, rivets, shock absorbing sleeves and other artificial "what nots" to try to take out the sting and shock from substitutes, and give you the "sweet feel of the finest hickory"—this "sweet feel" is grown in Hickory by Nature's Own Patented Process, and can not be duplicated.

MINTONS have been Hickory Golf Shaft Headquarters for nearly 25 years, with one million yearly capacity, employing 125 experts in Hickory.

Special attention to manufacturers and Pro-Shop Requirements.

Quality is our Watchword—furnished in any quantity desired.

T. W. MINTON & CO., Inc.
Barbourville Kentucky

High Spots in Profits with RITE-HITE TEES

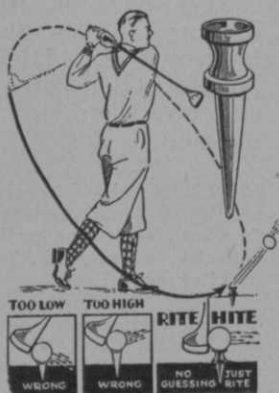
Low in Cost
High in Quality
Right in Principle
and in constant demand by
Golfers everywhere

The Right Combination for
Quick Sales and Sure
Profits

Set that Display Carton
of Rite-Hite Tees Right
up in front and watch
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Get that extra Carton of
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THE GENERAL TIMBER
AND LUMBER CO.

7102 Woodland Ave., Cleveland

the same rates and in the same manner just before sowing the seed. In spite of this standard application of chemical there was apparently a difference in control of earthworms. On several gardens the number of earthworms on the poisoned plots was much smaller than in the check plots, but on other gardens the worms were equally numerous in both. This difference is probably due to a difference in soil, as has been indicated in previous tests. However, observations must be continued several more years before the full value of arsenate of lead as a control for earthworms is determined."

I have sat back, gritted my teeth and stomachached this sort of information regarding lead arsenate and earthworm control for the past several years but I consider it is about time that the Green Section staff had a few pertinent points anent this chemical publicly drawn to their attention so that they may either test its merits in a scientific and fair way or else let it alone.

When to Apply

In the first place I have repeatedly stated that there is no object in applying the lead arsenate to the soil before seeding unless grubs are present. It is much better to apply the chemical as a top-dressing after the new seeding is well established.

Secondly you cannot secure or demonstrate earthworm control in a 10 ft. by 10 ft. plot treated with lead arsenate when this poisoned plot is surrounded by unpoisoned turf in which earthworms are present, for the simple reason that the earthworms in the surrounding unpoisoned area will be constantly creeping into the poisoned 10 by 10 plot and throwing up casts until they get a shot of the arsenate and die. Since the worms are constantly creeping in the casts will always be present thereby giving the apparent result of failure to control the worms. In the same way you cannot keep a green free of casts unless you treat the turf on the outside of the green proper for a distance of at least 15 ft., so that the earthworms in creeping toward the green get a shot of the arsenate and succumb before they ever reach the green proper.

JACK PATTERSON, pro-greenkeeper at Midlothian C. C., recommends the application of arsenate of lead in a soap-water solution for application to bushes. This makes the arsenate stick to the bushes and protect them against beetles and other insects.

Chicago Plans Downtown Golfers Club

SUCCESS of the Golfers club in New York has been responsible for renewing discussion on the subject of establishing such a town club in Chicago as a headquarters not only for members of local golf clubs, but for visitors from other private clubs in the central states.

The Golfers club of New York is comfortably located at 102 East 40th street and, although only a little more than two and a half years old, it finds itself established as one of the Gotham town clubs whose memberships are highly prized. Clifford Wendehack, the architect who has been responsible for many outstanding country clubhouses, remodeled an old stable into the home of the Golfer's club. He obtained a handsome wrought-iron gate which separates the small first floor reception room of the club from its 18-hole cotton-seed hull putting course and by using this imported antique and a striking fireplace he came across during his travels, he fixed the club up with a sight that very favorably presents itself to the first gaze the visitor gets of the establishment.

A small dining room on the second floor, where the service and cuisine are excellent, practice nets, showers and a library comprise the other facilities of the club. The place is distinguished in its appointments and in its service. Regular membership initiation fee is \$150 and annual dues are \$150. The membership is limited to 400.

The Chicago plan is to have the facilities of the New York club, with the addition of some guest rooms and larger meal service facilities. Those who are sponsoring the Golfers club in Chicago have the idea that the establishment with its sleeping quarters will be a popular place for out-of-town members. These travelers, it is expected would welcome a temporary residence of such distinctive and pleasant character.

STUDENTS of merchandising are wondering how far the "slot machine" type of selling will go as a result of the chain store influence in distribution. One of the points of pro salvation is that a good part of his stock must be sold by personal service and fitted to his trade. The successful pro is capitalizing this asset of his.

"Son of a famous Dad"

FULNAME

JUNIOR

Price
\$6.00

complete
with die

\$7.50 in
handy
leather
case.



and like his Dad, Fulname Junior is a money maker. The rolling die works like a charm, imprinting the full name perfectly. Ideal for the nomadic golfer . . . or the golfer who likes to do his own marking . . . also, the gift par excellence.

Fulname Junior is the first practical individual golf ball marker and as such is sold with an iron clad guarantee of satisfaction or money back.

Thousands of pros who have found the Fulname Standard Ball Marker a source of steady and satisfying profits will be delighted with the additional profits to be made with Fulname Junior. Introduced but a short time, this remarkable Fulname Junior is fast sweeping into popularity and pros with an eye to profitable business are cashing in on it.

A profit making proposition is ready for all pro's on Fulname Junior. Write today so that you may be ready for the demand. Fulname Junior is nationally advertised.

The Fulname Co.

Established 1914

707 Southern Railway Building
Cincinnati, Ohio

"HOME-CLUB" TEE

➤ SOLD TO PROS ONLY ➤



Your Name and Club on Every Box

You have never seen HOME-CLUB TEES sold at a cut price, and the reason is that HOME-CLUBS are sold to Pros ONLY.

Your Name and Club on every box make it YOUR tee and they can be bought from no one but YOU.

HOME-CLUBS are a tee your members will ask for, and ask for as Your tee, because they are a better tee—slightly longer, better pointed and uniform in size, shape and finish.

And when you sell HOME-CLUBS you more than double your money and at the same time you advertise yourself and your shop.

These are the reasons why so many Pros prefer to sell HOME-CLUBS—they are the Pros Private Brand Tee.

HOME-CLUBS are made in the four popular styles.

REGULAR and CARROT
REGULAR LONG—(Southern type)
CELLULOID—Regular and Long
(Red top and all white)



This DISPLAY CASE will sell more tees for you.

It is FREE to Pros ordering HOME-CLUBS.

Write for samples, prices and cabinet offer.

WIMO SPECIALTY CO., INC.
125 West 17th Street New York

Gives Members "Batting Order" for the Opening Game

HILLCREST C. C., Bartlesville, Okla., sent to all of its members at the start of the 1930 season an attractive folder telling of the work done in getting the club ready for the season's opening and of the club's executive personnel. Details of the qualifications and experience of Tom Moore, general manager, Charley Storie, greenkeeper, and Jimmy Gullane, pro, were given in a way that showed the members they had an operating staff that was hard to beat.

The folder told of the landscaping work, with particular reference to the trees which have been treated by the Davey experts and which are being given the supervision of Mr. Trautman, Bartlesville supt. of parks. Three hundred trees have been planted by Hillcrest during the last two years.

Each Hillcrest member ought to be convinced that his club is advancing substantially and that he is getting his money's worth when he reads the circular's list of improvements completed in 1929. As an idea of what a lively club does in a year, in addition to its regular maintenance and operating work, this list is given as follows:

Over 200 new trees planted.

Large water well completed.

Hundreds of yards of new iron and wire fencing placed.

All roadways and parking spaces greatly enlarged.

Nine new grass greens completed, including water lines and pumps.

Tool and equipment sheds enlarged, several new ones added.

Native stone benches, steak broilers, retaining walls, drains, bridges and walks installed.

AT LAST A SATISFACTORY GRIP TREATMENT

PARGRIP

Gives FIRM GRIP and TACKY FEEL.
Makes leather SOFT and WATERPROOF.
PREVENTS SLIPPING.
Price \$1.00 per bottle—One Year's Supply.
Packed in display boxes of one dozen bottles.

Pros: Write for special pro discount.

THE PARGRIP CO.

1011 Broadway Albany, N. Y.

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A. G. SPALDING	WILSON WESTERN
BROS., INC.	SPORTING GOODS CO.
New York, N. Y.	New York, N. Y.
WRIGHT & DITSON	AMERICAN GOLF CO.
Boston, Mass.	Boston, Mass.

Two new lakes on course built and graded.

Entire exterior of clubhouse painted.

New and improved plumbing fixtures and piping installed to replace inferior equipment.

Electric wiring installation completely overhauled.

Many new steel folding chairs and tables purchased.

Clubhouse doors and windows weather-proofed.

New awnings for clubhouse purchased.

Large cold storage room installed.

Additional buzzer systems arranged in clubhouse.

Stock of pans, kitchen equipment in general, dishes and silverware considerably increased.

New electric fans placed in clubhouse.

New hot water heater and storage tank for shower room installed, trebling old capacity.

New asphalt-rubber tiling floor placed in kitchen.

New automatic "Orchestrope" placed in clubhouse.

New flood lights installed for parking spaces.

Drinking water fountains placed, both in clubhouse and on golf course.

Compost machine, topdressing machine and power and putting green mower purchased.

Preparation of over 50 tons of compost matter for golf course.

Considerable new tiling and pipe drainage completed, both on course and in clubhouse.

Over 250 yards added to length of golf course.

Clubhouse improved, lockers added.

→ ARROW BRAND ← HICKORY GOLF SHAFTS

Why worry about
which Substitute
USE HICKORY

GOLF SHAFT & BLOCK CO.

Memphis, Tenn. U. S. A.

More profitable than lessons



You probably know of the remarkable reception given our Yellow Jacket Shoe Tree in golf circles. Now comes the new LUMINTREE—a product with even greater profits to pros and managers handling it.

You know how shoes dry out hard, uncomfortable and out of shape after a day on a wet course. Your members want something to remedy this situation. LUMINTREES help both shoe comfort and golf games.

Features which give the "19th hole" popularity to LUMINTREES

- ... folding—takes up only a small nook in the travelling bag.
- ... adjustable in a jiffy and stays firmly in place.
- ... made of the finest aluminum—light as a feather.
- ... handy ring for hanging up shoes in locker.
- ... specially designed ventilating slots.

Send in the coupon today for details of the LUMINTREE Profit Plan which puts a pair of LUMINTREES in every locker and extra money in your pocket.



PAUL & BEEKMAN MANUFACTURING CO.

(Manufacturers of LUMINTREES and Yellow Jackets)
4250 Wissahickon Ave., Philadelphia, Pa.

Send me details of your plan to sell a pair of the LUMINTREE to every locker.
Send me a pair of the new LUMINTREE Shoe Trees (\$12.00 a doz.)
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THE SHAFT is the VITAL PART of THE CLUB!

HICKORY selected from the rich lands of Kentucky, properly aged, turned to a true hair-line from a theoretical center will give you that "*feel*"—as advertised by a Steel Shafted Club Manufacturer, who says—"Steel shafted clubs with all the sweet feel of the finest hickory."

Do you know that our Open Championships, Men's Amateur Championship, Women's Amateur Championship are held by players using hickory exclusively. WHY?—Because HICKORY is acknowledged the BEST.

"B-B" Pre-finished Hickory Shafts as possessing all that is best.

BUSH BROTHERS & CO., Inc., - Louisville, Ky.

START PLAYING THE NEW 1.55-1.68 CLICK COLONEL

Now



1.55 1.68

The most talked-about thing in golf today is the new 1.55-1.68 golfball. Since the U.S.G.A. have ruled that after January 1st, 1931, it will be

the only official golf ball, everybody wants to know how it will affect their game. Experts have already begun adapting their strokes to take advantage of the features of this new ball. Larger and lighter, the new 1.55-1.68 Click "flushes quickly" to a fast get-away. It lies higher and better—and putts beautifully. Get the new 1.55-1.68 Clicks from your Pro or Sporting Goods Dealer. The new Clicks have cut the scores of many who have already adopted them as *their* ball.

75c each—9.00 per doz.

The famous CLICK COLONEL will be available until Jan. 1, 1931.

COLONEL GOLF BALLS



ST. MUNGO MFG. CO. OF AMERICA
121-123 Sylvan Ave. Newark, N. J.

Play Up "Service Station" Asset of Pro Shops

DON'T forget in stocking the pro shop for profitable operation as a real service station for the members that shirts, ties and underwear have their place. A smart and well chosen selection often is a great help to the member who is caught short. The margin on standard lines of this merchandise is good. For the pro, the pitfall lies in carefully selecting the patterns and sizes that will sell without leaving him with a dead stock at the end of the season.

New England Bureau's Show at Winchester, May 5

GOLF Service Bureau of New England will hold its annual golf club equipment and machinery show at the Winchester (Mass.) C. C., May 5.

Invitations have been sent to many makers of equipment and supplies who are to show their 1930 lines at this annual affair.

New Jersey Issues Turf Experiment Book

NEW JERSEY Experiment station at New Brunswick has issued Bulletin 497 covering Experiments with Turf Grasses in New Jersey. Howard B. Sprague and E. E. Evaul are authors. It is an interesting, helpful volume for greenkeepers of the New Jersey territory.

Green Section to Meet at National Open

A MEETING of the Green Section will be held at the section's demonstration garden at Interlachen C. C., July 9, during the National Open.

BUDDY JOCK SALES MEAN A NEW PRO PROFIT



BUDDY

The strain and discomfort that an 18-hole round involves for the average sedentary business man makes the pro shop the place where the ordinary golfer is most impressed with his need of a Buddy Jock.

You'll sell a lot of Buddy Jocks at a good profit if you just have the boxes in plain display. The Buddy Jock is as much a staple item of shop merchandise as tees.

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