

A HOSE

with **STYLE** *for the smartest club—*
SERVICE *for hardest wear*

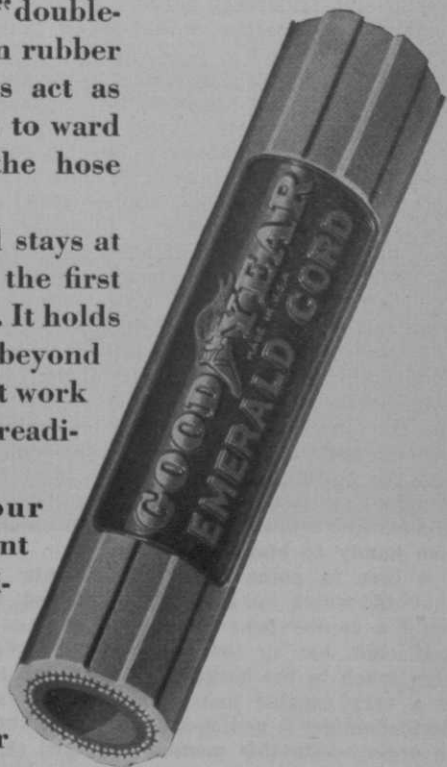
IN Goodyear Emerald Cord Hose is style for the club particular of appearances—a smart hose, *green in color*, for smartly kept grounds—and built for hardest wear.

Handsome, strong, super-durable, this superior hose is woven of two braids of "double-double" cotton cord, strengthened in rubber of special compound. The flat ribs act as springs to iron out kinks, as buffers to ward off damage, as runners to slide the hose easily from job to job.

In golf club service Emerald Cord stays at work for years as fresh and trim as the first day of use. It resists blazing sunlight. It holds pressures easily. It has stamina far beyond ordinary hose to endure the toughest work you can find and still retain vigorous readiness for more.

Add Emerald Cord Hose to your grounds equipment this year—brilliant service at only a little more than ordinary cost.

In $\frac{5}{8}$ " , $\frac{3}{4}$ " , and 1" capacities and in lengths to 500 feet. See your dealer, or write to Goodyear, Akron, Ohio, or Los Angeles, California.



GOODYEAR

THE GREATEST NAME IN RUBBER

Only reliable companies are allowed to advertise in GOLFDOM.

fornia presents a distinct set of conditions of temperature, rainfall, and soils, and no two are alike. It takes a greenkeeper about a year to learn of all the quirks pertaining to one particular layout and rules of procedure learned on one course will not apply to another. To illustrate: near Los Angeles are two courses within three miles of each other; one is the San Gabriel C. C., the other the Montebello Park course. On the San Gabriel course any amount of rain soaks right into the ground immediately and players experience little discomfort in playing immediately after a storm. But at Montebello open ditches have had to be dug along low spots in the fairways to carry away water that will not soak in. The reason for this difference between the two courses is simple: the San Gabriel club is laid out on soil composed of coarse material washed down from the mountains, while the Montebello soil is largely adobe. And yet a cursory examination would show very little difference.

But there is still a tendency on the part of club officials to consider the discharge of a greenkeeper all in the day's work. This may be a throwback to the old days when the man in charge of a course was nothing but a promoted laborer with no special skill or knowledge of his own except that displayed in wielding a shovelful of dirt. Perhaps the real reason for the continued disregard of greenkeepers is what sociologists call social distance. This is a state brought about by lack of contact with other groups and individuals. On golf courses, social distance crops out in the fact that there is very little contact between golfers and the man on the course and the feeling prevails that if anything is wrong with the greens it must be the greenkeeper's fault because there is no one else handy to blame.

A case in point here in California is that in which a greenkeeper helped to build a course from infancy to a class-A golf club, but in the meantime he kept very much in the background, although he is a very capable man. Recently it was decided to get a new general manager, but in order to do this members decided that it was necessary to discharge both the house manager and the greenkeeper. The greenkeeper had been satisfactory in every way and yet he was not considered. If it had not been for the vigorous action of the green chairman, the one man who knew the greenkeeper, he would have been unjustly fired.

Bag Bargain Sale to Open Pro's Season

Ed Newkirk, newly elected secretary of the Illinois P. G. A., left this gem of selling thought in the editor's padded cell before shoving off for Florida.

Spake Edward:

"I am going to open the season with a real bag sale. T' hell with this business of sticking around until the end of the season and closing out a few bags at a cut just so you won't have to carry them over the winter.

"More than half of the bags at every pro shop ought to be thrown into the city dump pile and the only reason they're not is because the pros haven't put on enough push behind good bags that will make the old stuff look doubly terrible by comparison.

"When you get right down to it, a pro can sell a good looking and honestly made bag at a price that none of the stores can touch. The pro's low overhead accounts for this. But the stores have been unloading a raft of trick looking trash on the golfers just by putting on some price ending in 98 cents so people think it's a bargain.

"People who come into my shop at the start of next season are going to see a bag display and some signs advertising the attractive prices. I'm going to play it up so strong that a fellow or woman with a worn, dirty bag will feel ashamed without having anything directly said about the relic.

"Figure 200 bags in the rack and a hundred of them being overdue on replacement. I'll replace that hundred at, say, an average profit of \$2 a bag on the kick-off bargain sale prices. There is \$200 in the clear. Anyway it will be a noble experiment."

HARRY ADAMS, pro at Hickory Hills (Chicago district), is giving the boys a good little lesson in how a pro can capitalize his wide acquaintance and learn some of the smart stunts of selling. Harry this winter is at a prominent clothing store, spending part of his time in the store and part out calling on his player friends to get them to come to his winter location and buy.

Harry has received quite a little newspaper publicity on this connection, probably as a result of the store advertising man's work.

the FAIR WAY to treat a FAIRWAY



THE "Caterpillar" Tractor has the grip without the slip! It rides the surface of the softest fairway — no divot-making lugs — no torn turf — no wasted fuel. Rolling can be done early in the spring — more golfing days are the reward. Wider swaths can be mowed. And along with this amazing traction is the power to build new roads — to pull stumps or hedges — to change holes, hazards or bunkers. The ultimate in golf-course power-plants — the "Caterpillar" track-type Tractor!

Prices—f. o. b. Peoria, Illinois

TEN	\$1100
FIFTEEN	\$1450
TWENTY	\$1900
THIRTY	\$2375
SIXTY	\$4175

Caterpillar Tractor Co.

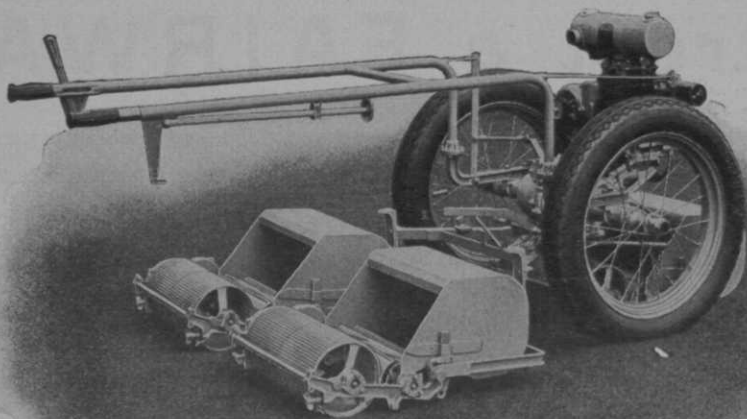
PEORIA, ILLINOIS, U. S. A.

Track-type Tractors Combines
Road Machinery

(There's a "Caterpillar" Dealer
Near You)

CATERPILLAR
REG. U.S. PAT. OFF.
TRACTOR

THE NEW "OVER



A new and perfected roller unit in gang formation.

A product that carries every improvement that long tests and many leading greenkeepers could suggest.

Leaves no mark on even the most delicate turf and is of such amazing efficiency as to be out of the reach of competition.

Has a total cutting swath of nearly four feet.

Will cut an average green of 6000 square feet in ten minutes. As a time and money saver nothing approaches this performance.

Eight blade high speed reel.

Newly designed grass boxes catch all of the cut grass, wet or dry.

Alemite lubrication.

Highest grade of material used throughout.



SEE OUR EXHIBIT AT THE NATIONAL GREE

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THE LARGEST MANUFACTURERS O

Main Office and Factory

Branches: Chicago Office and Warehouse:

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132 St. Peter Str

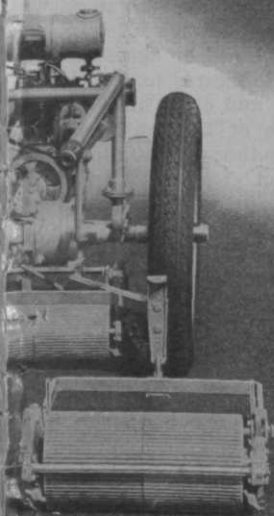
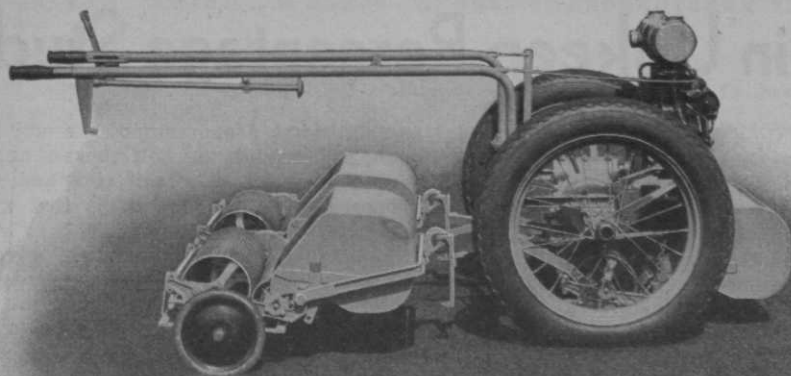
Los Angeles:

2341 W. Washingto

A G E N C I E S I N A L L

When you mention GOLFDOM the advertiser knows you mean business.

"OVERGREEN SCOUT"



For going from green to green the units rest upon rubber tire carriers.

The "Overgreen" can also be supplied with cutting units of the high wheel type.

Although cutting the greens is known to be the most expensive operation in golf course maintenance the adoption of the Worthington "Overgreen" reduces this cost to an almost negligible quantity.

No club or greenkeeper in these days can afford, from an economic standpoint, to disregard the claims of this great time and labor saver.

The Worthington gang mower was first on the fairways and is first on the greens!

WRITE FOR FULL PARTICULARS

GREENKEEPERS SHOW, COLUMBUS, OHIO, BOOTH 1

Worthington Company

THE LARGEST MANUFACTURERS OF GANG MOWERS IN THE WORLD

Stroudsburg, Pennsylvania

Cleveland:
Hippodrome Building
San Francisco:
52 Beale Street

New York:
11 East 44th Street
Portland:
384-386 E. Madison St.

P R I N C I P A L C I T I E S

The advertisers pay for your GOLFDOM; deal with them.

Greensmen-M. A. C.-Golfdom Join in Upkeep Percentage Study

FOR some time a certain New England greenkeeper has been intrigued by the possibility of determining a maintenance cost basis to serve in comparing his own operations with those of other greenkeepers. The fallacy of comparing total costs was obvious to him and to other greenkeepers and chairmen with whom he discussed his ambition. This greenkeeper, Jay M. Heald, of the Greenfield (Mass.) C. C., attended short courses at the Massachusetts Agricultural College. With Prof. L. S. Dickinson of that institution, and other practical greenkeepers at the courses, Heald examined the maintenance costs from a percentage viewpoint, considering the variable factors of areas, treatment and condition, and discovered that the figures gave a promising indication of establishing cost standards. Details of this preliminary work were given in GOLFDOM (June, '30, p. 29).

Publication of this speculative material in GOLFDOM aroused considerable interest. Thoughtful greenkeepers saw possibilities of getting maintenance cost deliberations on a practical basis; a greenkeeper has enough to worry about without having some really green green-chairman turn native and stomp and howl when he learns some other course in the neighborhood is being kept for less money, regardless of the conditions governing costs at the courses being compared. As it is now, two elements in this maintenance cost situation are being focused on the greenkeepers.

First, they cannot be immune to the general battle-cry of strict economy that their club officials hear all day long at their places of business. Fortunately the golf course is so generally the sadly skimmed part of club operation that the greenkeeper with the full figures can make out an excellent case for a proper maintenance budget. In this connection the remarks of Major Jones in the April, 1930, Green Section *Bulletin*, may be recalled. Jones wrote:

"Perhaps one day someone will ask a far more important question [*than the total annual course maintenance cost*]

namely, what proportion of the club's income is spent on the golf courses and essential facilities of a golf club and what proportion on the trimmings that go to make up a country club?"

The other element adversely affecting the greenkeepers is that their salaries generally are too low, even under the prevailing situation of unemployment in general business. Greenkeepers are not gifted with selling temperament and it will always be a tough job for a man who is a fine greenkeeper but no salesman of his own services to get the money he deserves unless there are available figures to speak his case to his chairman and other officials eloquently. The results of this national cost research will help the greenkeepers materially in this respect.

Work Centers at M. A. C.

Work of examining, tabulating and summarizing course maintenance costs is being undertaken by Heald under the supervision of Prof. Dickinson at Massachusetts Agricultural College. The work is being financed by GOLFDOM through an arrangement worked out by Dr. Seviars, director of the Massachusetts State Experiment Station.

In getting together figures for the various clubs, GOLFDOM has sent to every green-chairman on its list the questionnaire shown here, with the request that the green-chairman and greenkeeper fill out the sheet and forward it to Heald at the M. A. C., Amherst, Mass.

It is earnestly hoped the returns will be promptly forthcoming so that preliminary findings may be published in time to have a favorable bearing on 1931 maintenance work.

This work for the good of the clubs and greenkeepers is the first energetic national effort to get something helpful out of the maze of course maintenance cost figures, and for that reason all concerned are hopeful of quick co-operation in supplying the figures.

Definite Help to Good Men

There is no competent and conscientious greenkeeper in the country who needs to

Fill Out This Questionnaire!

Green-Chairmen, Greenkeepers and other interested officials are requested to tear out this page, answer all questions as completely as possible and mail to Jay M. Heald, care of Prof. L. S. Dickinson, Massachusetts Agricultural College, Amherst, Mass.

Name of Club.....	Is new machinery cost included in total figure?
Location
Private..... Public.....	Is machinery repair included in total figure?
Municipal..... Fee.....
Number of Holes	Age of course
Average number of men employed in summer..... in winter.....	Were fairways fertilized in 1929?..... 1930?.....
<i>Before answering the next questions split up such charges as compost, watering, turf nursery, fertilizing and the like and charge against the proper division.</i>	
Total expenditure for maintenance, labor, for period Jan. 1, 1930 to Dec. 31, 1930....	Are fairways watered?.....
.....	Are greens mowed by Hand?.....
Total for Greens.....	Power?
Condition (Good Average Low)	(Single or gang type power?).....
Total for Fairways	Is rough mowed by Hand?.....
Condition (Good Average Low)	Horse?..... Power?.....
Total for Tees	(Side bar or fairway-units type of power?)
Condition (Good Average Low)	Are tees mowed by hand or power?.....
Total for Traps	Topdressing by Hand (shovel) or Top-dresser?
Condition (Good Average Low)	Approximate Green area.....
Total for Rough	Approximate Fairway area.....
Condition (Good Average Low)	Approximate Tee area.....
Total for New Construction.....	Approximate Trap area.....
Balance (to include all other items to balance total expenditures)	Approximate Rough area.....
Is supervision included in total figure?	Signed
.....	Position

Dependable Power Equipment



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.



TORO Standard Five-Unit Push-type Tractor

The only tractor built specifically for mowing large areas of grass. Cuts a 12-inch swath, 75 to 100 acres per day. Covers an average 6500-yard, 18-hole course in 14 to 16 hours. Four-cylinder, four cycle tractor motor, low fuel cost, automatic governor prevents racing, high tension magneto means quick starting, clutch brake for control on hills, automatic power steering. Flexible front frame gives operator better control of work.

for Progressive Golf Courses

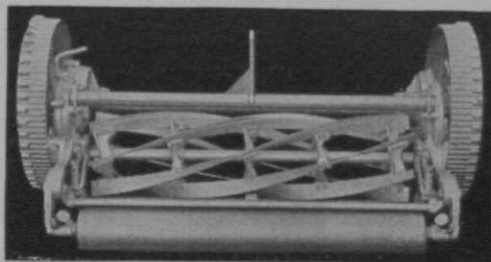


The TORO Junior Tractor (Model A)—
With five-unit pull type mowing outfit. Close-coupled, all steel, electrically welded frame with weight carried on wide-rimmed wheels, no strain on mowers. Each mower floats over ground independently, cutting ridges and hollows. Hoisting device for raising two end mowers.



TORO Junior Tractor (Model B)—
With 3-unit mowing outfit. This is the same as the five-unit outfit described above, without the two outside mowers. When a convertible frame is ordered, these two additional mowers can be added at any later date.

The New TORO TROJAN—
America's finest fairway mower—sturdy, light weight, built up to finest mechanical standards of the present day.



Write for new 1931 Toro Catalog

Toro Manufacturing Company

3042-3168 Snelling Avenue -:- Minneapolis, Minn.

Sales Service Stations in all leading Distribution centers.

worry about his own figures doing anything but help him operate as he wants to operate for the good of his course. As an example of how figures may be used, there is the following statement made by Heald to his green-chairman after comparing the cost percentages at Greenfield with those of other Massachusetts courses. Heald's report read:

"Last winter at Amherst, in looking for a percentage of money spent for maintenance of each of several divisions in relation to the whole amount, an average was established. Let us compare our course this year with these findings and see if there is any light:

	Fair-					
	Greens	Tees	Traps	Rough	Bal.	
	ways					
Average	32	12	6	9	5	36
Greenfield . . .	40	8	3.5	2.5	3.5	42.5

"We spent above the average on greens; however, didn't we have above the average number of greens to maintain. Perhaps a green not in play should have been carried in the balance column, and this would reduce the percentage.

"Fairways costs are below the average, in view of the fact that our fairways are above the average condition. One reason is that the well-established grass does not burn out. The fairways have been mowed when it was felt necessary and not by the calendar, as are many courses. I am satisfied here to say we are running below the average with as good as average conditions.

"Tees: Almost half of the average. Were our tees watered? No. Were they topdressed? No. Were they up to the average in condition? No. Would these two items bring them up to the average course?

"Traps: Way below the average. Most golf courses have their traps filled with loose sand that takes longer to rake than our sand. Most courses rake daily; we raked three times per week. You know that our traps have been below the average in construction and much easier to maintain than the average.

"Rough: 1.6 below the average and I believe in as good condition as the average.

"Balance (which includes everything else) is above the average. As this includes new construction, which amounted to nearly 20 per cent, our larger percentage here seems very evident.

"Until further work is done with the percentage idea, with more clubs to work

from, these findings are all that have ever been gathered and they do not seem to be far out of the way.

"When our course is put against them, fairways and rough are below the average and are as good in condition. Greens will probably come up to the average in another year. It is evident that the trouble with our tees and traps could be corrected with average care.

"Am I justified in saying these findings throw light on our shortcomings as well as show us that in two cases we are better than average?"

U. S. RUBBER HAS NEW EDITION "PROS, PLAYERS AND PROFITS"

A NEW edition of "*Pros, Players and Profits*" and its companion volume, "*The Golf Professional's Handbook of Business*," have been issued by the United States Rubber Company, golf ball department. The 1930 editions of these works were received with acclaim by pros, who employed the books as most effective guides to bigger and better business in the pro shop.

The 1931 edition shows patient and thorough research and a carefulness in preparation that substantially contribute to the value the studious professional will get from the volume. There is special reference to the developments of the year and much material that was not covered in any respect in the first publication of the volume.

The book is a splendid example of what manufacturers can do and are doing to help the pro take command of golf goods merchandising and reflects high credit on its sponsors and compilers.

The pro who is planning ahead for a record year's business can't spend his time to much better advantage than by a study of the helpful pointers in these books and then seeing to it that his assistants go over the books thoughtfully.

Copies of the book are available to any pro, without cost, from United States Rubber Company branches.

BUILD your tees large so that a given strip of turf can have plenty of time to recover from divot scars before it is necessary to use it again. On many courses, each hole has two tees; one is allowed to rest and the turf recover while the other is in use.