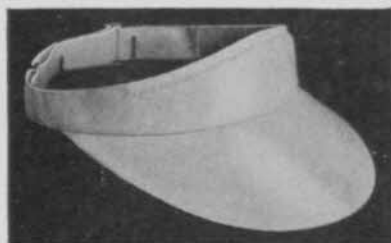


# Congo SUNHATS

## VISORS and CAPS

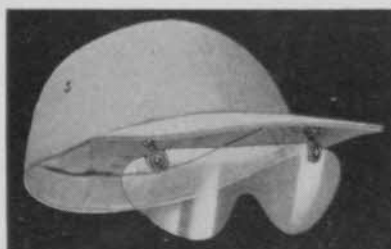
"Why Under The Sun Don't You Wear One?"



### WIMBLEDON No. 475

The perfected tennis visor . . . carefully tailored and smartly styled. Made of Topsail Cloth in colors, Twill in White. Padded forehead shield, adjustable to any size, visor underlined with green material to shade eyes and dispel reflections. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . solid or assorted colors.

**GAMESTER No. 476** — Same as No. 475 only visor is of white opaque Acetate.



### FAIRVIEW No. 432

The two-way sports cap . . . equipped with flip type Clearasite eyeshade and windshield. May be worn as regular cap with eyeshade up under visor or as protective shield with eyeshade down. Cap is smartly tailored in fine quality Stormtite Zelan Treated Poplin. Colors: Natural or Tan. Small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.

*Write for Complete  
Information and Name  
of Nearest Jobber*



### CONGO No. 101

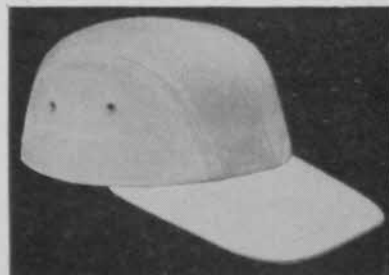
The answer to sunny days . . . this extra fine Sunhat is light, airy and cool. Made of Stormtite Zelan Treated Poplin with soft, flexible, multi-stitched brim and six airvent eyelets in top of crown. Colors: Natural or Tan. Small, medium, large, and extra large sizes . . . one dozen to the box . . . assorted sizes . . . solid or assorted colors.

**CONGO No. 100** — Same style as No. 101 in fine Topsail cloth. Colors: Blue, Green, Red, Beige, and White.



### CONGO No. 2325

The original, world famous Congo Sunhat with non-glare Pyralin eyeshade in front brim. Made of fine Duck material with airvent eyelets on each side. Well tailored and steam blocked. Colors: White or Tan. Made in small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.



### PADDOCK No. 430

A sleek, streamlined cap in colorful Topsail Cloth, also in white Twill. Styled with a long, sturdy, water-resistant visor and equipped with an absorbent sweat-band. A popular model for all outdoor activities. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . assorted sizes . . . solid or assorted colors.

**THE BREARLEY CO., ROCKFORD, ILL.**  
*Headquarters for Sunshine Headwear*

# Leveling Bumpy Peat Fairways

By O. J. NOER



Fairways on peat soil in northern regions where the ground freezes to a depth of several feet or more become a vexing problem within a few years after the golf course is completed. Newly drained peat does not settle to a compact soil until after initial decomposition has taken place. Peat has a tremendous water-holding capacity. Huge mounds develop as the water in it freezes and expands during late fall and early winter. When the ground thaws in the spring and the mounds subside surfaces become uneven. They are not bad at first but become very bumpy and uneven after a few years. The fairway mowers scalp the top of the bumps and are unable to cut grass in the low spots between them. Golf balls are hard to find because most of them lodge in the low spots and are covered by long grass. Playing anything but winter rules is impossible, and walking over the rough terrain becomes a chore.

Some of the courses in the Minneapolis-St. Paul district have extensive peat areas on fairways. The greenkeepers, and others, have experimented in search of a leveling method which would be reasonable in cost and not seriously interrupt play.

Rolling with heavy power rollers used for road work was tried with indifferent success. Covering with loam soil to a depth of several feet was proposed and tried in a small way. It was a satisfactory method except for cost.

The turf on peat fairways contains a high proportion of stoloniferous bent grass. Leonard Bloomquist of Superior Golf Club in Minneapolis decided to experiment on part of one fairway and rely upon stolons of the old bent grass sod to produce new turf on the leveled fairway. The experimental area was cross-disced with a farm disc until the turf was cut into small chunks and the surface soil was loose so it could be moved with a drag. A spike-tooth harrow, with the teeth tilted backwards, was used to level the surface. Then the fairway was rolled lightly to press the chunks of grass into the soil. Growth of the stolons was fostered by timely rains or

*(Continued on page 90)*

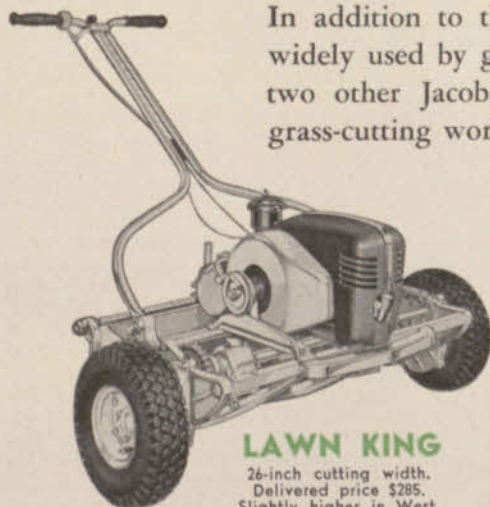
1. Bumpy peat fairway before levelling. 2. Discing two ways. 3. Thoroughly disced fairway ready for rolling and levelling. 4. Peat fairway more than six years after discing and levelling.

# Jacobsen

## POWER MOWERS

### SPECIALY SUITED FOR GOLF COURSE WORK

In addition to the Jacobsen Power Greens Mower, widely used by greenkeepers throughout the country, two other Jacobsen models are extensively used in grass-cutting work on golf courses.

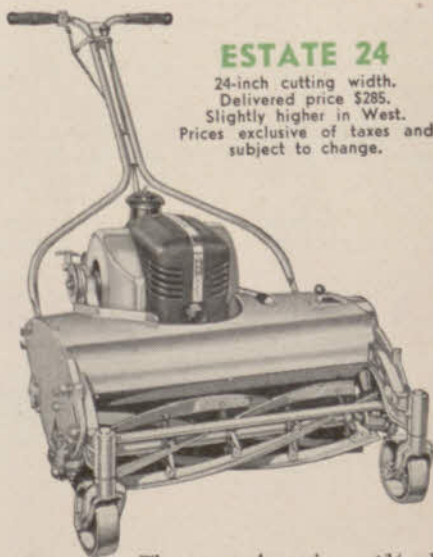


#### LAWN KING

26-inch cutting width.  
Delivered price \$285.  
Slightly higher in West.  
Prices exclusive of taxes and  
subject to change.

On open areas, hillsides, bunkers and general purpose mowing the fast, powerful Jacobsen Lawn King does the job smoothly, easily. Its capable, 1½ hp. Jacobsen engine furnishes ample power for all requirements.

Your Jacobsen distributor will be glad to give you the full story about our complete line of power and hand mowers.



#### ESTATE 24

24-inch cutting width.  
Delivered price \$285.  
Slightly higher in West.  
Prices exclusive of taxes and  
subject to change.

The smooth-cutting, 1¾ hp. Jacobsen Estate 24 power mower makes quick work of cutting tees and is a specialist on trimming jobs. With traction wheels behind cutting unit, it trims close to trees, shrubbery, buildings—greatly reduces tedious hand trimming. Differential drive permits sharp turns under power without scuffing or marring turf.

# Jacobsen

MANUFACTURING COMPANY\* ★ RACINE, WISCONSIN

SUBSIDIARIES

Worthington Mower Company, Stroudsburg, Pa.; Johnston Lawn Mower Corporation, Ottumwa, Iowa

# Get The Woman's Slant in for Pepping-up Sales

By HERB GRAFFIS

"Umps" Clark, in his shop in that part of the Miami-Biltmore which the government has turned over to the city of Miami, watched a golfer look over a display of hats, caps and visors on a table. The man had come in, picked out a hat, tried it on and had turned to walk to the cash register to complete the sale. Just then the fellow's wife arrived. She got him back to the display and the customary quick purchase by a man was transformed into a 15-minute shopping inspection and discussion piloted by the wife.

After the sale had been made "Umps" said: "That's what's happening more and more in pro shops all over the country. At private clubs as well as at public courses buying is done more carefully because the women are stronger in the picture. Pros have no reason for complaints about this. If their merchandise is good and priced right and displayed well, the women find out quicker than the men that the pro shop can compete with the down-town stores on quality and price and often beat them in new style items.

"What's more, the pros' own wives by guiding their husbands in the sort of apparel to stock, how much to pay and what sizes and how much to have in the inventory, have accounted for new millions in pro shop income."

There was a lot more along that line that "Umps", Jim Foulis and I discussed as we watched people come into the shop and buy—or what caused more study—not buy.

A few days later I ran across Wilford Wehrle's wife looking around a pro shop while Wilf was talking to some pros. This bright young woman drew a five-figure salary as a buyer of women's wear before she got married.

Her comments on pro merchandising were especially interesting as the thought of one who had succeeded in a keenly competitive business.

## Price Tags Make Sales

"A lot can be done in increasing sales to people who just walk into pro shops to look around, mark their handicap cards or buy a few balls or a package of tees," she said. "In the first place there aren't near-

ly enough price tags prominently shown. You hear pros mentioning increased buyer resistance. Many people think that prices have gone up higher than actually is the case in pro shops and unless the pro shows how much merchandise costs he is sure to lose many sales that might have been made simply by answering the important but unasked question with a price tag."

I checked up on that point by asking a number of pros and with very few exceptions learned that the failure to put price tags on merchandise was due either to sheer neglect or an obsolete idea that prices displayed on pro shop merchandise diminish the "class" look of the place.

This is something I discussed with members of several Florida clubs where the members are wealthy far beyond the average. Men I talked to told me that with the income tax situation what it is these days and club bills plenty high even the loosest spenders are more price-conscious than they've been before. My impression after talking with them was that now the price tag is a very important item at the top private clubs as well as at the pay-as-you-play courses.

One of the noted pros who has been at wealthy clubs as well as at clubs where members' income is average for a good club told me one time that the rich always are hard to sell to. He explained that whatever a wealthy man had he was sure was the best he could get, even if it was a hickory-shafted club the man bought 20 years ago. About the only way this pro or his assistants could sell these smug prospects was to let them use clubs and get results they'd never had with the old equipment.

## Why Miss Price Appeal?

Maybe price wouldn't be a factor in such cases but 99% of the time it is. So why should a pro pass up the 99% when price tags that are attractively designed can be used at such low cost? A pro in upper New York state told me one time that he figured price tags on every item of merchandise in his shop accounted for an increase of \$2,000 a season in his sales. It's time again to think and act about

showing in your shop the prices of your merchandise.

The best job I ever saw done in this way is done by Paul Scott at Griffith park municipal courses at Los Angeles. Scott has price tags bearing, in addition to the price of the item, code data in small figures that enable him to keep an exact perpetual inventory. Without much book-keeping effort Scott and his staff at the close of each day's business know exactly the status of the stock and can tell what to re-order and what isn't moving and needs a push.

#### Educate in Price Differences

Besides the price tag factor Mrs. Wehrle brought out another point that may register with pros. She said that pros aren't doing enough to educate buyers in the reasons for differences in prices of clubs. She said that she was amazed, when listening to her husband and pros talking about club design and construction, to learn how many differences there were between clubs.

She isn't the only one who can't tell the difference at sight between a club that costs \$7.50 at retail and one that retails at \$17.50. A lot of pros can't do this and it's not often done by shop assistants. But the difference exists and for good reason. Manufacturers don't make a club then slap on the first price they happen to think of. The selling cost is as small as they can charge and still get by with a profit.

The young business woman suggested that a booklet describing in interesting and concise detail the mechanical features of the club be attached to the club or set. "Or, if the factory doesn't supply such leaflets or booklets, there is nothing to prevent the pro writing his own description and having typewritten or carbon copies attached to the clubs so the prospective buyers may read, inform themselves and arouse purchasing desire while they are looking around the shop," said Mrs. Wehrle. "There are too many wasted opportunities for sales around pro shops."

That could be, although pros these days are pretty much alert to anything that will help make sales. Much of this increased awareness of merchandising needs is the result of a pepping-up of display and selling that came when pros went away to war and their wives had to run the shops. That operation by women, about as much as anything else, put pros good and strong into sports apparel merchandising. The women know materials, workmanship and values of apparel. They are responsible for the standard of pro shop apparel stocks now generally being higher in style appeal and better in value than stocks at the down-town shops where

the retail buyers are men who are not informed or fussy about real values.

When that wartime influence of women in pro shops was beginning to get strong I thought there might be a tendency to make the pro shops too fancy and lose the subtle masculine appeal. But everywhere a pro's wife had something to do with the shop I saw the shop looking brighter, cleaner, more orderly and more appealing to men, as well as to women, golfers.

#### What to Spend on Shop?

Most pro shops are difficult to fix up to the extent needed for effective merchandising. Paint, lights, curtains, new display fixtures (especially tables) and rugs will do a lot. Sometimes the pro hesitates to spend on the shop the money that's needed to make it look like every detail of the club property should. He can spend his own money, representing the profit on a considerable volume of sales, and then have club politics as engineered by a couple of members, prevent renewal of his contract. Just what percent of a pro's prospective profit can be justifiably spent on shop improvements that a pro can't take with him always will be debatable. But that, like many other phases of pro merchandising, comes closer to solution when the pro talks the situation over with his wife.

Get your wife interested in your pro shop selling problems and she'll be able to give you a lot of valuable advice. The greatest experts in the world keep trying to sell her. They've educated her at your expense. Get some of it back.

#### Crosby Honored



The "Bing" is inducted into "the most exclusive golf club in America" (membership is limited to golfers who have made holes-in-one) as he receives medal from Ivan Brisbine, western golf ball mgr., U. S. Rubber Co., for shooting hole-in-one on the tough par 3 hole on Cypress Point Course.

# PRE - SELLING

and what it means to your business

Today Wilson golf clubs and balls are being *pre-sold* to your potential customers by means of Wilson's greatest national advertising campaign. Such pre-selling means that you don't have to spend *your* time building acceptance and demand for Wilson golf equipment. Your customers *know* the name — and they readily buy Wilson equipment. Take

full advantage of this powerful pre-selling campaign in such national magazines as the SATURDAY EVENING POST, LIFE, ESQUIRE, GOLFING and others by featuring Wilson golf equipment in your shop. Wilson Sporting Goods Co., Chicago, New York and other leading cities. (*A Wilson & Co. Inc. subsidiary.*)



# Wilson

The *LAST WORD* in golf equipment

**NO OTHER NAME IN GOLF**

**EQUIPMENT HAS BEEN**

**SO THOROUGHLY**

**PRE-SOLD**

**NO OTHER NAME IS BEING SO**

**THOROUGHLY PRE-SOLD**

*It pays to grow with WILSON*



# Bermuda Green Maintenance Methods Detailed



Hal Lindsay, Ray Spangler, Col. Lawson and R. H. Green play out on the 18th green of the Druid Hills GC (Atlanta) made playable the year round by the use of Bermuda grass during summer months and winter rye grass during the season between frosts.

## By EVERITT A. SHIELDS

Greenkeeper, Druid Hills Golf Club, Atlanta (Ga.)

Bermuda grass grows wild all over the south. I could only guess at the number of distinctly different strains we have. Bermuda is a permanent grass once it is planted in a given section, if you give it half a break. Many of the strains are very hardy, and farmers, or small time gardeners will tell you that it is impossible to kill by any method. Of course, trying to grow and trying to kill grass are entirely different things. You can do either that you care to if you will give the matter some thought.

We use Bermuda for almost every purpose. An acre can be sprigged with stolons and be made to cover within one year. Many of the strains put out long runners which intermingle and thereby make for a cushiony surface for fairways, tees, trap banks, washes in fairways or roughs. It will grow anywhere. We cannot tolerate a grass on a putting surface that puts out long runners, or becomes stubby, or bristly. There are as many methods of getting away from this condition as there are Bermuda greenkeepers. This is my method.

We use Bermuda for our greens only during the regular growing season—be-

tween frosts. I would like to have you think about what we do during the off season of Bermuda, and how we grow Italian rye—or common rye grass in the Bermuda greens so-called, off season. I feel that an explanation about our winter rye is important as we grow grass 12 months a year.

### Two Types of Greens

Many of our courses in my section of the south get by this problem by having two distinct or separate sets of greens: one for Bermuda, and another for this winter rye. On courses that have two sets of greens, most Bermuda grass greens are covered during the winter season with pine straw to keep out foreign weed seeds, to minimize freeze injury, etc. There is also the advantage of having the greens come along a little faster during the spring, since the covered area, being sheltered from the weather and elements, will sprout beneath the straw, often put out long runners, which must be removed.

On courses that use only the one set of greens, such as ours at Druid Hills GC, Atlanta, it is necessary to estimate your season so you will have a putting green for the entire 12 months. Bermuda, remember, is principally a summer grass. We plan to have Bermuda greens as soon after the first of June as we can. The season extends until the middle of October or the first killing frost.



In using the one set of greens system, it is necessary for us to sow rye the first week in October—in a regular season, whereby we will have a putting green throughout the winter playing season. Our course is seldom ever closed down, and if so, just for an occasional few days during a winter. This should give you a better picture of what we have to contend with in the south. The aforementioned rye grass has to be nursed along all winter, and requires much more attention than the summer grass, Bermuda.

Few greenkeepers, if any, are able to provide an A-1 rye green throughout its growing season, all the way around his golf course. Everything we do to our greens during the rye grass season is weighed with what it will, or could do, to the Bermuda grass which is beneath. Bermuda will start breaking through and intermingling with the rye about the middle of March (all assumptions being made on a regular season approximation). You being qualified as a greenkeeper will know what I mean. There is always the exception, somewhere on your course.

#### Protect Against Disease

By the 10th of April our greens will be doing nicely, and will become stronger daily. About the 1st of May, when the temperature gets around 70 degrees, we begin to wonder if our rye will hold out until the Bermuda has caught up sufficiently to give our members a good putting surface. We usually have a wet spring. A good shower falls quite often in the morning. Then the sun will come out and the humidity is another worry for us. It is during this period of the spring that we have to give a lot of thought to brown patch, dollar spot, rust, algae, and sour conditions. Diseases should be treated ahead of an estimated attack—otherwise the disease will go from the rye grass into the Bermuda, and even if it doesn't bother



Number 9 green being poled for dew, heavy on southern courses during spring and summer months, to avoid onset of brown patch, dollar spot, rust, algae or sour condition as temperatures rise.

too much on Bermuda during the summer season, next fall you will have trouble getting the rye seed to germinate.

In using the one set of greens system we have one of two grasses growing requiring fertilizer during the entire year. In explaining our procedure I will refer back to the October planting of rye grass, because it is so important to you, if you want the complete picture.



EVERITT A. SHIELDS

During the winter season we are actually getting our surfaces in the proper condition for the expected Bermuda in March. I sow rye grass, on the one set of greens system of maintenance, at the approximate rate of 40 lbs. per 1000 sq. ft. of green, the first week of October. It is toppedressed in. This amount of seed gives us a putting surface.

#### Fertilizing Practice

Since the Bermuda is active at the time we sow the rye, we do not fertilize the greens immediately before we plant, nor for approximately 30 days after planting. We figure on a good fertilizing in November, trying to get a break in the weather. By this time we have had a killing frost, and the Bermuda is dormant. We use Vigoro on this application, hoping that the young grass will store up enough energy to last it through December and January—our worst months. We use from 10 to 12½ lbs. per 1000 sq. ft. of putting surface.

This is broadcast lightly into the green criss-crossing to avoid skips, then, too, the men are more cautious if they know that they have to cover the entire green with their allotted bucket of fertilizer. After this application we water the green with a hand sprinkler. The first time over we sprinkle lightly with the nozzle well elevated whereby we get a rain reaction onto the grass. We are able to get our fertilizer down best this way. We go over the green a second time with the nozzle, this time we give the green a good soaking, but not puddled. It is necessary to double back



Hillsides, slopes, uneven ground, the Fairway mower handles them easily. This 7-gang unit is working with the rugged, powerful Worthington Chief tractor developed especially for fast, efficient hauling of gang mower units.

## KEEP FAIRWAYS in top WORTHINGTON FAIRWAY GANG MOWER

Keeping fast-growing golf fairways in top-playing condition is no problem when you put a Worthington Fairway gang mower on the job. Big capacity, clean cutting, rugged, it does the job quickly, efficiently and at low cost. A 7-gang unit has a cutting swath of 16 feet, and at a tractor speed of 6 m.p.h. will cut fairways on the average 18-hole course in 8 hours. This big capacity mower not only saves money through reduced labor cost but also provides the golfer with better fairways because of the smooth, even cut.

The new Worthington roller is another example of Worthington engineering. This new type roller is fitted with a New Departure conveyor bearing

which is lubricated for the life of the bearing with water repellent grease—completely sealed against dirt, dust and foreign matter.

Worthington gang mowers are available in 3, 5 and 7-gang sizes. The special Worthington convertible frame feature permits rapid conversion to the various sizes by merely adding or withdrawing units. Thus a 7-gang unit with a 16 ft. cutting swath can be reduced in a few minutes to a 3-gang unit with a 7 ft. swath for work in confined areas.

For full details on these modern Worthington gang mowers see your Worthington distributor or write for descriptive literature.

## WORTHINGTON MOWER

*Subsidiary of Jacobsen*