

IDEAL Announces a new Rough Mower —for Better Rough and Lower Costs

A new mower . . . a new idea . . . already proven practical by a number of America's best clubs where savings up to 50% labor cost have been effected. It means more evenly cut rough . . . means big savings in cost over old-fashioned rough cutting methods.

See these
Mowers at the
Golf Show
in Columbus
February 3 - 6

... COMPANION TO

THE IDEAL BULLDOG

World's Finest, Fastest Fairway Mower

IDEAL POWER LAWN MOWER COMPANY

446 Kalamazoo Street, Lansing, Mich.

FACTORY BRANCHES

413 W. Chicago Ave.
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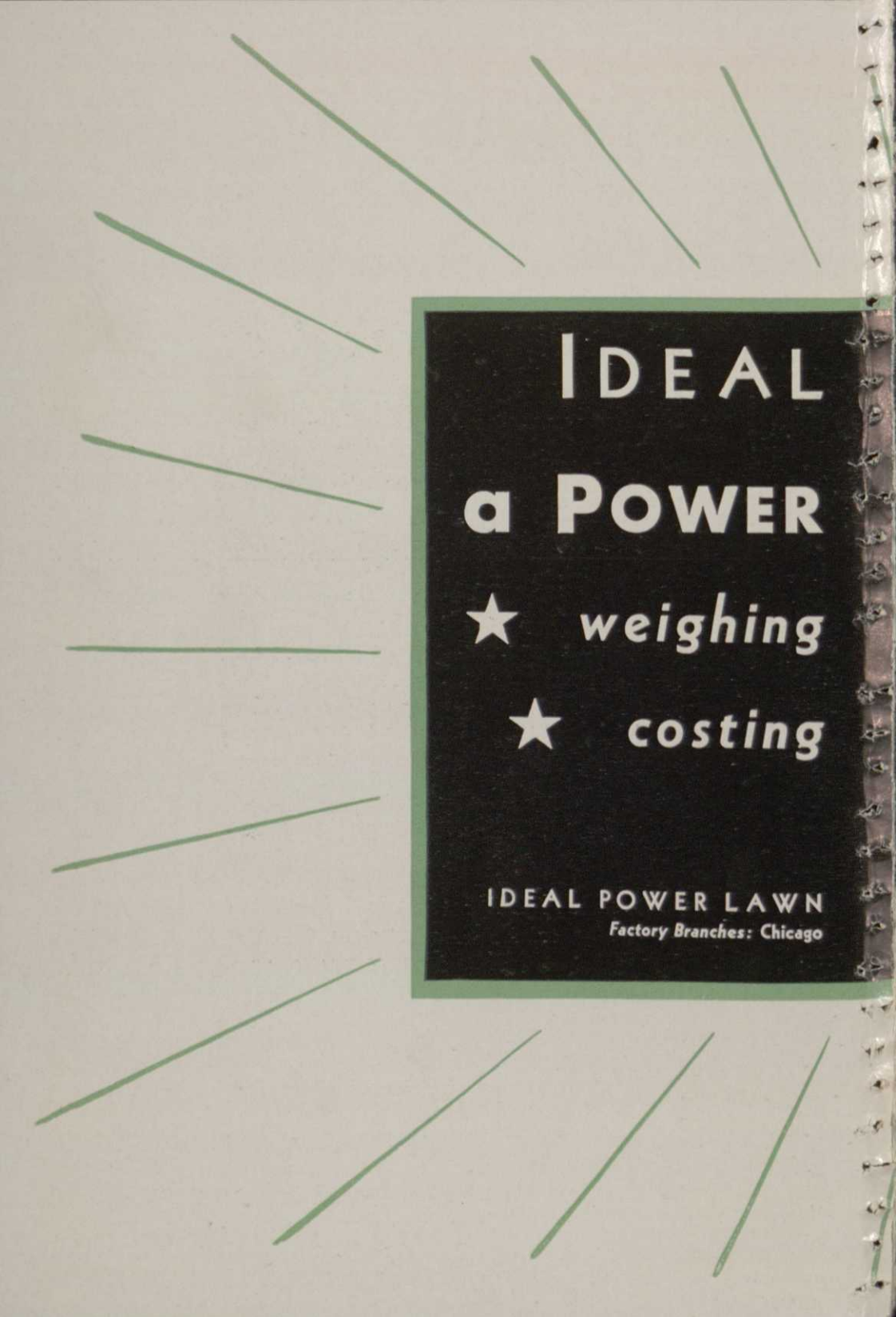
161 Vester St.
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Dealers in all principal cities

IDEAL

GOLF COURSE EQUIPMENT



IDEAL
a POWER

★ *weighing*

★ *costing*

IDEAL POWER LAWN

Factory Branches: Chicago

Announces . . .

GREENSMOWER

less than 100 pounds

less than 200 dollars

● SEE IT AT THE GOLF SHOW
Columbus, Ohio, Feb. 3-6

MOWER COMPANY, LANSING, MICH.
New York Detroit Boston *Dealers in all principal cities*

NO

you can have

BETTER FAIRWAYS

*without
more money*

YOU know what the trouble has always been—you have never had enough fertilizer for your fairways.

Now there's a way to have more fertilizer for your fairways—and without any more money.

In Nitrophoska you get more plant-food for your money than you can get in any other fertilizer. Nitrophoska is three to five times as rich in plant-food as most fertilizers. And, remember, it is the plant-food that your fairways need.

An application of 100 pounds of Nitrophoska per acre is equal to 400 pounds of ordinary fertilizer. And costs very much less.

If you are really determined to *have better fairways*, you will use Nitrophoska, because it gives more plant-food for the same money.

Buy Nitrophoska from your regular supply dealer, or direct from us.

Synthetic Nitrogen Products Corp.
285 Madison Avenue, New York

*Urea is the Ideal
Nitrogen Fertilizer
for Greens*

Repeated tests have proved conclusively that Urea is an ideal nitrogen fertilizer for the finest grasses. It furnishes organic nitrogen in the same form as in liquid manure. It gives a beautiful green color to the turf, and is long-lasting in its effect.

NITROPHOSKA

TRADE MARK REG. U.S. PAT. OFF.

15-30-15

The Most Economical Fertilizer Ever Made

Chaplain Lauds His Pros —Suggests Amateur Counsel

By REV. JOHN B. KELLY

(Chaplain, Metropolitan P. G. A.)

GOLF is the modern sport of the world's rulers—the pastime of Presidents and Kings. It is a national game in the true sense of the term—not a sport of spectators, but of participants. If it can be said truly that money talks then this game has an eloquent story to tell of American devotees who have spent four and one-half billions of dollars in its charms. The guardians dedicated to the protection of these billions are the professional golfers of America.

The golf professional occupies a position of unique dignity as the tutor of Presidents and potentates along with the prelates and dignitaries of religion who sit at his feet as avid disciples seeking the principles of orthodox stroke-making. Scientists who discover and reveal secrets of cosmic order, or of powers to be harnessed for the necessities and comforts of all their fellowmen, become schoolboys once again drinking in his exposition of principles and theories that will, they hope, aid them in breaking the century figures scarring their score-cards. Emperors ruling over industrial domains that are conquests of the five continents seek him out as their master. Leaders of society's inmost elite-men and women who determine the current modes and manners of civilization's millions seek out the pro to obtain from him the correct gesture in transferring a tiny sphere from sand-trap to cup on the waiting green.

The professional golfer of America is today conscious of the dignity of his calling and of the resultant responsibility to meet the demands of his office. He has formed an association for the purpose of promoting golf interests in the country while arranging for the protection of its members who meet regularly to apply constructive measures of group action, and to apply to the best advantage the funds collected for benevolent care of needy and deserving members.

The professional golfer wears a title which very naturally suggests comparison with other bodies of gentlemen known as "professional men." The lawyers, physicians, engineers, and other possessors of collegiate honors are they who make up the roster of a nation's sons in honorable professions. The golf professional of America has taken only the first steps toward the realization of his ultimate hope of attaining definite standards to be demanded of each member. The leading spirits in the profession will demand a certain minimum count to be earned before giving the individual aspirant the recognition of full membership. He will be given certain counts for proficiency in playing the game, others for his ability to impart the principles of correct play to his pupils, while still others will be given for his business and club of applied knowledge in operation and promotion ability. He may see the day when he will be promoted or demoted in accordance with the results of regularly recurring examinations supervised by a duly appointed board.

The amateur and the professional in the golf sphere have more in common than in most sports engaging general national attention. As said before, golf is a participants' sport. The professional is an amateur in the sense of a sport-lover, but the amateur can be in no way a professional receiving financial emoluments such as fees, salary, or cash prizes.

The golf professional is therefore an indispensable factor in the golfing life of the amateur. The American pros are busily engaged in corporate activity to promote the spread and fascination of the game. Methods of teaching, merchandising, club construction, standardization of the ball, and the principles of course architecture are all part of the programs at present pursued by the P. G. A.

For the very highest scale of golf promotion in the country I would recommend

that the national professional body enlist the active interest of a carefully selected group of amateur enthusiasts as patrons and advisors of their organization. There are many of the foremost figures in the commercial and industrial spheres who are sufficiently interested in golf as a powerful factor in keeping America healthy in body and wholesome in soul, who would consent to act as patrons to the professional body. These gentlemen would render invaluable services. They would also serve as judges of individual achievement contributing to the promotion of golf by the individual professionals.

The Business Administrator already engaged by the professional body would find his efficiency greatly enhanced by regular and intimate association with this amateur body of sport patrons, and he would be in an even stronger position to elevate the body as a whole to a dignity, putting all its members on a plane with the best in other of America's honorable professions.

TORO SHIPMENTS AT NEW HIGH
Minneapolis, Minn.—Shipments of the Toro Mfg. Co. showed an increase of 5% for the fiscal year ending September 30th,

making a new high record for the company. Earnings were \$2.70 per share, amply covering the regular dividend of \$1.40.

The company announced the addition of three new distributors: R. L. Ryerson, Milwaukee, Wis.; E. A. Griffith, Pittsburgh, Pa., and E. B. McCartney, Garden City, Long Island. A number of new products have been added and Toro is looking forward to a successful year in 1931.

CLEVELAND District P. G. A. recently put on an interesting educational event at McKinley Masonic lodge. With Grange Alves as instructor and Art Boggs as pupil, a golf lesson was given. Jack Way talked to the assembled worthy and well qualified brethren on the rules and Bert Way spoke on the business aspects of the pros' work. The idea is one that should be far more frequently used by the pros. We suggest that pros who are members of American Legion posts, Knights of Columbus councils, Elks clubs, or other Masonic lodges suggest such entertainments to officials of their fraternal organizations, supplying the talent from pro ranks.

It makes a great winter entertainment feature.

Probe the problems of club management

at

PITTSBURGH--Feb. 24-25

(William Penn Hotel)

The Fifth Annual Convention of the CLUB MANAGERS' ASSOCIATION of AMERICA

To every club manager and his club this meeting means money. Meet and discuss with other of the foremost, successful American club managers, the solutions to the problems that you have in your own operation.

An intensely practical "set" program and the close-up exchange of helpful information in the informal meetings are certain to make this convention pay rich dividends to you and your club.

Plan now to attend the Club Managers' convention and harvest your

share of its crop of better operating ideas.

The association will especially welcome your presentation of a problem at your own club for consideration and suggested solutions.

For complete details and hotel reservations write

**CLUB MANAGERS' ASSOCIATION
of AMERICA**

Henry R. Dutton, *Secretary*

THE BOSTON CITY CLUB, BOSTON, MASS.

Coast Greens-Man Asks "Shall We Cost-Keep or Greens-Keep?"

WHEN GOLFDOM entered this maintenance cost-keeping debate our appearance was made simply because the situation was calling for a definite and constructive show-down. Scores of letters and interviews with greenkeepers and green-chairmen attest to a deep interest in the subject.

What really proved the last shove that plunged us paddling into this deep water was the discharge of a good greenkeeper of our acquaintance at the end of last season because his directors thought he was wasting money and he didn't have the figures to prove the contrary truth. At that course this year, the condition has been bad (not due to the drought) simply because the directors insisted on cutting the costs lower than the figure proper for desired character of maintenance.

It is our belief, based on wide observation, that course maintenance is far more often penalized by too much economy rather than by too little, but it certainly is another conviction of ours that many greenkeepers need more figures to exhibit their command of the financial phases of operation.

In November, B. F. Leach told a true tale of what can be done by a greenkeeper who knows how to use figures.

In the October issue we published some maintenance cost-keeping sheets compiled by greenkeepers. One of our unknown friends in Los Angeles writes us about them. There's a lot in what he has to say about the greenkeeper keeping from getting so tangled up in figures that he can't tear loose to do his greenkeeping.

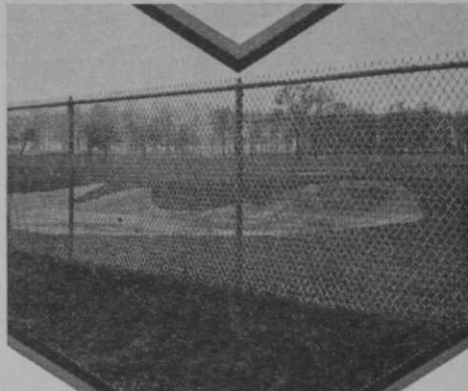
However, while agreeing with some of the points brought out by the author of the following communication, we still maintain that if more greenkeepers knew how to compile and use cost figures they could employ this data effectively in getting their salaries raised. After all, that's the aim—getting more money for men who are worth it.

And now for the Los Angeles letter:

"Dear Mr. Graffis:

"I see in your October issue, you have another of these ultra-efficient cost sheets and I note the list of operation is fairly complete, but not 100 per cent, why not have a place for picking

PAGE FENCE



**You
remove a big
expense item
by using
Page Fence**



Poor fence means constant outlay. Page Fence means low annual upkeep.

PAGE Engineers have been working a half century to develop fence longevity. And now PAGE Fence comes in four different metals to resist different atmospheric conditions—

1. Page Alcoa Aluminum.
2. Page Armeo Ingot Iron.
3. Page Copper-Bearing Steel
4. Page Ornamental Wrought Iron.

An expert at a nearby PAGE Fence Plant knows which fence will last the longest in your locality. For gates and formal frontage use PAGE Ornamental Refined Wrought Iron—beautiful, practically everlasting. For Chain Link Fence, your choice of PAGE H-Beam or tubular line posts.

76 Service Plants erect PAGE Fence everywhere. Write for name and address of Plant in your locality. They will gladly consult with you and offer suggestions from plans to final erection. No obligation whatever. Complete descriptive literature on request. Address Page Fence Association, 520 North Michigan Avenue, Dept. D29, Chicago, Illinois.

*America's first
- since 1885*

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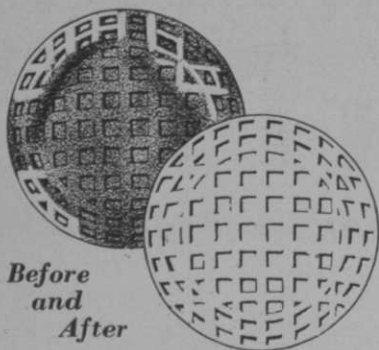
*nation-wide service
through 76 service plants*

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CHAIN LINK OR ORNAMENTAL WROUGHT IRON

Page Fence is a Product of The Page Steel & Wire Co., Inc. 210012111, Company of American Chain Co., Inc.

Prices of these fences from fabric to cuttings made Page



A Few Strokes with the Lewis Washer

As clean as new . . . Only a few strokes of the paddle needed, too. Yet dirty balls are often lost . . . cause poor shots . . . delay following foursomes . . . and ruin good scores.

Considering the low cost of Lewis Washers, you cannot really afford to be without them. During the past few years hundreds of clubs have attested this fact by installing them thruout, with two at the 1st and 10th and at the short water holes.

New Lower Prices!

1 to 10 Washers . . . \$5.50 each
11 or more Washers. 5.00 each
LEWIS Tee Stakes. 1.50
Prices f. o. b. shipping point.

See your distributor . . . if he
can't supply you, write us.

G. B. Lewis Company
Dept. CD 131, Watertown, Wis.

LEWIS GOLF BALL WASHER



up cigar and cigarette butts off the greens, another place for torn-up score cards scattered around the tees? These items must steal away a lot of labor in a year, and should find a place in a cost sheet, as described in your magazine.

"Isn't this cost finding furore getting beyond a joke? Why must these fellows who love to figure first and green-keep last, be ever trying to foist their pesky sheets on a hard-driven group of greenkeepers.

"For the sake of argument let us suppose a couple of greenkeepers kept this style of cost sheet for twelve months. At the end of the year Bill's costs are \$500 lower than Joe's. Is Joe's board going to solemnly pore over the costs of poling the two courses, and find that Joe spent \$20 for this operation more than Bill, and so on through the various operations? I believe not.

"A sensible board would want to compare the total greens cost, fairways, tees, etc. That is all anybody would want, to make an intelligent comparison; and that wouldn't be so frightfully intelligent that it would warrant a letter home.

"It is my humble opinion that if a board of directors gets the idea that their greenkeeper isn't getting results for the money spent, he is going to be out of a job no matter if he keeps the sweetest little set of costs on pink paper all tied up with blue ribbon.

"Any one following the writings of the past few years and not being aware of actual conditions gets the impression that there is an unnecessary expenditure in golf course maintenance. This reflects on greenkeepers generally and is unwarranted. If the average dues paying golfer who belongs to an up-to-date club, ever finds out what proportion of his dues goes to bonafide maintenance of the course, he will get an entirely new view of the situation, the greenkeeper will have a lot more support, and instead of checking up on him with cost sheets he will be getting what he needs, more money to keep up his course."

"Sincerely,

"A GREENKEEPER."

NELSON PUBLISHES FREE LAWN-
MAKING BOOKLET.

Peoria, Ill.—L. R. Nelson Mfg. Co., makers of sprinklers, have published for free distribution "The Art of Lawn Making," a practical little booklet especially for the home-owner. Golf equipment dealers desiring to employ this advertising material can get samples of the booklet on request.

Greenkeepers' Short Course and Conference at Penn State

GREENKEEPERS, green-chairmen, park superintendents, gardeners, and others interested in fine turf problems are invited to attend the Greenkeepers' Short Course and Conference at the Pennsylvania State college, February 2 to 27, 1931.

According to H. B. Musser, research agronomist in charge of arrangements, the third annual conference will be held February 25 to 27. Those enrolled for the short course will complete their work by attending this conference.

Instruction in the short course will cover the broad underlying problems which deal with practical turf management. The following subjects will be included in the course: soils and fertilizers, grasses, weeds, insects, diseases, landscape problems, machinery, irrigation, and drainage. Enrollment in the short course will be limited to the first 30 applicants. There will be an incidental fee of \$10 each for this group.

Professor A. L. Patrick will be chairman of the greenkeepers' soil fertility conference. Members of the agricultural faculty who will take part in the program include Professors Patrick and Musser, J. W. White, C. O. Cromer, F. G. Merkle, and H. W. Popp. Others on the program will be County Agent C. K. Hallowell, Philadelphia; Wendell Miller, Chicago; Joseph Valentine, Merion Cricket club, and John Montieth, Jr., Green Section, U. S. G. A.

Soil fertility problems related to the growing of fine turf grasses will be considered in the conference. Valentine will report for the Pennsylvania fine turf research committee. Cromer, White, and Musser will give a progress report on the research projects at State College. Patrick will discuss soil types. Merkle will tell about organic matter, and he and Hallowell will handle the subject of soil acidity. Popp will present the nutritional requirements of plants. Patrick and White will discuss the nature and value of fertilizing materials. Montieth will tell of the relation of soil treatment to fungus diseases. White and Patrick will present the relation of soil treatment to grasses and weeds. White will summarize the recommendations for fine turf.

ANTS can be eliminated from a putting green by dropping a pinch of powdered sugar and borax, well mixed, into the entrance of each nest.

How to develop **TURF** that isn't "patchy"

BARE places that refuse to show life, even after they are seeded and reseeded, are just too poor to support a stand of grass. What they need is a liberal application of Armour's Special Turf Fertilizer.

This plant-food for golf courses contains 10% nitrogen (or 12% ammonia), 8% phosphoric acid, 6% potash . . . nutrients of the right kind and in the proportion to leave the soil just acid enough to grow grass best, and at the same time discourage weeds.

Apply Armour's Special Turf Fertilizer and watch the whole course come to life—bare spots and all—one even spread of bright green.

Ask us for our booklet, "Solving the Turf Problem." It will tell you how to apply Armour's Special Turf Fertilizer to your own course.



Are you attending the 5th Annual Greenkeepers' Convention and Golf Show? If so, see the Armour display there and make a personal call on our representative. He will be glad to receive you.

Armour Fertilizer Works

111 West Jackson Boulevard

Chicago, U. S. A.

Talkies on Tour to Give Professionals Selling Tips

TALKING movies now are used in a nation-wide business education program for golf professionals, along the lines of showing proper shop organization, merchandising and selling.

The Golf Ball division of the United States Rubber Co. has just completed a talking movie entitled "Pros, Players and Profits." Those who have seen the film say that it is one of the most remarkable talking movies ever shown. In 45 cities dinner meetings are to be held with the golf professionals, during which sessions the talker will be presented.

These meetings will be conducted by E. C. Conlin, sales manager of the U. S. Golf Ball division, and by John W. Sproul, assistant sales manager. At these meetings other entertaining and instructive sound movies that have to do with the business side of golf, will be shown. These pictures have never been shown before. Both Conlin and Sproul will have some interesting things to say about business conditions as applied to the golf profession, and will endeavor to answer questions having to do with the application of the "Pros, Players and Profits" plan after the pictures have been shown.

Invitations will be sent to the leading golf professionals in every section of the country about two weeks before the date of the dinner-meeting. These invitations solicit the golf professional and his assistant to be the guests of the United States Rubber Co. at the affair. It is believed that upon the completion of this tour of the country, one of the most helpful educational works that has ever been applied to any industry will have been accomplished.

The first showing of these pictures will be made in Los Angeles on Wednesday, January 7, during the week of the Los Angeles \$10,000 Open; and the final showing will be made in Providence, R. I., the early part of May. The itinerary given below is tentative, but there will be practically no changes with regard to the cities in which these sound movies will be shown, although there may be some slight rearrangement of the dates. Golf professionals will not only find these pictures instructive and educational, but highly entertaining, Conlin promises.

Business Talkies' Dates.

Date and City—

- January 7—Wednesday, Los Angeles, Cal.
- January 13—Tuesday, San Francisco, Cal.
- January 19—Monday, Portland, Ore.

- January 22—Thursday, Seattle, Wash.
- January 26—Monday, Spokane, Wash.
- January 29—Thursday, Salt Lake City, Utah.
- February 2—Monday, Denver, Colo.
- February 10—Tuesday, Atlanta, Ga.
- February 12—Thursday, Birmingham, Ala.
- February 16—Monday, New Orleans, La.
- February 17—Tuesday, Miami, Fla.
- February 19—Thursday, Houston, Tex.
- February 20—Friday, San Antonio, Tex.
- February 24—Tuesday, Dallas, Tex.
- February 26—Thursday, Tulsa or Oklahoma City.
- March 2—Monday, Richmond, Va.
- March 2—Monday, Kansas City, Mo.
- March 3—Tuesday, Washington, D. C.
- March 5—Thursday, Baltimore, Md.
- March 5—Thursday, St. Louis, Mo.
- March 9—Monday, Memphis, Tenn.
- March 10—Tuesday, Little Rock, Ark.
- March 12—Thursday, Louisville, Ky.
- March 13—Friday, Cincinnati, Ohio.
- March 16—Monday, Columbus, Ohio.
- March 17—Tuesday, Indianapolis, Ind.
- March 18—Wednesday, Des Moines, Ia.
- March 20—Friday, Omaha, Neb.
- March 23—Monday, Minneapolis, Minn.
- March 25—Wednesday, Milwaukee, Wis.
- March 26—Thursday, Pinehurst, No. Car.
- March 30—Monday, Chicago, Ill.
- April 2—Thursday, Detroit, Mich.
- April 6—Monday, Cleveland, Ohio.
- April 9—Thursday, Pittsburgh, Pa.
- April 10—Friday, Philadelphia, Pa.
- April 13—Monday, Harrisburg, Pa.
- April 13—Monday, Toledo, Ohio.
- April 15—Wednesday, Buffalo, N. Y.
- April 16—Thursday, Rochester, N. Y.
- April 17—Friday, Syracuse, N. Y.
- April 20—Monday, Schenectady, N. Y.
- Date to be announced later—New York, N.Y.
- Date to be announced later—Boston, Mass.
- Date to be announced later—Providence, R.I.

MAKES CLUBS' "ACQUAINTANCE OFFER" ON SEASIDE BENT.

Seattle, Wash. — Seaside Bent Co., through its distributors, J. M. McCullough's Sons Co., Cincinnati, Northwest Seed Co., Seattle, and Western Seed Marketing Co., Salt Lake City, is making a special golf club offer on seaside bent seed. The price on an introductory order not to exceed 100 pounds is \$1.55 a pound, freight paid. After the introductory order the price is \$1.80 a pound.

The seed is inspected and certified by the Oregon State Agricultural college and shipments made under this offer all bear the state seal and tag which is made valid by the signature of the state's authorized inspector.

The certification tag calls attention to the new identification as *Agrostis palustris* instead of *Agrostis stolonifera maritima*, and advises, "This grass was discovered growing in native stands of remarkable purity in Coos County, Oregon, and is being principally produced in the southwest coast counties of the state. Fields and threshed seed are inspected for certification purposes by representatives of the Oregon State Agricultural college."