

The Unbeatable Combination

WORTHINGTON
LAWN TRACTOR

WORTHINGTON
CONVERTIBLE MULTIGANG

THE NEW LAWN TRACTOR AND CONVERTIBLE MULTIGANG CUTS A 16 FT. SWATH

... an acre every four minutes — that's 1933 operating economy!

Here's a "budget-beating" team for 1933 that challenges all former records for fairway maintenance. Both tractor and mowing equipment represent the most advanced developments in fairway mowing machinery. Improvements in design and engineering that give added cutting mileage, greater flexibility and ease of control.

THE Worthington patented lawn tractor is equipped with the new Ford Model B engine and enclosed double reduction worm gears of our own construction. There are no exposed parts, and it is noiseless in operation. It is the lightest, the quickest, the most flexible and the most economical tractor ever employed on this service. The Worthington tractor can be furnished with pneumatic rubber tire air-wheels.

The Worthington fairway cutting unit has finger adjustments of the bed knife steel. No tools of any kind required. Patented indestructible "V" fly knife reel prolongs the life of Worthington units. Riveted demountable steel rims with ground wheel calks give Worthington units perfect traction for fairway and rough mowing.

WORTHINGTON MOWER CO.
STROUDSBURG, PENNA.

Write for latest reduced price list.

WORTHINGTON

THE LARGEST MANUFACTURERS OF GANG MOWERS IN THE WORLD

NEW YORK
4215 Chrysler Building
CHICAGO
517 So. Laffin St.
SEATTLE
Ivan W. Lee
709 Fourth Ave.

PHILADELPHIA
25 W. Horlter St.
(Mt. Airy)
ROCHESTER, N. Y.
Haverstick & Co.
UTICA, N. Y.
Roberts Hdwe. Co.

DENVER
Burnite Machinery Co.

AGENTS

BOSTON
One State Street
CLEVELAND
Hippodrome Building
WASHINGTON, D. C.
6900 Wisconsin Ave.
(Bethesda)

NEW ORLEANS
Southern Specialty Sales Co.

JACKSONVILLE
S. E. Golf Course Supply
LOS ANGELES
2341 Washington St.
SAN FRANCISCO
H. V. Carter Co.
52 Beale St.

Lewis Tee Equipment fills an important place in American Golf

Now is the time to fully equip your course with Lewis Tee Equipment. It is no longer necessary to look beyond "Lewis" for all essential Tee Equipment. See your golf equipment dealer—he knows why there are more Lewis Washers and Lewis Tee Equipment in use than all other makes combined.

Illustrated below is the Lewis Bag Rack. Leading Clubs everywhere have found this to be of great convenience to their members, as well as "keeping up appearances" around the tee. Price..... **\$4.75**



Tee Data Plate

\$1.50
Each

LEWIS Tee Ensemble

as low as **\$9.50**

- Washer
- Tee Stake
- Towel
- Towel Ring
- Waste Container
- Tee Data Plate

Tee Ensemble—Lots 1 to 10,
\$10 each

Tee Ensemble—Lots 11 to 20,
\$9.50 each

Items can be purchased separately.
See Your Golf Equipment Dealer

G. B. LEWIS CO.

Dept. GD433 Watertown, Wis.



LEWIS
GOLF BALL WASHER



Watered Fairways

hold members and attract
new ones.

To get new members—and to hold the ones you have today—*water your fairways!* The wisdom of this move has been proved dozens of times in the past few years.

Investigate the exclusive advantages of BUCKNER golf course equipment and you will quickly see why 98% of all hoseless fairway irrigation installations are BUCKNER Systems.

- Positive slow speed control with even distribution.
- No gears or delicate parts—reliable, economic service over a long period of years.
- Greater areas covered—minimum of outlets necessary.

Take advantage of BUCKNER'S broad experience to insure maximum irrigation results and lowest operating cost.

Sprinklers for every condition of golf course water supply and pressure.

Write for full information. *No obligation*

BUCKNER MANUFACTURING CO.,
Fresno, Calif.

Eastern Sales Office and Wareroom:
33 W. 60th Street, New York, N. Y.

Eastern Engineering Representative:
Miller Engineering Co., Bayside, L. I., N. Y.

Factory Representative:
P. L. Baldock, 2240 Casitas St., Pasadena, Calif.

BUCKNER

The BLACK HAWK ^{Super Power} Golf Tractor

(Backed by 23 years of tractor building experience)

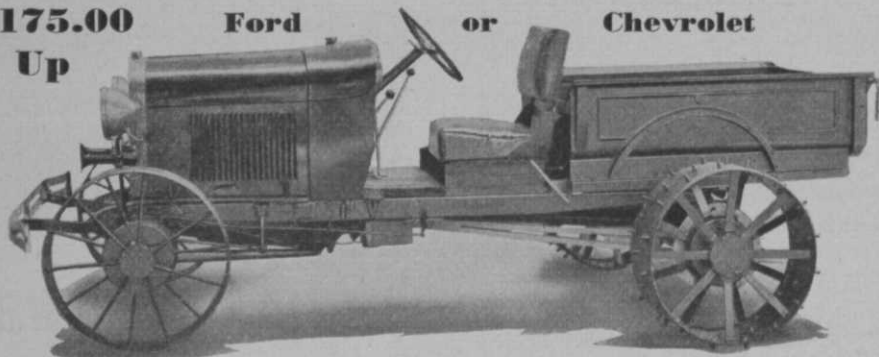
\$175.00

Ford

or

Chevrolet

Up



POWERFUL — SMOOTH — ECONOMICAL OPERATION

Internal Hardened Alloy steel gears mounted on Hyatt and Timken bearings running in bath of oil makes the BLACK HAWK tractor the outstanding tractor of today regardless of price. Sold by leading distributors everywhere—fully guaranteed—Write for complete information. Metal wheels or airwheel balloon tires supplied.

ARPS CORPORATION, New Holstein, Wis.



Vital Elements for good greens

● DRICONURE contains the two most important necessities for maintaining good greens. Processed, concentrated cow manure—plus peat moss humus, it feeds, improves physical condition of soil and helps to retain moisture constancy through its peat content. It also supplies bacterial food sources. Free of live weed seeds, it is finely pulverized, and non-packing and easily applied with a spreader. In a word it is the most efficient, satisfactory, all-around fertilizer you can use.

● Also the New **SORBEX** Moss Peat. Ground 25 times finer than any peat moss it is especially designed for improving greens when you wish to apply humus from the top. Investigate.

● And don't forget our old standby for building exceptional greens—GPM Peat Moss.

Prices and information on request

ATKINS & DURBROW, INC.

G-165 John Street

New York, N. Y.

Rock Bottom Economy in Brown Patch Control

CALO-CLOR is most economical because it contains no inert or fertilizing materials, is composed only of inorganic mercury salts in the proportions originally suggested by the United States Golf Association Green Section.

Most economical because each 100 pounds of CALO-CLOR contain over 81 pounds of mercury metal in chemical combination. "The active constituent of mercury fungicides is the mercury contained in them," say brown patch experts; that is why only 3 ounces of CALO-CLOR per 1000 sq. ft. of green are required as a control.

Write your dealer for our bulletin "Brown Patch Control with Economy."

Mallinckrodt Chemical Works,
Saint Louis — New York

Calo-Clor

**The most
Golf Sprinkler
for your money**

Rain King

**For Greens,
Fairways, Parks,
Sprinkling Systems
and all Big Sprinkling Jobs**

The Best Sprinkler Made

The Model T Rain King

Distributes water evenly throughout the circle watered. Sprinkles evenly on any pressure from 17 pounds and up. Sprinkles circles 150 feet in diameter at 70 pounds pressure. No adjustments. Simplest of all sprinklers to use. Beautiful in appearance and in every way the most sprinkler for the money.

Golf supply distributors please write for attractive proposition for exclusive territory.

Made and Guaranteed by
CHICAGO FLEXIBLE SHAFT COMPANY
5515 Roosevelt Road Chicago, U. S. A.

43 Years Making Quality Products

Unbreakable throughout. Brass nozzle and barrel. Patented Rain King phosphor-bronze, free-from-pressure bearings. Oversize roller base. Efficient on any pressure.

**Ask About This Better, Lower Cost Rain King Quick
Coupling Valve. More Efficient—Lower in Cost**

Detachable coupling member quickly fitted to hose or sprinkler.



Has patented, pressureless, quick coupling feature. Quickly connected to hose, pipe line or sprinkler. Positively fool-proof, leak-proof, wear-proof. All bronze and unbreakable. Attractively priced. Write for full details.



Easily installed on pipe line, flush with surface of the ground safe from damage from any upkeep operation.



Everything a Golf Course Needs!

J. Oliver Johnson, Inc., offer you the widest selection of golf course supplies and equipment you can find anywhere. Come to us for help in solving any problem in grounds or greens care—we're equipped to assist you, we're glad to do so. This is the year to fix up things!

GRASS SEED

Quality high—prices low

Kentucky Blue Grass
Recleaned Red Top
Chewings Fescue
Poa Trivialis
Seaside Bent

EQUIPMENT

Selected from experience
for efficiency

Tractors
Mowers
Seeders
Discers
Cutters
Flags
Poles
Cups, etc.

FERTILIZERS

Bag lots, ton lots, car lots

Swift's Special Golf
Milorganite
Ammonium Sulphate
Nitrate of Soda
Superphosphate

INSECTICIDES

Eradicators for any pest

Semesan
Nugreen
Arsenate of Lead
Calo Chlor
Calogreen
Calomel
Corrosive Sublimate
Red Arrow Sprays
Diworma

Send for the J. Oliver Johnson Catalogue—the guide to economical purchases.

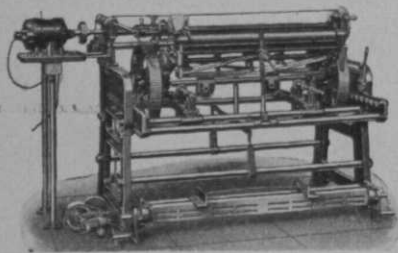
J. OLIVER JOHNSON, INC.

World's Largest Golf Course Equipment House

940-960 W. Huron St., Chicago, Ill.

Phone Monroe 6580

The New PEERLESS, JR. Mower Sharpener

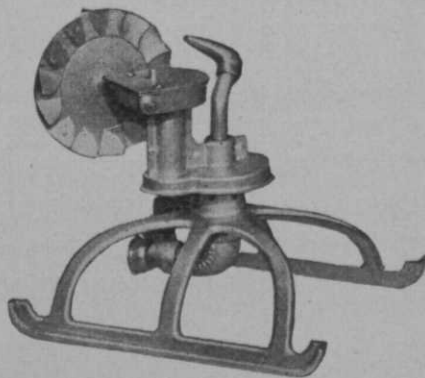


A high-grade Mower Sharpener of ample size and capacity at a very low price. Grinds all makes of power mowers and tractor units with blades up to 36 inches wide, as well as putting green and hand lawnmowers, without removing wheels or reel knives. Grinds reel knives with proper clearance or bevel and to fit straight blade even if latter is bent or sprung. New automatic weight feed—very fast and accurate. Equipped with Reconditioner for "lapping in" with emery paste; Attachment Bar for grinding badly worn straight blades, and Special Grinding Wheel for grass and hedge shears, sickles, scythes, etc. Direct-drive 1/3 H. P. Westinghouse motor or with tight and loose pulleys for belt drive. Write for descriptive folder and price.

THE FATE-ROOT-HEATH COMPANY

233-269 Bell St.

Plymouth, Ohio



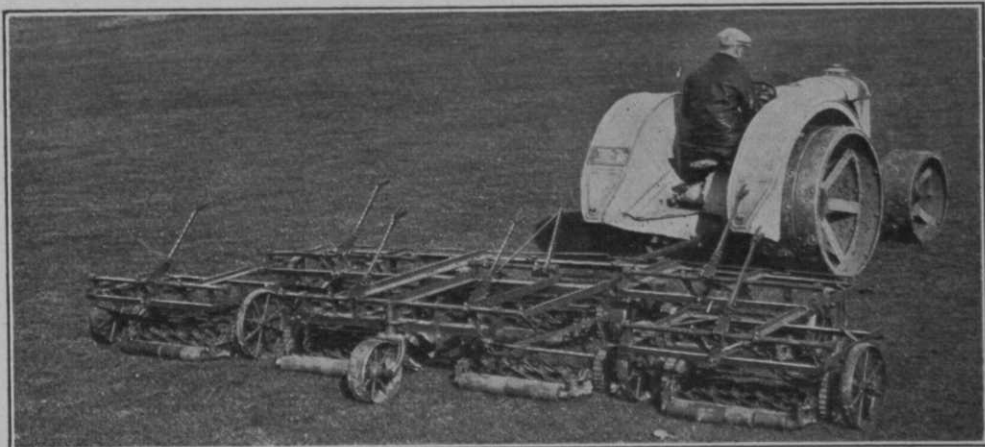
Toro Rotary Sprinkler

Highly efficient for putting greens and large lawns, especially with low pressure. Breaks up water completely and assures uniform coverage. Adjustable for circular spread from 20 to 70 feet diameter. High grade construction throughout. Write for Toro catalog.

Toro Manufacturing Co.

3042-3168 Snelling Ave., Minneapolis, Minn.

ECONOMICAL FAIRWAYS



**THE IDEAL TRANS-PULL WEIGHS LESS—
HANDLES FASTER—*To Do Smoother Work*
—and More Work Per Day**

● With the Ideal Trans-Pull Fairway Mower, any combination of 3, 5, 7 or 9 cutting units is handled with ease, speed and accuracy.

The Trans-Pull 3-gang cuts 7 ft., the 5-gang cuts 11 ft. 6 in., the 7-gang cuts 16 ft., the 9-gang cuts 20 ft. 6 in. Famous 7-blade Bulldog cutting units are hung flexibly from the frame—to cut efficiently into hollows—to cut smoothly over ridges.

Entire frame is flexible—providing the smoothest cutting on even the most rolling fairway. For all kinds of turf—blue grass, fescue, bent or bermuda.

Units lift for roads or rough. They unhook for narrow roads and bridges. The Trans-Pull crosses any bridge wide enough for a tractor.

First economy—the low cost. Second economy—the big capacity; outworks any other mower. Third economy—the long life which Ideal builds into every mower they ever produced.

TEST THE TRANS-PULL

IDEAL POWER LAWN MOWER COMPANY

446 Kalamazoo Street Lansing, Michigan

237 Lafayette Street,
New York City

Dealers and Service Stations
in All Principal Cities.

161 Vester Street,
Ferndale (Detroit), Mich.



**SMOOTH GREENS
AT 35% TO 50%
SAVING**

Light, sturdy, fast and dependable — the Ideal Power Greensmower assures SAFE cutting on finest greens. Impossible to scuff, burn, tear or injure most delicate turf with this nimble mower.

Patented clutch control. Quiet 4-cycle motor. Throttle control. Power for heaviest cutting. Pneumatic-tired carrier. Brush attachment.

Control BROWN PATCH Safely WITH BARBAK

Barbak may be applied as often as circumstances require without danger of shocking, burning or discoloring the turf.

This effective disinfectant leaves the turf in excellent condition for recovery.

Odorless. Easily applied, either wet or dry.

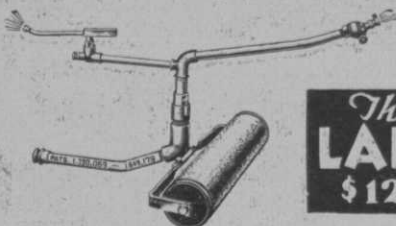
USE BARBAK FREELY—
YOU CAN AFFORD TO
AT THESE LOW PRICES

BARBAK	5-lb.	25-lb.	100-lb.	300-lb.
211	\$ 8.00	30.00	115.00	330.00
XX	\$11.75	46.25	180.00	525.00

AMERICAN CYANAMID AND CHEMICAL CORP.
535 Fifth Avenue New York City

211 Barbak XX
TWO ELEVEN DOUBLE XX
USE WHERE THE SOIL FERTILITY IS LOW USE WITH A BALANCED FERTILIZER PROGRAM
TURF DISINFECTANT

THE MOST FAMOUS OF
GOLF COURSE SPRINKLERS
Now Priced for 1933 Budgets



The
LARK
\$12.50

and with all the outstanding
LARK qualities ---

EASY TO ADJUST.
Large nozzle quickly
set high or low, to
right or left by sim-
ply turning thumb
screw as shown below.



Made of everlasting brass,
mounted on iron roller for
ease in moving. Easily covers
area 100 ft. in diameter.
Spreads water evenly and
gently. "Better Than Rain."
It's the same famous, pre-
cision-made LARK Sprinkler,
but at a new low price. Now
only \$12.50 prepaid.

Ask about the TEE Sprinkler at \$7.50

L. R. NELSON MFG. CO.
1726 S. WASHINGTON PEORIA, ILL.

Kentucky Bluegrass

NOW Round Out Your Program
for Improved FAIRWAYS
at Minimum Costs.

Kentucky Bluegrass is now so **Low
in Price** it can be used with Utmost
Economy on all golf courses. Fore-
sighted golf managements are taking
advantage of

**LOWEST PRICES
IN THIRTY YEARS**

to use heavy percentages of Ken-
tucky Bluegrass on Fairways and
Club House Lawns. **The quality was
never better.** For full information
and prices write direct to

Seed Division

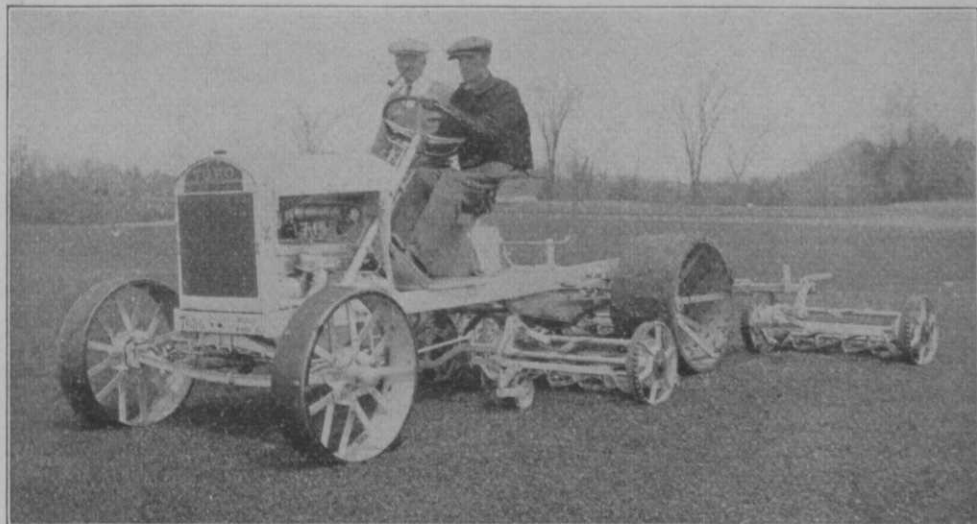
**FARMERS' NATIONAL GRAIN
CORPORATION**

National Sales Agents for Kentucky
Bluegrass Producers

Fisher Building

Chicago, Ill.

Replace Old Equipment with Modern Toro Machines



York Downs Golf & Country Club, Toronto
W. D. Chinery, Superintendent

TORO TRACTORS and Trojan mowers are preferred by competent Superintendents because they are built specifically for golf courses and are not made over automobiles or revamped farm implements.

In these days of stringent budgets you cannot afford to pay out good money for upkeep and high operating cost on antiquated, worn-out equipment or to gamble with inefficient machinery built for some other purpose and "adapted" for golf courses.

What you need is speedy, powerful, and reliable machinery that will perform every day under good or bad conditions.

Toro Master Tractors and Trojan fairway mowers will do that for you and prove the most satisfactory investment you ever made.

The 1933 catalog is ready. Write for it.

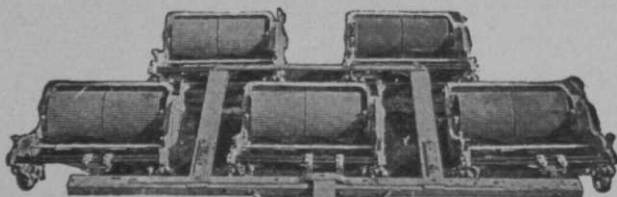
TORO MANUFACTURING CO.

3042-3168 Snelling Ave., Minneapolis, Minn.

Roseman

Standard 5-Gang Mower

Reduced \$155!



NOT a single Roseman Feature eliminated! In fact, quality has been improved! Here is an opportunity for your Club to obtain genuine Roseman Mowers at low cost.

For years Roseman has manufactured high quality mowers. They are famous for sturdy design and their exclusive roller drive and turf-build-

ing features. Although Roseman prices are usually higher than other mowers, they outlast by years all other mowers. The result is always a saving to the user in total mowing costs over a few years' time.

The new low prices were effective beginning February 1.

Write today for complete details.

FEATURES OF ROSEMAN DESIGN

Alemite Forced Feed Lubricators.
 Timken Tapered Roller Bearings on Cutter.
 Hyatt British Tank Roller Bearings on Rear Axle.
GUARANTEED Non-Breakable Malleable Side Frames.
 Gear Cover, Bed Knife Shoes, and Caster Wheel Forks.
 Drop Forged Machine Cut Gears.
LIGHT ROLLER DRIVE, for better Traction and Turf Development.

Eliminates separate Rolling, and Produces Dense Turf Growth, Healthier Root Development, Prevents Scalping. Eliminates Cuppy Lies, Seals Heat Crevices, Retains Moisture in Soil.

(Our patents give us the exclusive right to all ganging of Roller Type Mowers)

ROSEMAN TRACTOR MOWER CO.

800 Davis St.,
 Evanston, Ill.

11 W. 42nd St.,
 New York, N. Y.

Approximately 98%

of all Putting Greens are cut by Roller Type Mowers, because they improve turf growth and Putting surface. They also eliminate separate rolling. The invention of Roseman Mowers gives your *fairways* the same turf-building benefits at no extra cost.

ROSEMAN MOWERS

Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 7

APRIL, 1933

No. 4

Are Kids Answer to Today's Grief, Tomorrow's Hope in Golf?

By HERB GRAFFIS

ACTIVITY OF pros in winter golf teaching at schools and the way the high school and college kids are going for these golf lessons is beginning to take on a hefty significance to all who are interested in the growth of golf. Not the least of those interested are the manufacturers of clubs and balls who have been considering for the past few years the urgent necessity of market development and protection but who have been unable to agree on any plan. One reason the manufacturers haven't been able to give much serious, special thought to the youngster's market lately is because the club factory bosses all have their schooners of woe overflowing with undigested surpluses of golf clubs.

How to get rid of the surplus clubs frozen in inventories from 1931 and 1932 is going to be one terrible problem unless something is added to the cut-price appeal that played a lone and unsuccessful hand last year. Right now players can get some of the best clubs ever made of the orthodox 1931 and 1932 heads at prices that are murderous to the manufacturer, who has to turn this merchandise into cash because he is getting no dough from the banks these days. Added to the usual reasons for enforced liquidation is a volume of merchandise returned by pros last years too late to be resold. This practice will continue to backfire on all the

pros until the boys learn that an order is an order.

But there is no use holding a post-mortem on the frozen inventories. What has to be done is to move them and the suggestion of liquidation pool arrangement between leading manufacturers in the field has been advanced.

Youngsters Are Big Outlet

The basic idea of this liquidation is to employ pro cooperation in selling the 5,300,000 high school and college students clubs at liquidation prices, thus combining conversion of this merchandise into cash and the vital job of cultivating the junior market. Foresighted emphasis on this junior market has proved to be a great thing for tennis. Baseball with its American Legion junior championships is doing a valiant job of keeping going with the kids. Golf has depended on the caddy factor and on pro instruction at schools to do a thoroughly unorganized job of market development and preservation.

The first hunch on a pooling arrangement came from a New York advertising man, H. Von H. Proskey, who suggested a pooling arrangement for new merchandise last fall during a discussion with a GOLFDOM representative. Such an arrangement on new stuff wouldn't work, in our opinion, because of the influx of new ideas in club design that now govern iron club merchandising especially. There is

the briskest sort of competition among the leading manufacturers; competition that has permitted some costly evils to dig into the business. For that reason the pros never need to spend precious hours worrying about co-operative buying—the manufacturers' big trouble has been brought about by giving too much away.

Now, with the bitter lessons of the last two years of lone-wolfing, there is every evidence that the manufacturers are working together because of the compulsion of nature's first law—self-preservation—and because of a sincere determination to benefit the game and the pros who have been responsible for the game's advance.

With the students' market crying for attention that has been given it only by the pros and by enlightened, foresighted educators who want to see the students well grounded in a game that will be a pleasure to them all through life, the manufacturers keenly appreciate that this market offers them a dual opportunity. The sale of frozen merchandise is the most urgent necessity, but right after it comes the need for getting the youngsters won for golf.

Parents Will Buy for Kids

You might say that the major market is among the adults who have obsolete clubs that might be traded in and passed along to the youngsters because the youngsters haven't the money to go for new clubs. Well, the advertising psychologists have doped out this parental yen as one of the strongest of sales-impelling forces. Pros who have plenty of close-up on the kid market will tell you that a parent will buy a new set of moderate priced clubs much quicker for his offspring than he will for himself.

The golf-playing parent, when he wants new clubs these days, wants some of the 1933 models and that isn't going to solve the problem of liquidating the surplus stocks of obsolete models. The surplus stocks have to go to the youngsters and if anyone can figure out another answer after last year's experience of trying to peddle on cut-prices, they are entitled to the plush-faced putter.

One place where some of the older heads may be kidding themselves sadly is about the capacity of the kid market to absorb the surplus. Take almost any youngster these days and you will see

that when he wants anything real strongly he will get the money to pay for it; frequently earning it by ingenious methods that would solve the nation's unemployment problem. It's not the same set-up that used to prevail when the older generation was working its way from plow-boy to president at 50 cents a week. The average year's caddie bill of \$30,000,000 ought to be the tip-off to that.

Twenty Sales at One School

Today the thing that should smart up the manufacturing end of the field to the fact that this student market is worth some concentrated, studied effort, is the experience of the pros. I know one good, steady pro, who is no brilliant business genius but just a straight down-the-middle guy, who is teaching a class of 150 pupils at a midwestern high school during the winter. Already he has 20 sets of fairly expensive clubs sold to these kids and the minute such a liquidating pool as is suggested acquaints this fellow with the fact that he can get some mighty good 6-club sets of obsolete irons to retail for around \$20 that pro will knock off kid business to the extent that will make the manufacturers bust out in the first good hearty laugh they have had since they were compelled to go into throat-slitting price concessions and consignment deals in order to liquidate.

With our usual charming confession of humility GOLFDOM does not presume to try to run any one else's business, least of all our advertisers'. We have, oh, so many problems in trying to run our own affairs of GOLFDOM and *Golfing*. But it does seem that we could, in due shyness, suggest that this matter of liquidation and protection through a manufacturers' pool working in conjunction with the PGA, calls for some earnest consideration.

Pros with whom we have discussed the matter are for it because it is giving them a chance to get public recognition for the work they are doing with the kids. They'll make some money out of the deal too.

This matter of instruction that makes sales is tersely brought to a focus in a recent comment made by Bob MacDonald. Bob says that when you tell a kid that in five years he might become a champion golfer or a great lawyer or doctor, the five years is nothing to the kid. When you tell the same thing to an adult, he figures; "Five years? It isn't worth it."