FIRST—on the green

... IN LENGTH OF SERVICE
The Jacobsen Power Greens Mower was the first grass-cutting machine designed specifically for cutting bent greens.

... IN QUALITY AND PERFORMANCE
Balance and maneuverability make it possible to cut more greens without tiring operator. Simple bed-knife adjustment made by hand. Instant-starting Jacobsen Engine gives smooth, steady power for the finest precision cutting.

... IN ACCEPTANCE
Today Jacobsen Greens Mowers are in use on the majority of the finest golf courses throughout the nation.

Jacobsen MANUFACTURING COMPANY
Racine, Wisconsin

February, 1952
Rutledge CADDY SAVER
Today's Best Golf Cart

Here's a good money maker for pros and golf shops—a cart that sells on sight!

1. Accommodates any style bag.
2. Opens and closes in a jiffy.
3. Light weight.
4. Rolls easily on silent, ball-bearing wheels when open or closed.
5. Strong. Precision built for long service.
6. Priced right.

Beckley-Ralston CHIPPER

It's the biggest selling "extra" club made and one of the famous square-grip short iron Stroke Savers. This Chipper is made specifically for pitch, run and chip shots within 50 yards of the green. It's 33" long and has practically no sole, permitting the club face to extend far under the ball. Gives golfers directional accuracy not possible with any other club.

LARGE REPLACEMENT MARKET

Beckley-Ralston is one of the oldest and most honored names in golf. Over 1,000,000 of their Stroke Savers are in use—wearing out. Display the Chipper, Putter and Approach Cleek—then watch them sell! Nationally advertised $9.95 each.

RUTLEDGE PUTTER, the perfect pendulum type with square grip $9.95.

WALLOPER, the iron driver for players who have difficulty using woods, $11.95.

TRAP SHOOTER, $10.50.

Send for literature and discounts

THE RUTLEDGE CO.
3337 Belmont Ave., Chicago 18, Ill.

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Bob Stupple back at Chicago Athletic Assn. as winter school pro . . . Buddy Fry, who's teaching golf from a wheelchair, is subject of "People of Courage" feature in Feb. 13 People Today magazine . . . British Sports Turf Research Institute (formerly Board of Greenkeeping Research) in January Bulletin warns against damage of playing on frozen greens "especially when the surface has thawed out and the underlying soil is still frozen." Urges minimizing damage from winter play by installing "frost" holes in approach areas . . . Bulletin points out that this practice may result in needed improvement in approaches, inasmuch as this turf may be used as emergency greens.

Supts. who were kept away from short course at Iowa State College, Ames, last year by record blizzard hoping for better luck when this year's course is held at Ames, March 10-12 . . . Meetings to be held in Iowa State College Memorial Union . . .
Mr. George Heaney, noted golf pro, driving range operator and golf shop owner at the famous Brookside Golf Courses, Pasadena, California, says: "We wouldn't think of operating without a Fonken Picker-Upper. It has earned its way many times over for reliability, gentle ball pick-up and positive retrieving."

EFFICIENT - STURDY - RELIABLE!

Golf balls lying idle on any golf range fairway are just so many "dead dollars"! Prompt, complete retrieving by mechanical means is the answer for getting the job done quickly and profitably. Season after season the Fonken Picker-Upper wins new customer-friends who prove it for themselves. The Fonken Picker-Upper is first choice with enthusiastic golf range operators for its reliability, positive retrieving, gentle ball pick-up and consistent low maintenance performance under rugged service conditions.

PICKS UP GOLF BALLS WITH GENTLE PRECISION

Improved pick-up discs with thick, seamless, molded and bonded rubber eliminates injury to golf balls. Rugged wire basket-type containers prevent wear and permit hosing and washing for better and faster service. There is no substitute for the original Fonken Picker-Upper, and Fonken quality cannot be bought for less. Put a Fonken Picker-Upper into your plans now for the golf range improvement that pays for itself many times over by bringing profits back to the tee—to you! ORDER DIRECT—Write for Free Illustrated Folder.
"What's this?" say the golfers when they spot this truly handsome, new as tomorrow bag.

Just step over and point out the lively combination of materials—the choice of colors—the superior construction—the built in playing and traveling conveniences.

Close the sale with a finger on the Tufhorse trademark. Players know it stands for top quality in a modern design.

SEND YOUR ORDER TO

MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

made by—
Des Moines Glove & Mfg. Co.
Des Moines, Iowa

Ames and Sheldon Munn hotels and several fine motels provide accommodations... Write H. L. Lantz, Iowa State College, Ames, if you want a list of the motels.

Far-reaching effect of Green Section work made plainly evident by letters and bulletins GOLFDOM has received reporting supt's studious practical reaction to Green Section's 1951 National Turf Field Day... Supts. especially interested in bent performances, Bermuda, Zoysia, Merion bluegrass and red fescue plots, crabgrass control experiments, good condition of many plots despite deficient rain.

Same old problem already is worrying officials at several clubs as again threatening to interfere with club unity and friendliness this year... One group of members gamble strong and want club events run to suit them... Others who aren't sharpshooters are given the brush by the Pittsburgh Phils... Suppose that'll always be a problem where members want their golf financed by suckers... We've noticed that at the top clubs the half-dollar or dollar Nassau is the general thing... Exception is the heavy betting of spoiled sons of rich fathers... Seldom find home club pros betting much with members any more... It costs too many pros their jobs... More money and far better protection against club cliques for the pro in playing lessons.
Good illustrated piece in Jan. 27 Parade magazine by Walter Burkemo, Franklin Hills GC (Detroit dist.) pro and runner-up, 1951 PGA championship. It gives 10 tips for winter golf practice in the living room. That's a good hunch for other pros to get with local sports editors on illustrated features about winter or early spring golf exercises and practice. Chicago sports goods buyer who has made highly profitable use of long range weather forecasts says dope is there'll be a dry spring in a lot of the midwest.

New Ft. Lauderdale (Fla.) CC designed and built by Red Lawrence is one of the finest layouts in the state. Toney Penna says... Stanley Thompson, noted Canadian golf architect, designing courses for several mining companies... Miners clear out at helengone are going for golf in a big way... Durable Joe Mayo, now at Navy and Marine course at Pearl Harbor, caught short when labor didn't appear on morning a tournament was to start... One guy shoveled and moved 4 greens, Joe moved the other 14, then played 36 holes in the tournament.

Greenkeepers should never let it be known they don't work 24 hours a day... A fellow who got up before daybreak, worked on the course, then worked after play had finished and stayed working by automobile headlights, got canned because

Develed through years of building the right power for the toughest service, Briggs & Stratton single-cylinder, 4-cycle, air-cooled gasoline engines assure the best in performance, long life, economy.

Briggs & Stratton Corp., Milwaukee 1, Wis., U.S.A.
a few members saw him resting and smoking his pipe for an hour, afternoons . . . His course was in A-1 condition.

Child labor laws have clubs in some states very much on guard this year . . . With members demanding caddies and kids lying about their ages and even presenting faked letters of consent from parents, the clubs are in a troublesome position . . . Injury to a kid who is caddying in violation of child labor laws can be highly expensive to a club . . . Bag cart business appears certain to boom as will light canvas bag business . . . At many clubs last year pros sold light canvas bags as extras to players who couldn't depend on having caddie service available.

British PGA increases dues . . . Talk about financing British teams in Ryder Cup play by deducting small percentage of winnings from top players in British tournaments . . . Max Faulkner, British Open champion, to play in spring circuit tournaments in U.S. . . . If Max can get his game up to fast company Yank standard he'll be a great gallery draw here . . . He's a good-looking, pleasant guy, dresses for golf like a Bond St. Jimmy Demaret . . . He was a two-time loser in 1951 Ryder Cup matches, losing to Snead 4 and 3, and with Rees losing to Burke and Heafner 5 and 3 . . . As an after-dinner entertainer he's one of the best in any sport . . . His father was a pro . . .
He's almost like Stranahan for keeping in
top physical condition.

Race issue came up at a bad time for pro
tournament golf which faces an increasingly
difficult problem of getting good private
clubs to take tournaments... It's the gallery and clubhouse feeding and drinking
situation rather than the players that make
the race problem one a private club prefers to skip... Understanding of the problem
would be easier if well-to-do and wealthy Negroes would show initiative in
establishing their own private country clubs... They need such clubs and should
have them... Such clubs would strengthen Negro case... Also would be an exhibit of
Negro self-reliance and independence.

The San Diego case seems to have been
well handled by Horton Smith for the PGA...
The white pros like Joe Louis, whose
appearance and conduct on golf courses
always has been exemplary... With Joe
being involved the white pros were an-
nxious to work out the right answer and
not let the affair become a clash between
the National Association for Advancement
of Colored People and a National Associa-
tion for the Advancement of White Profes-
sional Golfers... Somebody poorly ad-
vised Joe about making an offer of $4,000
to the children's charity named as benefi-
ciary of the tournament, the money to be

(Continued on page 79)
It takes **Time** to make a Champion

and

it takes

**Experience**

to make fine golf clubs

For 35 years H & B has been designing and manufacturing fine golf clubs. This accumulated knowledge and "know how" which adds up to practical experience is reflected in the new Power-Bilts for '52. More powerful and more beautiful than ever, they're destined to set new sales records in pro shops everywhere!

*Also makers of Famous Louisville Slugger Bats...

**Power-Bilt GOLF CLUBS**

HILLERICH & BRADSBY CO.  
Louisville 2, Kentucky
Golf Clubs Are in A Fog on Operating Costs

By HERB GRAFFIS

Joseph H. Nolin, CPA, member of the firm of Horwath and Horwath, club and hotel accountants, recently presented in the Horwath Hotel Accountant a survey of Country Club Operations in 1950. Although the survey was made of figures a year old it discovered weak points that later studies have shown are becoming more dangerous to country clubs.

Nolin points out "Membership dues are the measuring stick or the common denominator of club operations. Dues are intended to cover the costs of club privileges and facilities provided for members. The various departments such as restaurant, sports, rooms, etc., are operated in view of service to members, and not in the commercial view of a large profit. But, are the membership dues sufficient to cover club costs?"

The answer, in the cases Nolin studied: "Membership dues are not adequate to cover club costs according to our 1949 and 1950 studies. To determine their adequacy we have deducted the departmental results, overhead expenses and occupation costs from membership dues. The balance in each case is the net income or deficiency available for depreciation and surplus. Seven of the 17 clubs in the 1950 study did not have sufficient income to cover all fixed or occupation costs. Three clubs could not even carry their operating costs. The group median ratio of net income to membership dues is 7%. This means that of every $100 in dues received, only $7 remained for depreciation and surplus. Surely this financial situation is not healthy."

CDGA Faces Stark Facts

The median, to which Nolin refers, is the middle figure of a group of numbers arranged in sequence; in other words, half of the club figures are above the median and half are below the median.

The problems of club dues and operating expenses also were subject of worried comment in the Chicago District Golf Assn. Club Management Committee 1951 annual report, which detailed the following points:

Salaries and wages in all departments increasing. Suggested that salaries for the past five years be compiled on a per member basis to awaken the members to what's happening. Grounds and greens average annual payrolls are running $20,000, with some payrolls up to $30,000. Taxes and insurance per member increasing.

Food and liquor costs up and going higher with selling prices generally too low.

Dining room and bar sales spotty - mostly down. Dining room generally unprofitable. Less than one third of typical club membership adequately supports dining room and bar.

Dues increasing generally. Assessments the rule.

Larger operating deficits for 1951, leaving nothing for improvements, ordinary repairs or debt retirement.

Club Figures Confusing

The committee reported that only 29 of the CDGA 91 member clubs participated in the survey. Chmn. of the Club Management committee bluntly remarked in the report "If there is a single fault that can be pointed out in the whole problem it is the smugness and complacency of some who feel that they are either so self-contained or so different or unusual in their operation they can derive neither help nor information from any source."

Some of the difficulty in constructively comparing club operating figures is due to wide variations in club accounting methods, despite the availability of the
Club Managers Assn. of America uniform system of country club accounting which was worked out by the CMAA and Horwath and Horwath years ago and which still stands up as a satisfactory, complete and illuminating system, although accounting methods like almost everything else have gone through marked revision in the past ten years.

As with so many other club problems the large annual turnover in club officials is the reason for buck-passing on needed revisions in club financial methods.

GOLFDOM, asked almost daily for figures on golf club operations, sees what the conscientious club official is up against. He may hear of interesting figures at other clubs or want to know "averages" of operating figures. It's been our experience that these figures often don't mean a practical thing. We stopped printing maintenance figures on specific courses because of the difficulty of making accurate and helpful comparisons. One course maintained for $12,000 a year may be an easy course to maintain, and be in very bad condition, while another that has an annual maintenance cost of $38,000 may be an outstanding example of economical management of a course with bad soil conditions, bad construction, design that's expensive for maintenance and adverse weather conditions.

**Need Course Cost Study**

Some years ago GOLFDOM financed a study by Prof. Lawrence Dickinson and members of his course maintenance class at University of Massachusetts, in which course maintenance costs were compiled on an average percentage basis.

Those percentages, at that time, seemed to work out pretty well all around, although there were plenty of misleading points in that survey, especially in not having adequate figures on areas of fairways, greens, traps, tee and rough. Rarely has a club such figures, yet its chairmen and other officials want to compare operating costs with those of other courses which also are lacking the data.

GOLFDOM proposes to the Golf Course Superintendents' Association a revival of that pioneering operation in course maintenance cost study. This magazine will contribute cash and experience in collaborating in a study that is urgently needed. There'll be some who say it's impossible to get a helpful sound basis for checking up on course maintenance costs. They, in effect, are unmindful of the advance of course superintendents as businessmen. They don't realize that there's been a development from the "greenkeeper" stage during which the work was only with grass, into a demanding combination of grass expert and business executive.

Turf research has grown far past the understanding capacity of most club officials and members, but what all officials and members do understand is money. There must be more emphasis on the balance between agronomy and finance in course maintenance or the superintendents will miss the boat financially.

The Chicago District Golf Assn., the Detroit District Golf Assn. and other district organizations have done some compiling of figures. Detroit, especially, has tried to get some basis of comparison but has been up against lack of cooperation from member clubs. But the surface hasn't even been scratched in any of the cases.

The Nolin article shows costs of maintenance of course and grounds ranging from $965 to $4,555 per hole, with the median being $1,885. Disregarding the extremes there was little variance in the costs per hole.

The ratio of course and grounds costs to membership dues ranged from 14.6% to 88.9%. The median was 43.5%, and there was a lot of variation between clubs whose figures were examined.

The membership dues of the clubs examined ranged from $26,000 to $349,000 with the median being $98,000.

This full report, covering clubhouse and outside facilities cost analysis may be secured by writing Horwath and Horwath at 100 W. Monroe, Chicago 3; 41 E. 42 st., New York 17; Subway Terminal Bldg., Los Angeles 13, or any of the organization's other offices in leading cities.

It certainly is worthy of study by club officials, course superintendents and managers as it shows where to look for significant operating figures and warnings.

With the figures showing that in many cases action must be taken quickly in adjusting club financial operations to the prevailing realities, the next problem is going to be how much will the traffic bear? With the average age of private club members in most metropolitan districts getting alarmingly high, the study a lot of clubs are going to have to make is how to get more younger businessmen members at prices they can afford to pay.

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**Eddie Williams Elected President, PGA Seniors**

Eddie Williams, pro at Louisville (Ky.) CC and a former PGA Seniors' champion, was elected pres., PGA Seniors, at the group's 1952 annual meeting held during the PGA Seniors' championship. Hugh Bancroft was elected sec.-treas., Otto Hardt, 1st vp, and Matt Jans, 2d vp.

Women's auxiliary of the PGA Seniors elected as its pres., Mrs. Otto Hardt. Mrs. Mike Brady was elected sec., and Mrs. Willie Ogg, treas. Mrs. Carroll MacMaster was elected corresponding sec.