



# NEWS LETTER

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There is no business, no avocation whatever, which will not permit a man, who has the inclination, to give a little time, every day, to study.

—Daniel Wyttenbach.

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**JANUARY**

**1937**

This NEWSLETTER is published monthly by the Greenkeepers Club of New England, and sent free to its members and their Green's Chairmen. Subscription price ten cents a copy, or a dollar a year.

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January, 1937

Vol. 9, No. 1

### ANNUAL MEETING

The annual meeting was held at the Hotel Statler, Boston on January 4th. Reports of officers and committees were presented. The following were elected to office for 1937:

President ..... Robert A. Mitchell  
1st V. Pres. .... John L. Counsell  
2nd V. Pres. .... T. W. Swanson  
3rd V. Pres. .... Homer C. Darling  
Secretary ..... Philip I. Cassidy  
Treasurer ..... Frank H. Wilson  
Trustee 3 years ... Charles W. Parker

#### Entertainment Committee

Leslie Wildgust Harold A. Mosher  
Samuel S. Mitchell Lloyd G. Stott  
Paul G. Wanberg

#### Golf Committee

Arthur Anderson Paul F. Hayden  
Thomas T. Mattus N. J. Sperandio  
Nicholas Bruno

#### Auditing Committee

George Rommell Joseph Johnston

The speaker for the meeting was Mr. Ralph Underwood of the New England Council. Mr. Underwood spoke in part as follows:

I am not going to bore you with ancient history concerning the recreational development movement in this region, but will confine myself to reporting on the New England Council's 1936 All-New England Recreational Advertising and Publicity Campaign.

The purpose of this campaign obviously is to maintain and increase New

England's annual income received from persons from outside New England who come into these states each year for the sole purpose of relaxing and having a good time. The money they bring here and spend is so much velvet and amounts to about one half a billion dollars each year. Our efforts are confined almost entirely to getting people from outside New England to come into this region for their recreation and to working with various recreational interests to see that the proper facilities are available to satisfy these guests of ours when they get here.

For a period of several years the New England Council has been advertising the recreational assets of New England with funds raised from private sources. This work has been done so well that last year an additional \$100,000 was made available by legislative action of the six New England states to be expended under the direction of the New England Council to promote recreation in New England. This is the first time in the history of this country that six states have appropriated money for a joint advertising effort and we consider it a real tribute to the work the New England Council has already done in the field of recreational development. This enlarged fund has enabled us to place our promotional activities on a year round basis and work for the development of New England as a year round vacationland. The rapid development of winter sports in New England, for example, has not come of itself. It has required promotion and publicity and the New England Council has been very active in this effort in addition to promoting summer recreation.

In telling the rest of the country about New England as a vacationland every type of media has been used.—Nationally circulated magazines, radio, the principal newspapers on the eastern seaboard outside of New England and in Chicago. Since our principal aim is to bring in people from outside of New England, no money is spent in New England newspapers or for other media reaching only New England people.

Our primary market for the sale of New England vacations is New York City, and that area outside of New England lying east of the Mississippi and north of the Ohio River including eastern Canada. This area is covered intensively in our advertising and publicity. The remainder of the United States and Canada which we consider

our secondary market, is covered only by the coverage of national magazines.

This most recent campaign ran from September, 1935 to October, 1936, or throughout a period of one year and featured fall travel, hunting and fall foliage, winter sports, spring fishing, school openings and then the summer season. In addition a supplementary campaign was carried on during August to increase travel in this area after Labor Day.

Besides the purely paid advertising our own publicity department has been active throughout the whole period of the campaign with activities supplementing the advertising copy. Such activities as news service, feature service, picture service, writers service, speakers bureau, radio and posters have all served to support the said advertising in newspapers and magazines. Moreover our own advertising was further strengthened by the cooperation of private business concerns who featured New England vacations in their own advertising.

Now you may say—what tangible results were realized in 1936 from these many promotional activities?

Of course, we don't know about all the persons who were influenced by our advertising and who came to New England as a result of it. We do know about some of them, however. There were 27,000 people who took the trouble to tell us they had read our advertising and were coming to New England for their vacations. They told us that on the average they planned to stay at least 18 days and to spend about \$26.00 a week for accommodations **alone**.

If we conservatively estimate that each of these persons spent \$100.00 in New England, then we know that our advertising brought in at least \$2,625,000 to New England this past year.

Furthermore 11,800 of these people told us they were coming to New England for the first time. 11,800 new customers. \$1,181,000 in new business.

These figures are based on definite information. How many more were similarly influenced we don't know but probably a considerable number.

We do know that 98,000 persons who saw our advertising were sufficiently interested to write and ask for more information—98,000 potential customers. Each of these was written a personalized letter and furnished with sales and descriptive literature about New England.

Lists of these inquiries were also furnished to the state development organizations and to subscribers to the advertising fund for further follow up.

The campaign has placed an invitation to visit New England before approximately 65 million people—40 million advertising messages. It has made this large audience more receptive to the supplementary advertising of the several New England states, communities, hotels, transportation agencies, oil companies, etc., all of whom are interested in promoting recreational travel.

The cumulative results of five years of promotional effort were very evident this year and the New England Council is becoming definitely established in the mind of the traveler as an authoritative source for important information concerning New England.

The campaign secured for New England recreation hundreds of thousands of dollars worth of publicity—valuable space that can't be bought—hundreds of editorials, pictures, news items, and magazine articles. This sort of publicity is probably equally as valuable to New England as the amount expended for advertising space.

We distributed more than 700,000 pieces of promotional literature about recreational New England and the bulk of this distribution was made direct to the prospect, not uncontrolled hand outs.

We feel, and, we are supported in this belief by substantial interests throughout New England, that this campaign which has operated during five years of sub-normal business activity has produced such tangible results that we hope to increase our recreational development activities during 1937.

This coming year promises to be the most prosperous year that New England business has experienced since 1929. A sustained recovery has been in progress since the spring of 1935 and seems likely to continue. All types of industry, trade and commerce will join in the upswing and along with these our recreational business.

You people here are interested in a particular kind of recreation. A kind of recreation that was extremely popular before the crash and which reached a peak of interest with not too much organized promotional activity. Golf took it on the chin very definitely during the depression for a good many reasons. Time is too short to examine

these reasons in detail now. In my opinion golf will not regain the peak of interest it reached in 1927-8-9 without some rather well organized promotional effort directed and financed by those who are most closely tied to the game. Too many competing attractions have developed with well organized advertising and publicity pushing them along.

You people, it seems to me, must take similar action if you are to get your share of the recreational dollar. Offhand I should say that you must go after the mass market more strenuously than you have in the past. The detail of how you will do this you yourselves must work out making use of the best advice you can obtain from those who have made a business of this sort of promotion and whose experience is invaluable.

From your name you are a New England-wide organization. I would suggest that if you really want to promote interest in the game of golf that you organize a development committee representative of all sections of New England. Having such a committee organized, I am sure that if you came to the Recreational Development Committee of the New England Council and said "We are organized and ready to go ahead with a program of stimulating interest in the game of golf. We would like the advantage of your experience as a starter. How about it"? If you do that, I can assure you we will be glad to lend you every assistance we can.

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It is with extreme regret that we announce the death on December 28th of Mr. I. C. Judkins of Needham. Mr. Judkins was for many years Chairman of the Greens Committee of the Needham Country Club, a frequent visitor at our meetings, and a friend to all greenkeepers. We shall miss his presence and counsel.

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The Ponkapoag Golf Club in Canton is doing the preliminary work, clearing and drainage, on a third nine holes. This work is being done as a WPA job under the supervision of Capt. Joseph Rooney, with the designing and layout by Donald Ross, who also designed the present 18 hole layout. It is expected that actual construction will start in the Spring.

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## PRESIDENT'S REPORT

To the members of the Greenkeepers  
Club of New England

Fellow Members:

It is nice to hear people say that things are getting better all over the country, especially to know that New England is among the leaders and that we may not hear so much about reduced budgets, as golf, the past season, has taken on renewed life.

In turning back the pages covering the past twelve months, I would like to touch briefly on a few things that have passed. I think my first words to you members as your president, were to urge you to attend our meetings and let loose your thoughts, but it seems we must still find some other way to pry out your ideas.

I feel that the Greenkeepers Club made a step forward when they decided to sponsor the afternoon program and booth at "Amherst" last year. A great deal of favorable comment was heard on our clubs activity at the past conference. I hope it may continue.

The fourth annual dinner of the Service Section of the Massachusetts Golf Association and Greenkeepers Club of New England at the Woodland Golf Club was the second step forward when we made our first presentation of the John Shanahan Memorial Award of Merit for 1935 to the Massachusetts Golf Association. To me it is the spirit and interest of always looking ahead which will keep us all eager for greater things and help in our many duties.

Our membership is not at the highest peak at present due to the hard times of the past few years, but I feel sure the New Year will see our membership back to and pass our old mark. And this can be done if each and every one will get busy. I would like to make a plea to ex-members who have dropped out for one reason or another to get back in the group. We need you. We may be able to help you. One member, Carleton Treat, moved from New England, but we shall not forget him as one of the hardest workers for the good of our club.

The annual John Shanahan Memorial Tournament was well attended at Brae Burn Country Club and what a grand offer on the part of this club to have

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this tournament held there annually. Every greenkeeper should be proud. This alone is another incentive to go forward.

Our second annual Frolic was well attended and the club has tried to give the members what they want.

The new project along experimental lines, that the club is now working on, shall be, if successful, the greatest step forward undertaken by any organization for the advancement of better turf and soil conditions and I urge you, one and all, to get behind your committee and make this venture a success.

The Newsletter has come through the year with flying colors and Mr. West and Mr. McCormack are to be congratulated on their splendid work. This monthly leaflet has made a spot of its own, let us try to help the Editor more.

In conclusion I wish to thank the directors, all committees and fellow members for their untiring efforts in guiding our steps in the right way and to the incoming president I extend my best wishes. It has been an honor to act as your president. Please accept my humble thanks.

Respectfully submitted,

HOWARD D. FARRANT,

President.

January 4, 1937.

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### PRESIDENT'S MESSAGE

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I wish to take this opportunity to thank the members of the Greenkeepers Club of New England for the honor of being elected to serve them as their President.

As a Charter member, I have continued in the practice of Greenkeeping during the life of this organization. This association was a pioneer in the organizing of greenkeepers, and our State College was a pioneer in the organizing of Winter Schools for Greenkeepers.

Compared with the various past activities of our Club, the move to get an appropriation to start research and experimental work on turf grasses at the Waltham Field Station of the

Massachusetts State College, is, I believe, the most important piece of work we have ever attempted.

The members who have done the initial work and are continuing it deserve great credit.

If it is carried thru to success, it will be a great measure of progress towards our objective, the furtherance of the good of Golf.

As President-elect I feel that I have a great responsibility to do all I can to help carry thru this project.

Let us all do all that we can to help, so that it will not fail from lack of support that might have been given. There are other projects that are much worth while to be attended to, but this is the urgent interest of the hour.

Robert A. Mitchell.

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### R. I. ASSOC. MEETING

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The R. I. Greenkeepers Assoc. met on January 18th at the Narragansett Hotel, Providence. A large part of the business meeting was devoted to discussing the possibilities of getting an appropriation from the R. I. Legislature for further turf work at the Rhode Island State College. The Association went on record as in favor of such work, and voted to petition for it this year.

For the educational program, various members talked on subjects of interest. Guy West spoke on "What the Depression has Taught the Greenkeeper", Martin Greene on "Opening the Course in the Spring", R. Wallace Peckham on "Labor Management", Dr. L. E. Erwin on "Diseases and their Control", Woodworth Bradley and Mr. Patt on "New Equipment". The principal address was given by Dr. De France of the State College, and is appended.

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The Eleventh Annual National Greenkeepers Convention and Golf Show will be held at the Wardman Park Hotel in Washington, D. C., February 2nd to 5th inclusive. Chairman F. W. Ermer of the Show Committee reports that it will be the largest convention for several years.

## WHAT IS NEW IN WEED CONTROL?

Compiled by J. A. DeFrance

Results of R. I. Experiment Station,  
Kingston—Jan. 1, 1937

### Control of Weeds on Greens

An abnormal number of crabgrass plants appeared on all plats during June of 1932. No doubt these came largely from the use of weedy compost. Plans have since been made to sterilize the compost with steam. Steaming was begun in September, 1932, and will be continued in the hope that the weeds or grass seeds in the compost may be eliminated. The apparatus used for sterilizing the compost consists of a tip body fitted on the rear wheels of a wagon running gear. It has a wooden cover which clamps on tightly. This body can also be used on a Ford chassis. It is fitted with perforated galvanized pipe and connected by a short length of steam hose to a steam boiler. Roughly, with a pressure of 60 pounds, it requires 30 minutes to steam a load of compost.

Twice as much time was required to weed the crabgrass out of the seaside creeping bent as it took among the velvet bents. The better strains of creeping bent were more economically weeded than the colonial and seaside bents. Mountain Ridge and 14,276 were most easily weeded of the velvet bents; Rhode Island colonial bent among the colonials, and Metropolitan and Flossmore in the creeping bents. It required more than fifty times as long to weed the crabgrass out of Columbia creeping bent as it took to do the same job on Mountain Ridge, a velvet bent. This can be explained on a basis of the difference in the density of turf.

Clover may be largely eliminated by the use of fertilizer carrying more nitrogen than phosphorus and potash and by applying adequate amounts of nitrogen. Sulfate of ammonia has been found very effective in the control of clover, possibly as a result of the acidity produced as well as by the burning. In general weeds will be found more readily controlled by the use of sulfate of ammonia or ammonium phosphate than by the use of other common nitrogen fertilizers.

## Control of Weeds on Fairways and Lawns

### General Control Methods

Chickweed and practically all the weeds except crabgrass have been controlled by the soluble and toxic aluminum of the soil in highly acid plats. However, it is more desirable to kill weeds without resorting to highly acid soil conditions, especially on a Kentucky bluegrass turf. Fall dandelion and crabgrass are shown to be capable of growth in medium-acid to highly-acid soil in which soluble aluminum is usually present. Most of the other weeds are less tolerant of aluminum than is colonial bent.

### Individual Control Measures

Arsenate of lead as compared with iron or aluminum sulphate.

Arsenate of lead was applied in 1932 at the rate of nine pounds mixed with three pails of soil per 1000 square feet. Iron and aluminum sulphates were applied in May and August 1932 at the rate of three pounds and in 1933 at the rate of one pound per 1000 square feet and were not removed from the leaves by watering since moderate burning was desired. The arsenate of lead reduced the weeds much more than the iron or aluminum sulphates. The turf was not injured by the arsenate of lead, but was slightly injured by the iron and aluminum sulphates. The latter reduced the vigor of the uncomposted acid turf, and the iron sulphate caused a temporary unsightly black appearance.

The effect of the arsenate of lead was more pronounced on the acid turf as the chickweed was completely killed the first year after treatment and remained out during the four succeeding years. Chickweed and other weeds were less completely killed in the neutral and basic plats and have begun to creep in again. Very good results were secured with the arsenate of lead at a cost of approximately one dollar per 1000 sq. ft. of area for the material.

Caution: Handle arsenate of lead as you would any other highly poisonous powder. Mix in the open and do not inhale the dust. There is little danger during or after the spreading if it is mixed with damp sand or soil. Obviously, children must be warned about applications of this poison.

Arsenate of lead vs. Sodium arsenite: In April, 1935, sodium arsenite was ap-



**THE SIGN OF GOOD SEEDS**

Blue Grasses, Colonial Bent, Seaside Bent, Velvet—B. P. I.  
14276 and Highland, New Crop Chewings Fescue, Fine  
Leaved Fescue, Red Top and all Fine Grasses.

CLEAN

WEED-FREE

HIGH VIABILITY

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GRASS SEED DIVISION

**F. H. Woodruff & Sons**  
MILFORD, CONN.

FOR SPACE AND RATES

IN THIS YEAR'S

NEWSLETTER

WRITE

**JAMES McCORMACK**

Business Mgr.

450 William Street

Stoneham, Mass.

NEW ENGLAND GROWN

Winter-hardy, Acclimated

**BENT SEED**

for

**New England Golf Courses**

Direct from the farms of

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**A. N. PECKHAM**

KINGSTON, R. I.

The advertisers pay for your NEWSLETTER; deal with them.

plied at the rate of 4 ounces in 10 gallons of water as a spray and the arsenate of lead at 10 pounds mixed with soil, per 1000 sq. ft. The amount of water could have been reduced to 5 gallons per 1000 sq. ft.

The sodium arsenite injured the turf temporarily and this injury may have allowed more crabgrass to come in. Arsenate of lead had no injurious effect. The treated areas had a higher seasons rating than the checks.

The sodium arsenite killed the mouse-ear chickweed in approximately one month's time. By August the arsenate of lead subplots were relatively free. The control of chickweed as an average of all subplots was 88 per cent for the sodium arsenite and 86 per cent for arsenate of lead.

Crabgrass was more prevalent where sodium arsenite was applied but greatly reduced by the arsenate of lead treatment. It is believed that the arsenate of lead delays the germination of the seeds for some time.

Crabgrass has been a difficult weed to combat. The control of applying arsenate of lead is relatively new. As an

average of all plats the control was 80 per cent. Greenkeepers have been using this material for the control of chickweed and earthworms for several years. There is no assurance that it will be successful on crabgrass in other sections of the United States.

The control of weeds during the season was 66 per cent for arsenate of lead and 32 per cent for sodium arsenite. Sodium arsenite, applied in the fall rather than spring, would probably not injure the turf and hence not allow the entrance of crabgrass. It is a herbicide of great value for other weeds also and is very cheap. The material to treat an acre costs (in 1936) only one dollar at the rate given above. (4 oz. in 10 gals. water).

**Caution:** Sodium arsenite is extremely poisonous and must be as carefully handled as arsenate of lead. It is a wise precaution to cover the mouth and nose with a handkerchief if much spraying is to be done.

**Sodium Chlorate:** This is a very effective general weed killer. Two pounds per 1000 sq. ft. applied mixed with soil eliminates the weeds and also causes serious temporary injury to the grass. It should be applied at the time fertilizer is applied and in cool rather than warm weather, preferably before or during the seedling stage of the crabgrass.

**Kerosene (water white):** This rather unusual weed killer has been found to kill dandelions in the middle west with only temporary injury to the lawn grass. It is applied at the rate of 4½ to 7 gallons per 1000 sq. ft. in frosty weather.

**Spotting:** The application of a teaspoonful of sulfate of ammonia to the crown of a weed such as Dandelion or Plantain is one method of spotting weeds. This can be done, while walking over the lawn with economical applicators which are on the market. Another method is that of injecting acid into the crown by means of an applicator.

**Digging:** The old reliable method is highly effective and if carried on in moist cool weather is not harmful to the lawn grass. In the Spring, as soon as the frost is out of the ground and the soil loose and moist, is the time to lift weeds, particularly the mat forming and tap-rooted kinds.

**Fertilizing:** It is surprising how few common weeds can compete with grass

When a country club seeks the services of a greenkeeper it is faced with the tedious task of investigating the records and references of numerous applicants, many of whom lack the proper qualifications.

Our Employment Committee offers a happy solution to this problem by placing the country club in contact thru written application or personal interview, with men whose qualifications fit them for the particular position to be filled.

Guy C. West, Chr.



when properly fertilized. This method will work wonders in the sparsely grassed, neglected lawn. As little as four pounds of nitrogen have been applied in a complete fertilizer per 1000 square feet in a season with beneficial results. One pound at a time was applied with a rain between each dose.

Preventive measures: A good program of turf management is the best security from the invasion of weeds.

(1) Clean cultivation of the seed bed area before planting; (2) seeding in autumn or early fall; (A lawn properly planted in Autumn usually remains relatively free of weeds if well maintained); (3) the use of pure seed; (4) the use of clean topdressing which is free of weed seeds and rootstocks (this may be accomplished by sterilizing the soil with heat such as steam or electricity or certain chemicals); and (5) proper and ample fertilization, all tend to prevent the entrance of weeds. If any of these measures are neglected, the weed problem is quite apt to become serious. Occasionally, annual and biennial weeds occur in a fall seeded lawn, however, most of these will be killed by frost or under close cutting in the spring. It is much easier to prevent weeds than to drive them out.

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### TURF GROWERS SEEK AID OF STATE COLLEGE

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Senator A. W. Hollis of Newton has filed a bill in this year's Legislature providing for an appropriation of fifteen thousand dollars for experiment work and scientific research in fine turf and lawn grasses and a study as to the maintenance of such grasses, and the construction and originally equipping of buildings to carry on this work at the Waltham Field Station of the Massachusetts State College. This bill is sponsored by the Massachusetts Greenkeepers Association, whose committee is headed by Frank H. Wilson of Newton.

The work which is desired is in the interest of all who grow turf, from the greenkeeper with his fine, closely clipped putting greens, to the home owner with his small lawn. It would interest the men in charge of parks, playgrounds, athletic fields, cemeteries, and estates. It would be of help to the more than

half a million home owners in this State with their lawns of varying sizes.

The sponsors of this bill report a vast number of difficulties which beset the turf grower, among which are turf diseases such as brown-patch and snow mold, chinch bugs, white grubs, sod webworms, problems of fertilizing, soil treatment, irrigation, etc.

The idea of experimental plots and laboratories for the study of fine grasses and turf problems is not new. The Green Section of the U. S. Golf Association working with the U. S. D. A. has for over fifteen years done such work. Several colleges and experiment stations, notably State Colleges in Pennsylvania, New Jersey, and Rhode Island, have done considerable experimental work on turf problems. The Massachusetts State College at Amherst has done some work already. The work desired at Waltham would not duplicate any work already done, except where the results obtained might differ because of different soil and climatic conditions; but, would supplement work that has been done and also initiate new experiments.

The sponsors ask that this work be started at Waltham, where experimental work is being done for florists, market gardeners and fruit growers, because of the fact that the Field Station is so easily accessible to the whole eastern part of the State. It is estimated that seventy-five per cent of the people of the State live east of Worcester.

By the success of this bill, the Waltham Field Station can save the people of the State an immense amount of money by diagnosing soil conditions, recommending seed mixtures to fit these conditions, giving directions for the proper fertilizing of lawns, advice on weed control, disease and insect control, and buy further experimental work on demonstration turf plots.

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The Ninth Annual Short Course in Turf Management will be held at Rutgers University, February 15-20th, under the leadership of Dr. Howard B. Sprague.

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"How many men you disliked at first sight have come to be friends when you knew them?"

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### KENT'S COMMENTS

Getting right down to earth, golf turf maintenance trouble can be divided into two groups, the natural, and the man-made. The latter conditions are the greater cause of serious effects.

Our greens problems on what to do about poor drainage, compaction, shallow top soil, drouth and a host of other headaches can be directly traced to the original source—faulty design and construction.

“Louzay-layouts” are the asinine aspirations of amateur golf architects.—In my opinion, there are about a score of men or firms in this country qualified to design and build a golf course that will give prime playing conditions, at minimum maintenance costs. At present, there is not enough work to keep more than this number of firms engaged in the profession long enough to get sufficient and qualifying experience. Books and articles on the subject are helpful, but in any phase of this game, it takes PRACTICE to make perfection!

When you build a house you want a man to design it who not only knows how to group the rooms, but everything else in the structure from foundation footing to roof. Select men of national repute, rather than a local yokel whose only qualifications are the holier-then-thou manner, an ability to bat a ball and strut around flat-footed in flush fores!

Beware the ball chip artist who may be a club GYP artist.

A.P.G.A. pro, or a good Greenskeeper know their limitations when it comes to course design. My advice to clubs in course of construction is to appoint the Greenskeeper before work starts, so that he can protect your interests, and he will know the grounds' conditions by the time it is ready for maintenance.

When remodeling is considered, consult with a reputable architect, your greenskeeper and your pro, BEFORE making any change. Alterations are needed when the original design was not given sufficient thought to the future. **DON'T MAKE THE SAME MISTAKE TWICE!**

An architect is often omitted for

several reasons, some are; The Club Officials do not know of a reliable man, they don't think they can afford the first and only cost of a good consultant, or they may be in a hurry to make changes as a monument to their term-in-office, come hail, hell or high water.

Clinton K. Bradley.

### GOLF

They do not know what golf may be  
Who call it childish play  
To drive a globule from a tee  
And follow it away.  
They do not understand who scoff  
And all its virtues miss,  
Who think that is all of golf—  
For golf is more than this.

For golf is earth's ambassador  
That comes to haunts of men  
To lure them from the banking floor,  
The counter and the pen,  
To lead them gently by the hand  
From toil and stress and strife  
And guide them through the summer  
land,  
Along the path of life.

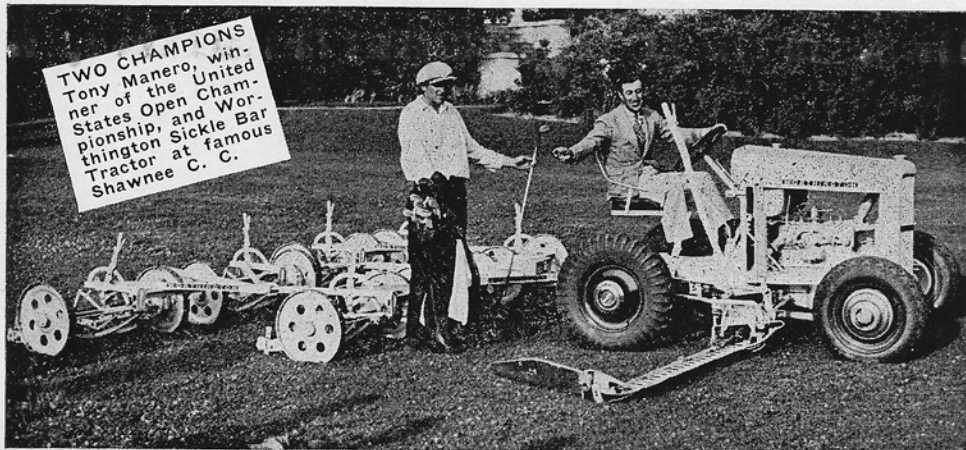
The pastime of philosophers,  
For such a man must be  
When far away the golf-ball whirs  
And hides behind a tree.  
A man may see his business fall  
And never turn a hair,  
But men are strong who lose the ball  
And still refuse to swear.

It is a game of honor, too,  
That tries the souls of men.  
It's easy in the public view  
To all be honest then  
But he deserves an angel's wings  
Who paths of trust has trod  
When left alone with just two things—  
His score-card and his God.

—Anon.

“People who think straight don't run around in circles”.

“The right word in the right place will do the job. All the others just detract from the effect.



## Worthington Equipment keeps course in top condition---- pays for itself in labor savings

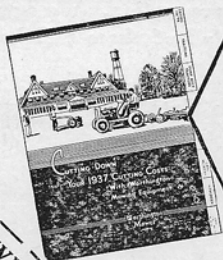
Many Greenskeepers have done wonders with old, worn out equipment which cannot possibly continue to keep courses in top condition.

Worthington equipment makes your course a delight to see—a joy to play. It reduces upkeep costs, lasts longer, and cuts a greater area in less time with fewer men.

Modern, scientifically designated Worthington machines make a Greenskeeper's life easier and reduce the worries of Greens Committeemen.

Worthington makes a complete line of golf course equipment at prices you can afford. Tractors—Cutting Units—Gang Mowers—Putting Green Mowers—all designed and built by experts. Many exclusive patented features offer advantages not found in ordinary equipment.

Of the last 27 courses on which the British and American championships have been played, 19 are conditioned with Worthington equipment. Worthington will enable your Greenskeeper to keep YOUR course in Championship Condition—and pay you dividends in pride and enjoyment.



Send this coupon today for handsomely illustrated catalogue that will show you how to keep your course in Championship Condition, and cut your cutting costs.

Name  
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City  
State

Send without obligation illustrated catalog  
WORTHINGTON MOWER CO. Stroudsburg, Pa.

**Worthington**  
**Mower**  
*company*

Main Office: Stroudsburg, Penn.  
Sales Agencies: All Principal Cities

# 1937

## Calendars - Catalogues

The Holiday Season just passed is now on the shelf along with last years golf clubs, to be enjoyed again when the time comes.

As a reminder that these happy days will come again we have just issued our 1937 Calendar. They are ready for mailing and if your return card has already been received then your copy is in the mail to you. We wanted your name and address for two reasons. First to know if you wanted a calendar and second to know your latest mailing address in order that delivery would be assured.

If you like the calendar and want a similar type for 1938, will you remember to tell us about it sometime next October? We invite your suggestions.

\* \* \* \* \*

We have just completed the compiling of a Golf Equipment and Supply Catalogue which we believe to be most unique. We have tried to give you all of the data inside two covers and to make it something you may often find useful in your work.

It is on the press now and should be ready for mailing within the next several weeks. Envelopes have already been addressed to those who have so requested on their return cards, others are being addressed daily. If you desire a copy and have not already sent in your card with your latest address, please do so today.

With this catalogue we have a reminder of the several things you may have overlooked in your budget preparation. We hope this will be useful to you, and full details covering all of them will be found among the 98 pages of our new catalogue.

We have reserved a Calendar and a Catalogue for every one of you and we hope you will tell us where to send them.

---

## **New England Toro Co.**

1121 - 1131 Washington Street

West Newton, Mass.

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