

Important Announcement!

SPALDING TOURNAMENT and TOP-FLITE GOLF BALLS are completely NEW for 1935

New in CONSTRUCTION . . .

New in COVER . . .

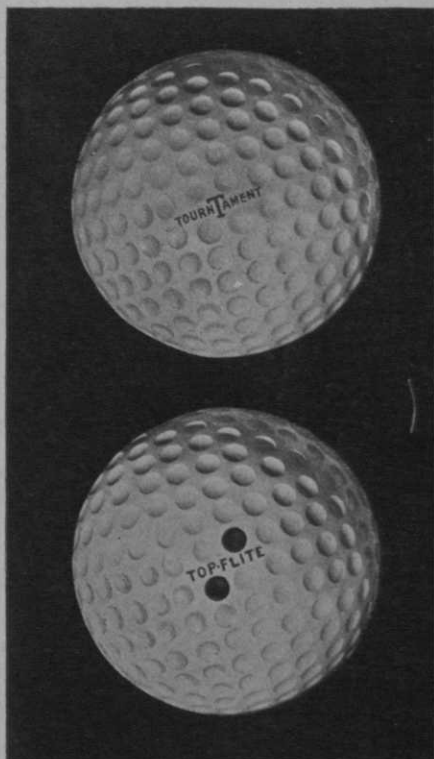
New in PACKAGE . . .

Both are LONGER THAN LAST YEAR

. . . both are TOUGHER!

● The TOURNAMENT is designed for the low handicap golfer with a very powerful swing. Extremely hard wound and highly controllable. Brand new in appearance—marked on both poles with a large "T" placed exactly in the center of the name. Dimple only. Retail, 75c each.

● The TOP-FLITE is designed for the low handicap golfer with a normal hard swing. Tightly wound. Controllable. The marking is the same as last year, except one of the two color-identifying dots will be in gold. Dimple only. Retail, 75c each.



● The NEEDED KRO-FLITE. The ball for the average golfer. This outstanding golf ball of the world is so perfect for the type of player for whom designed, its construction remains unchanged. It will be packaged in a new box, however. Dimple only. Retail, 75c each.

A. G. Spalding & Bros.



This display, having attracted the crowds at the MSC conference, is now on tour through New England. It is a smartly organized presentation of the science of greenkeeping.

emphasized. A national plan for coordinate research is a necessity. The Green Section's sadly curtailed work now cannot be supplemented by state work under the present plan of enforced attention to local problems, so West stated. He commented that wherever greenkeepers are most active and successful, the most work is being done by research experts; but at present there still is great need of understanding by greenkeepers of the research workers' problems. He told of the combination meeting and tournament of the New England pros and greenkeepers and urged that this annual New England affair be adopted in other sections. West hoped that the New England association would be able to finance scholarships enabling their comrades to take short courses in other parts of the country and compare the work.

Lawrence S. Dickinson, the MSC college greenkeeping authority around whose able work recreational conference was built, followed West with tributes on research work in various sections of the country, citing specific names and cases. Dickinson also spoke on winter injury to turf at a later session, saying that it wasn't the winter but turf and soil shortcomings that accounted for injury.

R. D. Mansfield told of factors determining the selection of peat having desirable available water capacity. Roland Sturtevant advised greenkeepers to consider possible injury to turf from ultra-speedy maintenance work and to look for speed first by eliminating waste motions from the greenkeepers' own management and labor methods.

Mason Strikes New Note

Charles E. Mason, president of the Massachusetts GA made a significant address in the concluding session. He said

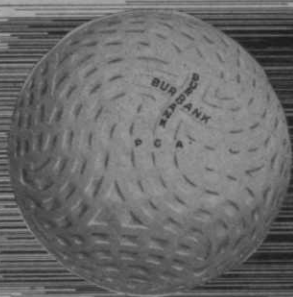
that the policy of wisely run golf clubs now is to look for opportunities of increasing the club income instead of spending all the time worrying about how little money can be spent in properly and attractively running the plant. Mason cited cases to show how well clubs had weathered the depression by thinking of the income factor instead of becoming panic-stricken with budget cuts. Mason named extension of country club appeal to a community center status as the bright idea for a happy future of country clubs. This sane, confident counsel to golf clubs that have soft-pedalled their hopes of growing, came out of conservative New England as a keynote of intelligent club policy in 1935.

Jack Mackie, ace spellbinder of the pros and a greenkeeper of ability himself, called on greenkeepers and pros alike to get together and remember that the clubs have the first call on the attention of department heads. He mentioned that the tour made by Dickinson under PGA auspices was for the purpose of showing both greenkeepers and pros that they had one common interest. He cited big attendance of greenkeepers at Dickinson meetings held in PGA sections to show that the smartest greenkeepers and the smartest pros are those who work together. Jack said the louder a pro squawks about course condition the less he knows, usually, about the greenkeeper's work.

Mackie put in a strenuous and official criticism of pari-mutual wagering at open tournaments during his address. He urged that all clubs join the USGA.

Exhibitions of shot-making were given in the Cage by Mac Sennett, Les Cottrell, Peter Dunn, Gene Mosher and John Cowan during the conference.

The BURBANK Streamline



HERE IS A **NEW GOLF BALL**
Designed on a New Principle

BURBANK Streamline
THE ONLY STREAMLINED GOLF BALL

Streamlined for Straighter Flight

STOWE-WOODWARD, INC. BOSTON, MASS.
EDWIN J. HUGHES, JR., INC. NEW YORK, N.Y.

75¢

STREAMLINED FOR STRAIGHTER FLIGHT

A NEW GOLF BALL THAT **Resists SLICING AND HOOKING**

It has been proved that the Burbank Streamline is a much different product entirely from any other ball of the size and type.

STOWE-WOODWARD, INC. BOSTON, MASS.
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STREAMLINED FOR STRAIGHTER FLIGHT

In the Evolution of the Golf Ball 1935 WILL BE REMEMBERED AS THE YEAR WHEN THE FIRST STREAMLINED GOLF BALL WAS MADE

STOWE-WOODWARD, INC. BOSTON, MASS.
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STREAMLINED FOR STRAIGHTER FLIGHT

BURBANK Streamline
THE ONLY STREAMLINED GOLF BALL
75¢

BURBANK Streamline
THE ONLY STREAMLINED GOLF BALL

The BURBANK STREAMLINE will be advertised in American Golfer, Golf Illustrated and Golfing.

A MORE SALEABLE QUALITY BALL

The new BURBANK STREAMLINE is everything that a 75¢ golf ball should be — expertly made of the finest materials we can buy — long — true putting — serviceable. Conforms to all standards of the U.S.G.A. and P.G.A.

Because it reduces slicing and hooking, the BURBANK STREAMLINE has a plus value. It gives the man who has been buying cheap balls — two reasons to buy quality balls — lower scores and fewer lost balls.

STOWE-WOODWARD, INC.
BOSTON (Newton District) MASSACHUSETTS

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1270 BROADWAY NEW YORK

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STREAMLINED FOR STRAIGHTER FLIGHT

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

More than fifty club manager attended the special session on salads and beef cut judging. The attendance at the managers' section was such that at next year's conference it is planned to make a big feature of this department.

President Baker, Dickinson and their associates at Massachusetts State college are to be congratulated on a great affair, which has had a definite effect on the recreational work and finances in the state. The idea is one that might well be adopted by other states where winter sports could be developed.

Iowa Club Pays Price of Maintenance Progress

"Appropriations were allowed to mow the weeds, thus necessitating the erection of two retreats."—*From news report of the annual meeting of the Brookside GC in the Algona (Ia.) Upper Des Moines.*

Iowa State Greens Course Sets New Record

FOURTH annual greenkeepers' Short Course, held at Iowa State College, Ames, March 4 and 5, was unusually successful in attendance and interest shown. The attendance this year broke all records, falling just short of the one-hundred mark.

Laboratory work presented in the entomology, soils and plant pathology laboratories was a new feature this year and was well received. Probably instruction given in future courses will show a definite trend toward the laboratory rather than the lecture type of teaching. The various laboratory periods were conducted by members of the college staff.

The course was opened by a talk on the place of golf and greenkeeping in modern life by Prof. B. S. Pickett, head of the Department of Horticulture at the college. Kenneth Welton of the USGA Green Section and O. J. Noer of the Milwaukee Sewerage Commission were headliners of the lecture part of the program. Welton

presented many new facts in advances in greenkeeping methods, a good deal of it being material which has not yet appeared in print. Noer helped to interpret many difficulties which courses have experienced under the unusual climatic conditions of recent years.

At the greenkeepers' dinner Monday evening, Jack Welsh, president of the Iowa Greenkeepers Assn., was toastmaster. Speakers of the evening was I. T. Bode, State Fish and Game Warden of Iowa, who stressed the importance of the conservation movement now so popular.

A number of speakers were on the program who have not appeared on previous short courses at Iowa State College. Jess Fultz, agristologist of the Bureau of Plant Industry, gave an interesting talk on the distribution and physiology of grasses. Earle M. Barrows of Minneapolis presented the plant count method of turf study which he and his co-workers up in Minnesota have been using with striking results. The novelty of this study and the apparently great possibilities contained in it attracted considerable attention among the greenkeepers. Paul E. Burdett of Armour Fertilizer Works, Chicago Heights, Ill. told of his experience with soil tests on many of the large and prominent golf courses of northern Illinois and Indiana. A number of commercial displays of machinery and golf supplies were exhibited.

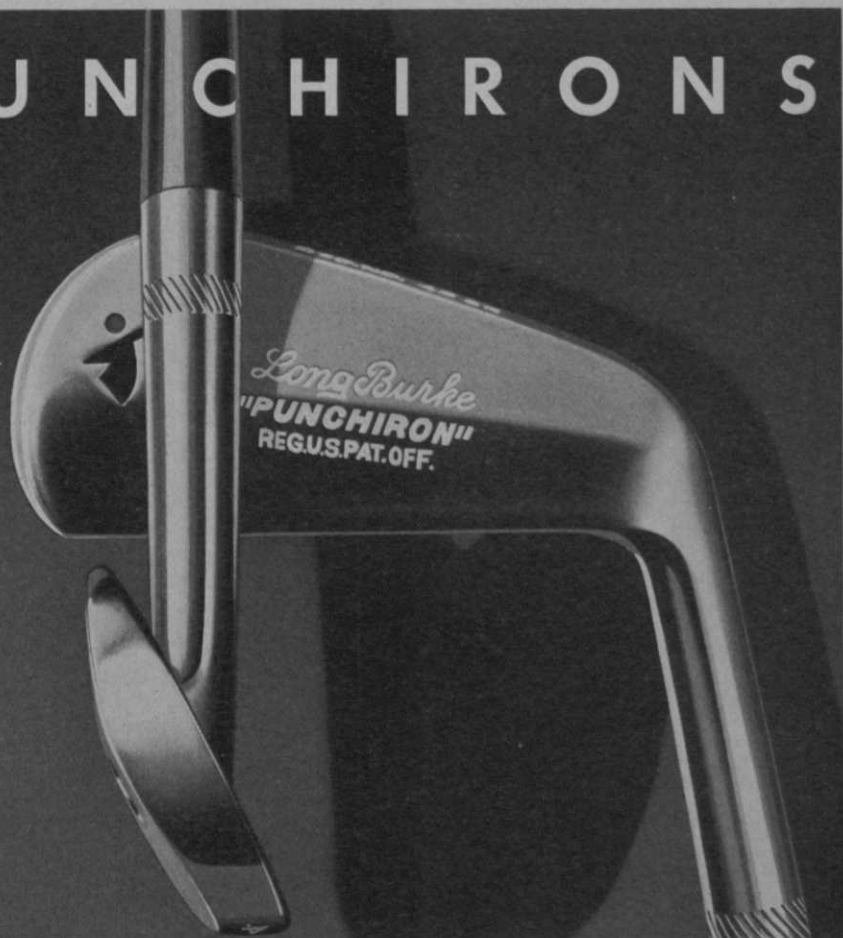
The attendance was largely from Iowa and Missouri. Many of the Kansas City group who compose the Heart of America Greenkeepers Association were out for the course, under the leadership of Wilhelm Peters of the Lynn Estate, Kansas City, Missouri. About a dozen from Kansas City were registered for the course.

General interest and enthusiasm displayed at this short course certainly must be an indication that the Iowa Greenkeepers Assn. is going to have an unusually successful and interesting season this summer.



Here's part of the record attendance at the 1935 Iowa State Greenkeepers' Short course

P U N C H I R O N S



Here's the finest club we have ever built. It comes in sets of 10, 9 and 6 clubs. The weight is concentrated directly back of the point of impact all along the possible hitting surface . . . giving power and accuracy to the shot.

BURKE
Clubs • Bags • Balls

THE BURKE GOLF COMPANY, NEWARK, OHIO

Deal with GOLFDOM advertisers; they pay for your subscription

TAKE A TIP



Here is a line of golf bags that is designed especially for the golf pro. It will enable you to compete with the strongest competition. They are priced to give you a nice profit. Their style and quality make them easy to sell. Investigate.

Send for our new 1935 illustrated circular and price list.

Canvas Products Corp.
Fond du Lac, Wisconsin

5 Colors Now Ready on Lewis Washer in addition to white

Lewis leads again! Of course you may still prefer white but for an additional charge of 25c—turquoise, orange, lawn green, red or jade green are available—They don't show dirt and are attractive looking.

**"Standard
Thruout the World"**

There are more Lewis Washers in use than all other makes combined. Specify Lewis Washers, Bag Racks and other tee equipment—NOW.
Lewis Washers (White) I to 10 \$6.00
Lewis Washers (White) 11 or more \$5.50
Complete tee ensemble (White) washer, stake, waste container, data plate, towel and ring \$10.50

See Your Golf Equipment Dealer

G. B. LEWIS CO.

Dept. GD435 Watertown, Wis.

LEWIS
GOLF BALL WASHER



PRO SHOP DISPLAY

**Warm Colors and Eye Level
Displays Help Sales,
Says Expert**

MAX BRODY, store equipment specialist who has figured in some of the most successful retail store designing and equipping that has been done, gives the pros his ideas on pro shop displays.

Brody is the Grand Rapid Store Equipment Co. man whose talk at the pros business conference last spring was rated by the fellows as one of the most valuable they'd ever heard.

Here are high spots he calls to pro attention:

Presentation of golf clubs, especially as the golf pro desires to make the contact or sale with the customer should be handled in a delicate manner just as a jewelry salesman would present a very high priced diamond to a customer so there would be an intrinsic worth and a value on the club or the appeal of a purchase by the customer for the club.

Presentation of any article irrespective of the nature of the article is *appeal* and if properly displayed will act as an appeal.

The average pro shop lacks color. Do not be afraid to use color harmony even going into the very vivid colors such as blues, reds, etc., which are a little warmer than the average color.

Do not be afraid to use gaudy colors on the exposed part of your golf shop which creates eye appeal and will create a curiosity on the part of your golfers to inspect the shop. The proof of the pudding is—the more people you can get to your shop the more sales you will actually make.

Display your equipment as much as possible to the eye level which is 54" from the floor. Never use a show case height higher than 38"—or the maximum 40" today.

Present the golf clubs away from the

CLUB OFFICIALS and PROS

Keep Supply Business at Club

Install Nationally Known

FULNAME GOLF BALL MARKER

A REAL PROFIT MAKING PROPOSITION.
WRITE AT ONCE FOR COMPLETE DETAILS.

(Over 3000 Clubs Now Profit with Fulname Marking)

The Fulname Co., Cincinnati, Ohio
LeBlond Building

north light because north light is a cold light—and make sure that you properly display the clubs in an open front bin, kept clean. Base of the bin not to be higher than 5" from the floor and not to exceed at any point, especially at the back portion—52" in height.

Stay away as much as possible from double decking and where you must go to a higher height than this, display the matched clubs in the lower bin—use the upper bin only for mass display, very neatly done up.

The same type of bin should be used for the display of golf bags to be pyramided on strips and wherever possible get your bag display at the eye level.

Also remember that the average golfer is a very busy man and when you have him on your course you are the master of the situation. Cultivate his friendship. By doing so you are automatically selling him something without his knowing it.

After all is said and done, the yardstick

of measuring a business man's worth is in the intake of dollars and cents. Just apply the principle exactly as it is applied to you by the people that sell you the items that you resell. Listen to their line of talk. You might be able to handle the item better than they can but they are selling you the item that you are in turn reselling.

MUNICIPAL course authorities are to be urged to employ first-class professionals because the tax-paying public is entitled to best service at the clubs. George Jacobus, PGA president, is the author of a press service release that will put this case before the public and the muni course officials.

AN EDITORIAL writer in the Little Rock, Arkansas, Democrat hangs out this bright sign to the golf business:

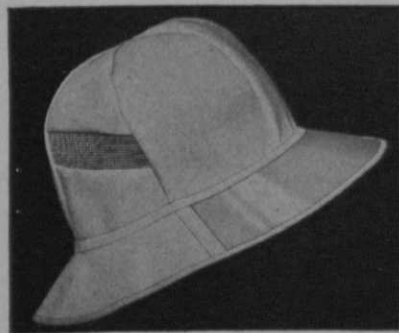
"So long as the American is an optimist he will be a golfer—if not now, at some day in the future."

BOZO, the SOD-BUSTER Says . . .

"To get hot on your golf game you gotta keep the old bean cool . . . and that's a push-over! The answer is a Congo Eye-Shade Hat . . . light, soft, pliable and airy . . . with new Airflo Breathers on each side of the crown that egg-on the breezes to zoom around your reservoir of gray matter.

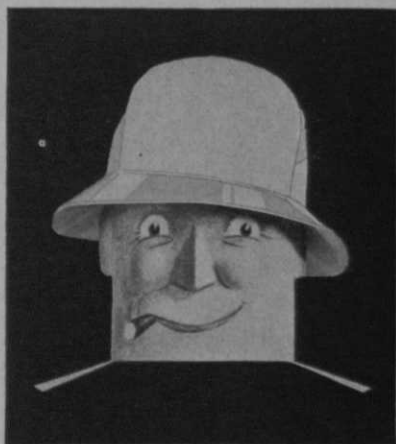
And why not be as comfortable while battling old man Par as you are while lolling under a canopy sipping sarsaparilla, a mint julep or what have you?

These new pre-shrunk duck "Congo's" are the berries . . . and no foolin'. They never interfere with a golf stroke, no matter whether it's got rhythm or the heeby jeebies.



FREE MERCHANDISE DISPLAY

for your counter, displaying a real Congo Hat on Bozo's head. Colorful and sales-stimulating . . . requires little space.



"Why Under the Sun,
Don't You Wear One?"

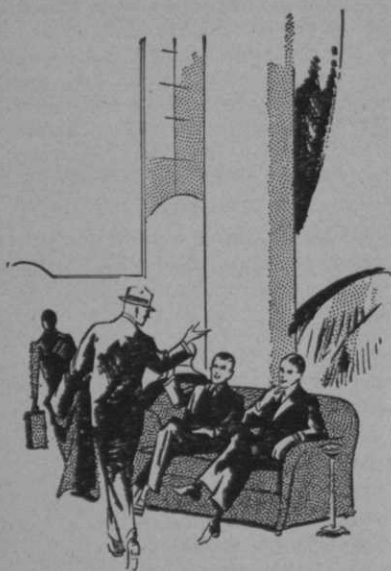
You can sell these Congos like nobody's business for 50c per, and make good money. It's worth 50c to any golfer to have a cool summer.

Write for complete catalog of Jackman sportswear designed for Pro sale

JACKMAN SPORTSWEAR CO.,

218 S. Wabash Ave., Chicago, Ill.

CONGO
America's Sunshine Hat



A Lobby You'll Like

But watch your first impression expand when you see Hotel Fort Shelby's rooms and suites—900—all with private bath—circulating ice water—box-mattressed beds and tip-eliminating servidors. Radio. Three popular priced restaurants. Lobby Shops. Garage. Rooms \$2 to \$10. Suites \$6 to \$25.

HOTEL FORT SHELBY DETROIT

"AGLOW WITH FRIENDLINESS"

NO SET DATA Budgeting Too Dependent on Local Conditions to Permit Rules for Procedure

Editor, GOLFDOM:

Will you kindly tell me if you have, or can advise me where I can secure proper budgeting data for a golf club, having mainly in mind the income of the club and how it is correctly apportioned or budgeted in relation to expenditures for a club house, entertainment and golf course?

R. W. V. (Penn.)

Reply:

To the best of our knowledge, no one has ever attempted to set down rules or recommendations relative to the proper allocation of income to clubhouse, entertainment and golf course expenditures. The reason is that no two golf clubs operate alike.

One layout will be strictly a golf club with a minimum of entertainment features and clubhouse activity. Opposing this club there are others where golf is distinctly subordinate to the social side of club life. Between these two extremes are all manner of combinations.

The whole matter of apportioning income to the various departmental expenses is one that you and the other members of your club's Board of Governors will have to thrash out. No one else can determine for you the desires of your members, the emphasis they want placed on social activities, or the degree of perfection they demand on the course.

Government Rules Out Turf Research Appropriation

AGRICULTURAL subcommittee of the House Appropriations committee ruled out a \$50,000 item for work on turf intended to be included in the Department of Agriculture budget.

So you can kiss farewell to whatever hope you had for the government financing some of the turf research work that will be killed in the USGA Green Section budget this year.

The USGA was represented at the hearing by R. F. Arnott and the National Association of Greenkeepers by M. E. Farnham. Park, civic, garden club, aviation, seed, fertilizer and lawn bowling associations also were represented at the hearing but nobody scored on the government, despite the annual investment of more than \$200,000,000 in turf maintenance.

WHAT TO DO FOR WORMS?

By H. F. NORTH
R. I. AGRIC. EXPER. STATION

**Rhode Island Experiments Indicate Lead
Arsenate Is Best Permanent Control**

EARLY IN the spring of 1932 one of our progressive greenkeepers, James Lawson of the Misquamicut Golf Course, came to the experiment station for information as to the comparative value of some worm materials for use on fairways. It was difficult to obtain a good lie on his fairways and the club members wanted certain and quick relief. It was a question of what to use in order to obtain the greatest control at the least expense. Whatever the treatment, it would have to be applied dry since fairway irrigation was not practicable.

In the emergency it was thought advisable to use arsenate of lead at 5 lbs. per 1,000 sq. ft. (216 lbs. per acre) applied mixed with a considerable bulk of screened sand. The application was made with very good results, but the incident prompted a test on an adjoining area. Some of the materials which might have been used and which are in rather common use among greenkeepers were tried.

An area which measured 60 by 40 feet was subdivided into 24 plats 10 ft. square. Before treatments were applied all worm casts then visible through the turf were counted in two-yard squares in each plat as shown in the table under June, 1932. Each worm material was applied in duplicate, mixed with approximately 6 qts. of screened soil and consisted of four rates of arsenate of lead, three rates of bichloride

of mercury, one each of mowrah meal, G. & O. worm eradicator and tobacco fertilizer; four plats were left untreated. A soaking rain came during the first night after the plats were treated which should have favored the mercury and the mowrah meal.

Plans were made to count the casts at intervals in order to discover what materials and rates were effective and how long the control would persist. Counts were made in August and October of 1932 and again in May of 1933. The weather had been dry prior to the August count and there were only a few casts as shown in Table 1. However, the high rates of arsenate of lead and tobacco fertilizer had reduced the number of casts decidedly. The percentages of control (Table 2) for August show that arsenate of lead at 10 lbs. was 94% effective, tobacco fertilizer second, and arsenate of lead at 7.5 lbs. third and at lower rates of more value than any of the other materials. Although bichloride of mercury at 1½ and 3 oz. gave apparent control, there was no control with 6 oz. and this throws some doubt as to the reliability of the figures for the lower rates.

An analysis of the October count shows that control with arsenate of lead at all rates was higher than all other treatments by a safe margin. Tobacco fertilizer had fallen to 45% and G. & O. worm eradicator had risen to 37% of effectiveness. It is

TABLE I

Average number of large worm casts per square yard under various duplicate treatments during the period from June, 1932, to May, 1933

Materials	Application per 1,000 sq. ft.	Large Worm Casts per Square Yard			
		Before June, '32	vs. Aug., '32	After Treatment Oct., '32 May, '33	
Arsenate of lead.....	10.0 lb.	28.2	.5	1.0	1.5
Arsenate of lead.....	7.5 lb.	28.0	2.2	.5	1.0
Arsenate of lead.....	5.0 lb.	22.0	3.5	2.2	3.0
Arsenate of lead.....	2.5 lb.	22.5	2.5	6.5	15.2
Bichloride of mercury.....	6.0 oz.	28.7	8.2	27.5	31.0
Bichloride of mercury.....	3.0 oz.	23.5	4.7	30.5	40.5
Bichloride of mercury.....	1.5 oz.	25.0	5.5	32.7	39.2
Mowrah meal	15.0 lb.	31.0	8.2	32.2	39.5
G. & O. Worm Eradicator...	10.0 lb.	27.5	7.5	19.5	27.0
Tobacco Fertilizer	75.0 lb.	23.7	1.7	17.2	33.0
Checks	None	19.0	8.1	30.8	41.4

TABLE II

Calculated control of earthworm casts obtained with various treatments during the period from June, 1932, to May, 1933

Materials	Application per 1,000 sq. ft.	Control in per cent		
		Aug., '32	Oct., '32	May, '33
Arsenate of lead.....	10.0 lb.	94	97	96
Arsenate of lead.....	7.5 lb.	73	98	98
Arsenate of lead.....	5.0 lb.	57	93	93
Arsenate of lead.....	2.5 lb.	69	79	63
Bichloride of mercury.....	6.0 oz.	0	11	25
Bichloride of mercury.....	3.0 oz.	42	0	2
Bichloride of mercury.....	1.5 oz.	32	0	5
Mowrah meal.....	15.0 oz.	0	0	5
G. & O. Worm Eradicator...	10.0 oz.	7	37	35
Tobacco Fertilizer.....	75.0 oz.	79	45	20
Checks.....	None	0	0	0

interesting that arsenate of lead at the rates of 5, 7½ and 10 lbs. per 1,000 sq. ft. were all over 90% effective.

The count in May, 1933, did not add a great deal to the data of 1932 and showed continued good control for arsenate of lead, a slightly higher control for the 6-ounce application of bichloride of mercury and waning control from the G. & O. and tobacco materials.

Although the test was designed primarily as a comparison of worming treatments for the fairway, the results are entirely applicable for greens, lawns and play fields. It is probable that doses aggregating 3 to 5 lbs. of arsenate of lead per season should not be exceeded for greens composed largely of velvet bent. Just how much arsenate of lead is injurious to *Poa annua* is also a question. In tests at other stations this grass has proven more sensitive than the bent grasses or Kentucky blue grass.

Since the experimental plats were conspicuously situated, they were all treated with arsenate of lead and the test was automatically terminated early in 1933. Somewhat less control would have resulted from the use of arsenate of lead on a less acid soil or on a soil heavily fertilized with manure for a number of seasons. On the whole arsenate of lead appears to be the most effective worm remedy for general use in turf.

British Greenkeeping Research Report Makes Yanks Sob

ANNUAL report of British Board of Greenkeeping Research for 1934 reaches the U. S. as news of the abandonment of the Arlington turf garden and sharp curtailment of other activities of the USGA Green section is causing consternation in this country among those responsible for golf course maintenance.

A significant sentence stating the policy of the BGR: "The research work must not be allowed to suffer, as it is from the knowledge gained from research that the station is able to give service to clubs in advice of a standard not elsewhere obtainable." The BGR reports "an extensive program of research work is in hand."

The BGR was established in February, 1929, by the joint advisory council of the Golf Unions of England, Scotland, Ireland and Wales. It acknowledged that its inspiration, organization and operations were so vigorous and helpful at that time. Failure to finance the Green Section work adequately has this Yank enterprise hanging on the ropes while the BGR reports itself in its strongest position after its most successful year and is planning to extend its work.

The usual early bellyaching and battling between greenkeepers and the British equivalent of the Green Section has been eliminated and the British Greenkeepers' Advisory committee reports: "The Advisory committee feel that although valuable results have been obtained as a result of experimentation both on the field and trial plots, many more years of experimentation must go on before final conclusions can be drawn."

BGR expenditures in 1934 were approximately \$23,600 against USGA Green Section budget for the same year of approximately \$14,400. The BGR excess of receipts over expenditure was around \$1,870.

During 1934 the BGR served by correspondence advice or visits 1,564 golf clubs in England, Scotland, Ireland, Wales and abroad.

The BGR report tells a story of what the British have done successfully with an American golf service idea.