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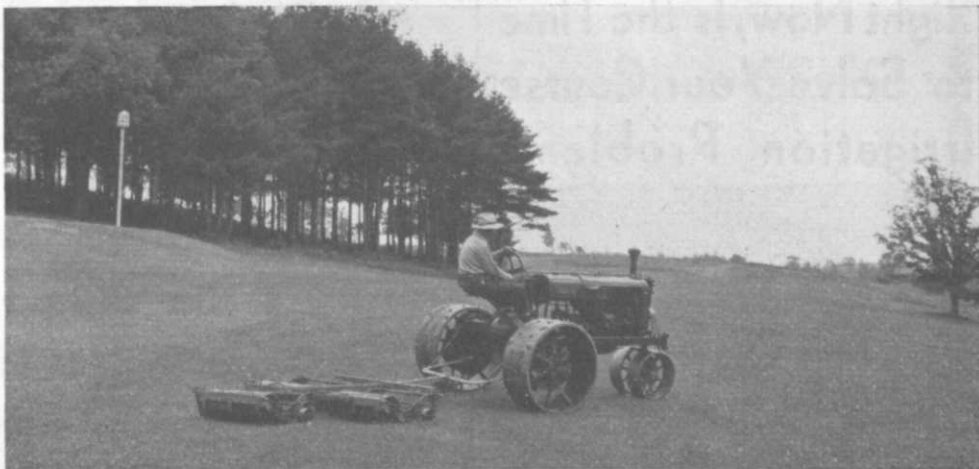
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COMPLETE GOLF CATALOG.*

PENNSYLVANIA LAWN MOWER WORKS

Primos, Delaware County, Pa.

Grant Wolcott Saves Money With the Fairway



This McCormick-Deering Fairway Tractor replaced two tractors of cheaper make at the Totem Lodge Country Club

Gentlemen:

The McCormick-Deering Fairway Tractor purchased from you last Spring has replaced two tractors of cheaper make, and has kept the course in fine condition.

We like the tractor very much on the fairway, where the wide wheels keep the turf well rolled. The cost of operation is lower than for any tractor we have used before, and the ease of starting is a big advantage.

We are going to get farm wheels to do construction work around the course. We would recommend the McCormick-Deering Fairway Tractor to any golf course.

Yours truly,

Grant Wolcott,
(Manager of Grounds)
Totem Lodge Country Club,
Burden Lake, N. Y.

READ this letter from Grant Wolcott of the Totem Lodge Country Club, Burden Lake, N. Y. It contains information you are vitally interested in—the most economical way to maintain your course . . . Mr. Wolcott believes the McCormick-Deering Fairway Tractor is the solution. He is not alone in his opinion, for wherever the Fairway Tractor works there are always good words for it . . . Golf clubs, parks, and estates the country over have proved the economy of the Fairway Tractor—they know from experience that it costs less to maintain their courses and grounds with the Fairway than with other power or methods . . . Take the word of Mr. Wolcott and other users that the McCormick-Deering Fairway will save money for your club. The nearest Company-owned branch or a McCormick-Deering distributor or dealer will be glad to demonstrate it for you. Write us for catalogs.

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606 So. Michigan Ave.

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By G. A. FARLEY

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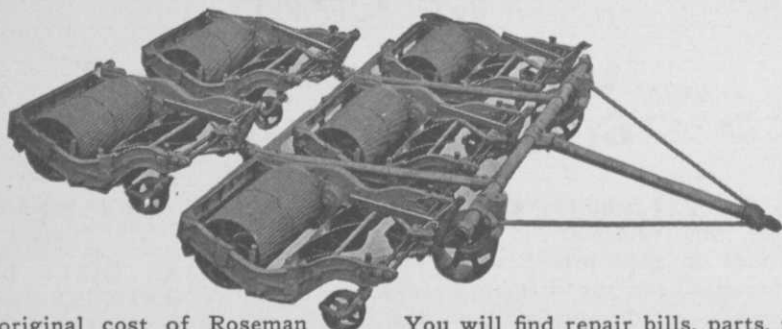
GOLFDOM, The Business Journal of Golf

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Golfdom

The Business Journal of Golf
REG. U. S. PATENT OFFICE

VOL. 5

DECEMBER, 1931

No. 12

Pro Body Decides to Tell Players the Pro's Story

By HERB GRAFFIS

"SELLING the pro to the player" was the theme song of the Professional Golfers' association annual meeting held at Hotel Statler, Boston, Nov. 16-18. Forty delegates from various sections of the pro federation chimed in the chorus led by the husky tones of President Charley Hall's voice, and he it said there's maturity in the notes uttered by the solid sage of Birmingham.

Being the pros' pilot ages one, but Charley might as well get used to the job as he was unanimously re-elected at the Hub session. He has done a masterly job of steering the pro bark through some stormy and uncharted seas. And what a bark the boys have! To switch the simile, the laddies in solemn session assembled barked in good lusty fashion about every angle of the pro business.

But what an advance in spirit was apparent from the departed days when this reporter first was permitted to cover pro executive sessions as a result of the decision made by the corps' dean, Alex Pirie, and other veterans that the pros had a story other folks ought to hear.

Only a few years ago difference of opinion involved a 50-50 risk of a lively personal engagement. Alex Pirie's happy blend of toughness, humor and psychic talent was the major factor in keeping peace. Now the boys handle their problems in a calm, detached way that is rather

seldom observed at any convention of business men.

P. G. A. Progress Marked

Routine reports showed the association in the best shape of its history. More members and an obese bank-roll revealed that the group insurance, the ball refunds and other developments which a central operating force has put at the command of the various sections, all have had an effect in bringing boys under the banner.

Starting the fireworks was the report of the tournament bureau headed by Bob Harlow. Much to yip gladly about was found in this report as the tournament activities had put 11 new events on the calendar during the past season and slated enough play during the coming winter season to closely approximate last winter's record high money mark. This, with golf play and playing equipment business off around 15%, is correctly regarded as considerable achievement. Financing the tournament bureau provided a problem for the master minds, as the original basis on which Harlow was told to operate was jerked from under after the complaints registered on the west coast.

Tourney Players Offer Suggestions

Gene Sarazen, appearing for the tournament players, came up with the financing idea of having leading exhibition players stage 5 shows, one at Los Angeles, one at

San Antonio, one at Atlanta and the other two prior to the National Open and P. G. A. championships. The players would contribute their services. Matches would be held under the auspices of the local Junior league, this being the society young women's organization. The Junior leaguers would take 25% for their charity coffers; the tournament bureau would get the rest. The tournament players want a man to stay with the show and one ahead, per the legitimate theatrical practice, but on the dough now available, no can do.

All the pros realize the value of keeping the tournament spotlight burning bright, for they're conscious of how the public got reconciled to paying pros some real money after Harlow had ballyhooed and argued the talents of his original duo of Hagen and Kirkwood into opulent lumps of legal tender. But how to raise the money necessary for today's emergency requirements of exhibition golf is something that had the boys fairly well baffled at the Boston meeting.

Sarazen presented another interesting idea from the tournament players when he suggested the appointment of a secret committee of three players to report to headquarters any cases of conduct unbecoming a gentleman and professional so the association could discipline offenders by fines or by withholding their names as contestants for which the association would stand responsible. In making this recommendation Sarazen voiced the hope of club officials who have vigorously protested and threatened cancellation of future tournaments because of the conduct of some tournament players who have bellyached loud and ludicrously about conditions at courses where the whiners were unable to score.

Put Younger Pros on Committees

The serious young faces of George Jacobus, Ridgewood (N. J.) C. C., and Elmer Biggs, Peoria (Ill.) C. C., together with the thoughtful countenance of veteran John Inglis, president of the Metropolitan district P. G. A., were introduced into the pro executive picture via appointment to the ways and means committee. Jacobus was named chairman of this committee. The seasoned old stagers, Willie Ogg and Jack Shea, remain as advisory members of this important committee. Willie and Jack drew deep sighs of relief at the lightening of their burdens as appointment to this committee means constant struggle, lots

of toil and as the only reward, a starry crown in the kingdom beyond.

Biggs and Jacobus are two outstanding examples of successful young pro business men and Hall, in coupling recognition of this valuable element in pro golf with the steady wheelhorse, John Inglis, indicated that the old masters in the business now believe their proteges are qualified to sit in on an equal basis with the mighty. Picking some youngsters for feature spots in the show has been under consideration for some time by the weather-beaten pilots who have managed the pro ship of state through the tumult of mid-channel. The work Jacobus and Biggs did on the merchandising committee tagged them as bright, active, and dependable candidates.

Incidentally, the expiring act of the merchandising committee for 1931, represented by Biggs, Jacobus and Harbert was to propose an agreement with the manufacturers whereby the granting of dealers' prices to golf goods buyers who were not legitimately entitled to dealers' prices was to be discontinued. It is hoped that this step will help to curtail the "buy it wholesale" evil.

Further indication of a change in the P. G. A. official line-up was forthcoming in the appointment of John Madden as chairman of a committee to revise the boundaries of P. G. A. territory governing the allotment of vice presidents. The mid-continent section, so Madden pointed out in a blunt logical demand, had about an eighth of the P. G. A. membership without any representation in the national body. Hall, in effect, told Johnny to write his own ticket and the executive committee would O. K. it. That's the good news the cowboy takes home to the pals in the pampas.

Ask 5-Year Ball Holiday

It was not to be expected that the golf ball would escape attention at the meeting. Jay Patterson, emissary of the sunkist sons, introduced a resolution asking that the U. S. G. A. please, pour le amour de Allah, leave the size and weight of the golf ball alone for five years so the golf ball market and play would have a chance to get on an even keel. One of the other laddies suggested that the U. S. G. A. issue official balls to each contestant in championships under its jurisdiction to put an end to the suspicion among the untutored that the big shots get selected balls that give them an edge.

Some interesting speculation was rife when Bob Jones was made an honorary



New England pro organization entertains delegates to P. G. A. convention

vice-president of the organization. Some of the boys considered the gate the P. G. A. championship might draw with the retired monarch of the meadows trading shots with top sergeants of the regular troops. With the 1931 P. G. A. championship outdrawing all other golf events as a result of the efforts of Messrs. Schulze of Wannamoisset, and Harlow and Shea of the P. G. A., the pro event seems tagged as the money top of the golf years until another ace amateur comes along. Chances are that the P. G. A. championship in 1932 will be held much earlier in the year to give the champion a chance to cash in. The west coast advanced the suggestion that the National Open and P. G. A. championships be held within two weeks of each other so the west coast big time troupers wouldn't be compelled to spend most of their golden childhoods in the arms of mother Pullman. The dope seems to run that the Open date will be advanced by the U. S. G. A. as the last two Opens have been "suffered" in weather hotter than a Spanish honeymoon.

Quietly and deftly, George Sargent, Scioto's maestro, lofted a pineapple into the meeting by telling the boys to do a little looking around at the financial and membership plight of golf clubs and coming away with the conviction that the pro needed to sell himself as a valuable factor to the clubs. George dated the advent of American pro golf supremacy in the job line from the time when the P. G. A. and *Golf Illustrated* sent over a team of American pros that took the English and Scotch comrades into camp and among its trophies of the hunt brought back the British Open championship honors dangling from the famous ribbed pitching tools of Jock Hutchison. Before that time a good

American golf club that wanted a pro imported its talent, George reminded the gang. Jock and six other of the nomads who placed in the money ended that spell.

Sargent Asks for Publicity Man

Now another era is on the pros, Sargent said. The pro has to identify his duties and so discharge them that he will be recognized as vital to club welfare. For that purpose Sargent recommended a publicity fund not to exceed \$5,000 a year and employment of a publicity man to keep pro propaganda hot. Answering inquiries as to whether or not the five grand would be acceptable in the association's budget, doughty Mr. Mackie, celebrated as the Cerebus of the P. G. A. exchequer, advised the boys not to worry as there would be no money spent that the pros didn't have.

The Sargent suggestion elicited sprightly comment. Young Jacobus, who is no yearling, at that, in the master pro class, told how he started his career as a master pro by borrowing money to advertise to his members. "You've got to spend some money to make some money in any business," George stated. Others told of enterprises they had found effective in making themselves useful to their clubs.

Chairman Puts Boyd on Spot

Tom Boyd came through with a terse and telling remark about how carefully club officials are studying the pro situation today. Tom, old pal, old pal, cited the case of his chairman picking up a copy of GOLFDOM in which there was an article showing a pro bookkeeping system Doc Treacy had worked out. The figures, which were by way of wild example rather than of fact, indicated a pro profit of 125% on the sale of a golf club. Tom's chairman

P. G. A. OFFICIALS AND COMMITTEES NAMED AT BOSTON

Charles Hall, president.

Alex Pirie, honorary president.

Jack Pirie, secretary.

J. B. Mackie, treasurer.

Jack Shea, W. H. Way, Dan Goss, Harold Sampson, J. J. Martin and Thomas Boyd, vice presidents.

Robert T. Jones, Jr., honorary vice president.

Finance committee—J. B. Mackie, George Jacobus, James Anderson.

Publicity committee—George Sargent, W. H. Way, Charles Lorms.

Ways and means committee—George Jacobus, Elmer Biggs, John Inglis, and Willie Ogg and Jack Shea as advisory members.

National headquarters committee—Alex Pirie.

Internal boundaries committee—John Madden.

Educational committee—George Sargent, Fred Brand, Willie Ogg.

Tournament bureau committee—Alex Pirie, James Wilson and R. W. Treacy.

accepted the figures as representative of the pro profit, or kidded Tom into believing the idea was entertained. Tom passed the punch to GOLFDOM's white slave, who being a disciple of all that is good and true and beautiful in literary art rather than a public speaker, mumbled a frightened reply that our fondest hope would be to find a club official interested enough in the pro boosting we have done to figure out percentages on a bookkeeping form.

However, with spirit refreshed that our pro hope is being so carefully read by officials, we will gleefully admit that the figures in the unrevised specimen we printed were slightly out of line, but only about 95% and that should not mean the end of a beautiful friendship between Tom, his chairman and us.

Much of a confidential nature on manufacturer relations was said at the meetings but the pros have no apologies to make for the executive character of these sessions as they were frankly concerned with the delicate and defiant problem of reducing cost of good golf to the player and at the same time keeping the business attractive to first class manufacturers and professionals as dealers in dependable pro merchandise.

An interesting demonstration of assembling the P. G. A. steel shafted bench-made clubs was presented. It is a simple job of glueing and riveting that makes club-making look so easy the player might

further carry out the theme by getting himself a spinning wheel, squatting down like Gandhi, spinning himself a pair of knickers and be all set. The bench-made assembly has staunch champions among some of the pros, however, and was responsible for peppery and thoughtful debate.

Business Administrator Gates, at the end of his first year, found reason for gratification in the status of the association after his efforts had borne fruit and in the expression made by the executive committee relative to the progress made by the organization during the administrator's regime.

True Temper Sponsors \$5,000 Open at New Orleans

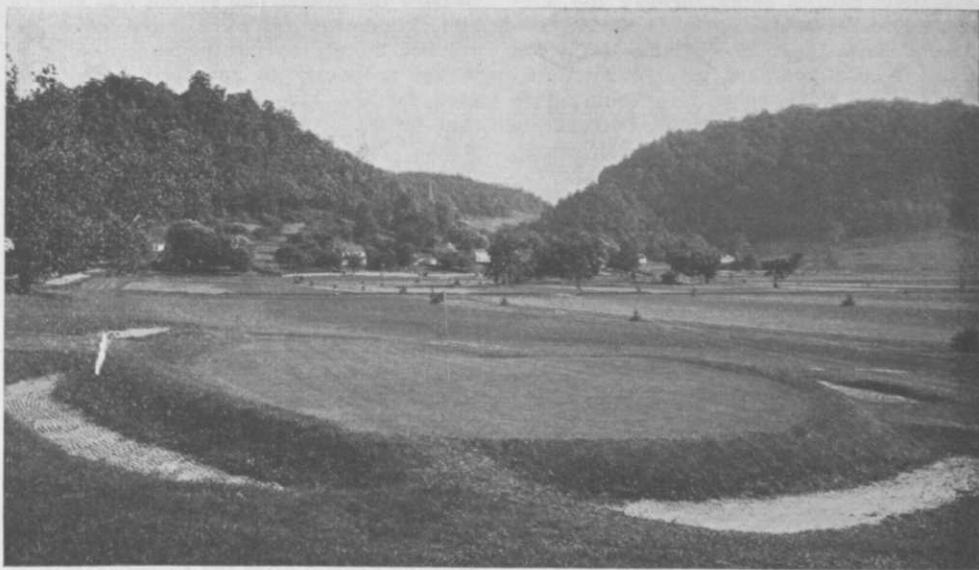
AMERICAN FORK AND HOE CO., makers of True Temper steel shafts, has put up \$5,000 prize money for an open golf tournament to be played at Metairie G. C., New Orleans, Feb. 12-13. Preceding the True Temper Open there will be a pro-amateur 18-hole event. The tournament will be at 72 holes, with the low 60 and ties playing the last day.

Tournament Bureau of the P. G. A. is managing the affair and is receiving lively assistance from officials of the Metairie club, the New Orleans Golf association, the New Orleans Chamber of Commerce and city officials.

This event made an extremely welcome addition to the winter tournament calendar as Harlow, bureau manager, was pretty much up against it trying to get spots for the boys to work along the jump from Agua Caliente to Florida.

True Temper put up the prize money as substantial evidence of the appreciation of support of their shaft by the professionals. Following the True Temper move, members of the associations of club and ball manufacturers also approved a \$5,000 contribution to the P. G. A. tournament fund. This fund will further aid in locating events so long and expensive jumps between tournaments may be avoided. It is believed that gate money at such tournaments will be sufficient to keep the fund substantially at its original figure.

IN ADDITION to sub-surface drainage, greens should have perfect surface runoff. To make sure there are no hollows where water can gather on your greens, make a tour of inspection some day when rain is falling heavily.



The ninth green at Saltville is elevated and well trapped and makes a fine finishing hole

Small Town Club Prides Self on Good Golf at Low Cost

By C. H. WHITEMAN

Vice President, Saltville (Va.) Golf Club

PERHAPS one of the most economically operated 9-hole golf courses in the United States is that maintained by the Saltville (Va.) Golf club. From a start that was truly "cow pasture pool" this small organization has developed a course that compares favorably in hazards, fairways and greens with clubs having several hundred members and a maintenance budget of many times that of the Saltville club.

Saltville is in Smyth county, in the bluegrass section of southwestern Virginia. Luscious bluegrass covers the hills and valleys almost the year around and enables cattle raisers to produce for export some of the finest cattle raised in the United States.

Located in the heart of Saltville is a 25-acre tract—1,600 feet above sea level—flat as a billiard table and surrounded by hills rising several hundred feet. This choice pasture, well drained, holds moisture a

long time and produces natural bluegrass in abundant quantity.

Golf Comes to Saltville.

In 1925, someone dug out an old golf club and a few balls, took himself to the pasture, and played with himself some variation of the game of golf. A friend joined him, then another, and another—until eight or ten were knocking the few balls around. They played real cow pasture pool. Someone donated a lawn mower and they mowed three smooth places which they termed "greens"—the cups being tomato cans sunk in the ground. Then they took up a collection among themselves and employed someone to cut out some narrow strips by hand—these they called "fairways." To protect the "greens" from gazing cattle a barbed wire fence was erected around each green. Tailor bills began to mount as the golfers

to re their clothes going through the wire to "get on the green."

Saltville is the home of the Mathieson Alkali Works' southern plant and practically all the would-be golfers belonged to the staff of that organization. Fortunately the cow pasture chosen for the golf course was the property of this company and the local management agreed to let the golfers use this land without charge. The cattle were withdrawn to other fields and real plans for golf formulated.

Change to Bent Greens.

During 1926 one hole was added, making four; then two more were added in 1927. A hand greens mower was purchased and natural greens were made merely by cutting the bluegrass short. They were level and smooth, and possessed some qualities that even good bent greens do not have—no water was necessary, there was no brown-patch or other disease to contend with, they did not need continual topdressing and fertilization—and they held a good shot. But all clubs must go modern and will finally have their bent greens—and in 1929 three holes were added, greens rebuilt, and planted with bent grass.

A second-hand tractor that had been purchased was pressed into further service in cutting out new fairways, a rough mower was attached to the tractor, and new fairways and rough developed by cutting and rolling. The course was virtually rebuilt, 9 greens and a nursery planted, and power greens mower and other equipment purchased—all for an expenditure under \$2,000. Everything done was with the view of saving time and labor; and how well plans have worked out is attested by a present total maintenance and labor cost of \$1,200 per year.

Modest Design Holds Costs Down.

Greens were built and planted at a cost of \$100 each. They were purposely made small—averaging 50x60 feet—to reduce maintenance cost. They are kept weeded with little expense and inexpensive rotary sprinklers water the greens amply without continual moving from one spot to another. A sprinkler set in the center of any green will throw water to all parts. Cutting time with a power mower is but 5 to 10 minutes to the green—3 hours for the nine greens and nursery—and the small greens bring savings in the use of fertilizers, brown-patch preventive, worm eradicator, and other materials.

To make fairways all we had to do was

to mow the grass. The ground was smooth and wonderful fairways have been developed merely by cutting and rolling. It is not necessary to add fertilizer of any kind for the bluegrass grows so quickly that fairways must be mowed twice each week. The narrow fairways, 100 to 125 feet wide, can be mowed by a tractor and 3-unit gang mower in 7 hours. Six holes run parallel to each other—a strip of rough 25 feet wide separating the fairways; so the rough between fairways presents but a small problem in cutting and this rough is cut each week. We have considerable rough in front of the tees on some holes, and this is cut about once every two weeks.

The greens are topdressed but 3 times a year, spring, summer and fall. We are bothered with brown-patch only during two weeks of July and the usual prompt treatment once or twice has always resulted in elimination of this within a very short time. We spread our summer topdressing shortly after the brown-patch first appears in order to bring the greens back to normal more quickly. All attacks of brown-patch have been light and play has not been interrupted.

Has Few Artificial Hazards.

The course has few sand traps, in fact, only the first, second and ninth greens are trapped. All others are open—their small size being a hazard in themselves.

There is one water hole, and one hole has 75 yards of rough at a point 250 yards from the tee. Here is the layout:

Hole 1. 279 yards, par 4. All fairway, except ditch 200 yds. from tee. Green trapped on back and sides.

Hole 2. 312 yards, par 4. Rough and high bunker between trees for 75 yds. from tee. Ditch 150 yds. Green trapped same as No. 1.

Hole 3. 230 yards, par 3. Rough 75 yds., then uphill to elevated green. Slight slice goes out of bounds.

Hole 4. 567 yards, par 5. Rough 150 yds. from tee. Ditch 400 yds. from tee catches many second shots.

Hole 5. 558 yards, par 5. Ditch 250 yds. from tee. Water to left of tee will catch misdirected shot. Fairway narrow near green.

Hole 6. 425 yards, par 4. 100 yds. of rough, then 150 yds. of fairway; then 75 yds. of rough before striking last 100 yds. fairway.

Hole 7. 153 yards, par 3. Across water 100 yds. Fairway 120 ft. wide. Any ball not in fairway considered out of bounds.

Hole 8. 200 yards, par 3. 125 yds. of rough, 75 yds. fairway.