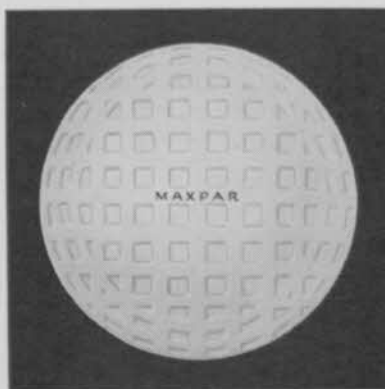


**BLACK DUNLOP \$1**

Played by more golfers than any other fine golf-ball.

**DUNLOP MAXPAR 75c**

Golfers are now convinced that it hits farther, putts truer, and lasts longer than any ball in the 75c class.

**WARWICK 50c**

Players need only to know that this ball is Dunlop-made.



HAVE you ever heard any one ask for a better golf-ball than a Dunlop? And, in 1929, many more thousands of golfers will be converted to the fact that, in each price class, Dunlop offers more in enjoyment as well as value.

DUNLOP

"PEG"

REG. U. S. PATENT OFFICE



FOR PROFIT

Undoubtedly the kind folks who give away golf tees rob you of your market.

Fortunately there is abundant proof that "PEG" sells even where free tees are available.

"PEG" has been introduced in every golf playing country and everywhere golfers are enthusiastic about it.

They find it so easy to use.

The long taper and smooth point goes into the ground easily.

The shape of the head fits snugly between the fingers. The ball spills off the shallow pan when you are ready to spill it—not before.

"PEG" sold well last year. It is a better tee this year. Everything indicates that it is going to have a very heavy sale this season.

The number of tees to a box gives you a quick turnover and the price allows you a splendid profit—you just try it.

"PEG" is put up in two ways.

All-White—A very practical Tee, or Four-Assorted Colors to the box—a very pretty pack. Always in Yellow boxes.

If your jobber has not got them write us.

GRANBY MFG. CO., Inc. - KEENE, N. H.

Maintenance Analysis Is Illuminating

By H. W. LAUTNER

AN analysis of costs on course maintenance is as valuable in such work as the analysis of costs in the production of a Ford car or a General Motors product.

To a club member it should be of some interest to know where his dollar has been spent. I sometimes wonder if the majority of club members do not think that labor and material is just haphazardly spread over a hundred and some acres instead of being acquainted with the facts that represent so much study. In any healthy thriving business, costs have got to be known for every department, comparisons made and studied, and with such analysis an intelligent program of maintenance can then be made.

All unjust criticism grows out of not knowing to a large extent. Costs sometimes seem high. Perhaps a comparison has been made with another course, but comparing golf courses on the whole is difficult and dangerous. Even though the costs of maintaining a green can, with some accuracy, be figured at so much per square foot, the danger of a too sweeping comparison can readily be seen. An interesting article by Guy C. West in GOLFDOM for February, 1929, infers, I think, this very thing.

Our first two courses at Lincolnshire compared very closely with one another for 1928. Costs on each one were kept separate.

The following percentages include labor only: Brown-patch was no problem on the new greens and was only noticed the very latter part of the year. Some sand and top-soil on the property was to be had for the labor of getting it, only.

The total labor on the greens amounted to 33.1%. Of this 17.9% went to the cutting and rolling, 13.7% for top-dressing and a little fertilizing, 1.5% for weeding. The greens, being new, took a somewhat large amount of dressing, patching and extra care. The tees totaled 6.8%. Of this 5.3% went for cutting and general repair work. 1.5% was for top-dressing.

Fairways, though taking in an area of from 65 to 70% of the area of a course, run a cost of 20.1%, 16% going for cutting and rolling and 4.1% to top-dressing. Rough seems to have come in for its due share at 6.3%. Traps and bunkers, along

with the surprises they hold for a golfer, run up a cost of 17.9%.

Watering of greens and tees amounted to 8.0%. This again must be remembered is only a labor item. Water we get from our own lake. The gas and oil and maintenance of pumps is reasonably low per gallon.

Mixing of top-dressing was 7.8%. This might possibly be added to the cost of the greens and tees as a sub item. However it can be viewed as a material cost.

It is my hope to compile some very valuable cost accounts in some detail on our four courses, graph them from year to year, that every club member may know, and have thereby a keener interest and appreciation in what is necessary to maintain his club.

Prize Money Put Up for District P. G. A. Events

INAUGURATION of a 36-hole medal play tournament to be staged under the auspices of various sectional P. G. A. bodies during the coming season, at times and places to be determined by the district P. G. A. authorities, is announced by the Butchart-Nicholls Co.

According to present plans, the Butchart-Nicholls Co. suggests to the pros that tournaments be held at Boston for the New England group, at Syracuse for the northern, northeastern and western New York pros, at Philadelphia for the Philadelphia and Middle Atlantic P. G. A., in Texas for that state's P. G. A., at Pittsburgh for the Tri-State band, at Detroit for the Michigan P. G. A., at Chicago for the Illinois P. G. A., at Los Angeles for the Southern California P. G. A., and at Columbus for the Ohio P. G. A.

These events are to have their fields limited to members of the P. G. A. of the respective districts, and will be conducted by the various sectional officers. The tournament, which will be known as the Butchart-Nicholls Tournament, is to have a total of \$750 in prize money, with \$300 for first place, \$200 for second, \$100 for third, \$75 for fourth, \$50 for fifth, \$25 for sixth, \$20 for seventh, and \$10 each for eighth, ninth and tenth spots. Ties will be divided in the usual manner.

Further details of the sectional play for this tournament will be announced by the various P. G. A. locals.



J. D. LYON

FOR 10
PROGRESSIVE
PLAYERS

who deprecate the evil of golf ball bootlegging, who wish to remove temptation from caddies, who want to speed up games and avoid ball disputes, can get together with their pro or club committee and establish for themselves, in their club shop, convenient at all times, whenever they make a golf ball purchase.

FULNAME
GOLF MARKING
SERVICE *free*

Each player simply signs a convenient order form for a Fulname Die at the regular price and full equipment, including the \$20. Fulname Marking Machine, inking, slab, roller, the new improved Fulname Liquid Ink, and die rack, are sent on trial with money back guarantee. By our plan the objective can be quickly, easily, and conveniently accomplished by

ANY CLUB OR PRO

Fulname marking is the standard; it is permanent, unmistakable, cannot injure the ball and is in use by over 3000 clubs in 16 different countries. Players, clubs, and Pros are invited to write at once for our unusual offer.

THE FULNAME CO., Cincinnati, O.

P. G. A. PERFORMANCE WARRANTS praise to pros FOR WORK ON BUSINESS PROBLEMS

By HERB GRAFFIS

ATTENTION has been called to one phase of the professionals' progress "onward and upward" that seems to this third man in the ring to warrant a righteous squawk on the part of the P. G. A. officials.

This particular aspect of the pro situation calls for considerate and thoughtful action instead of the too general practice of swinging freely with sweeping indictments of the pros and centering the yowl on the P. G. A. Early in the affairs of this country a bright foreigner by the name of Edmund Burke interjected into a spirited argument the sane statement, "you cannot condemn a nation." To carry this on somewhat further, "you cannot condemn a profession." And to bring the matter right down to cases, it seems to me that the pro generally, and his P. G. A., are being dealt with unfairly by a too prevalent policy of criticizing harshly the entire group because of the faults of an exceedingly scanty, misrepresentative few. As far as this minority is concerned, it is being brought to the human minimum by the unceasing efforts of the P. G. A. officials, who are doing one magnificent job as unpaid workers, spending all the time they possibly can spare working out the policies and practices of a business that sprang, almost overnight, into a major play industry.

Naturally, as the professionals appointed representatives, the P. G. A. is in focus for the constructive criticism that every organization desires and needs, as well as for the gratuitous inane advice and sniping of those who can't resist the temptation to talk vacantly and out of turn. But, as one prominent P. G. A. official puts it, "If some doctor out in Painted Prairie, Neb., gives a patient a dose of poison by mistake, the whole country doesn't hop on the American Medical association. But let one pro go sour out in the sticks or in the big towns and you'd think from some of the unthinking critics that the P. G. A. was his mentor in dereliction."

There are no axes that GOLFDOM will grind except for the common good of the game and the substantial advancement of its upright commercial interests. If our observation and judgment convinced us that the pro situation generally needed an overhauling we would risk our dough and even friendship in justifying the existence of this journal by jumping right into the clean-up.

Give the Boys a Hand

But the contrary case is true. Considering that the P. G. A. is only 12 years old and that its business problems on a big basis date back only about a half a dozen years, you can see great cause for cheering in comparing the progress of the P. G. A. with that of other business organizations whose members have plenty of money, lots of business experience, and can have their organization activities helped by the employment of a goodly staff of paid experts.

The club officials and the manufacturer who will sit down and look over the situation on a basis of comparison with other business histories, will get up and grant the P. G. A. a staunch helping hand.

How many know that the P. G. A. has a delinquent list and uses every power at its command to keep the credit of its members 100%? The mere existence of this list is no reflection upon the professional. What industry hasn't such a list? I dare say that in no other business having such a high percentage of small individual merchants, will the credit situation be found as clean as it is among the P. G. A. members. The critic or bystander who blabs out an all-embracing reflection on pro credit is still fast asleep.

To the glory of the pros it must be said that they are not pussy-footing. The troubles of the pro leaders started when the game began its amazing, speedy growth several years ago. Then there was created a demand for more pros that could be supplied by the limited trained man-power available. You take the young men who

Right
to a
TEE!



A thrifty Scot first used sand. It was free and plenty. But today Scots use Reddy Tees to avoid extravagant scores. The Reddy Tee was invented by a lover of the game. He didn't like the wet, sticky sand and the way it cut his hands when he gripped the club. Thus he contributed to your pleasure and comfort—to your game—the now famous Reddy Tee.

**REDDY
TEE**



Buy from your "Pro"

The above is the opening advertisement of an extensive consumer campaign to appear in leading national magazines. Golfers, more than ever before, will be asking their "Pros" for REDDY TEES.



Here's a Great Set of Woods

Look at these new VULCANS—The V-38s. A great value. The popular large heads, finished in walnut with seven hickory pins in the black fibre face. Aluminum keystone sole plate and patented weight. Bell Top grips of black calf. Silver finished Steel Shafts, or hickory. Driver, Brassie and Spoon, to be sold singly or in a Matched SET O' THREE. Priced to sell at \$7.00 each, \$21.00 SET O' THREE (with hickory shafts) and \$8.50 each, \$25.50 SET O' THREE (steel shafts).



Just one of a score of remarkable woods in the VULCAN line as illustrated in the new Vulcan catalog. Use the coupon to send for it.

Vulcan Golf Company
Portsmouth, Ohio, U. S. A.

VULCAN
Clubs of Character for Every Golfer

VULCAN GOLF COMPANY,
Portsmouth, Ohio.

Gentlemen:—Send me your 1929 catalog and plan for the Pro.

Name

Address

Country Club

THE CLICK COLONEL

Retail prices

75c
EACH

\$9.00
Per Doz.



or Confidence

Golfers always prefer the ball they know. Experience proves that Click Colonels give distance, accuracy and long wear—imbuing confidence from tee to pin.

The rapidly increasing sales of Click Colonels reflect this growing confidence.

ST. MUNGO MFG. CO. of AMERICA
121-123 SYLVAN AVE. NEWARK, N. J.

In both Dimpled and Meshed markings.



Offering A Real Proposition for 1929

The Morley "YELLOW" Tee. Made of tough resilient fibre. Carefully finished in the familiar bright yellow enamel. Send for sample box. Look them over. Try them. Get prices. It's a live tee and a live professional proposition.

Write to Yellow-Tee Division of the
MORLEY BUTTON MFG. CO.
Statler Building Boston, Mass.



MORLEY
Yellow
TEE

have been trained under the old-timers today and you'll find fellows who are worth to any club twice the money that will be asked by some fellow whose lack of experience and eagerness to be known as a "pro" makes him a temptation to the unknowing club official.

This is one of the problems that is before the P. G. A.: To educate clubs to the value of a good pro. In working out the solution that involves better and more profitable service to the club and a good income to a good man, the professional organization of course could make use of constructive and informed criticism. However, there's no place in the scheme for contentious individualities in any planning for the good of the game.

To the pros, themselves, we'd say, "Join your sectional P. G. A., and if you have a good idea or a load of woe on your chest, speak it out and get action at headquarters. Belly-aching just for practice does no one any good." And to the club officials, who are the powers that be, we might suggest they take an interest in P. G. A. activities and policies that they become acquainted with a vital factor in the good of golf.

Here Are Some Resolutions or the New Season

I resolve to swear off on the following thirty-four weaknesses:

1. Looking up.
2. Coming up on my toes.
3. Hurrying shots.
4. The old slice.
5. That terrible hook.
6. Playing with stiff arms.
7. Using the old baseball swing.
8. Stopping the club as it hits the ball.
9. Losing balance when I swing.
10. Relaxing the grip.
11. Retarding the follow through.
12. Trying to kill the ball.
13. Finishing on the right foot.
14. Teeing up before my opponent drives.
15. Playing with a dirty old ball.
16. Hunting for balls in the rough.
17. Playing into others.
18. Talking while my opponent plays.
19. Walking ahead of opponent.
20. Taking up too much time on the course.
21. Refusing to let others pass.
22. Being careless on putts.

23. Adding up scores on the putting green.
24. Arguing over odds.
25. Kicking about handicaps.
26. Refusing to live up to the rules.
27. Refusing to replace divots.
28. Blaming caddie for my bad golf.
29. Taking the game too seriously.
30. Boring others with the details of my good shots that went wrong.
31. Lugging my own bag when caddies are available.
32. Purchasing golf supplies from any other than our Club Professional Shop.
33. Eating meals elsewhere when I can possibly dine at our club.
34. Waiting for the bookkeeper to call or post my name before paying my house accounts.
35. I resolve to be more sociable, make more friends and become a more active supporter of every branch of our club.

LAYING out an interesting golf hole is not nearly as simple as it looks. Attempts by the inexperienced have cost golf clubs millions of dollars when the total is considered. For this is work for the expert, who has time to make a careful study of all the surrounding factors and then develop his plans accordingly.—*Grantland Rice.*

WHENEVER possible, order a metal replica of the club seal soldered on all trophies. This makes the trophy more appreciated by the winner and eliminates a great deal of engraving otherwise necessary to identify the article as a golf trophy.

AT very small expense a practice net could be installed near the first tee. Your members will appreciate the opportunity to get some real warming up before the battle.

Why do practically all the great golf players in the World use

hickory shafts

exclusively
? ? ?

BUSH BROTHERS & COMPANY, Inc.
Louisville, Ky.

MAKERS OF "B-B" PRO-FIN-
ISHED HICKORY SHAFTS

Every BTN Club is Guaranteed

ONE quality—the best that we know how to make; genuine Butchart-model woods; admittedly the finest domestic-made irons; the improved Butchart-Nicholls bamboo-hickory shafts, and a guarantee that means exactly what it says: Every Butchart-Nicholls club is unconditionally guaranteed.

Golfers generally are beginning to recognize that BTN Clubs do give a real playing advantage.

Catalog and price list on request

Butchart-Nicholls Co.
GLENBROOK, CONN.



The Silver King is now

85¢

We announce with pleasure that you can play the "King o' Them All" in 1929 for 85 cents—the lowest price at which the ball has sold in a long, distinguished history.

(\$10 by the dozen)

JOHN WANAMAKER
NEW YORK

The Harrisons

Star Operators of Algonquin's "Service Station"

By JIM CRAIG

Sales Representative, A. G. Spalding and Brothers

DURING the eleven years I have called on golf professionals from Pittsburgh west and from the Canadian border to the Mexican line I have been in hundreds of pro shops. They have ranked from dimly lighted closets, shoved back under an out-of-the-way staircase to well lighted spacious showrooms. Some of the smaller ones were overcrowded with displayed golf goods and old debris, while others looked barren by having too little on display. Of all the shops that I have been in there is one in particular that stands out clearly above the others and that is the shop of Elmer and Donald Harrison at the Algonquin Golf Club, Webster Groves, Mo., a popular St. Louis golf club.

Quite a distance from the first tee and off of the direct path from the locker-room to the starting point, stands the shop, housed in a one-story frame building that has seen many years of service. There is nothing on the outside to attract the attention of the golfer. Inside what a difference is to be found. Practically everything needed by the golfer can be had there and all articles are displayed in a most orderly manner. As one walks in the front entrance the first thing to attract him is the absolute cleanliness of the shop. The old board flooring, laid years ago, has been oiled and scraps of paper, ends of shafts or other articles never litter it up. This is due to the fact that neither of the proprietors is too proud to wield a broom and keep the shop floor clean.

The next thing to strike the visitors' attention is the orderly manner in which even the smallest item is put on display. The golfer has before him a selection of clubs of any of the popular makes. The same is true of golf balls and other accessories. One large glass showcase is devoted entirely to knickers, sweaters, hose and caps that the Harrison Brothers import themselves from abroad. They also carry a complete line of both street and golf shoes of one of the world's leading brands. The shoes are also imported.

Then comes the most important things, perhaps—the cheerful personal service that

these two professionals give their members whether the want is for a small box of tees or the most expensive set of clubs in the shop. Service with a smile may not have originated with these two likeable boys (who but a few years ago were lugging heavy bags over St. Louis golf courses with scores of other caddies) but it certainly has been adopted by them and practiced. They run their business like any big, successful downtown establishment. They make replacements with the same smile they make sales and a sale is not completed by them until the customer is satisfied.

It has been my pleasure to sell the Harrison Brothers for the past few years and it really has been a pleasure. They insist on quality. Price making no difference to them, for they well know they in turn can get their price for real merchandise. They are up to the minute on the market and when something new comes out and there is any demand for it, there is always room for the article in their shop. Another big point in their buying, in contrast with the way many of pros buy, is that they forget their personal likes and dislikes in selecting merchandise. Many a pro has turned down a good selling golf club just because he didn't like the model for his own game.

Dust may light on their displays of golf clubs and on the tops of their heavy glass showcases but it never rests there long. Their stock is groomed carefully and is always in fresh looking condition. In many golf professional shops around the country can be found an accumulation of golf clubs that did not sell, an accumulation of years, yet it grows each year. This condition does not exist at Algonquin for by the middle of the season the Harrisons know if they have among their stock items that are not moving and they at once mark these down to cost or even less, and they are sold to make room for merchandise that will sell and bring in a profit.

Day in and day out, Algonquin gets more play than any private club in St. Louis and the Harrison brothers have done their part in bringing this about.

At the 19th Hole



At that good old session after a round, lockers come in for their share of criticism and finally the blame reverts to the house committee. Consider the features of Berloy: a golf bag holder, two shelves, whisk-broom holder, golf ball rack, stocking holders, mirror, plenty of hooks and a rod for hangers.

The Berloy Golf Locker is designed by golfers for golfers and stands supreme in its field for its utility and appearance in the locker room. Write us today.

THE BERGER MANUFACTURING CO.
CANTON, OHIO

Branches at

Atlanta
Boston
Chicago
Cincinnati
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EXPORT DEPT., CANTON, OHIO

(B)
BERLOY

BERLOY
GOLF LOCKERS

Westchester County Summarizes Year's Operations

SOME interesting figures are revealed in the 1928 annual Year Book of the Westchester County (N. Y.) Golf association. Although only 25 of the association's 38

members reported, and some of them gave but incomplete reports, the figures are exceedingly interesting as indications of the character of operations in metropolitan districts.

The summary follows:

		Highest	Lowest
Average Number of Resident or Regular Members..	383	2,000	150
Average Initiation Fee Resident or Regular Members	\$682	\$2,000	None
Dues of Resident or Regular Members.....	\$215	\$ 300	\$150
Is a new member required to purchase a Certificate	18 Yes		
—stock or some form of indebtedness.....	7 No		
Average amount of same	\$1,066	\$2,000	\$300
Average number of non-resident or asso. members...	45		
Average Initiation Fee non-resident or asso. members	\$72	\$ 350	None
Average Dues non-resident or asso. members.....	\$57	\$ 100	None
Number of Clubs with Junior Members.....	18		
Initiation Fee Junior Members	\$63	\$ 300	None
Dues Junior Members	\$74	\$ 200	\$ 20
Age Limit Junior Members.....		31	15
Average Green Fees—week days	\$2.57	\$ 5.00	\$1.75
Average Green Fees—Holidays, Saturdays & Sundays	4.70	11.00	2.50
Number of Clubs operated through entire year.....	17		
Number of Clubs closed part of the year.....	8		
Number of Clubs with sleeping accommodations.....	18		
Number of Clubs without sleeping accommodations.	7		
Average number of bed rooms	42	390	3
Average cost per night		\$18.00	\$1.25
Number of Clubs operating restaurant—profit 1927..	2	\$21,402	
Number of Clubs operating restaurant—loss 1927 ...	23	\$ 8,595	
Average loss of clubs operating restaurant—loss 1927	\$5,182	Of the Clubs reporting losses 6 are closed part of the year and 7 open all of the year. The average loss per member is approximately \$20. Of the 2 clubs reporting operating profits—1 is closed part of the year and the other open all of the year.	
Average loss 15 clubs operating restaurant figures 1927	\$2,900		
Average loss of clubs reporting restaurant figures in 1926	\$6,583		
Average loss of 15 clubs reporting restaurant figures —1926	\$2,700		
Average number of men required to keep course in playing season	12½	20	6
Average number of men required to keep course in "off" season	3½	13	1
Average cost—Course Maintenance	\$26,225	\$45,000	\$15,000
Average Pro. charge—per half hour lesson.....	\$ 2.95	\$ 5.00	\$ 2.00
Average Pro. charge—per hour—to play.....	\$ 3.20	\$ 5.00	\$ 2.50
Caddies—			
Sixteen Clubs charge—per round	\$ 1.00		
Two Clubs charge—per round	1.00 plus fixed tip of .10c—.20c.		
Three Clubs charge—per round	1.25		
One Club charges—per hour35c		

Only 3 clubs permit tipping. One Club charges 5% extra to go into a merit system for caddies.

Number of Clubs managed by a Club Manager 14