

You Can Expect Exceptional Economy from the FAIRWAY 12 Tractor

OBsolete power becomes more and more expensive the longer it is used. That is why it is important to know the operating costs of your present equipment. If a check-up shows that these costs are out of line, it is high time to investigate the McCormick-Deering

Fairway 12 Tractor. This modern, efficient unit, built for golf course work, is famous for its economy. You will be surprised at its low fuel consumption and its great capacity for work. Ask our nearest branch, or a McCormick-Deering distributor or dealer, for complete information on the Fairway 12.

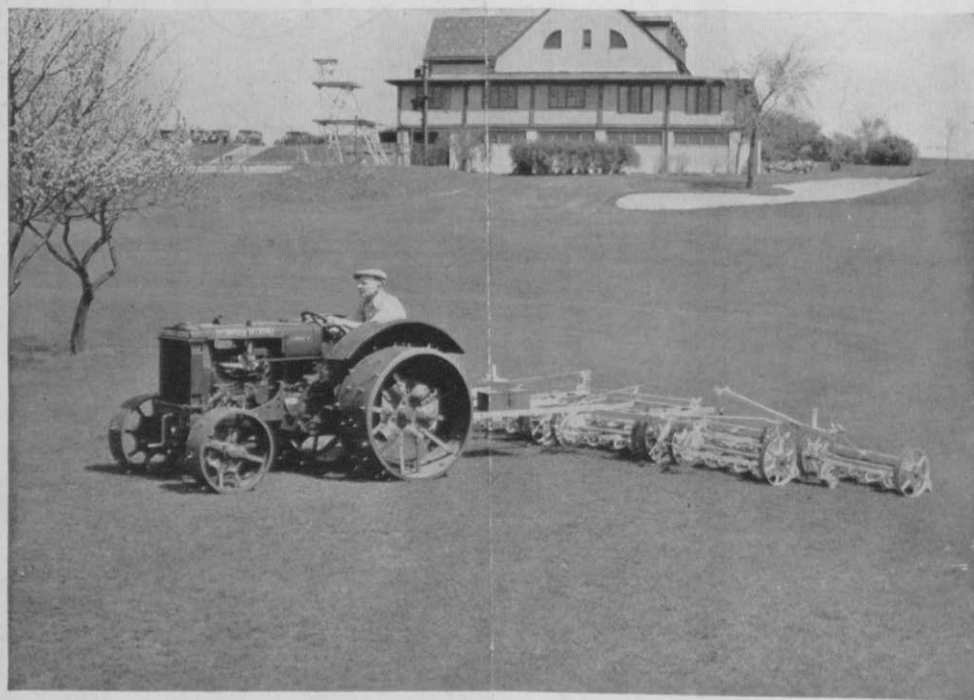
Visit our exhibit at the convention of the
National Association of Greenkeepers of America
in Toronto, February 4 to 7

INTERNATIONAL HARVESTER COMPANY OF AMERICA

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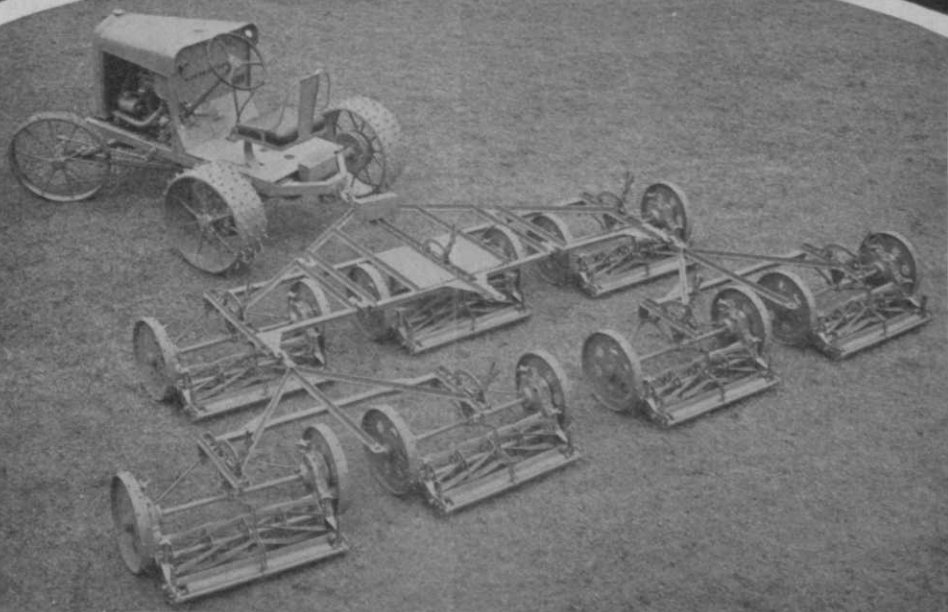
Chicago, Illinois



*The Golf
Tractor*

MCCORMICK-DEERING FAIRWAY

Worthington Mowers



We Promise To Cut Down All Your Cutting Costs For 1935

To you our proposition and our promise is to cut down your cutting costs. Cut them down in two ways.

First: Do more and better cutting for the money invested.

Second: Cut down on your repairs because of stronger, better outfits.

Yes, we know some of you are saying: "Bunk! Same old ballyhoo bunk. Every mower concern **claims** exactly the same thing."

You are **right**. They do. The possible difference, however, is that we do

claim to do it, and we do back up the claims by doing what we claim.

One of the important ways we will cut down your cutting costs, is equip your Worthington Tractor with a sickle bar for cutting tall grass, hay and weeds. It is just one of the sweetest outfits you ever saw. With the gang mower, it solves all your fairway mowing problems and cuts down cutting costs.

Get the facts direct from us. See for yourself who is doing the ballyhooing and who isn't. Be sure to send for sickle bar tractor circular.

Main Office:
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Pennsylvania

Worthington
Mower
Company

Sales Agencies
in all Principal
Cities in U. S. A.

Make Your *Fertilizer* Dollars Count!

NEW PROCESS
Fairway

THE PLANT FOOD
FOR GRASS

**ORCHARD
BRAND**
Arsenate
of Lead

A standard product with American horticulturists, nurserymen and greenkeepers.

Mercurial Compounds for the control of turf diseases



...like nothing else in fertilizers **FEEDS GRASS** immediately and continuously, **BUILDS SOIL** permanently. It is all plant-food plus humus-forming organic material.

And **FAIRWAY CAN NOW BE DELIVERED AT NEW AND ATTRACTIVE PRICES**

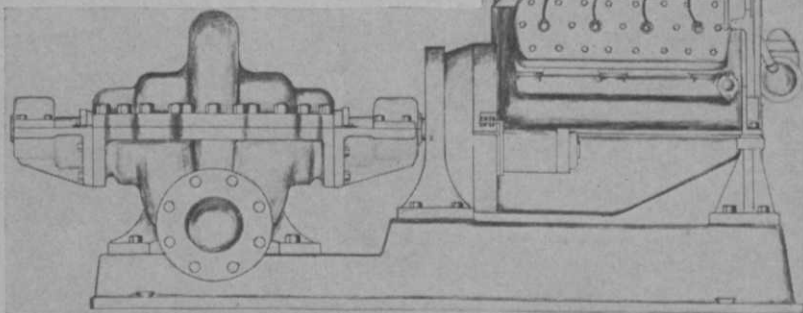
Investigate Write to the nearest office for prices, analysis and data

GENERAL CHEMICAL COMPANY
40 Rector Street, New York City

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ALLEN gas-driven CENTRIFUGAL PUMP

answers your
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Capacity



ALLEN golf club pumping equipment consists of a specially designed centrifugal pump and a heavy-duty Ford V-8 motor in a combination that gives you low installation cost, utmost economy in operation and capacity up to 1,000 gallons a minute.

Pumping cost of the Allen outfit in golf club installations range from 1.5 cents to 1.7 cents per 1,000 gallons. The Allen outfit is the last

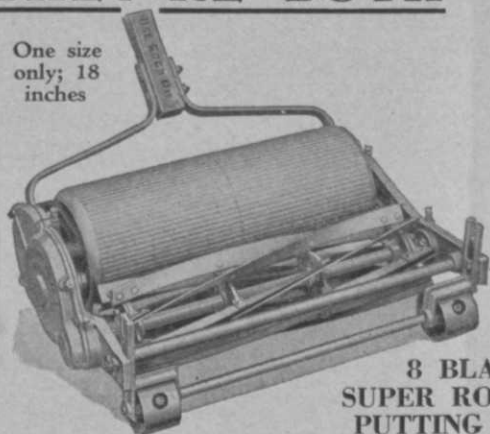
word in simplicity and sturdy, efficient performance and by performance has proved itself to be exactly what the golf clubs want.

Orders received after February 1 will not be shipped until April 1 to the 10th.

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2425 Grand River Ave. Detroit, Mich.

THEY'RE BOTH PENNSYLVANIAS
THEY'RE BOTH *Proved!* —

One size
 only; 18
 inches



**8 BLADED
 SUPER ROLLER for
 PUTTING GREENS**

For every grass cutting job from tee to green there is a Pennsylvania Mower best suited for the purpose—and proved best on hundreds of the better courses throughout the world.

Here is a light weight, compact, precision built Mower with high-speed, 8 blade cylinders, that mows the green evenly, easily and economically. Priced at 48 dollars.

PENNSYLVANIA
**UNBREAKABLE
 FAIRWAY MOWERS**

Unlike most fairway mowers this Pennsylvania is as safe in the rough as on the fairway. Constructed of malleable iron and steel it is UNBREAKABLE under most severe conditions.

Available in 30
 in. units and also
 Giant 36 in. units
 which give

20%

**WIDER
 CUT**

at only 15 dollars
 additional



SPECIAL FEATURES

- Six crucible steel, extra wide, extra heavy blades.
- Reversible lower blade, chrome steel with raised edges.
- Three cut gears in dust-proof housings on BOTH sides insure even pull.

LOWER UPKEEP

- Alemite lubrication throughout.
- Adjustable Timken roller bearings on cylinder.
- Adjustable, dust-proof, ball bearings on ground roller.

PENNSYLVANIA LAWN MOWER WORKS
 PRIMOS - - - - Write for Complete Catalogue - - - - PENNA.

SKINNER SYSTEM OF IRRIGATION

Golf Course Watering Requires Experience as Well as Trouble-Free Equipment . . .

The watering of your course requires more than just some mechanical means of spraying water. It's a problem that starts with your water source and continues through layout, piping, proper heads, proper spacing and numerous other steps to give just the right amount of water equally distributed in a given time to your greens and fairways.

It takes irrigation engineers to give you the most for your money.

Skinner for more than a quarter of a century, have been supplying water for everything that grows. Skinner Engineers know watering as no other organization—they are best equipt to give you both trouble-free equipment and reliable experience.

Skinner Golf Course installations have been made in the most prominent clubs after careful tests and investigations. Write us for the list of Skinner Equipt Courses and complete details on Skinner equipment and services.

Don't buy any watering System until you investigate Skinner.

THE SKINNER IRRIGATION CO.

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Send For a Copy of
'CREEPING BENT CARE?'

... it is surprising how much this issue of Scott's timely and helpful house organ will assist you in maintaining a thick, beautiful turf. Ask Scott for a copy—and be prepared for early spring planting. You might get prices on **SCOTT'S CREEPING BENT** too."

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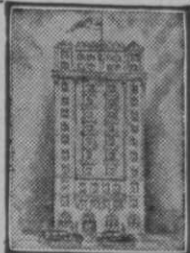


WEED
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● **O. M. SCOTT & SONS COMPANY** ●
3542 Main St., Marysville, Ohio

the Broztell

offers



- A Home
- A Distinctive Hotel
- Fine Location—with easy access to shopping and theatrical centers, churches, libraries, parks and transportation lines.
- Restful Security—for ladies traveling without escort, this atmosphere is a noted feature.
- Every Room with tub and shower.

ROOM WITH BATH \$1.50.

Hotel Broztell

Fifth Avenue & 27th St., New York
J. Sugarman, Manager.

**A bigger and better year
is beginning — start it off right!**

Start the new season confident that you are posted on the latest advances in turf culture, operating practices and maintenance equipment.

DON'T FAIL TO ATTEND THE

9TH ANNUAL CONVENTION AND EQUIPMENT EXHIBITION

NATIONAL ASSOCIATION OF
GREENKEEPERS
OF AMERICA

THE TIME:

Monday to Thursday
FEBRUARY 4th to 7th

THE PLACE:

Royal York Hotel
Toronto, Canada

This year the Greenkeepers' Association will present the most timely and practical program of direct-hit information it has ever arranged. Its importance to the efficient operations is such that every golf club should make certain it is possible for

its greenkeeper to attend. Here will be explained the latest in turf promotion and protection, and in operating practices. There will be an interesting display of the most modern upkeep equipment and supplies. Come and learn!

For complete details regarding exhibition space rates, railroad and hotel rates, etc., write today to

**NATIONAL ASSOCIATION of
GREENKEEPERS of AMERICA**

FRANK ERMER, Chairman of Show Committee
Ridgewood G.C., Brooklyn Station, Cleveland, Ohio

Time for FACTS and FIGURES !



With tabulated results of last season before us, the job of planning a successful '35 is made easier. If only we could know the dope of next season right now! What a help that WOULD be! Suppose we have another drouth such as last. Go on losing members, failing to attract new ones to our wasted course? We can't afford to.

What are the other clubs doing? . . . Oh, but we haven't the money for THAT. What? 'Drought Insurance'; never heard of it. Regulate your rain? Say, that sounds fine. Is anyone else doing it? The biggest and busiest, the smallest, soundest and shrewdest say: BUCKNER!

After 22 years of pioneering the field of Golf Course Irrigation, BUCKNER'S proved performance is your guarantee. With a record of consistent satisfaction in over 80% of the nation's foremost clubs, BUCKNER is the *one sure way* to cover your waterfront. You need the knowledge of their experience in planning for next season.

Enthusiastic officials of more than 300 BUCKNER courses attest the advice of this organization—engineering, manufacturing, designing, servicing—*gets the problems and knows the answers*. Without the least obligation, your inquiry will bring helpful hints or complete information on your irrigation situation.

Just write to:

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33 W. 60th St., New York City
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Chas. E. Stewart, 7617 Eberhart Ave., Chicago
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THE 1, 2, 3 OF BROWN PATCH CONTROL!



SEMESAN		NU-GREEN	
25 lbs.....	\$ 46.25	25 lbs.....	\$ 30.00
100 lbs.....	180.00	100 lbs.....	115.00
300 lbs.....	525.00	300 lbs.....	330.00

You deal the first blow to brown patch when you decide on Semesan or Nu-Green for your turf; the second, when you treat before the disease attacks; the third, when you keep on treating all through the season! Order from your seedsman or supply house. For free pamphlet 1-A, "Champions Against Brown Patch," write Bayer-Semesan Co., Inc., Wilmington, Del.

Soils? Grasses? Insects? Diseases?

. . . find your solution to these and other problems of modern maintenance in

GOLF COURSE COMMON SENSE

By G. A. FARLEY

This valuable and practical guide to successful greenkeeping explains in detail, the methods of the country's foremost greenkeepers.

The price, postpaid, **\$4.00**

GOLFDOM

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in FLORIDA
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Miami Colonial Hotel
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For information and reservations, write or wire any of the hotels direct or General Offices Colonial Hotels, Miami, Florida.

LESLIE BUSWELL, Manager

**ADDS PLEASURE TO
...YOUR PLAY DAYS**

Under the friendly Southern sun . . . the warm hospitality of the Colonial Hotels gives extra measure of happiness in your vacation. Here is comfort . . . completeness of appointment . . . smart luxury and homelike charm . . . favored location close to the things you'll want to do and see . . . service dedicated to the pleasure of your sojourn; economical rates that this year represent even more genuine value than ever before.

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OLD HEIDELBERG, CHICAGO ---WHERE BEAUTY IS MORE THAN SKIN DEEP



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"Long experience with the service of liquor has definitely proved to us that equal consideration must be given to both sides of a bar if profitable patronage is to be realized.

"The exterior, or customer's side, must be capable of making friends and provide the comfort as well as surroundings attractive to the class of trade desired.

"On the bartender's side there must be a hundred details he could point out. We are chiefly interested in lasting construction and service which brings customers back again and again. That is why, from a business standpoint, we have installed Liquid bars in all our locations."

(Signed) *Robert Eitel*,
President Eitel Incorporated



"My side of this 'Liquid' Bar is the finest bartender's workshop I ever saw. The layout of the cocktail workboard, cooler box, and storage compartments is just right. Everything is what it ought to be for neat work. It's all located where it saves extra steps. Even in the peak hours I can give good speedy service.

"I get many a good word from customers on our high standard of service. A lot of the credit goes to the 'Liquid' Bar interior for its cleanliness and convenience. If this is a sample I can't say too much for them."

(Signed) *Frank Frees*,
Head Bartender Old Heidelberg Restaurant

The high standard demanded by Eitel, Incorporated, in all the equipment which makes their restaurant and bar service outstanding is too well known to need comment from us. When they or their employees place the stamp of approval upon Liquid bars it becomes a guide that others can well afford to follow.

The advantages, both in service and in profits, which all Liquid bars of any size offer, is completely illustrated and described in literature which will be sent to you upon request.



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3100 South Kedzie Avenue, Chicago

Branches in 37 Principal Cities in the United States and Canada + London, England + Havana, Cuba

1935 LOOMS BIG!

Stage Is Set for Record Season at Nation's Courses

CREDIT it to the New Deal, normal business improvement, repeal, greater leisure, or what have you—but something has perked up the golf world these past ninety days so surprisingly that there's every indication 1935 will be rated as a banner year for the players, the clubs, and the manufacturers. Not only is a new spirit of confidence appearing in the various reports that filter into GOLFDOM's office direct from the various clubs, but manufacturers' salesmen who regularly call on these clubs, and therefore are in excellent position to gauge the outlook for the season ahead, report they are booking orders far in excess of this time a year ago.

The results of 1934 have had considerable to do with the existing optimism. Last season was a testing period for many clubs. They had managed to squirm through the worst years of the depression on a skeleton membership and in 1934 faced the necessity of improving the financial state of things, or else. This, as annual reports from the clubs indicate, was accomplished in great style by all but a very few clubs, and these undoubtedly were beyond the stage where improvement could be expected, so they quietly folded and disappeared from the scene.

Annual Statements Better

The rest of the nation's clubs recorded distinct improvement for 1934. During the year more memberships were sold than in several seasons past. A surprising

number of clubs began once again to boast of waiting lists, and with the increased memberships came several benefits—larger departmental business, more prompt collections, cash with which to pay for essential replacements to clubhouse and course, and a general pick-up in club spirit. As a result, the financial statements that have been sent GOLFDOM from clubs throughout the U. S. are almost uniformly improved when compared with statements from those same clubs for the season of 1933.

GOLFDOM does not mean to convey the impression that the nation's clubs have licked all their problems. This is far from the case. Fixed charges are still too high in many instances and something must be done to reduce bonded indebtedness through assessments on the members; this will go hard on the golfers concerned, but it is the only solution for those clubs short of a receivership, which none of them desire.

In addition to the problem of lowering indebtedness the clubs must prepare to make heavy investments in improvements, if they are to attract members and compete with other clubs. A fairway watering system seems to have become a necessity, at least for all layouts in the metropolitan areas. Clubhouses and contents, courses and equipment have been permitted to deteriorate these past few seasons, because the advisable repairs or replacements were not vital at the moment and the clubs very often preferred to go

along until there was a little more cash in the treasury.

Much Money to be Spent

This means that many thousands of dollars are going to be spent this season and next (just as soon as the clubs can possibly arrange matters) for clubhouse decorating, for replacements of worn furnishings and for improvements in facilities. It means that many thousands of dollars are soon to be invested in new course equipment to replace or augment present worn-out mowers, hose, sprinklers, tractors and other items that the greenkeeper must have if he is continue to operate efficiently. Courses need fertilizing and reseeding, and many labor hours spent in "manicuring" them back to the condition in which first class layouts were maintained in pre-depression days.

Better days lie ahead for the pro-shops, too. Like the clubs, the members have to a large extent "gone along" with what equipment they had. Thousands of sets of clubs are today badly out of date and will be replaced by their owners with modern implements in the near future, as conditions improve. Add to these sure sales for the pro the many sets of clubs that new members will be buying and you will see that the future is not dark for the pros.

All in all, GOLFDOM looks for a decided pick-up in the already improved condition of the golf industry. No one doubts that the stage is set, and it seems simply a case of conjecturing how rapidly the wave of confidence can gather the momentum to push golf onto the high platform of prosperity it deserves.

Optimism from All Sides

GOLFDOM is not alone in its feeling that the future is bright for golf. From all sides come similar reactions, in proof of which we quote from some recent letters:

From Herbert Jaques, president of the USGA:

"Since 1932, which was probably the point of low ebb, we have seen much forced reorganization of golf clubs which put them on a far sounder basis than they have ever been in the past. We have seen these jobs tackled in each club by a large group of members who have put their shoulders to the wheel because they realize that the club is a vital part of their

own pleasure and recreation. In the past year, we have seen a noticeable increase in the amount of golf played and in the use of clubhouse and course privileges.

"I look for a conservative but steady growth in the game for 1935 with a decided improvement reflected coincident with any business improvement, for which there are many reasonable indications. The golf business should benefit much along the same lines. There are always new and attractive features produced in the golf equipment field which find a ready market even in poor times, and I see no let-up in the determination of the American golf public to improve their games every opportunity possible.

"If the attitude of the public in making their Christmas purchases is any indication of what may be expected of the golf prospects for 1935 I am decidedly optimistic."

From E. E. Wippler, green-chairman, Bloomington (Minn.) GC:

"Bloomington is looking forward in 1935 to one of the best years it has ever enjoyed. We are planning to enlarge our clubhouse and to improve the golf course considerably. By way of taking advantage of the apparent prosperity, Bloomington has hired a manager who will be in complete charge of the course, as well as the membership campaign and tournament and play program for the season."

From E. E. Chapman, vice-pres. of the L. A. Young Golf Co., comes a cheerful note on the season ahead, and included in the note are some suggestions to club officials:

"During the past three or four years, pursuing a mirage was a picnic compared with trying to turn the proverbial corner in the golf business. However, from recent observation it would appear that this elusive corner might materialize during 1935. Everyone contacted is unusually optimistic. Advance orders are considerably larger than those of the previous year. Possibly the simplest way of expressing our faith in the coming season is by saying that we have been operating on a full capacity production program for the past month, and this will continue throughout the winter and summer months.

"So much progress has been made in golf club management and operation during the past few years, in spite of the depression, that it is difficult to offer