

Seeing is Believing

PLAYING IS EVEN MORE CONVINCING!



TO CONVINCING owners of a certain golf course, (*) we planted half of one green (see left side of photograph) to Old Orchard creeping bent grass. They and their patrons were so convinced and satisfied that today all their greens are replanted to Old Orchard—hardy, upstanding and economically maintained. Note the smoothness and thick mat of Old Orchard. The vertical dividing line can be seen just to the right of the flag. Truly—the greens are the foundation of all successful golf courses.

**Name upon request.*

OLD ORCHARD TURF NURSERIES
P. O. BOX 350 R. R. BOND MADISON, WISC.

Will you feed THE WORMS



A luxuriant golf green is a banquet for worms, grubs and beetles. They will thrive on it and eat it down to the roots. They will make bigger and better worm casts to interfere with putts. They will cause replanting and other expense.

But when you use Dow Lead Arsenate properly, you will find that the worms die but the greens thrive. You avoid bare spots, holes and worm casts, and discourage growth of noxious weeds like chickweed, fennel and crabgrass. And you pay only a little to save a lot of expense.

Protect your greens with Dow Lead Arsenate. Get your supply now. We invite inquiry from responsible dealers in districts where we have open territory.

**SAVE YOUR GREENS FROM DESTRUCTION
BY WORMS, BEETLES AND GRUBS WITH**



DOW LEAD ARSENATE

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



Deal with GOLFDOM advertisers; they pay for your subscription

Fall Seeding is best

- because the tender grass roots do not have to fight for existence with weeds;
- because you have a longer period of favorable weather and working conditions;
- because it brings in thicker, hardier turf, earlier next spring

... and prices are way down!

ORDER JOHNSON SEED FOR BEST RESULTS

Kentucky Bluegrass
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Special Mixtures

Worthington Mowers

FAIRWAY GANG MOWERS

The new Convertible MULTIGANG cuts a 16-ft. swath. All Worthington units are interchangeable and frames convertible. The seven unit MULTIGANG may be converted into a five-unit Quintuplex or three-unit Triple.

THE SCOUT OVERGREEN

Cuts 1,000 square feet per minute with ribbon effect or in circles.

THE LAWN TRACTOR

Shortest, lightest and most flexible golf tractor made.

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World's Largest Golf Course Equipment House

Thanks for telling the advertiser you saw it in GOLFDOM

Worthington Mowers



Merion Cricket Club, where the 1934 National Open was played, is equipped with two Worthington Tractors and Gang Mowers.

75 Percent of These Tournament-Played Courses Have Worthington Equipment

Below are listed the clubs at which the British Open, National Open and National Amateur Championships have been played in the last

12 years. The clubs STARRED are users of Worthington Mowers. Here's evidence. Evidence of Worthington's superiority.

YEAR	BRITISH OPEN	NATIONAL OPEN	NATIONAL AMATEUR
1924	*HOYLAKE	OAKLAND HILLS	*MERION
1925	*PRESTWICK	*WORCESTER	*OAKMONT
1926	ROYAL LYTHAM AND ST. ANNE'S	*SCIOTO	*BALTUSROL
1927	*ST. ANDREWS	*OAKMONT	MINIKAHDA
1928	SANDWICH	*OLYMPIA FIELDS	*BRAE BURN
1929	MUIRFIELD	*WINGED FOOT	*PEBBLE BEACH
1930	*HOYLAKE	INTERLACHEN	*MERION
1931	*CARNOUSTIE	INVERNESS	*BEVERLY
1932	SANDWICH	*FRESH MEADOW	FIVE FARMS
1933	*ST. ANDREWS	*NORTH SHORE	KENWOOD
1934	*ROYAL ST. GEORGES	*MERION	*BROOKLINE
1935	MUIRFIELD	*OAKMONT	*THE COUNTRY CLUB, CLEVELAND

Main Office:
Stroudsburg,
Pennsylvania

Worthington
Mower
company

Sales Agencies
In All Principal
Cities of U. S. A.



The Buckner Perfect "Curtain of Water"

For 22 years BUCKNER

has lead the field in golf course irrigation
—a fact still further substantiated by the
great number of fairway watering systems
which were BUCKNER equipped this year.

HERE are a few
of BUCKNER'S 1935 installations:

Park Club of Buffalo	Williamsville, N. Y.
Apawamis Club	Rye, N. Y.
Columbia Golf Course (Municipal)	Minneapolis, Minn.
Bethpage No. 3	Babylon, L. I.
Highland Park Golf Club	Lake Wales, Fla.
Olympia Fields C. C. No. 1 & No. 2	Olympia Fields, Ill.
Calumet Country Club	Homewood, Ill.
Southern Hills Country Club	Tulsa, Okla.
Fox Chapel Golf Club	Pittsburgh, Pa.
Rockville Country Club	Rockville Center, L.I.
Pinehurst Country Club	Pinehurst, N. C.
Fenimore Country Club	White Plains, N. Y.
Hyannisport Club	Hyannisport, Mass.
Monroe Golf Club	Pittsford, N. Y.
North Hills Golf Club	Douglaston, L. I.
Meadowbrook Golf Course (Muni.)	Minneapolis, Minn.
Glenwood Golf Course (Municipal)	Minneapolis, Minn.
Lincoln Country Club	Lincoln, Nebr.
Marvin Leonard Golf Course	Ft. Worth, Texas
Bastrop National Pk. Golf Course	Bastrop, Texas
Blue Hills Country Club	Kansas City, Mo.

It will pay you to get BUCKNER equip-
ment—backed by experience on more than
350 fairway watering jobs. Write for
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BUCKNER MFG. CO., Fresno, Calif.

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226 Plaza Theatre Building, Kansas City
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P. L. Baldock, 527 West Mariposa, Altadena, Calif.
7617 Eberhardt Ave., Chicago
1006 Commerce St., Fort Worth, Texas



The SILVER KING Tractor

Here, in one tractor, are combined low first cost, low maintenance cost, low gasoline and oil consumption, high speed and great power. The Silver King comes equipped with either low pressure tires or wide, roller type wheels. It pulls a 5-gang unit practically anywhere, a 7-gang unit on the straight-away. It is compact, light weight, flexible. Four speed transmission. Speeds from 2 1/4 to 25 miles per hour. Investigate. Illustrated bulletins and prices upon request.

THE FATE-ROOT-HEATH CO.
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Built by the Manufacturers of PEERLESS
Mower Sharpener

FLEX BLADES

Triple Mower Life Give Clean, Even Shear

With flexible blades to absorb shock, your mowers wear far better. Their close, uniform crop means less frequent cutting.

For less cutting you need less equipment. With lower upkeep on fewer units, you're saving many times the price of FLEX BLADES while greens and turf improve.

16" to 22" lengths Hand Mowers.....	\$1.00
18" to 25" lengths Power Mowers.....	2.00
26" to 31" lengths Power and Tractor Mowers..	3.00
35" to 40" lengths Power and Tractor Mowers..	3.50

USE FLEX BLADES AT OUR RISK

Send the following FLEX BLADES, which we may return within thirty days, if not satisfactory, understanding our money will be refunded.

Quantity and sizes:

Name

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20 VESEY STREET NEW YORK, N. Y.

Is it worth \$125

- to learn

the simple requirements of an attractive, worthwhile layout?

- to find

the minor changes which improve your course from every angle?

- to save

many maintenance dollars thru proper design and construction?

The **LINKS**

by

Robert Hunter

**Formerly bought widely at \$4,
this standard authority offers:**

Primaries and finesse in course design.
Most effective "schedule of holes".
Principles for building sound greens.
Points in placing and best using hazards.
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62 full page photographs and illustrations of ideal application on successful courses.

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Illustrated above is an unretouched photograph of the new Skinner System Sprinkler covering a 200 foot diameter with a fine, uniform spray, operating just in front of No. 5 green on our local course.

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The home town club is our testing laboratory on which every Skinner Sprinkler development is thoroughly proven under every conceivable condition—performance and thorough perfection are thus assured.

From Boston to San Francisco

After our own testing proves satisfactory, sprinklers are then distributed over the country and used under new and varied conditions before they are offered for sale.

Painstaking Thoroughness

In our most recent sprinkler development for ex-

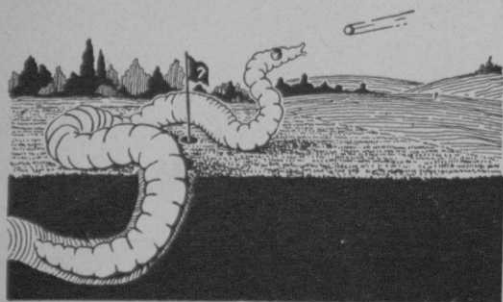
We have a comprehensive manual on golf course watering which is yours for the asking.

THE SKINNER IRRIGATION CO.

415 Canal Street

Troy, Ohio

**SKINNER
SYSTEM**
OF IRRIGATION



DRAGONS IN THE GREEN

WHEN a worm cast adds a few strokes to a golfer's score, the worms in the green become dragons—ugly monsters which add to the greenkeeper's woes. Sprinkle Diworma and there will be no casts, because there will be no worms. They come right up—you rake 'em off. That's all. Diworma also fortifies greens against brown patch and retards it where already started. Write for details—and

Get copy of Ground Maintenance Manual FREE.

THE C. B. DOLGE CO.
WESTPORT, CONNECTICUT



The New and Better Way to Spread Lime, Fertilizer, and Compost on Greens and Fairways ACCURATELY!

Send for Descriptive Folder.

PORTABLE ELEVATOR MFG. CO. BLOOMINGTON, ILL.

**CUT
MOWING
COSTS...**

with a

**DETROIT MOTOR
SCYTHE**

- Here is the most economical and easily handled cutter on the market
- It goes anywhere, cuts anything, and enables one man to do the work of four or more with hand scythes.
- It has a 36-inch sickle driven by a powerful one-cylinder gasoline motor and is mounted on a free running 30-inch wheel, allowing it to be backed up, pivoted sharply, or tilted up or down slopes similar to a wheelbarrow.
- It is now produced by a recognized leader among mower manufacturers and during over four years of service, thousands of users have enthusiastically testified to its dependability.

Write for prices and Bulletin No. 4

DETROIT HARVESTER CO.
5450 W. JEFFERSON AVE., DETROIT, MICH.



**AMAZING LOW PRICES
ON TONAGREN**

Have you taken advantage of the new low prices on TONAGREN—that double acting preparation which eradicates clover and stops brown patch?—It's a real opportunity to save money and improve your greens.

ACT AT ONCE

At the new low prices you cannot afford to neglect your greens. Do as hundreds of other golf clubs are doing—use TONAGREN on YOUR greens. Write today for prices and the name of your nearest dealer.

P. & M. TONAGREN COMPANY
6324 BROOKLYN KANSAS CITY, MO.



**For Your Fall
Improvement
Program**

The use of Florida Humus in your fall improvement program is an investment that will pay you for years to come—in decreased watering and fertilizing costs, in better greens and fairways, and improved playing condition.

Florida Humus is an organic matter that will *not* sour the soil. It will supply organic nitrogen, gradually released for years, and it is the best water container on the market. (Chemical analysis, No. 129117 by Wiley & Co., Baltimore, shows nitrogen content, on a dry basis, of 3.25%; a water holding capacity of 581.12%; and an acidity, pH, of 6.2, or very nearly neutral.)

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Shop Talk

BOYS, you will certainly have to give the ladies a hand. The way the fair sex is becoming interested in the game is proving very helpful to professionals. Here is a new market in the making and what a market it is! Women professionals barnstorming the country demonstrating how well a woman can play if she has the right equipment are bearing effective results.

★ ★ ★

Wethered's Tour is supplementing the fine work which Helen Hicks has started.

★ ★ ★

If you are not pushing the HELEN HICKS CLUBS through your shop you are losing one of the liveliest sales bets presented in many years.

★ ★ ★

Here is a thought that should help interest the members of your club in better play and your ideas on what constitutes good golf. Diagram the most interesting holes on your course with a simple, out-



Helen demonstrates to group of youthful golfers

lined drawing and display them in your shop. Show what you believe to be the best way to play the hole. Showing the placement of your shots and the club which should be used in a second color. You might also show how play on the same hole would vary under different weather conditions. It would be a smart thing to explain why certain holes have been laid out in the way they are. This is simple to do and will create a lot of interest. Don't worry about how amateurish the drawing looks. This idea could well be utilized to promote more lessons.

★ ★ ★

It begins to look like good times are coming back. From numerous quarters comes the report that new and bigger tournaments are being promoted. Purses are larger and new plans of competition are being worked out. The new \$5,000 Invitational at Inverness is a case in point. This augurs better times for everyone connected with the game.

★ ★ ★

Professionals everywhere are reporting that the P. G. A. HOL-HI is getting fine play. The public is fast appreciating its superior qualities.

★ ★ ★

As the summer heat wears down the fairways and good turf lies become less frequent, there is a growing opportunity for sales on that new shallow-faced TURF RIDER BRASSIE. It's a honey for close lies. Demonstrate the club to your members and you will get some nice extra business.



*By this mark you shall
know fine golf equipment*

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK — And Other Principal Cities

The advertisers pay for your GOLFDOM; deal with them

WOOING THE WOMEN

By TOM REAM
Mgr., Westmoreland CC

*A Little Extra Effort in Pleasing
Women Results in House Profits*

IN THE last few years the high type of golf club has become as much a group home for women as it has been for men. It has become the general thing at many of the leading clubs for house income from women to considerably exceed the house revenue derived from the male members.

Sensing this trend, the officials and management of Westmoreland CC (Chicago district) several years ago began a definite and thorough campaign for appealing to feminine patronage and handling it so the Westmoreland standard and details of service would be the highest that could be provided for women of the member families, and their guests.

Closest cooperation between the outside and inside departments is imperative when attempting to satisfy the demands of women golfers. Westmoreland is fortunate in having Al Lesperance as its professional and outside plant superintendent. As professional and greenkeeper he is a brilliant credit to his fields of work and as a thoughtful gentleman he is a great asset to a club with an exacting and high class membership. Lesperance is the kind of man with whom thorough cooperation for the pleasure of the members is made easy and effective for the manager.

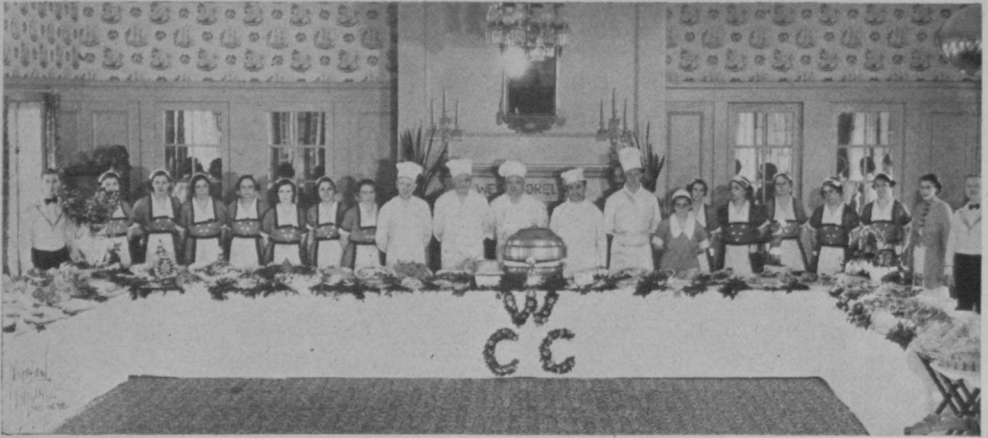
A Long, Busy Season

With the opening of the club in May until its closing in October women look forward to every scheduled and private

event at Westmoreland. There is keen anticipation associated with regular golf days, open guest days, special luncheons and bridge teas. It has been our plan to have each detail of women's service so arranged for these events that there will be a fine balance of novelty, distinction and thoroughness.

I am fortunate in having a talented chef who takes the same interest and pride in these women's affairs as I do. Both of us are in constant search for menu and service ideas. Therein, I believe, lies one important reason for the success of our service to women. Indifference or a temperamental incapacity to co-operate on the part of a chef will defeat a manager's studied efforts to make affairs at his club noteworthy.

All golf events for the women start the first of June and continue weekly until the end of September in charge of a chairman and committee of five. Every Friday the women are provided with a banquet table, amply large to accommodate all the golfers and commonly known as "The Golfers' Table." The number of golfers is easily secured through the caddymaster after all have teed off. Served on Friday is a luncheon planned for the golfers—light, yet satisfying and complete. The menu consists of a choice of two hot entrees—meat and fish, a fresh fruit or seasonal vegetable salad, and a special sandwich. With the above selection is served vegetables, salads with the meat and fish en-



An elaborate buffet luncheon such as this is an important feature on women's days at Westmoreland.

tree, dessert and beverage and piping hot Danish assorted pastries.

Play to Non-Golfing Women

Among the non-golfers, there are many women eager to entertain guests on this active day and at the same time mingle with their golf-minded friends and share the thrill of their games. This practice is quite prevalent and after their luncheon, they can always adjourn to the lounge or porches where bridge tables are set up for their use.

On Tuesdays and Thursday, also very popular days with the women, for golf practice and for social matches, the attractive "Petite Luncheon" is served. This is in reality a light lunch composed primarily of a sandwich or light salad with dessert and beverage. Needless to say, nearly all the women, after their refreshing shower, drop in the dining room for our "Petite."

The day most looked forward to by the women is the last Friday of each month. It is scheduled as Open Guest Day. On this day each woman is privileged to bring three guests.

As an added Guest Day attraction, the women are served on the tenth tee with refreshments such as fruit punch, finger sandwiches and wafers, and if the day be chilly, arrangements are made for hot coffee. This is certainly an incentive for all to start the second round with renewed vigor.

The Open Guest Day is climaxed with one of Westmoreland's most colorful and appetizing buffet luncheons. The fact that

during the season of 1934 an average of 150 women were served on this day is proof enough that the women look forward to the opening of the club facilities with as much anxiety as the men.

The other phase of entertainment for the women is the bridge. This is indulged in by the greater part of the membership.

The bridge activities, much like those of golf, are managed by a chairman and a committee of four women, who set up a schedule of auction and contract bridge events for the season. The season consists of eighteen playing Saturdays, of which nine are devoted to Pivot Play—either auction or contract may be played—the remaining nine Saturdays are set aside for progressive contract.

Artichokes on Prize List

On the Pivot Saturday, the committee arranges for a prize for each table, which are articles most favored by women such as: double decks of playing cards, card table covers, combination cigarette boxes and ash trays, quart size jars of select spiced fruits, linens—such as finger-tip towels, handkerchiefs, pottery flower vases, glass compartment relish dishes and last but not least, is the well-liked and much asked-for prize of generous size jar of artichokes. These prizes are always wrapped in an attractive manner with tissue and ribbons, or seals conveying the sentiments of the season. For the patriotic holidays such as: Memorial Day, Fourth of July and Labor Day, the prizes are neatly tied with red, white, and blue rib-