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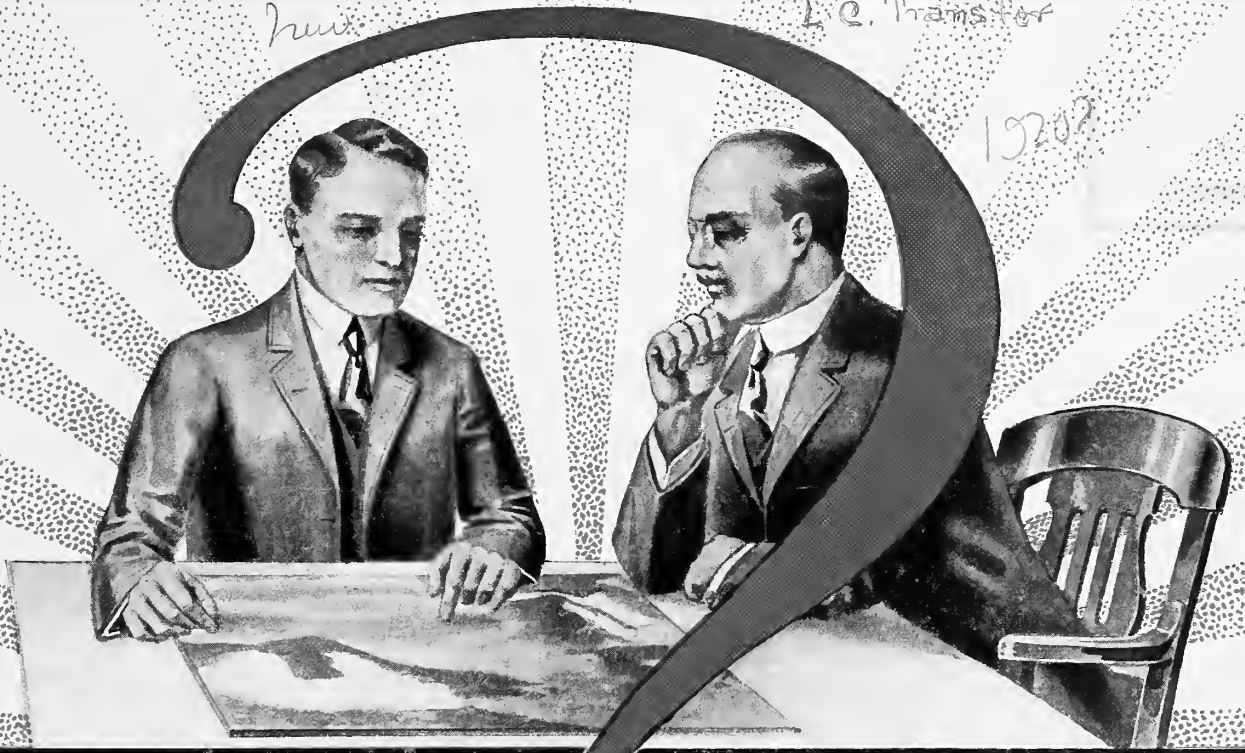
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The Business Side of Golf



4
IMPORTANT
SUBJECTS

Golf Turf

PERMANENT TURF production was first practiced and brought to perfection in England, but England has an ideal lawn climate.

America has four distinct seasons to England's two—sometimes we experience all four in one day!

As American pioneers in the growing of the finest turf, it behooved us to blend the *foreign* turf-producing grass seeds with the turf-producing grass seeds *native* to America. To attain our aim we secured the services of the best *grass-seed experts* of England and America, harmonizing their combined knowledge in the development of our "out-and-out" American mixtures.

JOHN G. GRIFFITH SEED CO.

Purveyors of QUALITY GRASS SEEDS
for GOLF COURSES AND COUNTRY ESTATES

17 Battery Place
NEW YORK

THERE IS A “BUSINESS” SIDE TO GOLF



IT means the application of *economical methods*, coupled with *scientific knowledge*, to assure pleasure and profit from the investment.

It includes the element of *efficiency* in changing Nature's contours into the permanent enjoyment of perfect greens.

A golf course, like any other business, may be conducted expensively or economically. The committee chosen to disburse the money of their fellow members often make extravagant expenditures that could easily be saved by seeking advice from the trained deputy of a Seed House of established reputation.

By *economy* in golf-course maintenance, we do not suggest that the work should be skimmed in any way. On the contrary, the more you see of golf courses, the more you will realize the importance of doing work really well, so that it is of permanent value. In fact, we cannot lay too much stress on the importance of finality.

It is almost an exception to see greens treated in the most economical way. Most clubs, within a few years, spend great sums in the wrong kind of treatment. For instance, Farmyard Manure, Lime, Sand, Phosphates, Sulphate of Ammonia, etc., all of which, though valuable under certain conditions, are frequently used when they will actually be harmful.

It is impossible in this folder to go into the thousand and one details which make for the *economy* of course maintenance, but we will try to enumerate a few of the chief items on the following page. *Read them carefully.*

There is no doubt in our minds but that the *John G. Griffith Seed Service* can be of tremendous benefit to you and your club regardless of the condition of your course at present; and for that reason we ask you kindly to mail the enclosed postal today. It means a whole lot for you to gain, and nothing to lose.

In mailing the postal, be sure to mention the exact time and date for interview. Our Service is very much in demand, and we want to call on every one personally and present the wonderful benefits of this organization first hand. *Write today!*

The weakest excuse that most clubs make for not getting the best advice is that they cannot afford it. The poorer the club, the more important it is that they should not waste their small funds in spending them in the wrong way. You demand the expert in your private business. Now why not make the "business" of golf as efficient?

You owe it to your associates.

Four important subjects essential to the success of your golf investment

① SOIL

Every club, at one time or another, has been troubled with unsatisfactory putting-greens.

There are many common causes or ailments, for instance: Hide-bound Turf; Sour Soil; Weeds; Winter Kill; Worms; Ants; June Bugs; White Grubs, etc.—these are but a few. Now, how much has it cost members of various clubs, from lack of experience, to cope with these causes and their cure?

Almost every one has been through the same “time-worn” process of asking his neighbor what he has done—but without results! Here is the reason:

Let us say, a member of a Southern club will visit another club somewhere in the White Mountains that has a reputation for wonderful putting-greens. He will at once seek out the greens-keeper and ask him the secret of his success. After receiving the information, he refers it back to his own greens committee, and they try exactly the same treatment—but it proves unsuccessful. Why? The reason is, there has been no thought given to the difference in location, soil or climate.

The soil *varies* considerably, and requires different treatment. That “difference” is the problem.

The economy of getting expert scientific advice cannot be too strongly urged in regard to the condition of the soil for seeding. You cannot grow a perfect crop on “guesswork.”

You must take into account—rainfall, temperature, the humidity of the air, the quality of the soil, its condition, drainage, power to conserve water, and all such factors.

The analysis of poor soil placed against a good soil is confusing to the ordinary man, and hopelessly unintelligible to the majority.

② DRAINAGE

is of momentous importance. A water-logged surface is not only injurious to plant life because there is too much moisture in it and too little warmth, but because neither rain nor air can enter from above, nor can mineral constituents be drawn from below.

Drainage sets all these natural forces in motion. It opens the soil and disintegrates its particles for the benefit of plant life upon it.

When rain is prevented from entering the soil because of its hard, compacted surface, due to lack of drainage, it runs off without penetrating. The soil can neither breathe, nor digest any fertilizer applied to it, and it is incapable of deriving full benefit from the sun's rays, an essential factor in plant growth.

Efficient drainage allows early play in the Spring and late play in the Fall. The depth of tile, distance apart, and size, are important questions that enter into efficient drainage.

No matter whether your course is perfect or not, you should consult the *John G. Griffith Seed Service* on the things *not* to do, as well as the proper things *you should* do. Get in touch with this Service today—it's placing you under no obligation whatever.

③ WATERING

“If it is worth doing at all—it is worth doing well.”

That slogan is mighty strong when referring to most things, but we can go it one stronger when we say that *“Half watering of greens is absolutely useless!”* It causes the roots of the grass to work toward the surface instead of striking down deep in their search for moisture.

These exposed roots consequently get scorched, and the plants die. How and when to water are vital questions that we answer.

④ SEEDS

In seeds and seeding, there are many things that enter into the success of the work.

The soil is first consideration, being well drained and having water in sufficient quantities to nourish the grass, together with seeds of the best quality.

The day has passed since most people thought that turf was composed of only one kind of grass. The demand for turf of a really fine texture has come about through the absolute necessity of a smooth running surface on a putting-green.

The number of grasses available for creating a fine, dense putting-green is strictly limited, and success depends on the proportion in which these varieties are used. It is impossible to create a green with but one kind of grass, as no single variety can remain at its best all the year round.

Only the most acute observers realize the immense importance attached to the selection and relative proportion of grasses for each individual course. A mixture of grasses, all of the finest qualities and germination, can be spoiled by the excessive use of one variety. Sowing grasses unsuitable to a certain location is still more disastrous.

A few of the important problems that the *John G. Griffith Service* solves regarding seeds and seeding:

- ① How to sow and when to sow. After-treatment necessary. (This alone can determine success or failure.)
- ② How and what to do to your existing greens, and how to carry out successfully a plan for systematic improvement.
- ③ How to drain an existing green, and how to add plant food that will make a springy turf instead of being hide-bound.
- ④ How to water greens, and how to determine the quantity.
- ⑤ How to keep your greens in play the whole season regardless of climatic conditions.
- ⑥ How to overcome thin and worn turf.
- ⑦ How to eliminate moss, weeds, worms and clover.
- ⑧ How and when to mow, and hints on rolling. In short, everything that is required in a model course anywhere.

Avail yourself of this opportunity to connect these tremendous economic benefits with your own organization right now. It is placing you under no obligation whatever.

THE intimate knowledge of grass seeds gained during our long experience has resulted in application for our counsel as to the best way of improving old greens or in seeding new greens. These requests for our Service have come from nearly every State in the Union, and we have been urged by some of the greatest authorities in golf circles in America to standardize this ability for the economic benefit of any club—anywhere.

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