

## Maintenance isn't a Problem Where the Fairway Tractor Works

**T**HE desire for good playing conditions at low cost the season 'round can be readily fulfilled by using the McCormick-Deering Fairway Tractor on your course. This all-purpose unit is designed especially to provide economical power for maintenance and general improvement work on golf courses. It pulls seven or nine mowers, cuts the rough, operates belt-driven machines such as compost

mixers and pumps, and can also furnish power through its power take-off. Its compactness and short turning radius enables it to work in close quarters and cut close to shrubs, trees, and fences. A range of speeds from  $2\frac{1}{4}$  to 10 miles an hour means a lot of ground can be covered in a day. Ask the nearest branch or McCormick-Deering distributor or dealer for information on the Fairway Tractor.

**INTERNATIONAL HARVESTER COMPANY**

606 So. Michigan Ave.

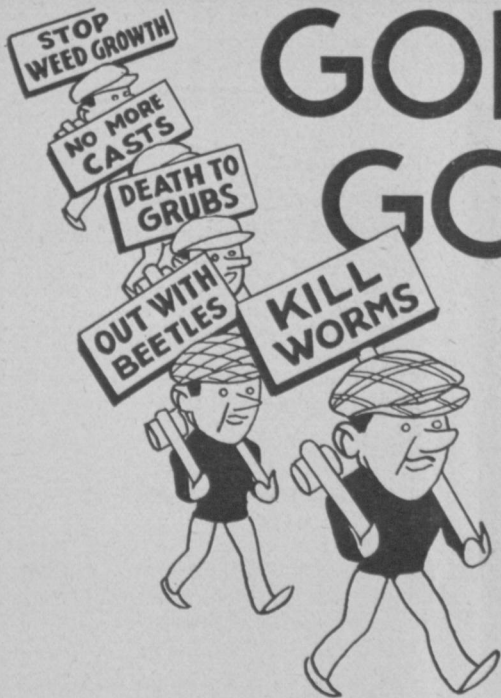
**OF AMERICA**  
(Incorporated)

Chicago, Illinois

*The Golf  
Tractor*

**McCORMICK-DEERING  
FAIRWAY**

# GOLF *for* GOLFERS



**DECLARE WAR ON  
WORMS, BEETLES,  
GRUBS AND  
WORM CASTS**

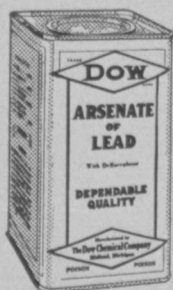
A few handfuls of grubs, beetles and worms will ruin more good putts than any other cause. Worm casts and bare spots on greens not only take the joy out of golf, but also take the cash out of the greens fund.

It costs much more to repair and replant greens than it does to save them in perfect condition by the generous use of Dow Lead Arsenate.

Dow Lead Arsenate, properly applied, will rid your greens of worms, beetles and grubs, and will discourage growth of chickweed, fennel, crabgrass and other noxious weeds. Get your supply of Dow Lead Arsenate now.

*Inquiry Solicited from Responsible Dealers in Areas Where We Have No Representative.*

**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



for  
greens protection

COMPARED with prices of five years ago, the cost of protecting greens with Calo-Clor is only about one-half what it was then. Yet even at the prices in 1930, thousands of greenkeepers realized that a few dollars spent for Calo-Clor to protect a green worth hundreds of dollars, was a bargain anyway you looked at it.

Calo-Clor today is the same dependable, economical brown patch control that was placed on the market in 1927 as a result of the controlled experiments of the United States Golf Association. It has been critically tested by greenkeepers in all parts of the United States, and the steady flow of repeat orders and the constant increase in new users are ample proof of its effectiveness.

Prepare now for brown patch by putting in an adequate stock of Calo-Clor, for sometimes even a few hours delay may cause severe damage. Your dealer can supply you promptly and efficiently with whatever quantity you need.

*Mallinckrodt*

CHEMICAL WORKS

St. Louis	New York
Chicago	Philadelphia
Toronto	Montreal

**CALO-CLOR**

## 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



#### CREEPING BENT

#### TURF

Our true Washington Strain Creeping Bent in solid turf form makes model greens. Also in stolon form. Withstands drought like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. *Write for prices and samples now.*

Telephone  
**ILLINOIS GRASS CO.** Homewood (Ill.) 746  
18455 Reigel Road (near Chicago) Homewood, Ill.



## PHOENIX RED TIP TRACTOR SPUDS

*Extra Long Service*

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from  $\frac{3}{8}$  in. to  $\frac{1}{2}$  in. Also Mower Spuds. Inquiries invited.

**PHOENIX MANUFACTURING  
COMPANY**  
Joliet, Ill. Catasauque, Pa.

**SKINNER  
SYSTEM  
OF IRRIGATION**

**Go Straight to the SKINNER SYSTEM**

"If you want to be sure that you will have an irrigation system which is right even to the last detail, my advice is to go straight to The Skinner Irrigation Company. Our experience is that they know their stuff and they are fine people to deal with."

**Moraine Park Country Club**

This is what Bob Lee, Manager of the Moraine Park Country Club of Dayton, Ohio told an inquirer. This club has Skinner fairway, tee and green irrigation for their golf course and a large under-

ground system covering spacious lawns around and approaches to their most modern and attractive clubhouse.

**Complete Service**

More than six miles of pipe were used in this entire installation. All equipment is of Skinner System manufacture. The planning service, engineering and installation were all handled by Skinner.

**Satisfaction Plus**

In performance, every representation was not only fulfilled but exceeded by a comfortable factor of safety.

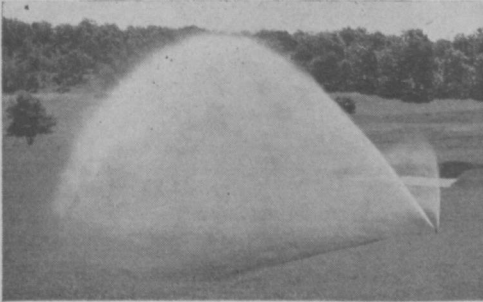
**Big Jobs—Small Jobs**

Whether your job is big or little, get in touch with Skinner. They build watering equipment for everything that grows.

**Golf Irrigation Manual**

Let us send you a copy of our condensed golf course watering manual. A card will bring it. Pioneer and leader for a quarter of a century in spray irrigation.

**THE SKINNER IRRIGATION CO.  
415 CANAL ST. TROY, OHIO**



**HYDROLIZE for  
PERFECT GREENS**

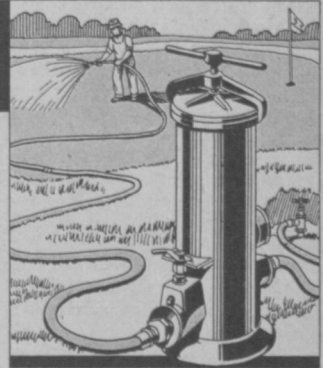
**... AND CUT MAINTENANCE COSTS!**

● The HYDROLIZER SYSTEM provides a NEW PRECISION SERVICE for Brown Patching, Fertilizing, Worming and Insecticiding—with many new SAVINGS IN COSTS. A new SAFE method that requires no preliminary mixing and guards against the misuse of chemical values. You set a simple control valve for the mildness or richness desired and the HYDROLIZER does the rest—AUTOMATICALLY.

The HYDROLIZER SYSTEM is highly recommended by greenkeepers and horticulturists throughout the country. Write for complete information and FREE CHART that tells how to mix your own chemical preparations.

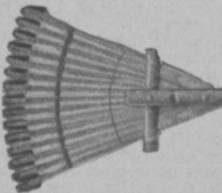
**WRITE TODAY!**

**HYDROLIZER CORPORATION  
ELMHURST, ILLINOIS**



**The "CADDY RAKE"**

WEIGHS ONLY 4 OUNCES - ALWAYS HANDY - CUTS UPKEEP COSTS.



"Caddy Rake"—made of finest Bamboo, copper wired, F. O. B. New York City:

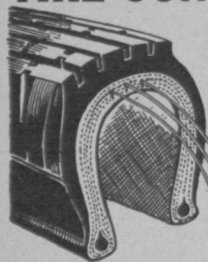
Less than \$1.75 doz.  
SIX dozen \$1.50 doz.  
or more:

Even with reduced budgets, sand traps MUST be properly maintained to insure players against unfair penalties; for appearance sake, too. A costly item with regular labor, but a negligible item for the many clubs that equip their caddies with "Caddy Rakes" carried in the caddy bag. Aren't 6 to 12 dozen "Caddy Rakes" a small investment to insure tidy traps?

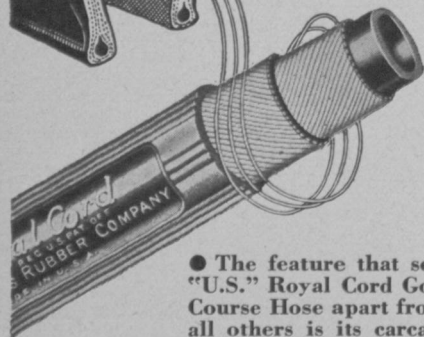
ALL SUPPLIES FOR GOLF COURSE AND ESTATE

**ARTHUR D. PETERSON**  
GRAYBAR BUILDING 420 LEXINGTON AVENUE, NEW YORK

# Genuine TIRE CONSTRUCTION

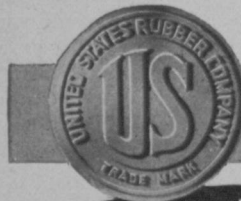


makes this  
**HOSE  
SUPREME  
IN SERVICE**



● The feature that sets "U.S." Royal Cord Golf Course Hose apart from all others is its carcass construction. Royal Cord is the *only* golf course hose built *exactly* like a tire—with overlapping plies of tough, strong, spirally laid cotton cord, cushioned with thin interlayers of rubber. *Tire construction* gives Royal Cord the brute strength and long-lasting endurance to stand *extra* years of the severest service. In addition to built-in resistance to continued bending, Royal Cord is protected externally by a cover of special sun-proof, non-hardening, wear-defying rubber. And this famous extra-service hose has another advantage—the smooth, flush-fitting coupling won't gouge or tear the turf.

When you buy golf course hose, look for the mark that identifies Royal Cord and guarantees *extra* value. All lengths up to 500 feet.



**U.S. ROYAL  
HOSE**

An Outstanding Value of the

**United States Rubber Company**



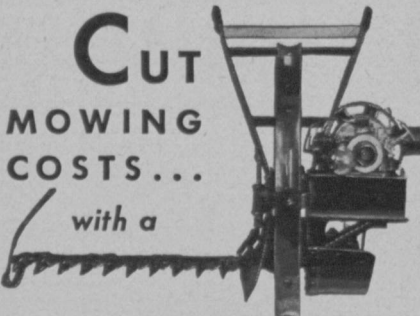
## The SILVER KING Tractor

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 3/4 to 25 miles per hour. Investigate. Illustrated bulletins and prices upon request.

**THE FATE-ROOT-HEATH CO.**

1135 BELL STREET, PLYMOUTH, OHIO

Built by the Manufacturers of PEERLESS  
Mower Sharpener



**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.

**KEEP THE DEATH HAND OFF YOUR GREENS**



**WITH FUNGOL**

**FUNGOL SLASHES COSTS OF BROWN PATCH AND SOIL VERMIN CONTROL**

All over the country, the sales of high power FUNGOL are increasing --- for two good reasons. One is Greenkeepers want the most Brown Patch prevention for every dollar they spend.

Second, if they use FUNGOL, it is unnecessary to buy other chemicals for eradication, of Earthworms, Cutworms, Sod Webworms, Grubs, etc.


And the big covering capacity means real economy. A pound of FUNGOL treats 3,000 to 7,000 square feet of Green.

Learn more about FUNGOL by writing for free testing samples and our efficiency application schedule.

Mighty interesting facts and figures. Write Today.

**McCLAIN BROTHERS COMPANY**  
127 Second Street, Canton, Ohio

**VEG-E-TONIC**  
Gives new life to  
Putting Greens.  
Highest Percentage  
Nitrogen, Phosphoric  
Acid, and Potash.  
Dissolves in water.  
Biggest fertilizer  
value. Sample free.



**Improve your SOIL and cut your COSTS**

Florida Humus improves your soil—and gives you better greens and fairways—because it holds moisture, encourages strong root growth, and supplies a store of organic nitrogen which, gradually released, helps nourish your grasses for years.

It cuts costs because it reduces—by as much as 50%—the amount of watering and fertilizing required.

THE ANALYSIS of Florida Humus (Wiley & Co., Baltimore, No. 129117) shows

Nitrogen content (dry basis).....	3.25%
Water Holding Capacity.....	581.12%
Acidity pH .....	6.2*

\*Very slightly acid. Will not sour the soil. 7 is neutral.

**FLORIDA HUMUS**

*Mined and Manufactured by*  
**FLORIDA HUMUS CO., ZELLWOOD, FLA.**  
Sales Office: 141 Milk St., Boston, Mass.

**DISTRIBUTORS:**

ATLANTA: Evans Implement Company  
BALTIMORE: E. Miller Richardson & Co.  
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CINCINNATI: The J. Chas. McCullough Co.  
CLEVELAND: Sidney L. Dryfoos  
DETROIT: Terminal Sales Corp.  
JACKSONVILLE: Jacksonville Landscape Co.  
NEW YORK: Stumpp & Walter Co.  
PHILADELPHIA: Henry A. Dreer, Inc.  
PITTSBURGH: Beckert Seed & Bulb Co.  
ST. LOUIS: St. Louis Seed Co.  
WILMINGTON: Franklin J. Murphy

**MOWERS**




A new type Sickle Bar Mower for cutting hay and weeds in rough

Before purchasing any mowers, it will pay you to write us and have our complete mower catalog on hand.

Power, Fairway, Greens mowers, Tractors.

**ATTRACTIVE PRICES**

**Write for Catalog**




**NATIONAL MOWER CO.**  
839 Cromwell Ave., St. Paul, Minn.

The advertisers pay for your GOLFDOM; deal with them

GOLF PROS  
 have a habit  
 of coming to  
**THE  
 LYTTON  
 BUILDING**  
*first..*

JACKSON BLVD.

Playing or purchasing, the pros are sure of a warm welcome at this crossroads of the sporting goods market, for the sellers are there with their wares. With shopping attention focused on this convenient location these point-of-purchase salesmen expect to meet you here. If you miss them, you're missing sales.

You need the LYTTON BUILDING'S established custom, its easy accessibility, its flawless maintenance and efficient service. Golf and general sports is thriving in our spacious, well lighted suites. Write today for reasonable rates and complete information.

L. E. EATON, Manager  
 Lytton Building  
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# *The* Links

**NOW ONLY \$1.25 POSTPAID**

Hunter's book is the standard authority on golf architecture, giving principles and examples of sound design. When a hole is built to conform with these teachings, you can be sure the hole has merit and lasting interest.

Every pro and greenkeeper, club official or manager who has to do with course design will save money and improve his layout by following *The Links*.

Selling widely at \$4, the book became the principle reference in its field. GOLFDOM decided to give *The Links* the full circulation it deserves. All remaining copies were purchased from the publisher, well bound and are now offered at only \$1.25.

These few score remaining copies absolutely finish the issue and they're going fast. Once gone, their scarcity will shoot the price out of sight though you may get one today at cost. You'll find *The Links* is worth many times this low price and we suggest immediate action while copies are still available.

The primaries and finesse in course design.  
 How the "schedule of holes" is most effective.  
 Basic principles for building perfect greens.  
 Points in placing and best using hazards.  
 Treatment of tees and fairway construction.  
 62 full page photographs and illustrations showing ideal application of successful principles.

Mail your order and check for \$1.25 today to—

## **GOLFDOM**

*Book Department*

**14 E. Jackson Blvd., Chicago**



# TRUE TEMPER OPEN TOURNAMENT



## Acacia Country Club

CLEVELAND, OHIO . . . AUGUST 16, 17, 18

**\$3500 IN PRIZES**

*Also Special Daily Prizes for 18 holes*

**W**E ARE HAPPY to announce this tournament under the supervision of the Cleveland District P. G. A. and we cordially invite you to attend.

Letters and entry blanks have been sent to you by the Cleve-

land District P. G. A. Officials. If you have not received your blank please write to CAPT. CLARKE, CLEVELAND P. G. A., MAYFIELD HEIGHTS, OHIO, and complete details will be mailed to you.

*Don't forget the TRUE TEMPER Sales Contest . . . over \$1600.00 in Prizes. If you have not entered, write immediately for details.*

THE AMERICAN FORK & HOE CO., Sporting Goods Division

Geneva, O.

**TRUE TEMPER** *steel* **SHAFTS**



Tell us any idea for making GOLFDOM advertising more helpful

## MASTER of the MARKET

By HERB GRAFFIS

*Montessoro Makes His  
Shop Golf Buying Center*

**I**N THE golf business, like in every other business there are some pros who couldn't sell the Normandie to a drowning man. But there are other pros who probably would be super-salesmen and written up in the success-story and salesmanship magazines if their work were being done in a broader field.

You don't have to go to the big city districts to see some of these selling stars who make a good living out of golf and have some fun too, because they know how to sell on the basis of giving their members service every time they buy.

One of these fellows is at a club which is one of four clubs in an Illinois city of 60,000 population. His stock at the start of the year is all the way from 90 to 130 sets of irons and 50 to 60 sets of woods. His stock at the end of the season is practically nothing. He has sold all this stuff—not sent it back to reappear in town the next spring as merchandise in a store cut-price sale of "discontinued models."

He starts his season with a golf ball stock in excess of \$1,500 cost to him, and he turns over this stock frequently.

There are 270 members in his club.

Do you think I am lying to you? That no pro can do business like this in a town of 60,000 population?

All right. The pro is Bert Montessoro. The city is Decatur, Ill., and the club is the South Side CC.

The catch in this story about the business that Montessoro does is that he stocks clubs that other pros in the neighborhood

can get quick. He helps the other fellows sell their players and he and the other pro split on the profit. Montessoro makes his good credit rating and thorough business ability work out to the profit of the other pros as well as for himself.

### Seines the Community

There are about nine small courses outside of Decatur where there are no pros but in the aggregate a goodly number of golf enthusiasts. Good living doesn't cost much in the smaller towns. A fellow with an income that does look big to a big town guy can live high in a small town, play a lot of golf on a modest but satisfying little course and have plenty of money left over for buying good equipment. Montessoro does missionary work among the men and women in these outlying clubs. When there are women's guest days at South Side, Montessoro sees to it that these neighboring club women come on over.

He is not only a business getter, he is a business developer. When he went to South Side about five years ago there were only 160 members at the club and only 22 women playing. As has been noted there are now 270 members of South Side and 68 women played regularly during 1934. This year Bert expects to have 100 women playing. Remember, this increase took place during the depths of the depression when the average outsider would be figuring that things were deader than Adam at a town like Decatur.



A corner of Montessor's shop. Regularly stocked are close to 100 sets of irons, 50 sets of woods, and an ample stock of bags, balls and haberdashery.

Montessor is one of those fellows whose looks are liable to fool you. He is a big, stoop-shouldered bushy-haired guy who appears to be just one of those nice country boys. Get him talking about business and watch him spark. His eyes and vocal chords flash with a David Harum gleam and he lets you know that he enjoys business. He is a trader, but not the sort of a trader that lets the customer come off second best.

Here is Montessor's policy: "The only reason for playing golf is to spend a little time and money for enjoyment. So long as I see that their money gives them a lot in enjoyment, they are getting what they pay me for."

Bert gets them right at the start. He has been responsible for bringing a number of new members into the club and always sees to it that a prospective member gets attention that makes him want to join the club. He spreads his own golf around among a lot of people. That tips him off to sales and service needs. He keeps a lookout for equipment requirements and his shop boy is trained to keep an eye open for sales possibilities.

This practice of playing with many dif-

ferent people has been an especially big producer of business. Montessor sold his own set of clubs four times last season. He cites this as an instance of how he shows his customers that he insists on giving them the best. The members reason that if the clubs are good enough for the pro's personal use, they are good enough for the member.

#### Out-selling Competition

At South Side CC and in a town like Decatur you would think that competition for the business of club members would be intense. It is, although Montessor has it well licked for the simple reason that he keeps selling and talks business. There are plenty of members of the club who live very well and enjoy a lot of golf but for one or more of several reasons are not given to throwing money around loosely.

The discount buying through the purchasing department of a large local manufacturing company hits at Bert but he beats that by handling lines that are not discounted. Because he has made his golf business big and sound he does more volume than all other local retail outlets combined. He has been able to get exclusive in Decatur on three prominent brands.