

IS SURE SELLING CLUBS FOR THE "PRO"

EVERY golfer who might be sold a new set of irons, in his heart would like to see how the set, which looks good, works out in actual play. But he's afraid to ask to play a round with such a set. He's afraid, if the clubs don't feel right, that he's obligated to buy because he may scratch one up. You pros hesitate to let him try them out for the same reasons.

Sampling or demonstrating has always been the most successful way to sell any merchandise. In selling automobiles, the big trick is to get a prospect behind the wheel. We decided that, with a set of irons such as only Wilson has to offer, if a way could be found to enable golfers to actually try them — not for a shot or two off a practice tee, but for a whole round — countless sales would be made.

AND THE PLAN WORKS
the following statements prove it

"I can use about forty of the invitation cards as per your sample for the demonstration set. I think this is one of the best ideas that has come to my attention to further the sales from a professional's shop. Thanking you for your help."

Jack Street, Professional
Victoria Club, Riverside, California

"Having a set of clubs on hand for demonstration purposes is a great idea. Wilson deserves a lot of credit for being enterprising enough to put on their customers' shelves a set of high priced irons that a member can take out and try for himself.

"When the golf season opens, I am sure that it will go over big. A sort of silent salesman working for you all the time."

John W. Stevens, Professional
Mount Vernon Country Club,
Tuckahoe, New York

"I have long wondered why the companies who manufacture golf equipment have not done something like this for, of course, if a Pro lets a man use new clubs and he does not purchase them they become second-hand and this prohibits his making any sales.

By all means, send me the clubs and I will do what I can with them."

Larry H. Backes, Professional
Soquel, California

WILSON-WESTERN SPORTING GOODS COMPANY, CHICAGO, ILL.

New York

Boston

Los Angeles

San Francisco

Wilson

GOLF EQUIPMENT

Get
your
SET,
now!

I am interested in getting my demonstration set of Wilson Irons

Name.....

Club.....

City.....State.....

AWNINGS



PORCH AND LAWN FURNITURE

f Distinction

❖
*Ultra-Modern
equipment
that lasts
for years:*

Awnings
Canopies
Porch Furniture
Lawn Tables,
Chairs, Settees,
Umbrellas
Paulins
Tents
Tee Flags
Driving Nets
Water Hose

It will pay you to consult us about awnings, canopies, porch curtains, lawn umbrellas, golf tents and our ultra-modern new line of outdoor furniture. *Country Club equipment is one of our specialties.*

Individuality and distinction are features of Geo. B. Carpenter & Co. selections. We employ expert "exterior decorators." Our complete installations include the service and economy guarantees for which this company has been famous for upwards of 90 years!

A consultation with us will save you trouble, time and money. Phone, (Superior 9700) wire or write.

GEO. B. CARPENTER & CO.

(Established 1840)

430-440 N. Wells Street, CHICAGO.

Please send me your literature covering country club equipment.

Name.....

Address.....



SUPREME OF HAM A LA GIBSON

Fold a thick slice of Flavor-Sealed Ham in triangular shape, allowing it to form a pocket. Fill with following garnish: Julienne of white meat chicken, smoked ox tongue, celery and raw apple, lightly mixed with mayonnaise and whipped cream. Season with salt and pepper to taste. Place filled ham triangle on a wire grill and glaze with wine jelly. Allow to cool and serve on a bed of shredded lettuce and a sauce made of mayonnaise, whipped cream in equal quantity, and flavor with A-1 sauce, salt and pepper.

weight in cooking and an additional 22% to 25% from trimming of skin and surplus fat.

Figures on sandwich preparation go as follows:

Net Wt. of Ham.....	9 lb. 8 oz.
Wt. of Jellies.....	8 oz.
Wt. of Trimmings.....	1 lb. 8 oz.
Wt. of meat actually usable for sandwiches	7 lb. 8 oz.
No. of whole slices per lb. cut by U. S. Slicing Machine set at No. 8.....	11
Cost of ham—net wt. times cost per lb. (.40).....	3.80
Cost per sandwich—Cost of ham divided by number of sandwiches027

Each full slice will make one and a half sandwich slices, consequently three sandwiches may be made of two full slices. Upon using the smaller or shank end, some slices will make only one sandwich; 8 oz. of trimming are usable in the form of ham salad sandwiches or minced ham and deviled egg sandwiches.

Upon making sandwiches, due to the absence of moisture in the boiled ham, the

sandwich is much drier and will not keep fresh very long. Flavor-sealed ham, retaining the natural juices, offers a sandwich that has a better appearance, a more appetizing taste and will keep fresh either wrapped or unwrapped for a much longer period.

For fried ham sandwiches, the packaged ham is quickly and easily prepared and contains the maximum in flavor whereas boiled ham, having already lost much of its flavor and moisture, is practically tasteless.

In using ham for the modern popular toasted sandwich, heat emphasizes the tastiness of flavor-sealed ham, whereas dry heat tends further to bring out the tastelessness and dryness of hot, boiled ham.

Ham Service Suggestions

Some of the ham menus that club managers have found are highly popular with the members in cold buffet service follow:

- Galantine of Chicken and Ham*
- Hearts of Palm Salad*
- Celery Roquefort* *Stuffed Olives*
- Hot Rolls*
- Coffee*
- Mixed Fruit Compote*
- * * *
- Cold Sliced Ham with Jelly*
- Stuffed Eggs*
- Knob Celery with French Dressing*
- Potato Salad with Capers and Olives*
- Coffee*
- Frozen Eggnog with Rum*
- * * *
- Chaufroid of Ham*
- Mixed Hors d'oeuvres*
- Tiny Fried Cheese Croquettes*
- Romaine and Tomato Salad*
- Coffee*
- Parfait with Candied Chestnuts*
- * * *

Some quickly made snacks for the 19th hole are:

Ham Steak Bordelaise—Sauté ham steaks lightly in butter, add sauce Bordelaise and simmer for a few minutes.

Deviled Ham Steak—Spread ham steak with English mustard, dip in fresh bread crumbs and broil.

Make thin two layer sandwiches, using ham as one layer and cream Roquefort cheese as second.

Cut slices of ham in half, spread with chutney and mustard, sandwich together and broil.

Roll oysters in thin slices of ham and broil.

Place slice of ham on toast and cover with Welsh rarebit.

Cover slice of toast with slice of ham and then slice of American cheese. Place in oven until cheese browns lightly, remove and serve open.

For the ladies, try a toasted ham sandwich spread with orange marmalade.

* * *

Suggestions for preparing ham steaks so the members boast of his club's food service:

Broil with segments of oranges and pine-

apple lightly sprinkled with brown sugar.

Spread honey over ham steaks, dip in corn meal and broil.

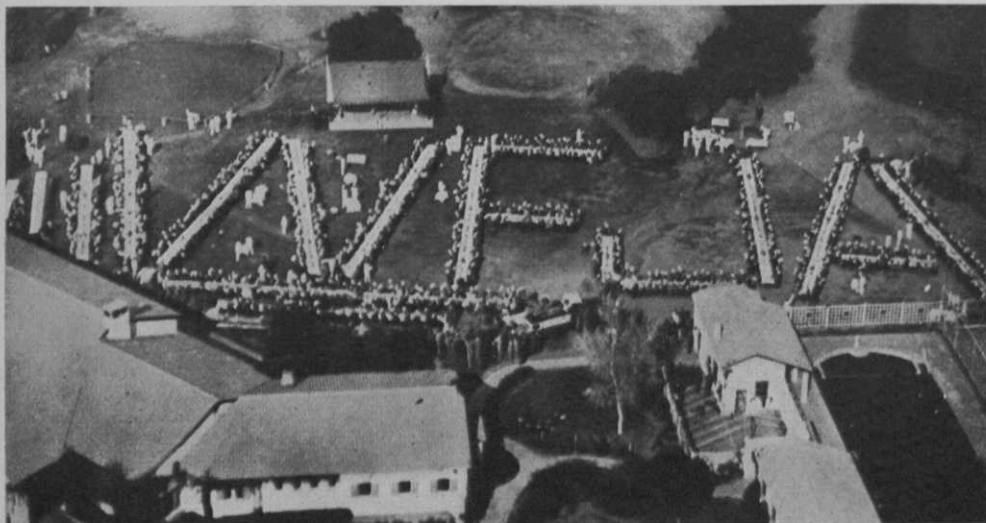
Dip ham steaks in paprika, flour and sauté.

Broil and serve with brown mushroom sauce or with grilled mushrooms, drawn butter.

Deviled ham steak—Spread with prepared mustard, roll in bread crumbs, broil.

Ham steak, Spanish style—Serve with rich creole sauce.

Dip steaks in flour, in beaten eggs and in crumbs, and sauté.



A Real Banquet Stunt

TWELVE hundred delegates and guests of the Western Fruit Jobbers association attended an open-air luncheon held January 15 at the Phoenix (Ariz.) C. C. and the aerial view above was taken at the height of the festivities. The novel table arrangement is an interesting stunt and is only one of the many details watched over and successfully carried out by Kenneth E. Nash, secretary-manager of the club, under whose direction the affair was held.

Commenting on the luncheon, Nash reports: "I have been secretary and manager of this club for nine years, but this party doubled in capacity anything I have ever been called on to serve heretofore. It was necessary for me to rent some 30,000 pieces of equipment from Los Angeles, and six auxiliary ranges had to be set up in the clubhouse backyard to meet the cooking

demands of this record day.

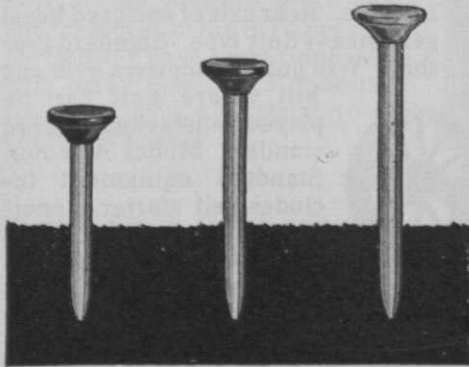
"Among the stunts pulled to increase the guests' enjoyment were news-reel men, who took talking pictures; a hook-up with the National Broadcasting Company, which sent the speeches all over the West; airplane pictures available to guests shortly after being taken; and telegrams from government weather bureaus throughout the country giving the temperature of their cities, which in most cases was below zero, while the people from those cities were **having luncheon on the green front lawn** of the clubhouse amid flowers, palms and evergreens. The ladies ate without wraps and the men protected their heads with napkins, as the sun was doing its share to make the convention a success."

GOLFDOM publishes this account of the Phoenix stunt in the firm belief that alert managers and officials will find inspiration for similar banquets at their clubs.

To get *all* the business
stock the three sizes of

“PEG”

REG. U. S. PATENT OFFICE



1 1/2" "REGULAR" 1 3/4" "LONG" 2" "EXTRA LONG"

CELLULOID GOLF TEES

The larger ball is causing a demand for longer tees. Be in a position to supply this demand by carrying a stock of the longer lengths.

As “PEG” is put up only one dozen boxes in a small demonstration carton, three of these take up very little room on your counter but they give you a complete range with which you can satisfy the demands of all your customers.

Your profit on “PEG” is greater than on most lines which makes it well worth while to go after all the business with this tee.

All three lengths are made from durable Celluloid with white stems and tops in four popular colors, packed assorted to the box.

Ask your jobber for them.

Granby Mfg. Co., Keene, N. H.

TUF HORSE

We Protect the Golf Pro 100%

Tufhorse Bags and Golf Products are sold only by Professionals or selected dealers. We do not sell to “cut-rate” stores, thereby protecting the Golf Professional from price competition. As a result, over 95% of all U. S. Golf Professionals are making increased golf shop profits with Tufhorse bags.



“Supreme”
List \$70.00
Genuine Walrus
Black, Brown,
Tan

Ladies’
Tournament
List \$36.00
Genuine
Elkskin
All Colors

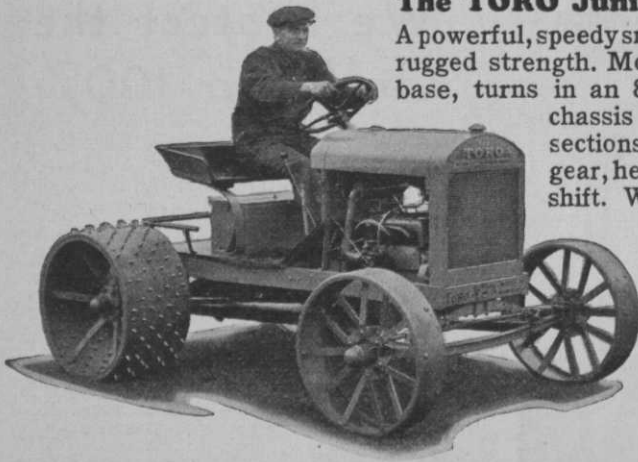


Tufhorse Golf Bags are QUALITY products, made of Genuine Pig Skin, Walrus, Elk Skin, Cow Hide and Service Ducks. You can recommend every Tufhorse Bag with the knowledge that it is an exceptional product. Write for new 1931 catalogue, sent to professionals and dealers only.

**Des Moines
Glove & Mfg. Co.
Des Moines, Iowa**

TUF HORSE

Good Machinery is the Foundation



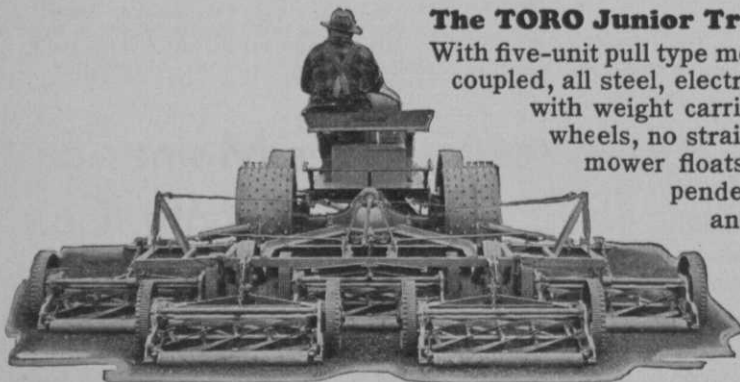
The TORO Junior Tractor (Model A)—

A powerful, speedy small tractor of light weight but rugged strength. Model A30 has a 71 inch wheel base, turns in an 8-foot radius. Strong, rigid chassis of four-inch steel channel sections. Rear axle of enclosed bevel gear, heavy duty type. Standard gear shift. Will pull five mowers over any hill where golf can be played satisfactorily. Ford standard Model A motor. Standard equipment includes self starter, generator, battery and full length muffler for quiet operation.



TORO Junior Tractor with Dump Box (Model B).

A handy, efficient general utility tractor adapted to a wide range of work . . . mowing, hauling, dirt moving, construction work, etc. Indestructible steel body with reinforced bottom and end gate.



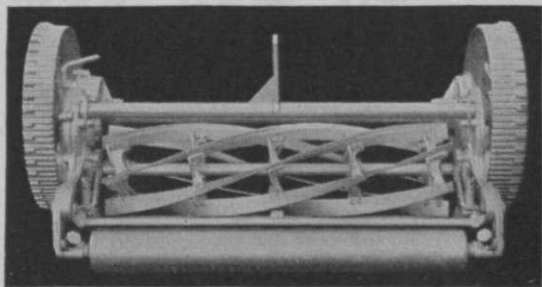
The TORO Junior Tractor (Model A)—

With five-unit pull type mowing outfit. Close-coupled, all steel, electrically welded frame with weight carried on wide-rimmed wheels, no strain on mowers. Each mower floats over ground independently, cutting ridges and hollows. Hoisting device for raising two end mowers.

of Lower Maintenance Costs . . .

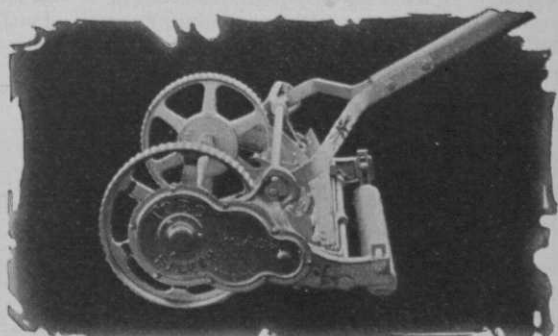
The new Trojan Mower

—America's finest fairway mower—sturdy, light-running—built up to the finest mechanical standards of the present day. The good features of the old Toro Super Mower have been combined with many tested new features which set up a new standard of cutting efficiency.



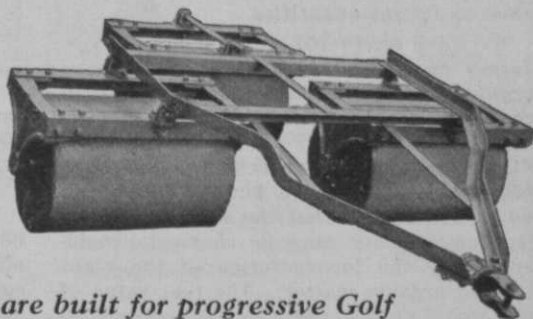
Silver Flash Hand Mower

For small areas and close work around flower beds, shrubs, trees and other places where a hand mower is required, the Silver Flash is the "sweetest" little mower ever put on the market. But like a watch, light weight, light running, clean cutting and easy to handle.



TORO Fairway Roller

The efficient TORO Roller has been improved with a new heavy duty frame. The flexibility of this frame is retained, so that each roller follows closely the contour of the ground. This prevents creasing of the turf.



These new Toro Products are built for progressive Golf Course Superintendents. Write for new catalog.

TORO Manufacturing Company

3042-3168 Snelling Ave., Minneapolis, Minn.

Service Stations at—

New York, N. Y.
Garden City, L. I.
Syracuse, N. Y.
Troy, N. Y.
Yonkers, N. Y.
Newton, Mass.

Philadelphia, Pa.
Pittsburgh, Pa.
Cleveland, Ohio
Detroit, Mich.
Indianapolis, Ind.
Dallas, Tex.

Chicago, Ill.
Milwaukee, Wis.
Des Moines, Iowa
Kansas City, Mo.
San Francisco, Cal.
Los Angeles, Calif.

Jacksonville, Fla.
Toronto, Ont., Can.
Winnipeg, Man., Can.
Calgary, Alta., Can.
Buenos Aires, S. A.
Hamburg, Germany

How and Why of Water's Effect on Golf Course Grasses

By HOWARD B. SPRAGUE

Agronomist, New Jersey Agricultural Experiment Station

(Continued from last month)

Golf courses are frequently built on soils that require much treatment to make them suitable for growing turf. One of the most frequent soil defects which is encountered is the lack of sufficient organic matter. With clayey soils, this causes a compact structure with excessive runoff, baking and cracking in hot dry weather accompanied by great losses of moisture by evaporation, and poor structure which reduces the water-holding capacity as well as aeration. With sandy soils, the lack of sufficient organic matter permits rapid percolation of moisture through the soil thus carrying off the soluble nutrients which the plant needs, and insufficient moisture is retained for plant absorption. Loam soils are not so urgently in need of organic matter as clayey and sandy soils, but they are greatly improved by its presence in liberal quantities.

We have conducted experiments at New Jersey on the value of different types of organic matter for improving the physical condition of soil. Certain of the results obtained are given in *Table 4*. The detailed discussion of these experiments will soon be published elsewhere, but the data given here show clearly that the available water-holding capacity may be changed considerably by the incorporation of the right type of organic matter. The real value of

the various types of organic matter must not be judged by these data alone, since such factors as the texture of the materials, the ease with which they take up moisture, their persistence in the soil, etc., must be considered. The important information contained in these figures is that grass growth was increased over 50 per cent on the sand, and at least 15 per cent on the clay by the incorporation of or-

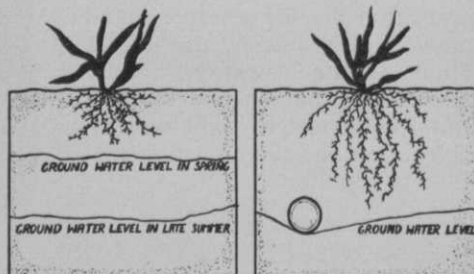


Chart 3.

ganic matter in quantities equivalent to about 30 tons of manure per acre.

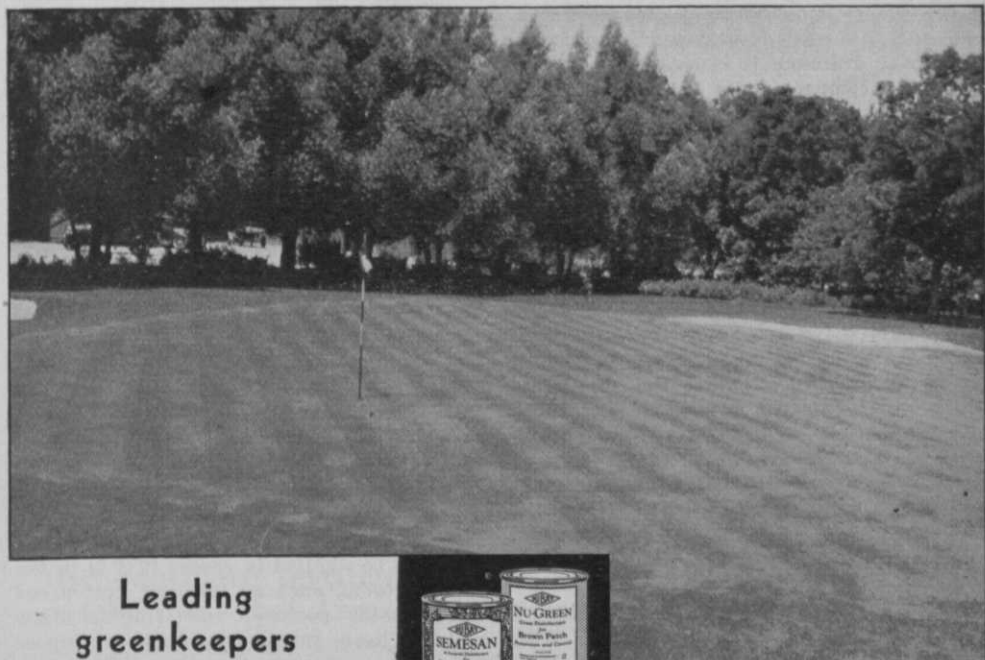
Absorption of Moisture

Whatever the structure and moisture holding capacity of the soil, the plant will not use such water unless the soil is occupied by the root system. Roots of turf

Table 4. Effect of Adding Organic Matter to Soil, on Water Holding Capacity and Growth of Grass

Type of Organic Matter Mixed With the Soil	— Sandy Soil —		— Clay Loam Soil —	
	Available Water Holding Capacity	Yield of Grass	Available Water Holding Capacity	Yield of Grass
	%	gms.	%	gms.
Cultivated New Jersey Peat.....	19.6	9.8	29.0	11.0
Raw Michigan Peat	20.2	8.9	31.8	11.1
Imported Peat Moss.....	27.6	10.0	34.1	10.8
Spent Mushroom Soil	17.8	9.5	27.6	11.6
Well-rotted Manure	18.3	10.4	31.3	11.6
Untreated Soil	16.1	6.2	26.0	9.6

NO BROWN PATCH all SEASON



Leading
greenkeepers
keep turf healthy
this easy way . . .



*Sixteenth green at the Lake Shore
Country Club, Glencoe, Ill., where
DuBay methods are followed.*

Greenkeepers who practise the Du Bay method of brown patch prevention from early spring know how easily turf damage may be avoided.

Regular applications of either Semesan or Nu-Green prevent the development of brown patch, and assist normal, healthy turf growth. Greenkeepers of 533 clubs have proved the effectiveness of these two fungicides under widely varying soil and climatic conditions.

From Missouri comes this statement: "Have tried Semesan . . . and wish to report very fine results." From New York: "I recommend Semesan without reservation." From Wisconsin: ". . . Nu-Green gave favorable results." From Pennsylvania: "I consider Semesan one

of the greatest achievements toward preservation and upkeep of golf courses that has been made available in recent years." And from Alabama: "We used Semesan last year and are now using it . . . have been very successful in curing this disease."

Semesan prevents and controls brown patch under all conditions. It is particularly recommended where soil fertility is high. Nu-Green is advised for treatment where the soil fertility is lower.

Order from your golf supply house or seedsmen. For free Du Bay Fungicide pamphlet, write Bayer-Semesan Co., Inc., 105 Hudson St., New York, N. Y.

SEMESAN  **NU-GREEN**
REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

grasses are stimulated by some conditions and inhibited in growth by others. Poor soil drainage always means scanty root development. This is largely due to the exclusion of oxygen from the pore spaces by the presence of too much water. *Chart No. 3* shows the relation between drainage of a wet soil and root development. In some soils, poor drainage is caused by the presence of a compact layer of clay or shale which prevents removal of superfluous water by percolation. In others, the soil itself is naturally so compact that excess moisture is not eliminated normally. However, in many cases, poor drainage is the result of continuous over-watering which compacts the soil. The roots of turf plants find difficulty in occupying such soil and therefore may penetrate only the upper layers. This unhealthy condition may pass unnoticed until a period of hot dry weather occurs, when the turf suddenly fails because it is not able to satisfy its moisture requirements by absorption from the thin surface layer of soil. Paradoxical as it may seem, over-watering may easily result in injury from moisture deficiency. On the other hand, the soil must contain a certain supply of water or roots will not grow and function. A system of watering which provides for wetting of only the upper inch or two of soil, will force the plants to confine their root systems to this moist layer. A sudden heavy watering to a greater depth will have little benefit, since the plant can draw only on the soil zones occupied by the root system.

Another factor which greatly influences water absorption is the acidity of the soil. Some grasses, such as the bents, are more tolerant of acidity than others, such as Kentucky bluegrass. Nevertheless, it is a well known fact that strong acidity will prevent the formation of root hairs and thus reduce the absorption of moisture. Moreover, even with contact of roots and water, it has been shown that absorption is much slower with strong soil acidity than with mild acidity or neutrality. We have found striking support of this fact in our tests with creeping bent turf in New Jersey. Where the soil has become acid through use of sulphate of ammonia, ammo-phos, and similar fertilizers, the turf suffered a great deal more from lack of moisture during the dry season of 1930, than other plots receiving the same care but having lower degrees of acidity.

The system of fertilization followed has

great influence on root development and the absorption of water from the soil. Phosphate fertilizers have in general been found to increase the extent of the root system greatly. A very large percentage of soil in the eastern half of the United States are known to be lacking in phosphorous, which means that attention must be given to correcting this deficiency by proper fertilization.

Quite contrary to the effect produced by phosphates, nitrogen in abundant quantities is known to reduce root development. This is particularly true when the element is supplied in the form of soluble fertilizers such as sulphate of ammonia, nitrate of soda, and urea. Physiologists have discovered that when the supply of nitrogen absorbed is great in proportion to the food made in the leaves, the development of roots is retarded. On the other hand, if the supply of nitrogen is relatively small as compared with food reserves, root development is stimulated. It is clear therefore, that nitrogen must be supplied in small quantities but in a regular manner, if normal development of the plant is to take place. Nitrogen is less likely to be applied in excess if it is in the organic form, such as tankage, cottonseed meal, castor pomace, and similar materials. These substances must decompose before the nitrogen is released for plant use, and the quantity available at any one time is not likely to destroy the balance within the plant. It is very important that soluble nitrogenous fertilizers be applied in small quantities. Even though burning may be avoided, large amounts will stimulate a rank growth of juicy tender stems and leaves without a corresponding root development.

In addition, it may be well to remember that poisonous materials such as copper, will kill roots even though the copper be combined with other substances, as in Bordeaux spray. A thin layer of poisoned soil prevents roots from developing in this zone, and also eliminates the possibility of utilizing the moisture or nutrients in soil below this layer. Some poisons like copper are stationary in the soil, but others such as chlorates may be washed out.

Quantities of Water Required

The water requirements of turf grass are not great in themselves. If moisture loss by runoff, percolation, and evaporation could be avoided, and the rainfall stored for use by the plant as required,