

Power GREENS MOWER— built by IDEAL



GUARANTEED TO EQUAL OR SURPASS THE FINEST HAND CUTTING . . .

It's a precision-built machine, no finer made, and is used by hundreds of clubs in all parts of the country.

The Ideal Power Greensmower operates with extreme ease, due to its compact construction and very light weight. Compared to hand labor, this power mower can cut costs by 35% to 50%.

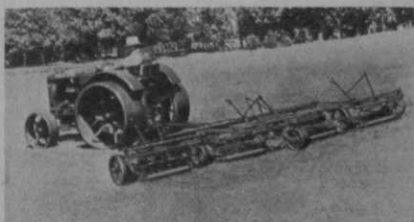
It turns without scarring the turf. Power

goes direct to roller, so that scuffing is avoided. And, although of particularly fine construction, it is sturdy and dependable—able to give long, trouble-free service.

Available in 18-inch and 21-inch cut. Pneumatic tired transport cart facilitates moving from one green to another. Write for the economical price on this popular member of the big Ideal line of mowing equipment.

FOR FAIRWAYS — IDEAL BULLDOG—

No other fairway mower offers the famous 7-blade Bulldog units of close coupled construction that eliminate scalped ridges and bridged hollows. The flexible frame allows clean cutting over the most hilly fairway. The entire mower is particularly light, for easy pulling. It is rugged, for long life. 3, 5, 7, 9-gang, interchangeable. Send for details.



IDEAL POWER LAWN MOWER COMPANY

446 Kalamazoo Street, Lansing, Michigan

BRANCHES:

161 Vester St., Ferndale (Detroit) Mich.
237 Lafayette St., New York City

CANADIAN DISTRIBUTORS:

Aikenhead Hardware Ltd.,
17 Temperance St., Toronto, Ont.

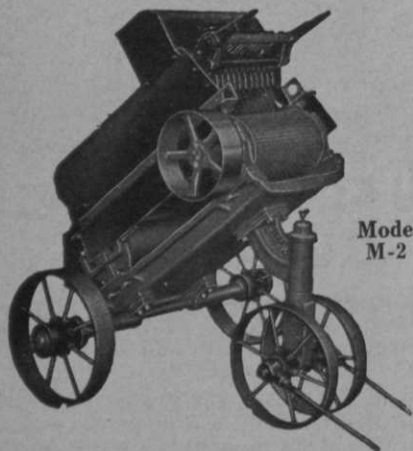
Thank you for buying from GOLFDOM advertisers; they are O K

“
The Last Word
 in screening dirt!
 ”

Pittsburgh, Penna.

We are screening top soil under very bad conditions at twenty cents a yard. It is the last word in screening dirt.

LONG VUE CLUB,
 W. H. Key, Grounds Supt.



Model
 M-2

This is the kind of statement made continually by users of the Royer Compost Mixer.

Are you one?

If not you are overlooking a method of cutting your compost preparation costs.

*Sold thru leading
 Golf Equipment Dealers*

ROYER

FOUNDRY & MACHINE CO.

158 Pringle St.

Kingston, Pa.



... Mountains on the putting green

WORM casts: these are the mountains on the putting green. Mountains of annoyance for club members and greenkeepers. Eradicate the worms: no more worm casts. Do it with Diworma. Dilute 1½ pints in 50 gallons of water and sprinkle. Up come the worms to die. Rake them up—that's all. No broadcasting or watering in. No worms left to decompose in the soil and attract ants. You don't swap one pest for another! Diworma also fights brown patch. Write!

Dolge makes a full line of course maintenance materials. Write for detailed information.

THE C. B. DOLGE CO.
 WESTPORT, CONNECTICUT

“Swamped”

... is the word!

Yes—there's plenty of interest in a modern ball washer. Our first announcement on the PAR Ball Washer literally swamped us with inquiries from golf clubs in every section of the country.

PAR .the new

BALL WASHER

10 Points of superiority:

● Most sanitary—saves towel and service costs—won't scratch—no jamming—ejects cleaner, drier ball—no wetting of hands—no splashing—easy, low cost brush replacement—rust and theft proof—guaranteed 10 years against mechanical troubles.

Hold'er! . . . PARs will soon be in your dealer's hands—they're well worth waiting for.

\$7 ea. 1 to 10; \$6.50 ea. 11 or more.

BILL LIVIE GOLF CO.

3904 ST. CLAIR AVE.

CLEVELAND, O.



GIVE YOUR FAIRWAYS *Putting Green* TREATMENT ---AND SAVE MONEY!

THE gentle rolling of a Roseman type fairway mower stimulates turf growth by sealing heat cracks and retaining moisture in the soil. It pushes down loose surface runners so they can re-root themselves. The root-bed is kept in firmer contact with the nourishing subsoil—air pockets are eliminated. Rough spots and tufts of grass are rolled smooth. The roller carries the cutting knives over humps and ridges to avoid scalping. The down draft pull of the mower keeps it close to the ground, assuring an even, close cut.

The power is transmitted from the roller to the cutting blades through steel cut gears enclosed and running in oil. Every part of a Roseman Mower is built to last longer—to provide more cutting hours under the most severe conditions at a minimum of upkeep expense.

The efficiency and economy of Roseman Mowers have been thoroughly proved over a period of fifteen years, and there is no substitute for a Roseman—it is the only fairway gang mower that rolls as it mows. Give your fairways putting green treatment with Roseman Mowers—and save money. Send for complete details.

Roseman Tractor Mower Company
800 Davis Street, Evanston, Illinois

Roseman V-8 Tractor

The 1935 Roseman Tractor is built on the new Ford V-8 chassis—providing unusual power and economy. Will handle a 5, 7 or 9 gang fairway mower with ease. The large dump body is operated from driver's seat. Its quiet operation is an outstanding advantage—it can be kept at work while players are on the course. Equipped with steel or low pressure non-skid rubber tires. Maximum speed 23 m. p. h. Send for details of this all purpose golf course tractor.

ROSEMAN MOWERS

Tell us any idea for making GOLFDOM advertising more helpful

"A GREAT INVESTMENT"

. . . says one owner

This advertisement is written by Jacobsen Power Putting Green Mower owners. What they say should be of greater interest to you than any statement we could make.

A GREAT INVESTMENT—*"We find our two new 24" greens mowers a great investment, as our greens are now true with the regular use of the brush attachment."*

MOST BEAUTIFUL GREENS—*"We are proud of the fact that we have the most beautiful greens in this city, which is due largely to the use of our Jacobsen greens mowers."*

GREENS MORE RESILIENT—*"After using a Jacobsen Power Mower for six years, we find a softer and more resilient turf than ever was produced with hand mowers. We have the best greens in this section."*

SAVES ITS COST EACH YEAR—*"The power putting green mower we purchased from you three years ago has given good satisfaction. The machine saves its cost each year, to say nothing of a better satisfied greenkeeper."*

NOTHING EQUALS A JACOBSEN—*"We are going into our fifth year with a Jacobsen 19-inch power mower. Our experience with other makes leads us to believe that there is nothing on the market capable of equalling the results obtainable with a Jacobsen."*

These comments are typical of a host of others received from owners. We ask that you judge "Jacobsens" on their record of efficient, economical performance. Send for free book, "Putting Green Maintenance by Modern Methods."

JACOBSEN MANUFACTURING CO.

734 Washington Ave., Racine, Wis.

New York Branch, Dept. G, 101 Park Ave.



JACOBSEN POWER GREENS MOWER



● there is still time to introduce **SCOTT'S CREEPING BENT** to those greens to make them firm, healthy, weed-free and more "playable" this summer. Give them a chance at permanency this year. Why not write us about the condition of your turf and ask for prices?

WEED
FREE



WEED
FREE

● O. M. SCOTT & SONS COMPANY ●
3553 Main Street, Marysville, Ohio

CHANGES in SCORE CARDS

referring more particularly to allocation of handicap strokes and pars on longest holes.

**Were recommended by
the USGA in Jan., 1935**

These, vitally, affect *your score card* if you would have it correct.

Full explanation in our price list in a section titled "Preparation of Copy for Score Cards."

That Happy Combination of Quality and Economy is offered in our

New Broadmoor One-Color Score Card

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

JOHN H. VESTAL CO., Printers
703 South La Salle Street - Chicago



AUGUSTA NATIONAL—*Greens and Fairways* built and maintained with **FLORIDA HUMUS**



ANALYSIS:

(By Wiley & Co., Baltimore, No. 129117). *Note very slight acidity and high percentages of nitrogen and organic matter.* Moisture — 44.87; On Dry Basis: Ash, 8.68%; Organic matter, 91.32%; Acidity pH. 6.2 (7 is neutral). Total Nitrogen, 3.25%; Phosphorus, .24%; Potash, 11%; Calcium, 1.68%; maximum water holding capacity, 581.15%.

DISTRIBUTORS:

BALTIMORE — E. Miller Richardson & Co., 108 Light St.; BOSTON—Breck's, 85 State St.; CINCINNATI—The J. Chas. McCullough Co., 3rd & Eggleston Ave.; CLEVELAND — Sidney L. Dryfoos, 2617 Dartmoor Rd.; DETROIT—Terminal Sales Corp., 1627 West Fort St.; NEW YORK—Stump & Walter Co., 132 Church St.; PHILADELPHIA — Henry A. Dreer, Inc., 1306 Spring Garden St.; PITTSBURGH —Beckert Seed & Bulb Co., 502 Liberty Ave.; ST. LOUIS—St. Louis Seed Co., 411 Washington Ave.; WILMINGTON — Franklin J. Murphey, 713 Lancaster Ave.

THE Augusta National, Bobby Jones' own course, was one of the first clubs in the country to discover the advantages and economies of Florida Humus for building and maintaining perfect greens and fairways. The club used 580 tons in new construction, 70 tons in 1934 and plans to buy over 100 tons this year. Here, under soil conditions varying from very sandy to stiff red clay, Florida Humus has proved its worth.

Florida Humus means better greens and fairways because it is more than just a water container and soil conditioner. Its high nitrogen content, gradually released, makes it a slow, progressive plant food. Furthermore, it is far less acid than most sources of humus and will not sour the soil.

FREE BOOKLET—May we send you our helpful new booklet, *The Uses of Florida Humus for Better Greens and Fairways*, which includes letters from the Augusta National and other clubs, both North and South, telling how they have used and the results they have obtained with Florida Humus? Ask your distributor for your copy or write direct to Florida Humus Company, Sales Office, 141 Milk Street, Boston.



FLORIDA HUMUS

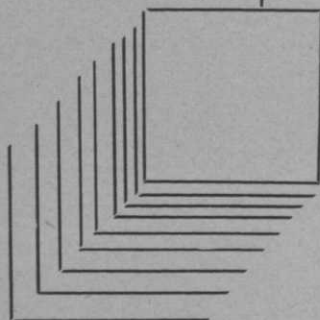
Mined and Manufactured by

Florida Humus Co., Zellwood, Florida
Sales Office: 141 Milk Street, Boston, Mass.

GOLFDOM advertisers know the golf field; write, they'll help you

14
EAST

JACKSON



The

LYTTON BUILDING

... for years has been known throughout the middle west as the Pros' headquarters for golf merchandise. Long ago they learned that in the Lytton Building they could quickly and safely solve their buying problems. This customers' habit of coming to the Lytton Building first keeps our wholesale golf tenants busy and happy. Located at State and Jackson Boulevard, it is easy to reach by all types of transportation.

If you are planning a Chicago branch or a change in your present Chicago office, let us show you just what the Lytton Building has to offer.

L. E. EATON, Mgr.
Telephone WABash 3477

Rents are reasonable.

Suits conveniently arranged.

Ceilings high, plenty of windows.

Building immaculately maintained.

Excellent elevator service.

CROWN MOWERS

5 Unit Gang Mower, Cutting 12 Feet.

GREENKEEPERS!

*This is the MOWER
you asked me to BUILD*

E. H. Worthington

THE GREATEST GANG MOWER DEVELOPMENT FOR
SIMPLICITY, MAXIMUM PERFORMANCE
AND LOW UP-KEEP

NO GREASING OR OILING.
REMOVABLE FLY KNIFE REEL.

NO BED KNIFE ADJUSTMENT.
SOLID STEEL WHEEL . . . with
removable spuds or fabric treads.

GEAR SHIFT FOR REGULATING HEIGHT OF CUT
FOR FAIRWAY AND ROUGH.

Write for catalogue illustrating and describing many other new features.

Main Office:
129 East 69th Street,
New York, N. Y.



Factory:
Philadelphia,
Pennsylvania.

CROWN MOWER COMPANY

When you need safe buying advice, ask GOLFDOM's advertisers

NEW!

The Heddon

"Custom-Drawn"

STEEL GOLF SHAFT

No word picture we can give you of this new shaft can possibly equal your own experience, when you drive off on "number one."

1st you will discover an action that is entirely new . . .

2nd you will find it has that "sweet feel" desired by all golfers . . .

3rd you will realize that here is a shaft that actually has more power—derived from the new "repeat taper."

The DOUBLE-WHIP SHOULDER

This gives you really a "double-action" Shaft, —two shafts in one. Remember . . . The Shaft is the Heart of the Club . . . the Double-Whip Shoulder, the Heart of the Shaft.

This exclusive feature of the new Heddon Steel Shaft gives a marked whip at or near the club-head, and a lesser whip near the hands, and more closely duplicates the "feel" of fine hickory.

"Heart of the Shaft"

Sold only in the highest grade Clubs—a mark of Quality

Featured in Hillerich's & Bradsby Co. Professional Line

Send for Descriptive Circular

JAMES HEDDON'S SONS

Steel Golf Shaft Division

DOWAGIAC, MICHIGAN

"Heddon" . . . a name well known to Sportsmen, and famous for Quality for one-third of a Century

PROLOG TO THE SEASON

Being a Check-List of Details the Wise Pro Considers Each Spring

IT'S pleasant and promising to be able to report that during February and March up to press date GOLFDOM has received many letters from pros in northern and central clubs in which the fellows say they are planning their 1935 season's work and want all the suggestions we have to offer.

This type of inquiry indicates that the smart fellows are definitely planning their work with foresight and thoroughness instead of letting things develop by chance.

To stir up some of the boys who haven't thought much about planning and to save ourselves answering a flock of letters from fellows who have, we will set forth planning high-spots that we have picked up from successful pros.

First: planning the season's work falls into these departments—relations with members, officials and other department heads; buying, accounting and merchandising; teaching and playing. The latter two departments in most cases are closely connected except with the tournament pros, most of whom are experienced enough to make definite arrangements in advance covering tournament absences from their clubs and who have assistants qualified to handle the jobs temporarily. By the way, assistant's training and supervision is one of the most important and most frequently neglected phases of pro department operation. Don't trust to luck for the development of your boy. Pick him carefully, study him and talk to him about

his work. Have the kid fully acquainted with the policies and methods you want carried out.

Plan With Your Officials

One of the things to do early is to consult with your officials regarding the tournament program for the year. Remember that both men's and women's golf interest and activity depends a lot on the tournament schedule. Get the list of events shown in March GOLFDOM and the events shown in the PGA tournament book and go over them with your people. Consult with the house manager about arrangement of events that will boost house business and which require close tie-ups with house operations.

Visit with your greenkeeper and discuss what the two of you can do to make the course more attractive. Remember that the placement of tee markers far back when the wind is against the player lengthens the course, hikes the scores and reduces golf playing interest until the player forgets his bad scores. Tee and hole placement have a lot to do with scoring that promotes business so the greenkeeper is a big factor in your business.

Discuss with your officials and other department heads how you can make your shop more attractive. Be sure and see that the women are brought in on this part of your planning.

Sit in and worry on the handicapping. Officials, both men and women, will be glad, usually, to have you take control here

and it brings you into close contact with a lot of possible customers.

Find out definitely what responsibility you are to have on the matter of caddies. If the caddies come under you, see that the kids are properly trained and supervised. If you have a caddie-master, discuss and plan caddie operations with him so you may be fairly sure that caddie performance will make friends for you among members and kids.

Check Up on Your Shop

Unfortunately your shop may be such that it seems to defy improvement. Maybe a complete change in layout—putting the club racks on another wall and relocating the ball case—will be a profitable and enlivening experiment. Paint it up. Bright colors will put new life in it. See that it becomes known as the place where the best is shown, quickly and neatly. Make it plain to your assistants that keeping the stock bright, neat and reaching out for buyers is the first job of every day.

When you send out the usual season's opening letters give the folks something more definite than the usual "I am glad to serve" line. Tell them briefly about new features in your shop stocks. Give them the dope on your club conditioning and what the club service charge gives them in the way of care and workmanship and minor repairs. Fix up the whippings with some of those cellulose preparations. Give them facts on any new grips you may have for them. If your club has a magazine, see to it that a spring review of new merchandise is given in concise detail, including prices, to the editor.

When the bags start coming in, make an inventory of their contents. Do more than just list the stuff; study and see what people need—who has been buying elsewhere and needs some tactful attention from you, or who should be reminded of your stocks of merchandise within competitive price ranges.

Don't neglect the bag business. Note how many badly worn bags you have in your shop and put on a sale of bags in various price classes right at the start of the season. You might make a special mailing covering this sale, to your members.

On the instruction end it's a good idea, according to some pros, to spend time in giving free pointers at the lesson tee Saturday noons, Sunday mornings and the mornings of ladies' day. The point to consider here is to give tips that will build up lesson business but still not let it ap-

pear like your supervision of the events is being neglected.

Group Lessons Build Business

Free group lessons as an attraction for women's and children's business have become almost an established fixture at most clubs. Only in the case of fee and municipal courses where the pro is up against the problem of developing business among men is it ever worth while considering free group lessons for men. In the case of the women's group lessons at private clubs the individual lesson business follows quickly. Women don't want to be outclassed by others of their sex. With the children's business you have to count on the present good will of parents and the future business of the kids for your pay-off. However, in cases where down-town competition is tough, the kid class lessons generally work out so the parents give the pros plenty of an edge in purchasing. Some pros even devote one afternoon every two or three weeks to taking their star junior pupils to play other courses. The pro who has good youngsters come up out of his instruction is getting the best advertising possible.

In connection with these group lessons, it is wise to consult with the house manager so he may have special menu features to catch the lesson groups for luncheon or dinner business.

Pro As Member-Getter

Instead of playing with the same bunch year in and year out the pro is smart who makes it a policy to try and play with every member of his club during the year. Devote an afternoon a week to different threesomes of men and one morning a week to different threesomes of women. Have these affairs booked so you won't get into any jam with members who might suspect you of showing favoritism. Pay special attention to making the new members feel at home. Generally you can arrange a game with the new member and the two members who sponsored the new fellow into the club.

Make up your mind to use the display and other advertising material manufacturers send you to help you sell. You don't have to have the shop crammed with it all at once. Change your displays. Keep the place looking fresh and new instead of having its only change a gradually disappearance of stock from your displays.

There's plenty more than you can plan and do, but with these points as starters you can get headed for a thoughtful and active season.