



River Crest Country Club, Fort Worth, Texas, A. G. Mitchell, Pro-Greenskeeper

TORO'S Past Performance Points The Way to Lower Maintenance Work

FROM Canada to Florida, from the Atlantic to the Pacific . . . under widely varying conditions and with different types of turf . . . TORO Grass-Cutting machinery has given a clear-cut answer to the problem of efficient golf course maintenance at low cost.

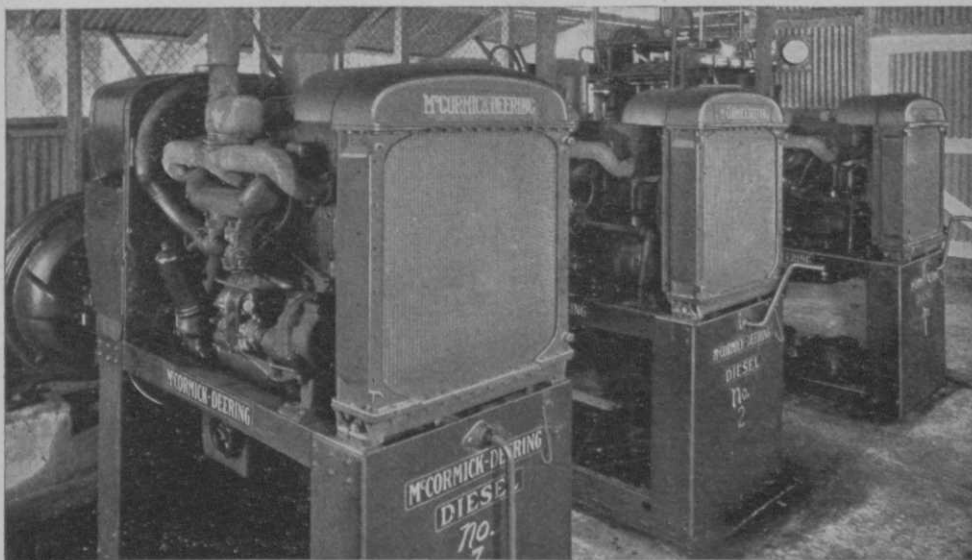
The River Crest Country Club is just one of thousands that has made it a habit to "buy TORO" whenever in need of new or additional equipment. They *know*, from experience, that machinery built to TORO standards is the cheapest kind to own and operate.

Now is the time to plan on replacing old, worn out, obsolete and expensive-to-operate machinery with the efficient, modern TORO kind. Provide for this in your 1936 budget and everyone in the club will be pleased with the results and the savings next year and in the years to come. Write for catalog.

TORO MANUFACTURING CO.
3042-3168 Snelling Avenue, Minneapolis, Minn.



Low-Cost Power for Pumping Water



This battery of three International Harvester Diesel Power Units drives two generators which provide low-cost light and power at all load demands for a Sulphur Springs, Fla., resort. The owners save approximately \$300 a month with these Diesel engines.

International Harvester Diesel Power Unit

CHEAP POWER for pumping water for fairway watering systems and swimming pools—that's what the International Harvester Diesel engine provides. Its unbelievable economy is due to the low-priced fuel it burns, to the relatively small quantity of fuel it consumes, to its high combustion efficiency, and to its low maintenance cost. The saving made by the Diesel units shown above gives an idea of the low operating

costs of this engine compared to other forms of power. Similar savings are reported wherever International Harvester's Diesel is working. If your present pumping costs are high, or if you are considering installing a watering system, it will be to your club's advantage to investigate this Diesel engine. The nearest branch or distributor will give you complete information.

INTERNATIONAL HARVESTER COMPANY
606 So. Michigan Ave. **OF AMERICA** Chicago, Illinois
(Incorporated)

INTERNATIONAL HARVESTER

You save time and money by depending on GOLFDOM advertisers



Cut Your Upkeep Costs with this Fall Program

Top-dress with Florida Humus now, and your club will save money for years to come. Florida Humus means not only greener, healthier, and more drought-resistant greens and fairways, but also, as many clubs have found out, it will save up to 50% of watering and fertilizing costs.

This is because of its high water-holding capacity (530.64%) and its high content of organic nitrogen (3.52%) on a dry basis. Furthermore, it is far less acid than other sources of humus, and will not sour the soil. (Acidity, pH, 6.0. All figures quoted in this advertisement from Chemical analysis, No. 133554 by Wiley & Co., Baltimore, 1935.)

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.
BOSTON: Joseph Breck & Sons, Corp.
BRISTOL: (Va.): Wood Howell Nurseries
CHARLOTTE: E. J. Smith Company
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. Murphey

Reduce your budget by using only GRASS SEED of "Known Quality"

*Tested for Purity and
Germination*

Also fertilizers, equipment and
requisites of guaranteed quality.

"Golf Turf" an instructive book
on making and maintaining turf,
as well as a complete catalogue
on golf supplies—free on re-
quest.

Stumpp & Walter Co

Headquarters for Bents and Other Fine
Grasses

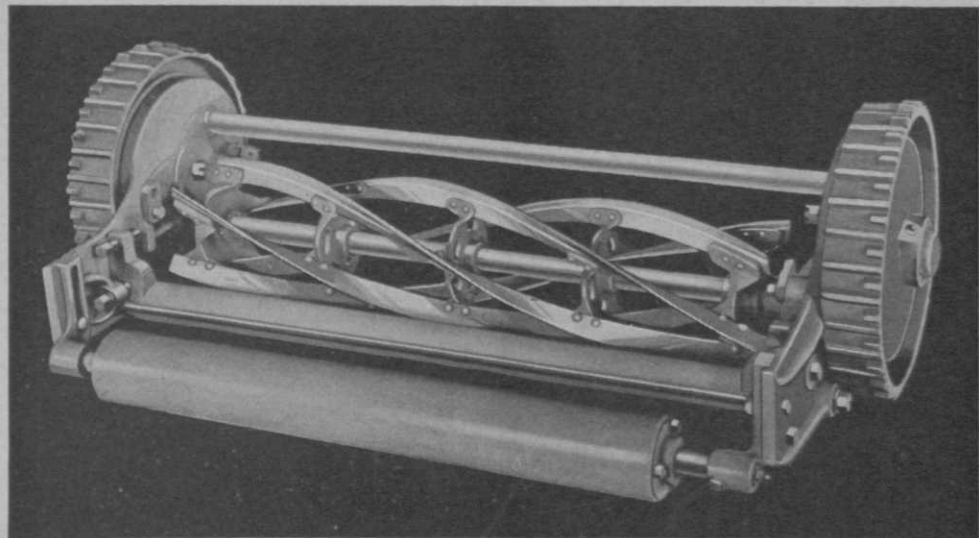
132 to 138 Church Street
NEW YORK



**LITTLE GIANT — The ALL-PURPOSE
Spreader — spreads compost, commer-
cial fertilizer, grass seed, lime, evenly
and Accurately. Slashes upkeep costs.
For fairways or GREENS.**

Write for Folder

PORTABLE ELEVATOR MFG. CO. BLOOMINGTON, ILL.



For 1936

- a brand new fairway mower.
- a mower with all the features that you have expected and hoped would some day be available.
- it's here! Ready for your course in 1936.

IDEAL POWER LAWN MOWER CO.

446 Kalamazoo Street

Lansing, Mich.

BRANCHES:

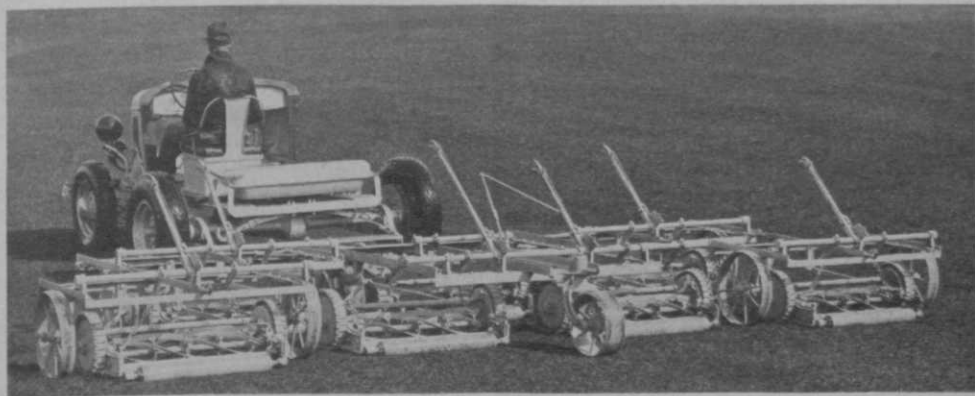
161 Vester St., Ferndale, (Detroit) Michigan

237 Lafayette Street, New York City

CANADIAN DISTRIBUTORS:

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

IDEAL *Bulldog* MOWERS

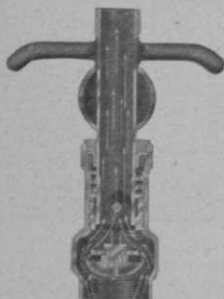


Deal with GOLFDOM advertisers; they pay for your subscription

Quick Coupling Valves and Sprinklers For FAIRWAY IRRIGATION!



"Stream-Flo"
Valve

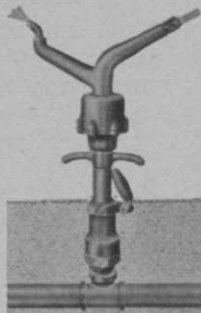


Key inserted in valve. Large "stream-lined" passages allow full flow without loss of pressure. When closed the pressure keeps it closed tight.

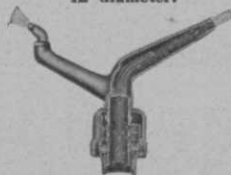
1. You want the Sprinkling System best adapted to your Golf Course.
2. You want the most economical installation.
3. You want a sprinkling system that will give the best possible service.

We will help you plan, without charge, the best system for your Club. Write us for our plan.

L. R. NELSON MFG. CO.
Peoria, Ill.



"Stream-Flo" sprinklers cover evenly areas 100 to 225 feet in diameter.



"Stream-Flo" Sprinklers are fool-proof, and sure turning. Short, sturdy arms make them easy to handle.



SPIKE DISC

LAWN & GREEN
CULTIVATORS
(Patented)

For Greens,
One Handle
Model
(Illus.)
\$27.50

With Two
Handles
\$30.00

Tractor
Model for
Fairways
\$120.00

"Use Regularly," Say
Authorities

ALL TURF NEEDS AERATION

SPIKE DISC'S slicing cuts can scarcely be seen but they open the soil keeping it healthy and permit moisture, seeds and top dressing to penetrate—results that please the golfer and do credit to the greenkeeper.

Leading clubs use spike discs frequently for good greens and fairways.

Details, Prices at your Golf Equipment Dealer or

JOHN H. GRAHAM & Co., Inc., Sales Agents

113 C Chambers St., New York

268 Market St., San Francisco

565 W. Washington Blvd., Chicago

Mfd. by Stoner-Maurer Co. (Successors to Wilder-Strong Co.) Monroe, Michigan

Any New Greens to Plant?

Use Scott's Creeping Bent Stolons or Scott's Creeping Bent Seed. Send your area figures and let us quote comparative prices—stolons and seed. Stolons may be safely planted until snow flies. Fall is the time to put in new greens—get our prices now.

IMPORTANT

If you do not own a bound edition of "Lawn Care," why not drop Scott a card? No obligation and it does make interesting reading for greenkeepers.



● O. M. SCOTT & SONS COMPANY ●
356-B Main Street, Marysville, Ohio



Nature needs
a *natural*
grass food

Feed

Premier

Poultry Manure

A natural grass food and stimulant

7 reasons why:

1—It is a natural grass food and stimulant. 2—It is a balanced manure containing 6% Ammonia, 2.50% Phosphoric Acid and 1 to 2% Potash. 3—It contains no live weed seeds. 4—Being organic, it aids humus and aids bacterial action. 5—It can be applied with a minimum of labor and expense. 6—Being more soluble than other manures, it is more available. 7—Being finely pulverized, it is quickly absorbed into the soil.

It takes healthy turf to produce healthy club income . . . and *natural* grass food to produce healthy, vigorous golf turf. For years PREMIER has been "the old reliable" for producing better greens and fairways. It contains, in perfectly balanced proportions, the elements needed for developing healthy, hardy grass . . . all the qualities demanded by critical and thrifty greenkeepers. Plan a Business Building Budget for 1936—use PREMIER!

*Write for complete information
and name of your nearest dealer.*

327 So. LaSalle St. **Premier Poultry Manure Co.** Chicago, Illinois

Use GOLFDOM'S advertising pages as your safe buying guide



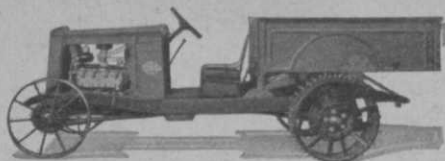
SKINNER BEGINS AT THE BOARD

Now is the time to plan for the installation of a watering system. And now is the time to get in touch with the Skinner Irrigation Company which is in a position to extend any service from preliminary plans and estimates to complete installation of guaranteed systems.

All or any part of this broad service is available to interested golf courses and parks. More information will be sent on request—without obligation.

THE SKINNER IRRIGATION CO.
415 Canal St. Troy, Ohio

AND
FOLLOWS
THROUGH
TO
COMPLETE
INSTALLA-
TION



STAUDE General Utility Tractor \$495 to \$795

F. O. B. ST. PAUL, MINN., U. S. A.

A STRICTLY high-grade, powerful, light weight, quiet running tractor for mowing, hauling and other work on golf courses, parks, country clubs, cemeteries, airports, etc. Its efficiency, sturdiness, dependability and economy have been proved by 18 years of service and by over 2000 golf clubs.

STAUDE Mak-A-Tractor \$155

Attachments—F.O.B. St. Paul and up

For converting Models T, A, B, or V-8 Ford pleasure car chassis into efficient tractor . . . easily attached in a few hour's time. Sold under a money-back guarantee. Buy through your Ford dealer or write for full information.

E. G. Staude Mak-A-Tractor Co.
2696 University Ave. St. Paul, Minn.

S-T-R-E-T-C-H tight Budget

SAVE money on this new Dolge plan: get both your ground and clubhouse maintenance materials on a combination deal. Dolge makes worm eradicator, brown patch preventive, mole-killer, golf ball cleaner, insect sprays, deodorants, disinfectants, rodent-killers, liquid soap, dispensing equipment, general cleaning compounds, floor finishes—everything to keep your grounds and clubhouse inviting. Please write for details of this plan. It will be effective for a short time only. So act quickly. You incur no obligation.

THE C. B. DOLGE CO.
WESTPORT, CONNECTICUT

COURSE WATERING

will keep your club in the championship class



ARCO CAST IRON AND PIPE WROUGHT COPPER PIPE

is recommended by course irrigation experts for

- ✓ Low Cost
- ✓ Quick, Economical Installation
- ✓ Low Cost Course Maintenance

● When you're planning improvements for next year, count on Arco Cast Iron and Wrought Copper Pipe and Arco Full Flow Fittings for course irrigation. The first cost is low, installation is simple and upkeep is negligible. Flexible couplings for cast iron pipe take expansion

and contraction, strain and stress without leaking. Pipe can be removed and relaid with 100% salvage, in event of change in course design.

A special finance plan is available for golf course irrigation installations. Terms are extremely liberal. Write today for the details.

● Keep them happy in the clubhouse with clean-running water. Arco Wrought Copper Pipe and Full Flow Fittings are easily installed, provide lifetime, low cost rustproof piping. Write for details.

INDUSTRIAL DIVISION

AMERICAN RADIATOR COMPANY

40 West 40th Street, New York, N. Y.

Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION



R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U. S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment
If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



FLEX BLADES Triple Mower Life

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

Address

City State

FLEX LAWNMOWER BLADE CO. INC.

20 VESEY STREET NEW YORK, N. Y.

Don't Remodel Your Course . . .

until you have read Robert Hunter's famous book on golf architecture.

"The LINKS"

This recognized authority was a "best seller" at \$4.00. All remaining copies are offered to GOLFDOM readers postpaid at only \$1.25.

Sorry, no C.O.D. A valuable addition to your greens library. To be sure of a copy, order today.

Golfdom Book Department
14 E. Jackson Blvd. Chicago

Tell us any idea for making GOLFDOM advertising more helpful

“Go get the ax, there’s a fly on baby’s bean”

What a way to nail a fly! Yet it shows the fault of using a tool that’s unfitted. Regarding proper proportions, why pay the ponderous expense of magazines reaching millions to sell only those who play golf?

Look at the golf market:

	Average Number	
1,555 private clubs, 18 holes or larger.....	235 members.....	365,425
2,600 private clubs, 9 holes or larger.....	100 members.....	260,000
		625,425
494 daily fee courses 18 holes or larger.....	400 players	197,600
512 daily fee courses 9 holes or larger.....	125 players	64,000
		261,600
320 municipal courses 18 holes or larger.....	1,000 players	320,000
256 municipal courses 9 holes or larger.....	200 players	51,200
		371,200
TOTAL U. S. GOLFERS*		1,258,225

*These figures are the most accurate obtainable and check with those of the golf industry.

Private club members, then, make-up just half the above total; their families also play and account for a still larger share of total rounds and purchases. The most active public course players follow club members in the type of equipment they use. The remaining public golfers play less frequently and use bargain utensils until they can afford to buy better and play more often.

But in the meanwhile they can get equipment at “leader” prices from stores who cash in on your advertising to the general public.

The 625 thousand club member families constitute about 70% of your market and decide the purchasing of an added 15%. Of this important majority, GOLFING alone reaches the most active 300,000 families who play at any of 2200 private clubs.

The advertising rate per thousand of this dominating coverage is less than $\frac{1}{4}$ that of the average golf magazine and fits snugly into the manufacturers’ modest margin.

With *known* factors like these, the only logical answer to your sales problems is GOLFING. You can’t figure otherwise and be right.

Double-check: These companies which sell the most golf playing equipment are those which advertise most strongly in GOLFING.

Triple-check: Leading businessmen pros will tell you that GOLFING really moves merchandise through their shops.

Golfing

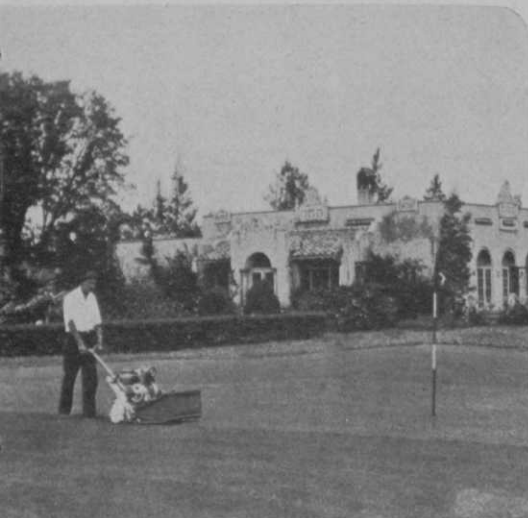
14 E. Jackson Blvd. CHICAGO

300,000 PRIVATE GOLF CLUB FAMILIES

PRO NOTE:—This is the story that GOLFING presents to the golf goods manufacturers, showing that advertising that helps the pros DIRECTLY by reaching pro members DIRECTLY is more profitable than general advertising encouraging stores to cut prices on standard brands of golf merchandise.

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

Smart BUDGETS INCLUDE JACOBSEN MOWERS



● "How to get the most for our money?" That is the problem that confronts every golf club executive when planning a maintenance budget—and that is why *smart* budgets include Jacobsen Power Mowers for cutting and brushing greens, trimming traps and bunker faces—and for all mowing that can not be handled with the fair-way gang.

Jacobsen power mowers more than pay for themselves the first year in actual time saved. And every bit of mowing time saved can be used to advantage for the other 101 jobs essential to the well kept course.

● For cutting greens, the Jacobsen Power Putting green mover is in a class by itself. It reduces cutting time to a minimum and gives the green a truer, more uniform putting surface. The patented brushing attachment is indispensable for brushing up matted bent. This is done at the same time the green is cut—saving the extra time required by other methods.

The new "Sturdex" has filled a crying need for a power mower that will trim traps, bunker faces and the edges of greens. It enables one man to keep these hard-to-get-at places neat and trim in the fraction of the time required by hand methods.

Send for illustrated booklet—"Putting Green Maintenance by Modern Methods"—It tells how to give your members better golf for less money.



JACOBSEN POWER MOWERS

JACOBSEN MANUFACTURING COMPANY
734 WASHINGTON AVENUE, RACINE, WIS.
NEW YORK OFFICE, DEPT. G, 101 PARK AVENUE

Only reliable companies are allowed to advertise in GOLFDOM



THE WINNERS!

TRUE TEMPER CONTEST CASH DISTRIBUTED

To the winners, congratulations and to those who were near and yet so far, better luck next time.

The contest was divided into four classifications as follows:

1. Pros representing clubs with less than 150 playing members.
2. Pros representing clubs with at least 150 but less than 300 playing members.
3. Pros representing clubs with 300 or more playing members.
4. Straight fee courses, including Municipal Courses—regardless of size.

HERE ARE THE WINNERS

<i>Prizes</i>		
CLASS 1—1st: \$200	. . .	ROY BRONSDON <i>Wiano Golf Club, Osterville, Mass.</i>
2nd: \$100	. . .	JACK PIRIE . . . <i>Madison Golf and Country Club, Madison, Ohio</i>
3rd: \$ 50	. . .	ALBERT ESTONEY . . . <i>Rockport Country Club, Rockport, N. Y.</i>
4th: \$ 25	. . .	CHET BLANKENSHIP . . . <i>Cushing Country Club, Cushing, Okla.</i>
5th: \$ 15	. . .	WALT ADAMSON . . . <i>Cherokee Country Club, Cherokee, Iowa</i>
6th: \$ 10	. . .	CHAS. DANNER . . . <i>Kingsport Country Club, Kingsport, Tenn.</i>
CLASS 2—1st: \$200	. . .	WOLF C. RIMANN . . . <i>Hillcrest Country Club, Kansas City, Mo.</i>
2nd: \$100	. . .	STANLEY DAVIES <i>Omaha Field Club, Omaha, Nebr.</i>
3rd: \$ 50	. . .	DAVE TOSH . . . <i>Sunset Ridge Country Club, Winnetka, Ill.</i>
4th: \$ 25	. . .	ED NEWKIRK . . . <i>Country Club of Lincoln, Lincoln, Nebr.</i>
5th: \$ 15	. . .	JOHN E. ROGERS <i>Denver Country Club, Denver, Colo.</i>
6th: \$ 10	. . .	WILLIE KLEIN . . . <i>Wheatley Hills Golf Club, East Williston, L. I.</i>
7th: Six TRUE TEMPER Shafts	} . . .	HORTON SMITH <i>Oak Park Country Club, Oak Park, Ill.</i>
CLASS 3—1st: \$200	. . .	AL WATROUS . <i>Oakland Hills Country Club, Birmingham, Mich.</i>
2nd: \$100	. . .	GEO. SAYERS <i>Merion Golf Club, Ardmore, Pa.</i>
3rd: \$ 50	. . .	DAVE OGILVIE . <i>Oakwood Country Club, Cleveland Hts., Ohio</i>
4th: \$ 25	. . .	ALEX McINTYRE <i>Edison Club, Rexford, N. Y.</i>
5th: \$ 15	. . .	RUSSELL DAVIDSON, <i>Westwood Country Club, Rocky River, Ohio</i>
6th: \$ 10	. . .	R. TAYLOR <i>Minikahda Club, Minneapolis, Minn.</i>
7th: Six TRUE TEMPER Shafts	} . . .	AL LESPERANCE <i>Westmoreland Co. Club, Wilmette, Ill.</i>

CLASS 4—No entries qualified from Public Courses.

THE AMERICAN FORK & HOE COMPANY • Sporting Goods Division, Geneva, Ohio

TRUE TEMPER steel SHAFTS

Thanks for telling the advertiser you saw it in GOLFDOM