
WEATHERSWELL AND
GETTING BETTER



Today's ThoughtAPRIL SHOWERS
SELL MAY MOWERS

TORO NEWS MAGAZINEA Little Magazine for Intelligent Users of Grass Cutting Machinery

Vol. 3

MINNEAPOLIS, MINN.

No. 2

**COLLEGE SHORT
COURSES IN
FULL SWING**

Greenkeepers are going to have a chance to make up for the college education they missed when they were kids the way it looks now. Short courses delving into the mysteries of growing and maintaining turf are becoming thicker than flies in cow time.

"I'd walk a mile for a short course" is the new popular slogan and that's just about true. Iowa, Minnesota, Michigan, Pennsylvania, Massachusetts and Wisconsin have all held instruction meetings and over five hundred greenkeepers have attended.

All of which proves that a good man is never too old to learn.

*The Toro Silver Flash
is America's Finest
Tee Mower*

**TORO FACTORY
RUNNING ON
DOUBLE SHIFT**

Prosperity is no longer just around the corner but is right here if orders piling into the Toro plant are any indication. Sales for February were practically double those a year ago and now a night crew is keeping the lights burning and the wheels moving until midnight.

Shipments in carload lots are being made to Boston, New York, Philadelphia, Pittsburgh and the coast while daily truck deliveries are made to mid-western points.

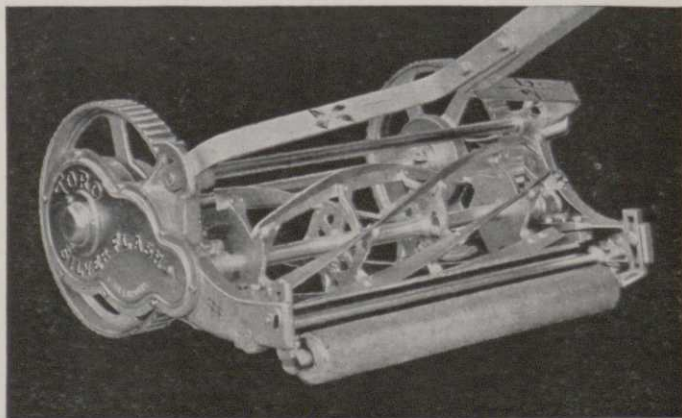
Get your order in now.

**TORO HAS ALWAYS
HAD A 6%
FINANCE PLAN**

The big automobile companies are filling the billboards and the newspapers with a tremendous ballyhoo about their "new and revolutionary" 6% finance plans.

It might be "new and revolutionary" as far as the auto companies are concerned but it's stale stuff with us because we've been selling grass cutting machinery to golf clubs ever since 1921 on time payments and all they've ever paid is 6%. During the past fifteen years we have financed

Continued on Fourth Page



TORO MASTER TRACTOR

Model B

*T*HERE is real power when you need it, plus speed when you want it, in Toro Master Tractors. That is the combination which all tractors will have in the future. The Model B shown here has a wheel base of 97 inches and has an all steel, electrically welded dump box with a capacity of one full yard. You can do all forms of general utility work with the Model B. It will get over the ground in a hurry and handle the toughest jobs easily.

*Ford 40 H. P. Motor
With self-starter*

Speed Range

Three miles in low

Seven miles in second

Fifteen miles in high

Capacity, 1 Full Yard

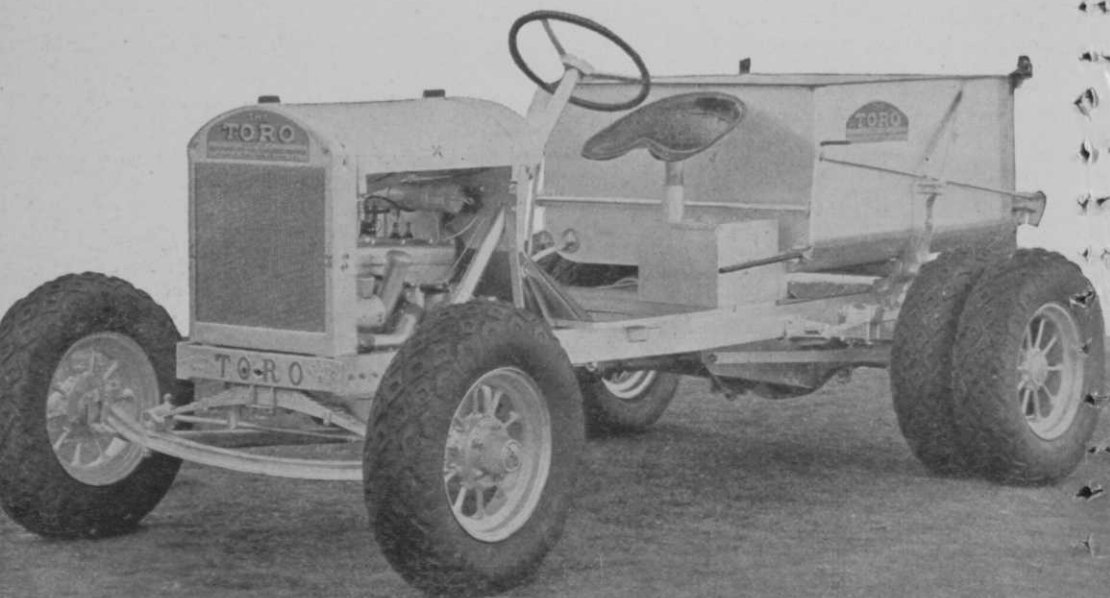
Wheel Equipment

Pneumatic Tires—Size 7.50x16

Singles or duals

Steel Wheels—30 x 7 front,

30 x 15 rear, with spikes



POWER — SPEED — CAPACITY — APPEARANCE

POWER to handle hard work. Speed to get around quickly. Capacity to make each load pay a profit. Appearance because it costs nothing and is worth a lot. Those are the four major factors in the Master B tractor.

Power is derived from the thoroughly dependable Ford B 40 H.P. motor. The rear axle is the heavy duty enclosed bevel gear type and will withstand a drawbar pull of 2500 pounds. Chassis is built of 4-inch steel channels rigidly welded together, spring mounted front and rear.

The dump box is all steel, electrically welded, and has a capacity of one full yard. It is perfectly balanced and can be dumped by the driver without leaving his seat. Built of heavy gauge steel, you can carry rock, tile, sand or heavy abrasive material with limited wear and tear.

The Model B is quiet in operation and exhaust is muffled the same as any automobile. Steering wheel and controls are convenient for operator and seat is deep saddle type, spring mounted and comfortable.

SPECIFICATIONS

Engine Standard Ford Model B, four cylinders, en bloc. Bore $3\frac{3}{8}$ inches, stroke $4\frac{1}{4}$ inches. Piston displacement 200.5 cubic inches. Horsepower by brake test, 40 at 2200 r.p.m., speed at 6 m.p.h. mowing speed, Model A, 1200 r.p.m.

Clutch and Transmission Standard Ford construction with heavy duty truck clutch. Three speeds forward, one reverse. Standard sliding gear shift. To be used in high gear for all normal operations, second and low for heavy duty only.

Reduction Gear and Propeller Shaft Toro built, gears accurately cut and hardened from chrome-nickel alloy gear steel, ball bearing mounted, enclosed and running in oil. Mechanics Universal joint and propeller shaft liberally proportioned for heavy service.

Rear Axle Heavy duty spiral bevel gear type, weight 250 pounds. Axle shaft made from S.A.E. 3140 chrome-nickel steel. Drive shaft diameter $1\frac{3}{4}$ inches, differential drive shaft $1\frac{5}{8}$ inches. Timken bearings and rugged steel housing. Differential carrier securely mounted with double torque arm.

Total Gear Reduction Total gear reduction from motor to rear axle is as follows: High, 17.82 x 1; Low, 55.63 x 1.

Chassis and Drive Controls Chassis built of 4-inch steel channel sections with pivoted three-point suspension, free from twisting strain. Ross cam and lever steering gear, truck type. Transmission brake on universal coupling. Drum 8 inches in diameter by $\frac{1}{2}$ inches in width. Operated by hand lever. Foot accelerator on toe board. Equipped with "Alemite Zerk" push type pressure gun lubrication.

Operating Speeds Maximum speed depends upon wheel and tire equipment. Normal operating speed 6 to 10 miles per hour. Transporting speed 15 miles per hour.

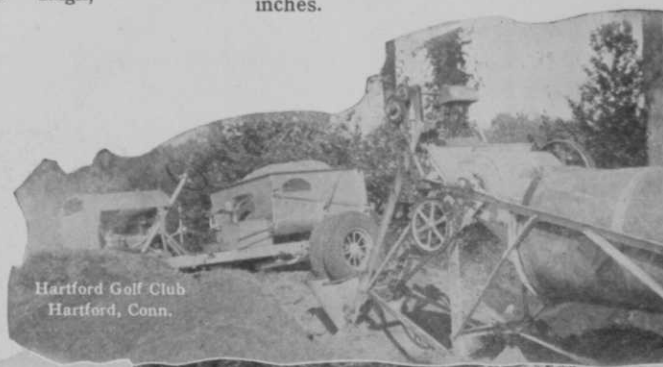
Radiator and Head Large cellular radiator, unit type, with fan shroud, set on leather pads, secured by springs. Adequate cooling in any climate, with freedom from cracks and strain. Hood sheet in one piece over 12 gallon gasoline tank, giving ample protection for instruments.

Dump Body, on Model B only All steel, electrically welded dump box, built of $\frac{3}{8}$ -inch steel plates, strongly reinforced. Tail gate hinged at top and provided with automatic releasing latch to discharge load when body is dumped. Recoil spring absorbs shock on the body when the load strikes ground. Inside dimensions 42 x 48 x 24 inches. Capacity one cubic yard.

Width Steel Wheels 78 inches—Single rubber 66 inches—Duals 79 inches.

Drawbar Capacity Varying—depending on wheel equipment and ground footing. Maximum on Model B only 2400 pounds.

Wheelbase Model A 87 inches—Model B 98 inches.



Hartford Golf Club
Hartford, Conn.



Municipal Golf Course



Rhode Island
State Park Commission

ANEILA GOLDTHWAITE CHOSEN FOR CURTIS CUP TEAM

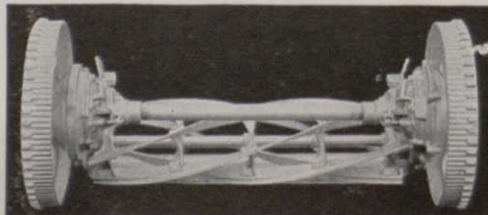
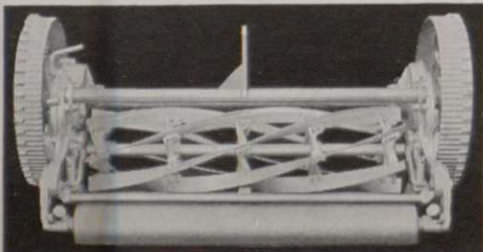
Frank Goldthwaite, Toro distributor in Fort Worth, is passing out the cigars these days because his lovely wife Aneila was chosen for the Women's Team to compete in England and France next month.

Frank couldn't play golf unless they made sand traps the greens but Aneila is a grand girl and a great golfer and we hope she has a fine trip and wins all of her matches.

IOWA STATE UNIVERSITY SOON TO ENJOY NEW COURSE

Under the supervision of Mr. George F. Veenker director of athletics, Iowa State University at Ames is building a new 18 hole golf course for students and faculty

Perry D. Maxwell, prominent architect from Ardmore, Oklahoma, has laid it out and has the construction work under way. It begins to look like every major university will soon have golf as part of the athletic program.



If you want smooth fairways Toro Trojan and Super Mowers will give them to you

TORO 6% FINANCE PLAN

Continued from First Page

thousands of users and during the big boom when call money hit 20% in New York we held to our regular rate and never varied from the fair and honest 6% charge.

And here is another interesting sidelight. Toro is one of the few companies in the U.S.A. that carries its own paper. When you buy from us on time payments we hold your note until it matures and it is not sold to a finance company.

So if your club is in sound condition but short of ready cash and you want to buy good machinery on time write us and we'll handle it for you.

THERE'S HELPFUL INFORMATION IN TORO CATALOGS

Have you received copies of the new Toro catalogs for 1936? There are three of them—(1) "Toro Tractors and Mowers" (2) "Toro Power Mowers" and (3) "Toro Grass Maintenance Machinery". All three of them contain information that will help reduce maintenance costs. Ask your Toro distributor or write us for copies

TORO MANUFACTURING CORPORATION
of Minnesota
MINNEAPOLIS, MINNESOTA

course management on a basis of sound business and sound science?

In all except some conspicuous and isolated cases, they are worse off than they were before they spent a quarter million dollars of their dough for the good of golf.

And why?

A human failing is readiness to blame someone else for tough luck. God gets blamed. The chairman gets blamed. The board of directors and the member and the pro get blamed—all because the greenkeeper isn't getting his honest and deserved due, in money or recognition.

Like all other cases wherein humanity tried to pass the buck, the buck ends back where it started. So in this case the fellow to blame for the greenkeeper's plight is the greenkeeper.

The greenkeeper has been, with all his technical education, pitifully ignorant and uneducated in one of the most important phases of American commercial success—self-advertising.

I have heard greenkeepers referred to as versatile men. They are. I have heard it said that a greenkeeper must be a soils expert, a fertilizer authority, a seed expert, a machinist, a plumber, a civil engineer, a landscape gardner, a hydraulic engineer, an automotive expert, a road contractor, a painter, a concrete worker, a farmer, a cost expert, a section boss, an employment expert, a labor-training star, and heaven knows what all. That's right. He does.

Greenkeeper a Flop As a Press-Agent

But never have I heard mention of the vital fact that a greenkeeper also must be an active publicity agent for himself and his club.

And that is just where the greenkeepers have missed a big bet.

I'll make the guess that of the 550 greenkeepers who go to short courses on their own money this year, the officials of 400 of their clubs won't know that their men have attended. The members of at least 540 clubs won't know their man was spending his own money for their enjoyment and saving. I probably could make a safe bet that half the members of 250 clubs whose greenkeepers attend the short courses, don't know their greenkeeper's name.

This ignorance of the members is of course more serious at the better known and larger clubs than at the smaller ones, even though at the ranking clubs the cost

of maintenance per round is much higher. An annual maintenance cost of \$15,000 is not at all unusual at metropolitan district clubs where less than 15,000 rounds of golf are played a year. I have seen many clubs where a \$15,000 budget for 18 holes is actually so skimpy that the marvel is the greenkeeper can maintain such good condition, considering the governing factors. But, still that makes the greenkeeper's job represent more than a dollar a round at these clubs. The per-round cost for maintenance varies all the way from five cents to \$12.

My estimate is that the national average of annual maintenance cost is fifty cents per round of golf. Statistics show that the active golfer averages 42 rounds a season. That means that the average golfer has a \$21 yearly interest in the greenkeeper's work.

We all have heard golfers in terrific argument over a bet involving only a quarter. So when the golfers get into a sum like \$21 which is about 2½ times their average annual expenditure for golf balls, you would think that they would be paying a whole lot of attention to details of that item.

Greenkeeping Publicity Is "Ground Under Repair"

Can you figure out why the average golfer knows so little about the greenkeeper and his work? That question puzzled me for a long time until I finally concluded that the correct and simple answer is that the greenkeeper doesn't tell his story.

In one instance the attention of the greenkeepers was called to the fact that generally the only publicity the member sees concerning the greenkeeping department is notices displayed on the club bulletin boards—notices reading "Play winter rules" or "Play temporary green on number so-and-so".

Now figure what would happen if the same blunt and unsatisfactory publicity were handed to the greenkeeper. Suppose he came into his equipment barn and saw on a tractor a sign reading merely "On the bum", and his tractor man was not around to explain. The tractor man might be in town getting a repair part but that wouldn't exempt him from catching plenty of hell from the greenkeeper for the almost impudent brevity of his message advising that things were not right.

When we consider the frequency of these snappy bulletin signs telling the

Important Announcement

NOW golfers everywhere are assured of golf balls that not only provide the playing advantages of fine performance, but the maximum in cover toughness! For America's leading golf ball manufacturers, after years of independent research in an effort to develop such a ball, finally came to the conclusion that the toughening of golf ball cover stock, through the process of vulcanization, as embodied in the Geer Patent, was the one and only answer. This year, therefore,

Vulcanized COVER GOLF BALLS

are available more generally—offered exclusively by licensees, on the better grade balls only.

It should be borne in mind that the Geer Patent concerns only the treatment of golf ball cover stock. It has nothing to do with internal construction . . . and on internal construction hinges distance, accuracy, uniformity and controllability. Spalding's years of experience (we produced the first golf ball ever made in this country), research and manufacturing facilities assure golf balls pre-eminently outstanding in all of these qualities.

Count the stars who use them!



TOURNAMENT

Spalding's non-stop flight ace and, considering its length—a mighty tough ball. For tournament players. . . 75c

TOP-FLITE

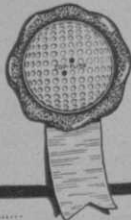
Another high powered ball that offers an extra dividend in toughness. For low handicapp players. . . 75c

Needled KRO-FLITE

A glutton for punishment—and at the same time gives you a better distance for the average hiker. . . 75c

PAR-FLITE

A lot tougher and a lot longer than you'd expect a ball of its price to be. . . 50c



**HERE'S THE ANSWER
TO THE QUESTION:
"WHAT BALL
SHOULD I PLAY?"**

YOUR members can readily understand how the Geer patented vulcanized cover gives a golf ball *longer life*. But a golf ball's distance, accuracy, uniformity and controllability still depend on *internal* construction. In these qualities, Spalding balls for 1936 are again outstanding.

This attractive 13" x 20" parchment-type display card, printed in full colors, tells the whole story at a glance. Hang it up, or stand it on your counter. It will help you sell more high-grade golf balls.

Each of the Spalding balls listed at the right has a Geer patented

Vulcanized Cover

Needled KRO-FLITE

The ideal ball for the average golfer. Famous for toughness — and its remarkable distance, too. 75¢

TOURNAMENT

For championship golfers. One of the longest balls that ever sailed down the fairway. And this year, it's tougher! 75¢

TOP-FLITE

For low-handicap golfers. Offers exceptionally long distance and an extra dividend in durability. 75¢

PAR-FLITE

A ball that's tougher and longer than its modest price would indicate. 50¢

A. G. Spalding & Bros.

GOLF EQUIPMENT

members only that something is out of order and they won't get expected value for their investment in golf course maintenance this round, maybe we ought to wonder why the golf clubs haven't insisted that the greenkeepers do better jobs of publicity.

Lack of greens department publicity is an almost universal error of omission in golf club management. Take the metropolitan district golf club publications for proof of this statement. I have seen such publications from probably a hundred different clubs and in no instance have I seen the greens department receive more than a small fraction of the space devoted to pro department and house operation. It's something that not only is bad for the club members but it handicaps the work of the pros and the managers, whose operations are based on the greenkeepers results in making the course attractive.

Despite the sad status and the seriousness of the greenkeepers' publicity, the condition is one that can be corrected without great difficulty and without any demand on the greenkeeper for skill as a publicity man. All it needs is attention, common sense and persistent action. You may not have it register appreciably inside of a couple of years, but it is bound to give greenkeeping proper recognition and merited income before you get much older.

Everytime you refer to golf course maintenance costs you are talking about something that rarely can be compared course-to-course, due to widely varying conditions of design, soil, drainage, weather, use, and pests and diseases. Greenkeepers are scared absolutely silly when the maintenance costs of courses other than their own are mentioned, if the other costs happen to be lower.

Their fear in this matter is absolutely the result of their own deficiencies as publicists and educators to their own officials and members, so their own folks would have appreciation of the many factors controlling golf course operating costs.

Outlines Simple Greenkeeping Publicity

In conducting a greenkeeper's publicity campaign I would make sure that the bulletins in the men's and women's locker-rooms had the monthly cost reports not later than the second day of the month following the month covered by the report.

Notes explaining in simple and illuminating fashion some main details of the

work would interest your players tremendously and at least let them know your name and that you are very much on the job.

When special work is to be done on the course, a bulletin explaining this work, briefly, should be displayed. When you discover sod webworms, for instance, attach one of them to a bulletin, say something about the worm, its damage and what you are doing to fight it. Or when you have any other trouble, let the members be informed by bulletins. Let them know that maintenance of a golf course is a constant battle requiring the long-hour services of a man who must combine skill, resourcefulness and versatility.

Even such routine jobs as topdressing might be explained by bulletins. Construction jobs, why you water when you do, fertilizing, fungicide application, arsenating—any of the hundred different operations in golf course maintenance—give you chances for frequent newsy bulletins that will win deserved recognition from members.

Enlist the cooperation of your chairman in this matter. It's his job to see that the members know what is being done in course maintenance work and why. They've made him their contact man responsible to them for the basic feature of a golf club. As long as you are willing to do the work of getting out the bulletins and all he has to do is to edit or approve them, he can't complain about this necessary and neglected phase of greens department operation.

Don't think that the publicity job is one that will take much time or require any literary talent. If you know what you are doing on the golf course—and why—and can read and write, you're competent to handle this greenkeeping publicity job. If you were not qualified by temperament and education to do this publicity job, you wouldn't attend a short course.

See to it that your local newspapers get club news concerning operations, although I wouldn't suggest sending the newspapers any bulletins on course costs.

You have been expecting the newspapers to come after you. They haven't done that because they don't realize there is a story in you.

Before very long thousands of homeowners will begin to get intensely interested again in having fine lawns at their city and farm homes. Who knows as

PROtection in every way with P.G.A.

VULCANIZED COVER

GOLF BALLS at 75c and 50c

. . . *protection* of your players by providing them with certainty of highest value in golf balls.

. . . *protection* of your profits by the P.G.A. brands that can be sold only by P.G.A. members.

. . . *protection* of your market by the addition of the P.G.A. vulcanized cover 50c ball which gives you a big new "edge" over the stores for the lower-priced ball business.

. . . *protection* for the ball itself—for both the 75c and 50c brands of P.G.A. balls have the Geer patent Vulcanized Cover to lengthen ball life without lessening ball distance.

- P.G.A. is the mark of *protection* for the club, its members and the properly qualified professional.

**THE PROFESSIONAL GOLFERS ASSOCIATION
OF AMERICA**

150 NASSAU STREET
NEW YORK

14 EAST JACKSON BLVD.
CHICAGO

much about lawn-making and maintenance as the greenkeeper? Discuss this matter with the editor of your local newspaper and tell him you'll give one of his reporters the dope so it will make a story—or a series of pieces in the paper under your name. That sort of publicity builds you up with your members and is a community service. In the larger cities several greenkeepers could supply the facts to different papers or get together with the managing editor so each greenkeeper could supply data on various phases of lawn-making and care, and all share in the publicity.

Of course there'll be some work, some nuisance, some study and unquestionably disappointments and rebuffs while you are conducting your publicity campaign. You'll find this in every advertising and publicity campaign, from the General Motors and General Foods and Schenley liquor multi-million dollar campaigns down the line. Just like you have to keep after growing grass, so you have to keep at this job of growing public appreciation and more pay.

How Sportswear Fits Into Pro-Shop Merchandising

By FRED E. NEWMAN
Pres., Jackman Sportswear Co.

IMPORTANT changes and developments are taking place in the business world and our mode of living these days, and it is interesting for those of us in the business of golf to check up and see how well we are keeping pace with the modern trends.

Old movie houses that once were nickel-odians suddenly have their faces lifted and become attractive showplaces. Store windows and interiors are undergoing im-

provements everywhere. Apartments and homes take on new and fresh appearances. Railroad trains, airplanes, motor cars, speed boats—all down the line we find America going modern!

Methods of selling and displaying merchandise have also changed with the new order of things. Goods are placed where people can see and feel them. Nothing is left to the imagination, yet selling appeals are highly dramatized. The old "drummer" who handed out cigars freely is far outmoded today by the salesman whose firm offers what the public wants, and dishes it out to the tune of a snappy radio program. "Planned promotions," too, are the order of the day.

All of these modern developments are important to the business of golf and pro-shop merchandising. But have we taken any real steps to keep up with the procession? Do we really appreciate the potential possibilities in this great market, and what is taking place all around us? We need an awakening, for the time is ripe to do big things.

A study of American business history reveals that some new industry or field of endeavor, which has long been in the stages of development, suddenly comes into its own.

The entire field of pro-shop merchandising is in that "budding" stage today—a sleeping giant with tremendous potentialities for development in the modern American markets. But we need a modern, scientific approach. Hit-or-miss methods that belong to the old days will not awaken the giant.

Big Opportunity for Sportswear Sales

Typical is the opportunity for increasing the sale of sports apparel in pro-shops. There is nothing new in the idea.



Newly remodeled display room of the Jackman Sportswear Co. offices, 218 S. Wabash ave., Chicago, designed as a modern pro-shop. Walls are knotty pine, stained honey color. The floor is of asphalt block tile. Upper walls are craftexed to lend an outdoor atmosphere, and the office entrance is built like a country club doorway.