

## A LIFE SAVER FOR PUTTING GREENS

# FUNGOL

Scientific Product For Combatting  
Brown Patch and Soil Vermin



Everywhere you go you find alert Greenkeepers and Club Managers using FUNGOL for preventing and controlling Large and Small Brown Patch most economically.

FUNGOL usage is attractive due to its big covering capacity—3,500 to 7,000 square feet to the pound.

More FUNGOL is used each year because it also contains powerful chemicals to kill Soil Vermin—earthworms, sod webworms, cutworms,

grubs, etc.—without extra cost.

Write today for complete details and free testing samples of FUNGOL and VEG-E-TONIC.

**McCLAIN BROTHERS Co.**  
CANTON, OHIO

### VEG-E-TONIC

The cool Putting Green food with highest analysis of Nitrogen, Phosphoric Acid and Potash. All Chemical Contains no useless fillers. Quick acting and lasting. Dissolves in water. Inexpensive.

## NO MORE NEED for HAND MOWING

Thrifty golf clubs—more than 800 of them—are enjoying perfect greens and the multiple saving made possible with Jacobsen Power Greens Mower and brushing attachment. Now the "Sturdex"—a new Jacobsen wheel-type mower—is replacing hand mowers for trimming traps, bunkers and edges of greens. The "Sturdex" has plenty of power to cut a 66% grade. It enables one man to cut these hard-to-get-at places in a fraction of the time required by hand methods.



**GREENS MOWER** Improves the putting surface  
—cuts maintenance costs.



**"STURDEX"** Eliminates all hand mowing on traps, bunkers, tees, and edges of greens.

Jacobsen Power Mowers do better work—and pay for themselves the first year. Send for "Golf Course Maintenance by Modern Methods"—it's free.

**JACOBSEN MANUFACTURING CO.**

734 Washington Ave., Racine, Wis.  
Factory Branch—Dept. G—101 Park Ave., New York

# JACOBSEN POWER MOWERS



... and a lot  
more dependable!

The gentle rain-like shower of the Double Rotary Sprinkler puts your course in prime playing condition early. Starts tender turf sprouting. Gives you mature greens and fairways from the very start.



## DOUBLE ROTARY SPRINKLER

Next Best to Rain.

Covers any circular area up to 80 ft. (more than 5,000 sq. ft.) and down to 15 ft. in diameter, according to pressure. Does not wash or pack soil. Self-operating. Easily moved on sturdy skid base. Scientifically constructed of finest materials. Thousands in use on many of the Nation's finest courses. **GUARANTEED!**

**AT YOUR DEALERS**—Buy these popular sprinklers from your local dealer or write us for complete information.

**Double Rotary Sprinkler Co.**  
106 Candler Bldg., Kansas City, Mo.

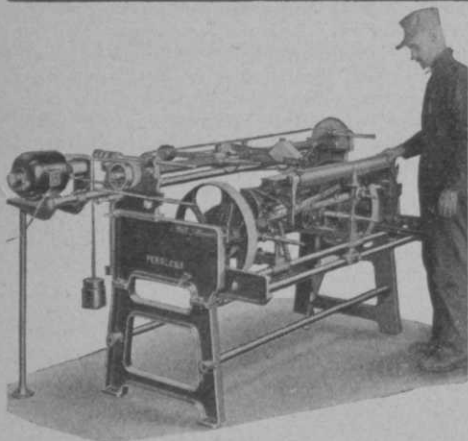
### The Junior Model

The ideal sprinkler for home owners. Has all the proved features of the above Heavy Duty model. \$7.50.

**Holland  
Rotary**

The new, amazing sprinkler developed from the famous Double Rotary principle. Only \$1.00 (plus postage).

## PEERLESS MOWER SHARPENER



- The Peerless Mower Sharpener will keep your cutting units sharp and your turf looking its best the year around. It's simple to operate, sharpens in half the usual time and handles all types of power mowers and tractor units. Made in two sizes—for blades up to 36" or 42" wide. Reconditioner for "lapping in." Catalog and prices upon request.

## SILVER KING TRACTOR



- The Silver King is an ideal Golf Course Tractor designed to take care of every service required for complete turf maintenance. Features include: low first cost, economy of operation, high speed, unusual power, low pressure tires or wide roller type wheels as desired, light weight, four speed transmission, 2 1/4 to 25 miles per hour. Free catalog and prices upon request.

Send POST CARD FOR CATALOG  
**THE FATE-ROOT-HEATH CO.**  
 1136 BELL STREET - - PLYMOUTH, OHIO

## 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



### TURF AERATION IS A NECESSITY

And SPIKE DISCS are essential for opening the soil that turf may "breathe". But that is not all they accomplish; the knife-like blades permit moisture to seep in and help prevent seeds and top dressing from being blown or washed away. Leading greenkeepers everywhere advocate their use regularly throughout the season.

*Details, Prices at Your Golf Equipment Dealer or*

**JOHN H. GRAHAM CO., Inc.**

113G Chambers St., N. Y., Sales Agents—268 Market St., San Fran., 565 W. Washington, Chicago  
 Manufactured by Stoner-Maurer Co., Monroe, Mich.

Successors to Wilder-Strong Co.

Also makers of Dunham Water Weight Rollers

# KILLS ANTS, SOD WEB WORMS

*on Greens,  
Lawns, Gardens*



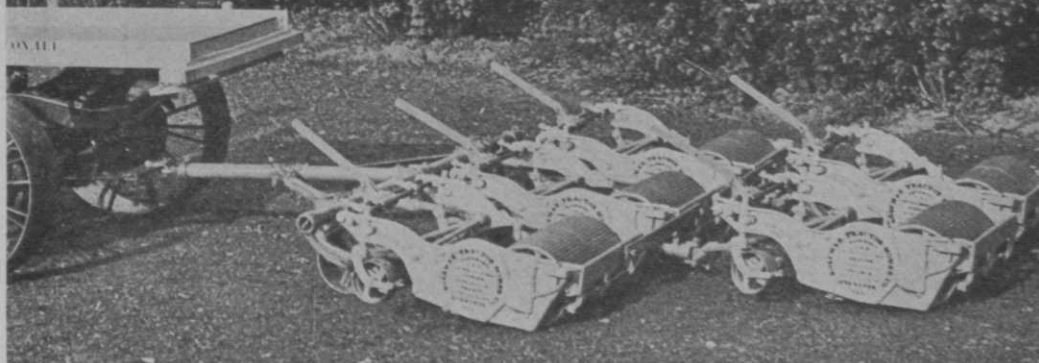
**Harmless to Humans,  
Animals and Birds**

Red Arrow Garden Spray effectively controls ants and sod web worms, yet will not injure the turf or affect the fertility of the soil. Red Arrow is a concentrated pyrethrum extract combined with a special soap. Simply mix with water and apply with any type spraying apparatus. Red Arrow is safe to use—harmless to humans, animals and birds—and has no poisonous or irritating fumes. Also kills many varieties of sucking and chewing insects on flowers, vegetables and fruits. Ask your supply jobber or write for complete information.

**McCORMICK & CO., Inc.**

BALTIMORE, MARYLAND

**STANDARDIZED PYRETHRUM AND  
DERRIS INSECTICIDES**



## PERFECT FAIRWAYS FOR ONLY \$1.00 A YEAR PER MEMBER

Roseman Roller Mowers give your fairways the same kind of treatment your putting green mowers give your greens. They build a healthier turf—eliminate “cuppy” lies—and keep fairways always ready for play, early spring and late fall. Yet Roseman mowers are more economical to use. They last longer, require less service—and will give you better fairways at a cost of about \$1.00 a year per member.

### NOW! A PURCHASE PLAN TO FIT *YOUR* BUDGET

To meet the requirements of every golf club, Roseman now offers a purchase plan that will fit *your* particular circumstances. The *Metered Mowing Plan* requires no investment but guarantees you efficient mowing equipment year after year for a small monthly rental fee. The *Time Payment Plan* allows you to pay as you go. The *Cash Payment Plan*

gives you the *advantage* of our liberal discounts.

### LIBERAL TRADE-IN ALLOWANCE

Again, to make it easier for golf clubs to secure the advantages of Roseman Roller Mowers, we will make a liberal trade-in allowance for any fairway equipment you now have on the purchase of a Roseman gang.

### EVERY ROSEMAN OWNER A BOOSTER

The efficiency and economy of Roseman mowers have been thoroughly proved over a period of 16 years. Every Roseman owner is a Roseman Booster. And remember, there is no substitute for a Roseman—it is the only fairway gang that *rolls as it mows*. Let us tell you about the Roseman Purchase Plan that will fit your budget.

ROSEMAN TRACTOR MOWER CO.  
800 Davis Street, Evanston, Illinois

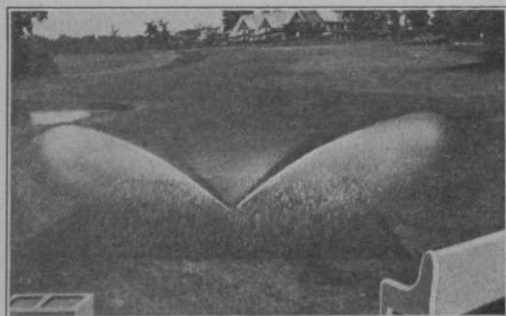
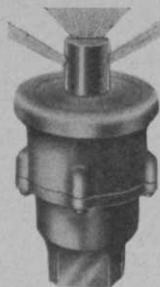
**ROSEMAN**  **MOWERS**

Use GOLFDOM'S advertising pages as your safe buying guide

# NELSON POP-UP

## Sprinklers for Golf Tees

Nelson Pop-Ups do away with hose and portable sprinklers. Just turn a valve. The sprinkler head pops up and revolves slowly. When the water is turned off the sprinkler drops back and in no way interferes with players or the mower.



The Nelson Pop-Up No. 2 sprinkles up to 60 ft. in diameter using 4 to 9 gallons per minute on 20 to 50 pounds pressure.

The Nelson Pop-Up No. 3 sprinkles up to 80 ft. in diameter using 6 to 14 gallons per minute on 25 to 60 pounds pressure.

To install simply dig a shallow trench to the center of the tee, lay a  $\frac{3}{4}$  in. or 1 in. pipe and connect the Pop-Up head.

Send for new folder describing the Pop-Up and the complete Nelson line of sprinkling equipment for golf courses.

L. R. NELSON MFG. CO., Inc.

PEORIA, ILL.

## TWO REASONS

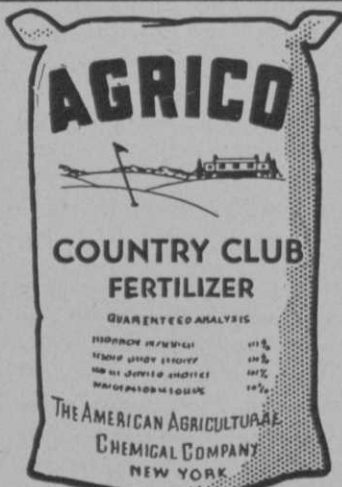
### WHY AGRICO MAKES BETTER TURF

**FIRST REASON:** Instead of relying upon one formula to meet all conditions, there are *three* Agrico Country Club Fertilizers—each specially formulated to do its own job a lot better than any “man-of-all-work” fertilizer could possibly do. There’s a grade of Agrico for Fairways—another for Putting Greens—another for lawns and fairways where quick results are desired.

**Second reason:** In addition to just the right amounts of the commonly recognized plant foods—nitrogen, phosphorus and potash—Agrico Country Club Fertilizers contain *extra plant foods*—so-called “rare” elements—now needed to maintain healthy, vigorous growth. With just the right balance between organic and inorganic plant foods to feed the grass without a let-up all season.

Use Agrico Country Club Fertilizer this year—and see the difference. Sold by A.A.C. offices in principal cities; in N. Y. Metropolitan area by Arthur D. Peterson Company, Inc.—Golf Course and Estate Supplies—420 Lexington Ave., New York.

*Agrico is Manufactured Only by*  
**The AMERICAN AGRICULTURAL CHEMICAL Co.**  
 New York  
 Sales Offices in the Principal Cities



**Agrico for Fairways**  
 Analysis 6-8-2

**Agrico for Putting Greens**  
 Analysis 8-5-2

**Agrico for Lawns and Fairways**  
 Analysis 8-6-4

# AGRICO COUNTRY CLUB FERTILIZERS

Only reliable companies are allowed to advertise in GOLFDOM



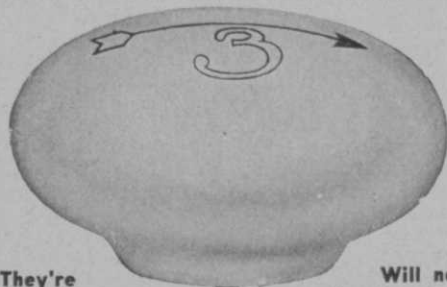
**BETTER Fertilization at less cost**

LITTLE GIANT spreads compost, lime, phosphates, all commercial fertilizers—thick or thin. Three times faster than hand spreading. Savings in time and material enable you to fertilize more frequently—even during play. Uniform, accurate coverage. For greens, fairways, and lawns.

WRITE FOR DESCRIPTIVE FOLDER No. 41

**PORTABLE ELEVATOR MFG. CO. BLOOMINGTON, ILL.**

**PORCELAIN Markers for TEES and FAIRWAYS**



**They're Self-cleaning**

**TEE MARKER:**

White or colored glazed porcelain 5 1/6" dia.—3" thick. Mounted on non-rust spike. Easily moved. Won't warp, split, crack or rot. Unaffected by weather. Last as long as the course — actually. Always clean and a mark of upkeep pride. Any lettering desired.

**Will not Smother turf**

**PRICES:**

(White)  
 Single pair ..... \$ 2.00  
 Set of 9 pairs..... 16.00  
 Set of 18 pairs.... 27.00  
 Can be lettered to show hole number, direction arrow, yardage and par for a small added cost.

Dress up your course —send for folder giving complete information on Tee and Fairway markers.

**PORCELAIN FINDLAY**

**PRODUCTS, Inc. OHIO**

**BENTS OVER 99% PURE**

Samples re-cleaned to conform to our high standards pay for themselves in lower weeding costs.

**GRASS SEED of "Known Quality" over 99% pure**

Seaside Bent  
 (Coos Co. strain)  
 Rhode Island Bent  
 Superfine Red Top  
 Rye Grasses

Triple A Bent  
 Colonial Bent  
 Cheving's N. Z.  
 Fescue  
 Bermuda

We are able to refine other varieties almost to this wonderful standard of quality.

Also South German Mixed Bent over 92% purity.

Kentucky Blue over 98% purity and Putting Green and Fairway Formulas of maximum purity and germination.

Such tested seed will reduce labor cost for weeding.

WRITE NOW FOR PRICES. PROMPT SHIPMENTS CAN BE MADE FROM STOCK ON HAND IN OUR OWN WAREHOUSE.

**GOLF COURSE REQUISITES**

1. Brown Patch Remedies
2. Fertilizers
3. Golf Ball Washers
4. Warning Signs
5. Golf Tee Towels
6. Tee Markers, tee balls
7. Hole Cups
8. Marking Flags

These and many other requisites and all equipment described and priced in our valuable reference book on turf maintenance.

1936 GOLF TURF  
 Free on Request

*Stump & Walter Co*

132-138 CHURCH STREET  
 (Corner Warren Street)  
 NEW YORK

"I drove some fellows nearly crazy so you would be happy"



★ When the Tommy Armour "Silver Scot" Clubs were being developed I had the fellows in the MacGregor plant nearly nutty working on models until I got *exactly* what I wanted.

But to make everything even, I almost went screwy myself at the factory and course-testing them in Florida.

The outcome was a design not for my kind of a game, or your kind of a game, or the kind of games played by the average club members, BUT *a design for golf.*

There are no special tricks in the Tommy Armour club design. I've been lucky in having many of the world's finest pro club-makers do little things to my clubs. And I took the ideas I picked up from them and hunches that I'd got myself and checked with these veteran experts in arriving at the design of these "Silver Scot" Woods and Irons.

That's why I am sure that in eight cases out of ten the Tommy Armour clubs will be absolutely right for your members.

You know that MacGregor makes great clubs. And you know that these Tommy Armour Clubs are boosted for

you by a strong national advertising campaign and a strict pro-only policy.

So why make it necessary for a member to ram a pistol into your ear to get a chance to buy Tommy Armour clubs in your shop?

Why not give these clubs some display and let their eye appeal grab at the pocket-books of the members who see them. True Temper step-down shafts are just stiff

enough for real two-fisted golfers. And their gun-metal, pearl-essent finish gets the vote of current popularity. Grips are perforated calf-skin. Wood heads are finished in rich ebony with harmonizing face. And a new style face marking and a bright lustre chrome head finish give the irons real character.

"Silver Scot" Irons retail at \$8.00 . . . Woods at \$10.00.

For complete dope on them, write us at Dayton.

*Tommy Armour*



THE CRAWFORD, MCGREGOR & CANBY CO., DAYTON, OHIO  
SALES OFFICES IN NEW YORK, CHICAGO, LOS ANGELES AND SEATTLE

Thanks for telling the advertiser you saw it in GOLFDOM

# Golfdom

The  
Business Journal of Golf

REG. U. S. PATENT OFFICE

APRIL

1936

Vol. 10

No. 4

## WE REHABILITATED

By H. D. PAULSON  
Fargo (N.D.) Country Club

**L**ET ME say a word or two about this subject of golf club operation as viewed from the vantage point of a club presidency, occupied four years, and just relinquished—and let me say them modestly and with the hope that the experience of our club may be of value to somebody else.

Our club at Fargo (N. D.) had a none too favorable experience in the first years of the "late" depression. Our bonded debt of \$12,500 had been increased by \$2,500 through miscellaneous accounts it seemed impossible to meet, and the membership was down to an all-time low—less than 140—and 140 members at \$60 a year doesn't give you all the money in the world, nor does it give you any chance to go places.

So, one of those periodic shakeups, of the sort that occur in so many golf clubs, and are engineered by the so-called "best minds" with a view to rehabilitation, came into effect. The outcome was my election as president and the establishment of a strong board of directors and committee organization.

We were going along swimmingly. We paid off the current obligation, and reduced bonded debt to \$8,500 in the first two years and then—fire razed the clubhouse while the drought was burning up the fairways.

### Out of the Rough

Today, the club is in the strongest position it has enjoyed at any time in its 17-year history. We have a new club



H. D. Paulson, ex-president of the Fargo (N.D.) CC, who in the space of four years lifted the club, about on the rocks, to the strongest position in its 17-year history.

house that cost \$31,500. We have a fairway irrigation system covering most of the course, we have begun a course improvement program that will be completed in 1936 along with the balance of the irrigation system, we are going to build a new pro house this spring; and when we get through with all of these improvements, we will still owe less than we owed four years ago.

Meanwhile, our roster has advanced from the low of 140 to a high of 245.

At the outset, stringent economies were necessary, for the first two years witnessed a comparatively slow growth in membership as contrasted with that of the last two years. First of all, we abolished all charge accounts to members, effecting a saving of about \$500 a year because, so the records disclosed, the club had been buying a lot of meals, pro house service and merchandise for members who failed to pay accounts. There was the further saving represented by reduced secretarial work.

In the operation of the clubhouse, we were fortunate in finding a competent woman caterer who was willing to undertake cafe and house operation, on a concession basis. We provided all equipment, heat, light, power and a place to do business. She provided all the help required to operate the house. At the end of the year, as we struck a balance, we found we had saved and our caterer had declared a profit for herself.

#### We "Dragged" in Wanted Members

In common with other clubs, we suspended the initial fee—fixed some years ago at \$250—and accepted playing members. And when I say "accept," I mean we went out and dragged them in—men of the community whom we knew should be in

the club. At no time, however, have we had to go outside the field of "desirables".

Came the fire that destroyed our house, leaving us with \$10,000 in insurance money, and a problem in reconstruction. Meanwhile, our fairways were constantly failing because of the long-continued drought.

The house problem was solved by a fall and winter time subscription campaign. We told the members that we could see but one effective, satisfactory way to do the job, and that was through direct subscriptions. We saw no merit in the sale of bonds to members—bonds which we probably ultimately would have to repudiate. The idea of paying cash for the difference between our insurance money and the eventual cost of the new house proved so novel, and sound to the membership as a whole that we received more than \$13,500 through the campaign. Final cost of the new house was \$31,500, completely equipped—and the difference between the pledge money and insurance money and final cost was made up through expansion of the 1934 membership, and enhancement of other incidental income. Fact is, we accounted for a net gain of \$8,000 in each of the last two years through operation.

When the house was completed in the middle of 1934, our first locker-room meeting was devoted to the necessity of turn-



The lounge of the Fargo clubhouse is a cheerful room. The French doors admit plenty of daylight to dispel the gloom too often found in club lounges.





Aerial view of the Fargo clubhouse, showing caddie yard, pro shop and parking space. Beyond, short of the river, lies part of the golf course.

ing our attention to the golf course itself. We had good tees, fair greens, a fine clubhouse—but we had no fairways. The idea was endorsed, committees set up, and they came back to the annual club meeting with a complete program.

Today, that program is more than half completed. We are carrying, as a temporary loan, \$4,000 of the present cost of irrigation and course improvement program, but that loan will be wiped out early in the coming season, other phases of the program will be advanced and, by the close of the year, it is expected that the complete irrigation system will be installed. On the course projects we have so far expended \$13,000, and we expect to invest another \$8,500, including the new pro house.

Spent \$44,000;  
Owe Only \$5,000

We had a net indebtedness of \$8,500 when we went into the course irrigation and improvement projects, and we are confident now, on the prospect that we will have a membership of 260 in 1936, that when the job is completed, we will be required to increase our net obligations by not more than \$5,000.

In other words, we will have invested \$21,500 new money in the clubhouse, \$22,500 new money in the course irrigation and improvement program, and of the \$44,000 that has been expended in the last two years, or will be expended in the next year, we will have paid off \$39,000.

A remarkable accomplishment, we think—yet an accomplishment not impossible of attainment in any club if the proper selling job is carried forward.

After all—if we have done any one thing in this community of 37,000 people

in the last few years that has been more important than anything else, it has been the sale of the golf club idea to the people of the city. At all times we carried on a constant selling campaign, intended to let the folks know what we had to offer and, more important, to keep our own membership fully informed and in close touch with every phase of club activity.

### Greenkeepers Get Kansas City Season Off to Notable Start

WHAT is confidently expected to be a great golf season in Kansas City was touched off at a dinner meeting of the "Heart of America Greenkeepers Association" held March 6. Pros and green-chairmen were guests and the pro representation was practically 100% from Kansas City district clubs.

Chester Mendenhall, president of the H. of A. greenkeepers group, presided at the meeting. Technical feature of the evening was a talk on Kansas City maintenance problems by Dr. Oyvind Juul Noer of Milwaukee. Benjamin Franklin Bogges, president of the local PGA section, outlined cooperative policies and practices for greenkeepers and pros.

Michael Angelo Lynch, sec. of the KCGA congratulated the greenkeepers on the work they have done and are doing to maintain a high standard of course condition in the territory despite adverse weather conditions and dwarfed budgets.

Clarence Ethelbert McBride, sports editor of the KC Star, expressed the opinion that the informative joint meeting of greenkeepers, pros and chairmen conducted by the H. of A. organization was a highly significant affair in organizing operating effort for a record golf year in the district.

# GOLF NEEDS MEN—

By J. C. BRYDON

*... with vision  
of 1910 variety*

**G**OLF, which helped to make the automobile business, today finds itself as a sports business about 25 years behind the automobile business.

When we learn why this is so and take action to make up for lost time, then we can be fairly certain that golf, which now has approximately 1,500,000 players, will increase to almost 15,000,000 players. The 15,000,000 figure is not an impossible one according to the current census divisions of people by ages, financial situations and locations.

Let us consider the automobile business in 1910. There were more than a hundred motor car makers, yet the total output of these factories was less than a half-million cars a year. Last year there were more than ten times that number of motor cars manufactured and fewer makers by far than were in business at the start of 1910. Many of the motor car makers, by the way, were wiped out in 1910 despite the country being in good times following the panic of 1907.

Those motor car manufacturers who were unable to survive 1910 decided that everyone who could afford a car had one. Their conclusion that the market was saturated was confirmed by some findings made by private and government investigators. All that could be hoped for from 1910 on was a replacement market for motor cars.

Then what happened? Men with vision and energy kept on the job. They pictured the market as it might be. They quit talking about gears and bearings and the primary mechanical aspects of the motor car. They began to advertise the pleasure, the vacation travel and the business value of the automobile. On that basis they built a market far, far larger than that considered possible by 1910's statisticians.

## **Golf's Problem Easier than Motor's**

Golf now has a much easier development problem than that with which the automobile industry had to battle. It is estimated that the present golf courses in the United States could care for almost a million more golf players than now are active, and handle this extra million without any undue inconvenience upon the

present golfers. Golf courses are easier to build than the thousands of miles of good roads required by the auto industry's expansion.

What is holding golf back from its eventual progress seems to be a failure to use constructive imagination. We must realize that we need more golfers and not manufacturers, clubs and pros competing with each other for the business that now exists.

We have the selling organizations in the clubs, the pro associations and the manufacturing companies that can do a job of market enlargement like that done by the confident automobile men.

We need to realize first of all that there are millions who will take up golf when they are cordially invited, and made to realize that it's a great and inexpensive pleasure. Maybe we've been going at the market on the gear, valve and bearing technical basis, talking too much of the complex mechanical factors in the golf stroke; just as the car makers used to do until they found out it was not the way to increase a market.

Maybe we simply haven't been asking people, let alone not even telling them that golf is a lot of fun. At any rate, it is up to everyone connected with golf to question himself as to his policies in getting newcomers into the game.

In one respect, golf's market development today has an advantage over that of the motor car business back in 1910 when the surviving auto magnates had to go to work. Cars were expensive. Golf now can be had so inexpensively that it comes within the range of almost every pocketbook this side of the relief rolls. Municipal and fee course rates are low. New and reconditioned clubs are available at almost any price, and golf balls, considering the extra life and toughness that has been added to them during the last few years, now make the ball cost for a beginner a very low figure a round.

We need imagination to give us a bright and true picture of the future. When we develop imagination in that direction and follow-up with market-selling efforts, then we will see golf clubs, pros and golf manufacturers in a proper and happy position.