

comes out to get away from his financial troubles and business worries.

I would suggest something pleasant, show him a new trick or two I had just learned without trying to sell him something or trying to be as cold as I knew how, as has been the custom in the past. I wouldn't ask him to buy anything or recall last month's unpaid account until the 20th of the month, and not then, unless I had gotten close enough to him through friendship that my request would not lessen his good-will toward me.

* * *

I F I WERE a golf pro I believe I could see that I have two commodities to sell, i. e., my personal instruction services and golf supplies in my shop. Realizing that the club is paying me something for my services and giving me without charge a place in which to sell my goods, I would first attempt to repay with services in the interest of the club and its members for the salary I receive; then I would make it my business to go out of my way to make myself not only agreeable but exceedingly well liked by all the members so that they would think only of ME when they wished to buy something in the line of golf goods or those other things I have for sale. I would realize that I am not a member of the club and certainly not an official of the club, but an employee who is there to serve to the best of his ability, every member of the club, in such manner that they would insist upon my remaining at the club in case I received an offer from some other club.

* * *

I F I WERE the pro at our club, I would card index or have a book alphabetically indexed where I would list the name and both business and home address of each member of the club.

Underneath I would list his clubs, noting the missing ones in case he does not have a complete set of 9 irons and three woods. I would also make a record of their condition and age. If they did not match each other I would also make a note of this. Then I would make a note of his idiosyncrasies, likes or dislikes, the ball he prefers, the amount of his purchases from me, and have a good general record of him in every way so that I could plan a way for securing his good-will and friendship for me. One or two of his clubs might be too long or too short; he might not have mastered the use of No. 1 iron; for some

reason or other his No. 3 iron might not be used, or the shaft in his No. 5 be bowed and twisted or the head loose or bent back, etc.

Next I would know and list the address or club where he spends his winters so that when I learned just when he left for the south or west, I would write him calling attention to the things I told him during his lessons and telling him I wished him success and pleasure with his winter game.

In other words I would make each and every member know that I am interested in his golf game and the more satisfied he became, the happier I would be because he is a friend of mine, and one of my pupils.

* * *

HAVING been green-chairman, V. P., and now president of our club after being a member since its inception 18 years ago, I have seen eight professionals come and go because each lacked something our members or directors expect of them. I believe our present pro-greenkeeper is the best liked employee in the club, so I asked him to tell me his thoughts on what a pro should do to please the members and make his profession profitable.

Here are his views: "First, the member is my employer so he is always RIGHT regardless of my opinion or thoughts on the subject. I realize that I am here to serve him regardless of what I think or his biased views. If he is wrong, he will know it a second or two after I think so, and so far as I am concerned he is right if he says so.

"I have replaced free of charge, balls that have been cut by topping with sharp mashies, nicked balls which I would be ashamed to return to the manufacturer, re-wound clubs bought elsewhere by the member and put on new grips without charge although I knew those clubs never came out of my stock just to show the member I was not a piker while I knew he was cheating me.

"I have known members of this club who bought balls at so-called 'wholesale' somewhere and after permitting them to cheat me in replacements, or gratis service on clubs or balls, they brought me more business within three months than they would personally produce anywhere in three years.

"One member bought a wood club, used it two months and returned it to me all scratched and marred, saying he could buy the same club for \$2.00 less in a depart-

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PIONEER and LEADER
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COURSE WATERING

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THE SKINNER IRRIGATION CO.
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HOTEL CLEVELAND

1,000 rooms, every one with bath. From \$3 single, \$4 double. Servidor Service. Floor Clerks. Three restaurants, including popular-priced Coffee Shop. Send for folder and road map.

ment store. I accepted the return of the stick and two weeks later sold it back to the same man for \$3.00 less than the original price. Did I lose? No, I did not; that man knew he cheated me and brought six customers from other clubs, two of whom purchased full sets of irons and woods and three bought expensive bags.

"I have had many, or perhaps I should say several, members claim they had lost certain clubs from their bags while in my shop and I have always after making a search, invited them to pick out a club to replace the one stolen or lost here. In every case except one, the member either returned the club with apology or paid for it when he found what had become of his old one.

"I remember one case of a member who never bought anything from me, claiming he left his bag and clubs in my shop. They were not to be found so I loaned him a set for a week, at the end of which time I agreed to fit him out with a set of clubs and bag he selected. A month went by when he informed me that his wife had found his clubs in the closet at home, so he gave them to his son and paid me for the new set.

"Needless to say he has been doing business here since that time. I spend most of my time trying to earn my salary as greenkeeper and give lessons in the afternoon upon request of those who will not take lessons from my assistants, but all my help have had instilled in them the motto I claim made a success for me as a pro, 'The member is always right.'"

* * *

I F I WERE a pro I know I would realize that some pros apparently get a salary because it was a custom some years ago to pay pros and give them a place of business gratis so the club could boast having a pro who could play near par golf.

Knowing this, I would, without letting the directors or members know anything about it, study and watch, and stay on the job to learn about greenkeeping. Then I'd study management and service and keep my eyes peeled and head working to find out how to cut the cost of maintaining better golf club courses and clubhouses as well as running my shop in a way that would draw customers instead of chasing them away as some pro shops do. I'd pay my bills to the manufacturers in time to get the full discount every month.

I F I WERE a golf pro I would see just how best I could secure the friendship of the members. I would set aside some mornings from 10 until 12 to give free of charge group lessons to women members and to children. This would include every shot in the game, starting at the green with the putt and working back. Each of these mornings would be given for the benefit of those whose inclination to learn golf so they could enjoy it and a low score at the same time were in harmony with mine to help those who wish to help themselves. This I believe would produce many applicants for private lessons and show the members I am interested in them, so they in turn would be interested in buying from me.

* * *

I F I WERE a pro and in looking over our members' clubs found surprisingly few of them have niblicks in their bags, I would start right away and put four more loads of sand in the traps at our 18th green. Then I'd give FREE lessons on shots from traps. This would take about an hour every Sunday about one o'clock after the men are through and the women are getting ready to start out in their mixed twosomes. I know that not more than three percent of our men and none of the women can explode with accuracy or confidence from a trap at the green and I feel a pro can sell plenty of niblicks as well as give a lot of private lessons on this part of the game.

Humus Characteristics and Use in Course Maintenance

By C. M. MELVILLE

Grounds Supt., Fox Hills C. C., Wilkes-Barre, Pa.

HUMUS, AS IS USED generally on golf courses is primarily some form of decayed vegetation. Structurally, it is of amorphous nature, consisting of an earth-like substance very friable and ranging in color from a light brown to a jet black. It usually is found as the top layer of soil in peat bogs.

This substance called humus has been formed by chemical reactions that have taken place over a long period of time. Any form of humus must necessarily be of a very complex nature and made up of more or less undefinable chemical mixture of organic elements. The various substances found in growing plants such as cellulose, vegetable oils, proteins, resins,



Clover Banished! Brown Patch Stopped!

Science has perfected a new and modern way to treat clover and brown patch. In a masterful stroke, these two evils are made a thing of the past. Now with one preparation any greenskeeper can keep his greens in perfect condition. Clover begins to shrivel up in a few days and brown patch is effectively controlled. For better greens, be sure to—

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Coming to Chicago?

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CONVENIENT
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DRIVE YOUR
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1700 ROOMS
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HOTEL SHERMAN

LET FUNGOL KICK BROWN PATCH OFF YOUR GREENS



Protect Greens Now with FUNGOL
Keep Positive Control of Turf Disease and Soil Vermin
Adopt the "McClain Economy System"

The existing demand for maintenance economies may be readily met by your usage of FUNGOL this year.

This approved fungicide and vermicide is most effective for prevention and treatment of Brown Patch and other fungous diseases, as well as control of Soil Vermin.

The savings you can make with FUNGOL come from its LARGE COVERING CAPACITY for Brown Patch, and its extra vermicidal value for eradication of grubs, beetles, and webworms, and earthworms. No other vermicides necessary.

Save your Greens and bank account with FUNGOL and the "McCLAIN SYSTEM." Write today for complete details, free Record Charts for your own use, and testing samples of FUNGOL and VEG-E-TONIC.

McCLAIN BROTHERS COMPANY
127 Second Street, Canton, Ohio

VEG-E-TONIC

The soluble "Cool Food" for Putting Greens. Quick and lasting results without burning or streaking. Highest in Nitrogen, Phosphoric Acid and Potash. No "Bills", no waste. Leaves no injurious residue on Greens.

etc., go to make up this complex material which we call humus.

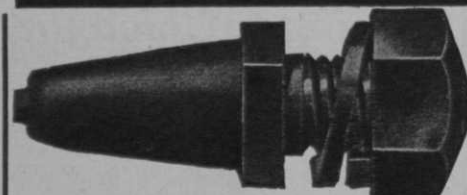
One of the most important factors in connection with the general structure of humus, is that the various elemental substances are found in colloidal state and this is perhaps the most valuable characteristic from a greenkeepers' standpoint.

On both greens and fairways, humus is that particular substance in the soils which gives the upper layer the natural dark or black color, water retaining capacity, friability, home for the beneficial bacteria, and last, but not least, a major carrier of that important plant food element, nitrogen. In most cases this top layer of humus has been put there through the application of top-dressing consisting in part of rotted manure, mushroom soil, natural humus as above defined, together with other organic and inorganic products that have helped to break down the elemental mineral substances in the soil, and assisted in the processes of decomposition.

While well-rotted stable manure consists very largely of these humus colloids, it may also contain such detrimental substances as weed seeds, vermin, and fungi of various kinds. The excessive use of rotted stable manure has very often wrought injury and havoc to golf course soils in many ways, and it is therefore much safer in the long run to use the naturally formed humus which is obtained from peat bogs, provided it is properly cured and prepared for use.

Any humus that is used on a golf course should be air-dried and cured, not artificially or kiln-dried, for it is only through this natural curing that the colloidal structure of humus can be retained. Artificial drying by means of high temperatures will invariably break down the colloidal structure, carbonizing the humus and thereby destroy its absorbcency and water retaining capacity. Moreover whatever plant food content it may have originally possessed is either destroyed or becomes unavailable.

In the majority of cases, the limiting factor of available nitrogen naturally contained in soils is governed almost entirely by the actual content of the nitrogen in the humus of such soils. Moreover, any valuable form of humus that is added to soils will contain nitrogen in more or less available form, becoming an inherent part of the plant food element contained therein. From this fact, one can readily understand that the addition of such natural



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AND HOW TO CONTROL THEM



C. E. GREILE, Green Hills, Portland, Ore.

Manufacturer of the ACME MOLE TRAP
Most Efficient Mole Trap on the Market

humus will increase the general soil fertility.

In selecting natural humus for use on golf courses, it is preferable to obtain it from such sources of supply where cultivation of some form of crops has been carried on for at least two or three years, and at least one legume crop grown that has been ploughed under in the green state. This not only adds nitrogen but it also inoculates the humus with bacteria essential in stimulating those processes that convert unavailable plant food elements into the form available for the growth of plants.

"Golf-for-Healthsake" Campaign to Build Golf Volume

By George Aulbach
Pro, Dallas (Tex.) C. C.

IN SMALLER cities there is, occasionally a temporary let down in golfing interest.

When a few leaders lay off and their regular foursomes are broken up, it is not difficult to understand a natural loss of playing interest among the other members. When a club reaches such a condition something must be done or it may eventually lead to the club expenses being greater than the income.

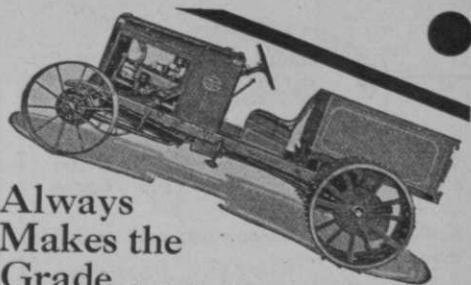
Clubs may fall into these slumps through several circumstances. Perhaps a new city social club has carried away the social activity of the golf club. But in most cases the foundation of the depression can be found in the fact that the same directors, same committees and same personnel have been operating the club for years. When the interest in playing at one club drops off it may spread to the other clubs of the city.

The city then needs a revival. It needs new players, new ideas, new interest and, in general, a good house-cleaning. We are now living in the age of ultra-modern ideas, of men who demand efficient, dependable and progressive service in everything they

SAVE for your club by purchasing acclimated, winter-hardy **BENT GRASS SEED**

Direct from the farms where it is grown by **A. N. PECKHAM, Kingston, R. I.**

Also Fairway Mixtures



Always Makes the Grade . . .

For light weight, for powerful, speedy performance, for ease and economy of operation, for adaptability to every requirement, over 2,000 golf clubs sing the praises of the

STAUDE GENERAL UTILITY TRACTOR

Manufactured continuously since 1916 and sold on a money-back guarantee. Buy from local Ford dealers or direct from us. Write for details.

E. G. STAUDE MAK-A-TRACTOR CO.
2696 University Ave., St. Paul, Minn.

May be equipped with rubber-tired wheels for traveling on paved roads.

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Where rugged endurance, sturdiness, and quality come first, the latest 1933 Model National Heavy Duty Fairway mower will meet your severest problem.

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LOW COST

On direct sales, the National Mower Co. will give you the best VALUE, the finest mower for the least money.

Using the most powerful frame, double sets of tempered steel cut gears in oil tight cases, Timken Bearings—it lasts longer.

GREATER VALUES PER DOLLAR

Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.



Cushions and aerates turf, retains moisture, checks harmful bacterial and fungus growths.

Easily applied. Cannot rot, dust or soil shoes and clothing.

AVAILABLE THROUGH GOLF SUPPLY
HOUSES AND FEED STORES OR WRITE

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JACKSONVILLE, FLORIDA

venture. The days when clubs were operated in slipshod manner to the satisfaction of a select group are gone. The sound judgment of the young modern business man plus the wise counsel of the older members is the keynote of an up-to-date institution.

Conduct Revival Campaign.

Successful golf in a small city depends entirely upon the active interest at each club. And more interest can only be created by more playing. Live young men with live ideas placed upon the committees will make a clean sweep of the cob-webs and generate the enthusiasm of a new era of golf prosperity.

I take the liberty of offering the following 60 day revival "Golf for Healthsake" campaign that should bring back the old golfing prestige of any city:

Object—

To create more golfers and golf interest. To put more money into circulation through the golf and sport medium.

Campaign—

A. A series of six snappy letters to be sent every 10 days to a select list of sev-

Grass Seed

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TESTED for PURITY and GERMINATION

Stump & Walter Co

Specialists in Golf Grass Seeds, Fertilizers and Equipment
132-138 Church St., New York

eral thousand prospects. Letters to explain the physical health benefit of golf and carry the endorsement of prominent business men.

First letter—Campaign welcomed to the city as a wholesome entertainment elevating the physical and mental development of the citizenship. The co-operation of every citizen suggested and signed by the Mayor or the Chamber of Commerce.

Second letter—The physical fitness of "Golf for Healthsake" signed by 25 leading physicians.

Third letter—You owe perfect health to your family, your business and yourself. Everybody should play golf. Signed by 25 prominent business men.

Fourth letter—Men, women and children of all ages can play golf. Golf equipment now greatly reduced. Less cost for membership in all clubs of the city.

Fifth letter—Golf offers the proper exercise for growing girls and women. Signed by 25 leading society women.

Sixth letter—For "healthsake," golf for the whole family is socially correct.

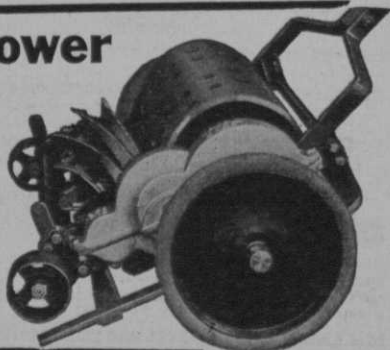
The Toro Hand Greensmower

A precision machine, built to close measurements. Cuts creeping bent or any grass green without special effort by the operator and without leaving corrugations or ridges. For smooth, true greens . . . use a Toro. Write for details.

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on putting greens are an unnecessary nuisance. They can be quickly eliminated, and without any danger of injuring your greens, by using Reade's "ELECTRIC" Worm Eradicator (liquid). "ELECTRIC" is the original worm eradicator—on the market for over forty years—and is guaranteed to give satisfactory results. Full information on request.

Reade Mfg. Co. Inc., Jersey City, N. J.

B. A two inch ad run in the daily newspapers every day for 60 days.

C. A brief radio announcement every day from a local station appealing to the housewife and children to play golf.

D. "Golf for Healthsake" stickers on cars of all club members interested in the success of this campaign.

E. Golf lectures given by the pros of the local clubs, golf lectures to every luncheon club in the city.

F. "Golf for Healthsake" posters placed prominently in all the social, civic and fraternal clubs.

G. Department stores should tie up with the campaign with golf and sport window displays.

If the campaign succeeds in its purpose, the city should gain several hundred new players. Figuring conservatively on medium sized cities these new golfers would

**Used on More Golf Courses
Than Any Other Fertilizer**



High organic nitrogen
content—low cost per ton

The Sewerage Commission
Milwaukee Wisconsin

put into circulation close to \$50,000 extra in the golf field each year.

The cost of the campaign would be very nominal and should be paid by public subscription or by the clubs, pros and stores who will receive the most return.

Any campaign that puts extra money into circulation and at the same time stands for the upbuilding of the citizenship of the city should be welcomed by all progressive business men.

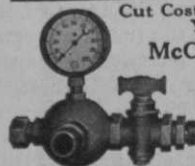
GOLF as business promotion aid is effectively employed by W. D. Hoard & Sons Co., printers and engravers of Fort Atkinson, Wis. In soliciting prospects to inspect Hoard's plant an invitation is extended to "pack along your golf clubs and spend part of the day as our guest on one of the sportiest courses in the state—Hoard's Lake Koshkonong course."

FREE: A copy of "The Putting Green." Has 40 pages about construction and care of greens. Send today.

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Your Greens Way Down

McCLAIN HYDRO-MIXER

Treats a Green in 10 to 15 minutes by pumping only 25 gallons of water. Insures perfect application of soluble Fertilizers, Fungicides, Vermicides, etc. Reduces labor costs to bottom. Faster than power rig. Eliminates sprinkling carts and expensive sprayers. A real money saver. Write for details.

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Golf wheels and all Fordson parts on hand.

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The Toro Power Greensmower

Built in two sizes, 17½-inch and 19¼-inch, and with all the high-grade features of the Toro hand greensmower. Motor is 4-cycle, air-cooled, built up to the most modern standards. A thoroughly satisfactory single-unit power machine. Write for complete catalog.

Toro Manufacturing Co.

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Minneapolis, Minn.

Golf Offsets Killing Cares of Modern Business Life

GOLFING activities of our business men, increased leisure, smaller intake of food and the reduction of communicable diseases are some of the reasons given for Philadelphia's present low death rate, by Dr. William H. Teller of the Ashbourne C. C.

Dr. Teller, veteran physician and surgeon, believes that golf has been of particular value in building up the physical fitness of men in the later years of life. He points out the number of men now playing between the ages of 70 and 75 and attributes much of their well-being to their enthusiasm for the game.

"The death rate today," declares Dr. Teller, "is 12.01 per one thousand of population, the lowest ever known. In 1932 the incidence of disease was greatly reduced throughout the county. Statistics for the year showed fewer deaths and illnesses than for any other year in the history of the United States, and figures thus far for 1933 indicate that this year's health may be even better than last.

"This seems quite remarkable when one considers the manifold worries, mental

anguish, problems of unemployment, scarcity of food and other unhappy by-products of a financial crisis.

"While many things have contributed toward making Philadelphia and the entire nation healthier than during previous depressions, there can be no doubt but that the development of golf clubs and of sports in general during the past ten years has played an important part in enabling people's minds and bodies to bear up under unusual stress."

The surgeon also states that even though the increased leisure of today is often accompanied by harassed minds, the actual wear and tear upon the human machinery of the mental anguish has been far less than the forced strivings which accompany top notch business conditions.

He considers the problem of health to be concerned more with prevention than cure and says, "In practically any hospital 75% of the patients are found to be there because of chronic conditions, and but 25% because of acute ailments. The problem of health and longevity is one of prevention; balancing the routine of daily living so that resistance is built up, the wear and tear on vital organs diminished and the incursion of advancing years forced back.

"What physician has not seen men, apparently doomed to early death, who through proper exercise and living habits pulled themselves up from the mire of ill health and able to enjoy the fruits of regulated living during the advancing years!

"No form of exercise more than golf gives that combination of fresh air, recuperation of mental outlook and an incalculable of the will to strive ahead just a little harder. What recreation can better couple clean air in pleasant, restful surroundings and agreeable companionship?

(Continued on page 61)

SCORE CARDS Took Their Fourth Cut for 1933!

Each of our five styles at new lows with prices ranging from \$18 to \$30 for 5,000 quantities.

Samples on request to all clubs

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| Ant eradicators | Gloves | Seeders |
| Arsenate of lead | Ginger ale | Shafts—hickory, steel |
| Archery supplies | Handicap cards, racks | Shelters, course |
| Bags—canvas, leather | Health scales | Shoes |
| Bag racks, tee | Hole cutters, rims | Shoe trees |
| Balls—what price? | Hose—water | Showers |
| Ball markers | Hose boxes, underground | Shower nozzles |
| Ball washers | Hosiery | Shrubs, trees |
| Barrel pumps | Humus | Silverware |
| Bath sippers—paper, rubber, wood | Hydraulic mixers | Soap—bath, flakes, laundry |
| Bath towels | Insecticides | Sockettes |
| Benches—locker, tee | Kitchen equipment | Sod cutters |
| Bent stolons | Knickers—linen, wool | Soda fountains |
| Bird houses | Laundry equipment | Soil screeners |
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| Caddie time-clocks | Mineral waters | Spreaders |
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| Caps | Mower blades | Swimming pools |
| Charcoal | Mower sharpeners | Tags, tickets |
| Chickweed eradicators | Peats | Tanks |
| Clothes dryers | Pipe—drain, water | Tea room equipment |
| Clubs—Irons, putters, women's, wood, matched sets | Playground equipment | Tees—wood, celluloid |
| Club racks | Practice balls—knit, rubber | Tee boxes |
| Compost distributors | Practice driving devices | Tee data-plates |
| Compost mixers | Practice nets | Tee markers |
| Deodorants | Practice putting devices | Tee mats—cocoa, rubber |
| Dishwashers | Prizes, trophies | Tee umbrellas |
| Disinfectants | Pumps | Tennis court equipment |
| Drinking fountains | Putting cups | Tractors |
| Dump carts | Rain jackets | Tractor wheels, wheel spuds |
| Electric systems | Rollers—fairway, green, spiked | Uniforms—waiters', maids', caddies', bus-boys' |
| Fencing | Rugs | Water coolers |
| Fertilizers | Runners—corridors, locker | Water softeners |
| Fertilizer distributors | Score cards | Water systems |
| Flags, flag poles | Score card pencils | Water system engineer |
| Flood lights | Scythes—motor driven | Weed killers |
| Fly and insect sprays | | Worm eradicators |

Club

By

Position

Address

Date.....1933.

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We are glad to send GOLFDOM free to Club Officials . . . BUT, we hate to think copies are going to the wrong man! So we spend lots of money keeping our mailing list up-to-date.

Will you help us correct the names at YOUR club by filling in this page, tearing it out and mailing to GOLFDOM, 14 East Jackson Blvd., Chicago.

This is especially important if YOUR club has recently held an election. We want the new officials to begin receiving GOLFDOM immediately!

Please PRINT plainly. Home or business addresses preferred.

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Greenchairman

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Professional

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CLUB

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NUMBER OF HOLES..... IS COURSE PRIVATE, DAILY FEE or MUNICIPAL?.....
