

the **PGA** *Acushnet*



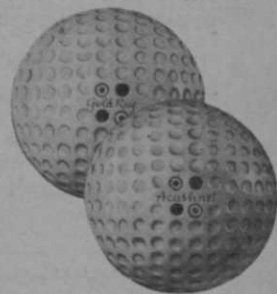
THIS year's great increase in Acushnet sales indicates once more the soundness of our policy of selling "Exclusively through the Pro Shop." ★ As the voice of authority, the professional golfer recommends standard brands of golf equipment, and has maintained a sales policy in keeping with good business ethics. We appreciate and approve the mutual benefits that have accrued from adherence to this sound method of selling golf merchandise.

Acushnet

GOLF BALLS

Precision made for better play

ACUSHNET PROCESS CO.
NEW BEDFORD, MASS.



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AVAILABLE ONLY THROUGH YOUR PRO

Penfold is set-up for the "business-pro"

PENFOLD now makes the official P.G.A. ball for the Professional Golfers' Associations of:

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Scotland
Wales
Irish Free State
France
Belgium
Switzerland
India
South Africa
New Zealand
Singapore
Bermuda*

Since Penfold never had the opportunity to market P.G.A.'s in America—he did the next best thing

He has set up (and maintains today) the most rigid pro-only policy on record.

Penfold gives protection—not mere promises.

Push Penfolds and you'll build-up a ball-business that the stores can't take from you—

Address Penfold office nearest you.

PENFOLD GOLF BALLS, Inc.
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121 Second Street

Don't Force Grass Beyond Its Strength:
Advice From Garden City's Greenkeeper

By RALPH TROST

"EXERCISE your grass. Treat it as you would the human body. It must be fed. It must have water. But it cannot lie around having everything done for it. The human must exercise. So must grass on a golf course be naturally fitted." These are not the words of Hugh Luke, greenkeeper at the historic Garden City GC, scene of the 1936 national amateur championship and home club of the late Walter J. Travis, than whom there never was a more finicky green-chairman.

The words are the reporter's who, noting not only the fine, smooth turf of the course, but also its power to recuperate, seeks to summarize Hugh Luke's thought.

Slight, baldish Hugh Luke, a scratch golfer as a youth in Scotland, is too keen a greensman to fall for catch phrases or slogans. "But what you've penned there is the gist of the matter," Luke admitted on reading the first paragraph.

"I'll talk of Garden City," Luke agreed when the reporter asked questions, "if you'll not forget that golf courses are as



Hugh Luke on one of his greens at Garden City.

individualistic as humans. What I'll tell you will fit Garden City where the course is flattish, built upon sandy loam that drains rather quickly, where most of the greens are open to the wind and sun where the course is old—and where we set our green mowers at 3/16 instead of the ordinary 3/8 of an inch.

"Garden City conditions are not typical of the whole United States. However, we do meet conditions that are ordinary and if what I can tell will interest other greenkeepers I'm willing to try.

"The basis of Garden City's greenkeeping is not to press the grass beyond its

strength. We water less than more. We'd rather have a grass be truly healthy and developed to endure than merely look a pretty green above the ground.

"We—as all those who played in the National Amateur championship will attest—do keep our course keen. We try for turf rather than for just grass. But even though the course is laid out on a sandy loam and drains with reasonable swiftness, we have to spike plenty.

"Where there is real turf there is also a section of rather solidly packed roots, then dead roots and partially decomposed vegetable matter that starts from about 1½" below the surface and may extend down 2". This stuff holds water. That it does is part blessing. It's also the part that must be aerated. It is, therefore, the section getting most attention.

Spikes

Greens Often

"I spike our greens as much as I can. Twice a month is not too often. We use spikes 1½" long. I'd like to use longer ones but longer spikes would also be thicker and spikes do leave marks. On greens cut at ⅜" the marks left by spikes are quickly covered by grass. On 3/16 greens they remain evident. Larger spikes naturally would leave more evident marks so 1½" stuff is the longest we can use. However, a good rain or watering closes the holes in reasonable time.

"Using a power machine in spiking permits spiking a green two ways, up and down and from side to side, in short time. But, of course, our ordinary time of about 1½ hours per green doesn't hold when a number of greens are being spiked, for while the machine may maintain speed the human slows down.

"The power machine has to be checked occasionally.

"Some greenkeepers prefer forking. If conditions are favorable, forking is the more effective job. However, I find an old green with dense root growth doesn't return to its previous level condition unless heavily rolled, and to use such a process there is recreated the condition that forking was intended to relieve.

"We water as we have to. I'd rather use water sparingly. Greens too well watered show a lateral root growth rather than the more desirable nearly perpendicular growth.

"Grass of the sort that is not native—and on Long Island I know of only one common golf grass that is native and that is *poa annua*—will live the easiest



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Write for complete information about PAGE golf fence and name of nearest of 92 nationally associated PAGE FENCE distributors.

PAGE FENCE ASSOCIATION

Dept. G8

Bridgeport, Connecticut

America's First Wire Fence—Since 1883



Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

CREEPING BENT TURF

Our true Washington Strain 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.

ILLINOIS GRASS CO. Telephone
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The greens are the foundation of all successful golf courses.

OLD ORCHARD TURF NURSERIES

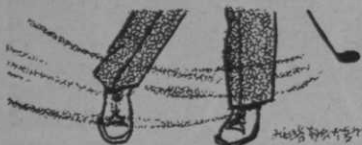
Box 350 R. R. BOND, Owner Madison, Wis.

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REMINDER:

Prices and weather conditions are favorable to fall seeding.



Smooth Grass Low Scores — HAPPY GOLFERS

For beautifully smooth greens use varieties best suited to your soil and climate. Our individual blending service, backed by our many years of experience, is your guarantee of better service and lower costs. Write for details.

Woodco
Brand grass seed



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THE popularity of any Swim Pool—municipal, club or private—depends upon the condition of the water. To be absolutely safe, pool water should be crystal-clear and kept in constant circulation.

Graver Swim Pool equipment insures water that is actually "pure enough to drink". Graver units are the result of years of sound engineering and designing experience.

Country Clubs . . . Estate Owners . . . Municipalities

If you are planning a pool, be sure to send for the Graver Book on Design, Construction and Operation of Modern Pools. It is chock full of first-hand data presented in an interesting, comprehensive way. You may have a copy on request.



GRAVER TANK & MFG. CO., Inc.
New York, N. Y. Chicago, Ill. Catasauqua, Pa. E. Chicago, Ind.

way. Just like a human being. And that way is to get the necessities of life the easiest way. Put the water where it can be readily reached, up near the surface, and the roots will grow, often bulbously, that way.

"Laterally rooted grass will tend to mat, an undesirable condition most difficult to correct in its worst stages. The food area will be lessened and allow less chance for growing what every golf course needs and that is plenty of individual shoots. Furthermore, too heavy watering brings on another mean situation in which grass roots, through easy access to water, do not bother about growing under ground but veritably blossom on top. That, of course, makes them susceptible to any grass ailment coming along.

"At Garden City no unusual topdressing methods are employed. Naturally, we attempt no topdressing in really windy weather, for to do so would be to lose not only the topdressing but also the labor. We did less than usual this spring because of the peculiar winter.

1937 Spring
Favored Poa

"As any one who has seen not merely Long Island but almost any part of the eastern seaboard will attest, this has been a *poa annua* spring. The courses are loaded with it. The reason *poa annua* is having itself such a time this year is that we had growing weather in the late part of March which started the native *poa* in advance of the imported grasses. Then along came a cold April and *poa*, the native, coped with these unfavorable conditions better than the finer grasses.

"Certain kinds of velvet were at a distinct disadvantage, being later growers than most other grasses even when conditions are favorable.

"Such conditions have been experienced before. When the finer grasses came up, the *poa* had gone and golfers soon forgot the *poa* or developed other worries. However, my opinion is that a course is weakened by each of the *poa* visitations and that the cumulative effect will tell in the long run.

"On our tees we had a good illustration of how backward this spring has been. We've had to plug with hole-cutter plugs parts that usually recovered with just a rest, or, at most, a topdressing. In this section the sort of winter you have is not as important as the kind of spring."

WHAT THE MAKERS SAY

Hillerich & Bradsby Co., Inc., by its sales mgr. Uncle John Rodgers, blasts a rumor. Uncle John says they ain't a darn bit of truth to gossip that Louisville Power-Bilt clubs are to have any other than a pro-only selling policy. Power-Bilts were designed by pros for exclusive sale thru pro-shops and have been selling strong. Uncle John assures the laddies he never could see no sense in folks getting greedy for all the business in the world and that he and his fellers are perfectly content with the substantial and growing volume they've been getting thru pro-shops.

And when Uncle John says so, 'tis so, b'godfrey!

Jack Jolly, pres., Colonel Golf Balls, Inc., announces that effective July 19, Orville Reuter, son of John Reuter, jr., well-known pro, became the Colonel representative in



Orville Reuter,
new Colonel
representative
in Chicago
district.

the Chicago district, taking over position formerly held by Jess Snook. Telephone at Reuter's headquarters is Niles Center 2414.

"Every one of the thirteen years I've been selling U. S. Royal golf balls has been different," declares E. C. Conlin, aggressive manager of the golf ball dept., U. S. Rubber Products. "That's what gives

● BENT GRASS ● BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

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The Brown Patch Fungicide that Contains 2 Real Organic Mercuries

More Effective—gives your greens as low cost effective protection as any money can buy.

More Coverage—one pound treats 6,000 square feet of turf for as little as \$1.29.

More Economical—fewer applications needed in severe brown patch weather than with inorganic mercurials.

New Low Prices. Five lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$129.00. Easily applied in water solution or dry with compost. Does not damage the spray rig.



Regular Semesan, the original brown patch fungicide, and Nu-Green, the brown patch preventive which also hastens recovery of infected turf, are still available to all greenkeepers who prefer them. Your supply house will send prices.

For free pamphlet on turf diseases, write
BAYER-SEMESAN CO., INC.
Du Pont Bldg., Wilmington, Del.

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no Country Club is "tops" nowadays. These four clubs have recently supplied this deficiency, with low-cost, quickly-built and economically-maintained "GUNITE" Swimming Pools—

- Lehigh Country Club
Allentown, Pa.
- Yountakah Country Club
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- Northampton Country Club
Easton, Pa.

YOU SHOULD BE NEXT!

Write us for full details—TODAY.

CEMENT GUN CO.
ALLENTOWN, P. A.

me a profound conviction that many pros are more competent and resourceful businessmen that they are inclined to publically rate themselves.

"The successful pros have a canny sense of adapting their policies and methods to suit changing conditions. There aren't, apparently, any two clubs alike in selling problems and as far as I have been able to learn, no two years alike in the golf ball business. It keeps a fellow on his toes to make money in the face of frequent changes in the golf trade," says Eddie.

He puts his own case this way: "We've made some great golf balls during our 13 years but this year's product of ours, according to pro and amateur testimony, is our best. Independent machine and personal tests have given us top rating on distance, feel, click and cover durability on the Royal Blue, Royal Arrow and Royal Nassau in their price and service fields.

"Ball design and production of a line that stands out is only the beginning of the ball merchandising job that has to be done in association with the pros. More each year the pro businessmen realize the value of close tie-ups with a hard-hitting consumer advertising campaign like the one we've banged through for the U. S. Royal line this year, and pro selling helps on the order of the U. S. tournament kit which was not only the most expensive pro selling help ever presented, but the most definitely effective in actually increasing play and ball sales," Conlin remarked.

Crawford, MacGregor, Canby Co., announces the appointment of Jim Scott as exclusive distributor for MacGregor golf equipment in Northern California, Nevada, and Hawaii. Scott has opened an office



Jim Scott

and warehouse at 121 Second St., San Francisco, and will carry a complete stock of clubs, bags, and balls.

For the past six years, Scott has been associated with MacGregor, in Los Angeles and San Francisco.

He is one of the low-handicap amateur golfers in the Northern California district, and at the present time is the pro-salesmen's champion of the Pacific coast, having held the title for two straight years.

A new, ultra-modern, monitor-type, pressed brick and steel factory building is being rushed by The Hardie Mfg. Co., at Hudson, Michigan, where the main plant

**DON'T
DYNAMITE YOUR GREENS
TO KILL BROWN PATCH?**



USE FUNGOL

**THE SAFE, HARMLESS BUT POWERFUL
TURF FUNGICIDE AND VERMICIDE**

Many Greenkeepers, when Brown Patch weather comes, buy any old chemicals regardless of consequences to turf and fertilizing activities. Fungol is in a class by itself for Large and Small Brown Patch and the Prevention of Soil Vermin.

There are no Brown Patch scares with regular Fungol usage.

Get in on big covering capacity Fungol. Each pound treats 3,500 to 7,000 feet of Green.

Fungol solves the Soil Vermin problem. Complete protection against Earthworms, Sod Webworms, Cutworms, Grubs, etc., is yours because Fungol also contains all that it takes to control these Putting Green pests.

Write for special literature and free testing sample.



McCLAIN BROTHERS CO.
CANTON, OHIO

and general offices of the company are located.

The new unit, which is the latest of many expansions of factory space made by the company since the first Hardie Sprayers were built some 35 years ago, will house manufacturing departments which have been severely crowded for the past several years. The fast-increasing use of Hardie equipment in overseas countries, as well as in the United States, is one of the conditions that is compelling the enlargement and modernization now being carried out.

Willie Macfarlane, one of the consistently great putters, has a piece of a new invention that many pros have tested and endorsed. It's an indoor putting surface with a base of sponge rubber carefully covered with mohair velvet upholstery. The rubber base gives the springiness of good turf and the mohair has the same speed as well-maintained grass. The com-



Macfarlane sharpens his game on the new putting surface material.

position wears like iron and for that reason is especially good for pro-shop use.

Willie and the other fellows in on the proposition haven't decided what the price of the material will be. Any of the boys who want more dope on the material should write L. S. Rounds of Arthur Kuder, Inc., International Bldg., New York.

Golf Register, instruction and practice device used and sold by many well-known pros, scored strong at the conventions of the American Physical Assn., and the National Recreation Assn., where it was demonstrated this summer.

More than 3,000 physical directors

VELVET BENT

"The King of Turf Grasses"

Again we will have limited quantities of the PURE SEED of this most valuable grass. Ideal for working into your present turf, or for starting Turf Nursery or New Greens.

Prices on Request

S & W Grass Seed

of "Known Quality"

Tested for Purity and Germination

We adopt formula to your conditions. Sow in late summer or early fall for best results.

Write Now for Low Fall Prices

Stump & Walter Co.

SPECIALISTS IN GOLF GRASS SEEDS,
FERTILIZERS AND EQUIPMENT

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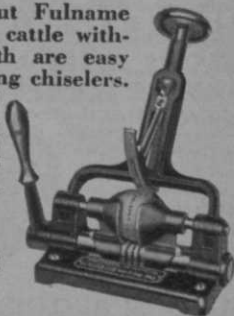
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Golf Balls without Fulname Marking are like cattle without brands — both are easy prey to enterprising chiselers.

Fulname Marking!
The positive branding iron. Demonstrated by actual trial — installed if satisfied FREE OF CHARGE under liberal plan.

Write TODAY for details.

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STAUDE General Utility Tractor

\$495 to \$795

Attachments only \$155 and up for Ford models T, A, B, and V-8. Money back guarantee. Write for details.

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FOR GOLF GREENS & LAWNS

1936 Crop of Seed Now Available
Purity, 89.5%, Inert Matter, 9.4%

Other Grasses, 0.9%, Germination, 88%

Inquire of your Seed Dealer, or Write
Us Directly.

Emerald Farm, Newton, N. J.
(Growers of Velvet Bent Grass Seed)

See Your Dealer About

LEWIS GOLF BALL WASHERS

Insist on Lewis Washers—for years of service and constant use. Popularity with golfers everywhere has made Lewis Washers standard throughout the world.

Lewis Washers: lots of 1 to 10...\$6.00
Lots of 11 or more.....\$5.50

Complete Tee Ensemble: Washer, tee stake, towel, waste container, tee data plate, towel and ring...\$10.65

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AERATION is the thing. Loosen up that tough soil with this fine turf conditioner. Saves fertilizer and fungicides. Increases grass growth. Revives sluggish greens. Soon pays for itself.

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Extra Long Service

Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{4}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

PHOENIX MFG. CO.
Jeliet, Ill. Catonsville, Pa.

watched the Register demonstration at the American Physical Assn. convention, and gave it high endorsement for school instruction work. Physical directors stated that golf instruction by competent pros was due to become a feature of high school athletic work.

A limited number of Golf Registers are available on a loan basis to pros who figure they would be able to sell Golf Registers to members were they able to give demonstrations. Applications for such Registers as are available on this basis should be made at once to John Stafford, Golf Register Co., Pittsfield, Mass., together with credit data. Several prominent pros are associated with Stafford in the company's operations.

Union of South African Pros has adopted the Penfold PGA ball exclusively, according to word from Milt Heymann, Penfold sales manager.

Here is the complete list of pro-groups promoting Penfold-made PGA's: England, Scotland, Wales, Irish Free State, France, Belgium, Switzerland, India, South Africa, New Zealand, Singapore, Bermuda.

A new steel group locker which will accommodate 16 persons in approximately one-half square foot of floor space per person has been made available by the All-Steel-Equip. Co., Aurora, Ill.

The new locker is called the A-S-E Unit-Robe. Incorporating construction ideas developed through 25 years of locker building, the Unit-Robe is made up of box locker units 12" wide, 12" high by 18" deep, assembled in two vertical columns



of six units each, connected across the top by a horizontal section of four units. Directly underneath is a coat hanger rod.

The Unit-Robe is adaptable to use in a great many clubs, especially in crowded locker-rooms for women. Its outstanding value is the exceptionally great amount of storage afforded in limited floor space. The component units, which can be supplied with padlock attachment or with

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Look through the ads first. You'll find just about everything to get and keep your course, pro-shop or clubhouse in top shape; and all these products you see advertised are from sound, reputable sources of supply. But if, after looking through the ads, you still do not find just the information you need, draw a line through items on the list below and mail to GOLFDOM, 14 E. Jackson Blvd., Chicago.

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Arsenate of lead
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 Bookkeeping systems
 Brown-patch preventives
 Charcoal (soil conditioner)
 Clamps, for pipe leaks
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 Containers, waste
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 Fertilizer distributors
 Hole cutters
 Hole rims (putting cups)
 Hole rims (sand green)
 Hose, water
 Humus (soil conditioner)
 Hydraulic mixers (fertilizer)
 Insecticides
 Lightning arresters
 Lime, hydrated
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 Mole and gopher poisons
 Mole and gopher traps
 Mowers
 putting green tee
 fairway rough
 Mower Blades
 Mower sharpening machines
 Peat moss (soil conditioner)
 Pipe
 perforated for drainage
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 Playground equipment
 Pumps (state capacity)

 Putting cups
 Putting paths (sand green)
 Resurfacer (Skating Rinks)
 Rollers
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 green
 spiked
 Sand green equipment
 Scythes (motor driven)
 Seed
 fairway
 green
 rough
 Seeders
 Shelters (golf course)

Skeet layouts
 Sod cutters
 Soil screeners
 Soil shredders
 Soil testers
 Sprayers
 barrel pump
 power engine
 Spike discs
 Sprinklers
 greens
 fairway
 Swimming pool information
 Tee markers
 Tractors
 Tractor tires,
 low pressure
 pneumatic
 Tractor wheel spuds
 Turf renovator
 Water systems
 for greens
 for fairways
 Water system engineer
 Weed burners
 Weed killers
 Worm eradicators

Practice clubs
 Practice driving devices
 Practice putting devices
 Prizes
 cups
 trophies
 Rain jackets
 Score cards
 Shafts
 hickory
 steel
 Shoes
 Shoe spikes
 Shoe trees
 Sockettes
 Sweaters
 Sweat shirts
 Tees
 wood celluloid
 Trap-shooting traps
 shells targets
 Underwear *

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 Bar equipment
 Bath slippers
 paper wood
 Bars
 fixed
 portable
 Bath towels
 Beer
 bottle
 draught
 Beer cooling equipment
 Cash registers
 Cheese
 Deodorants
 Disinfectants
 Fireworks
 Kitchen equipment
 Laundry equipment
 Liquors
 gin
 whiskey
 wine
 mixers
 Linens
 Lockers
 Mineral water
 Oil heaters (hot water)
 Refrigerators
 Rugs—runners for aisles
 Showers
 Shower mixers (automatic)
 Soda fountains
 Water coolers
 Water softeners

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 Women's
 Club racks for pro shop
 Gloves
 Grip dressing
 Grip wax
 Handicap
 racks cards
 Hats, duck with vizor
 Leather jackets
 Leather preservative
 Movie cameras, projectors

Club

By Club Position

Address

Town State Date

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Good Turn

Do yourself, your club and GOLFDOM a good turn by tearing out this page and returning it, filled in, to 14 E. Jackson Blvd., Chicago.

GOLFDOM, which is sent free and without obligation to operating officials of every golf club in the country, gives you lively, informative coverage of latest developments in the golf industry.

Help your club take advantage of this useful information, and also help GOLFDOM maintain the accuracy of its mailing list. Send in this page NOW!

Club.....

Town..... State.....

Number of Holes..... Is Course Private, Daily Fee or Municipal?.....

If course formerly operated under another name, write OLD name here

**PRESIDENT
(or owner)**

Address

**GREEN-
CHAIRMAN**

Address

**CLUB
MANAGER**

Address

**GOLF
PROFESSIONAL**

Address

**GREEN-
KEEPER**

Address

Please give us this additional information for our records:

Swimming?..... How Many Tennis Courts?..... Trapshooting or Skeet?.....

SEE OTHER SIDE