

Sidelights on California Watering Systems

By GENE MARZOLF

(Greenkeepers' Convention Paper)

AT MY course there are 120 acres of fairways, but irrigated. We only have rain in December, January and February, a total of about seven inches, and are confronted with the water problem almost ten months of the year. The water in California is very expensive, and on the courses that are piped during the hot months of the summer it costs around \$1,000 a month for water alone. On my course, we have a thousand valves. We have a snap valve system. Two men are able to cover this course, watering the fairways, greens and tees. Each man has 25 sprinklers, and he waters this 50 or 60 acres in eight hours.

I have a very modern pumping plant with a pump that produces 1,000 gallons a minute. I have to separate the oil and gas in the water, running it into a separation tank of 55,000 gallons. I have a pressure of 85 pounds minimum and 105 pounds maximum, maintaining a pressure on my course at the high points of 80 pounds and the low points of 100 pounds. My mains are graded up to 4 inches. There is only one riser to 1 inch pipe, two risers to 1½ inch pipe, and so on. My risers are carried to the fairways, 74x79 centers, in a diamond shape.

On the course I previously had in California, we had about 90 acres of fairway, and used the hose system. Lines were small and pressure low, therefore we had to use ¾ inch hose. In order to keep the fairways in the good condition demanded, it took five men with 13,000 feet of hose, which was an enormous cost, due the fact that with the number of feet of hose we found that it took so long to take it in that when we got it in it was time to get it out again, and to leave it out in the sun, means heavy replacement.

Heavy Demand During Seeding.

During the seeding period, when we run water approximately 24 hours a day, we put on 1,000 gallons a minute in one center, the soil being of a crude substance, and if we water all day, half of the water goes down the same path. You can go out

FEE COURSE OWNERS TO MEET AT CHICAGO

DAILY fee course owners of the U. S. are invited to attend the meeting and dinner sponsored by the Chicago Daily Fee Course Owners association, to be held March 14, 6:30 P. M., at Hotel Sherman, Chicago.

This gathering is to be held during Golf Show Week at Chicago for the purpose of learning the thought of the nation's fee course owners with respect to the formation of a national organization and for a discussion of the pressing problems confronting the pay-as-you-play magnates.

Arthur Ahern, president of the Chicago organization, is issuing the call for the meeting and invites suggestions for the program of discussion. He also desires to learn in advance names of those intending to attend. Mr. Ahern's address is 9140 South Western Ave., Chicago.

after a rain, dig down ten inches, and from then on, you use a crow bar or pick.

Up to the present time, we have spent on our course, including our clubhouse, \$200,000. We have spent on new equipment about \$20,000. The snap valves, so far as I have found on my course, haven't given me one minute's trouble and I believe are necessary to maintain fairway irrigation at a minimum cost. My men put on a sprinkler at the rate of one a minute, and can change them in that time. Therefore, we have a big saving against the hose system, figuring wear and tear of hose, etc.

If you have a low area you want to water and not sufficient rain, your saving in water may minimize your water cost, and give an even distribution of water, and I believe against the system where you had to take the risers you didn't want, this is a big saving. Of course, in California, our upkeep costs are a lot more than for courses in the east.

The average course in California carries about 18 men. With the system I have, and with the equipment I have, I am going to run with about fourteen.

The Why of Lost Sales

WHY does the pro shop lose business it should have?

Now that the heavy season for selling is about to start for the pros in the northern states and the prospects of the year are so vivid, it will do no pro any harm to check up on the errors of omission or commission in his shop which were responsible for the escape of money he should have had.

There has come to GOLFDOM'S attention a compilation of the reasons for lost sales made by the Merchants' Service bureau and covering representative retail stores.

It will give pros plenty of food for thought to look over this compilation which follows:

Indifference of salespeople.....	47
Attempts at substitution.....	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople.....	16
Insolence of salespeople.....	16
Unnecessary delays in service.....	13
Tactless business policies.....	11
Bad arrangement of store.....	9
Ignorance of salespeople about goods...	6
Refusal to exchange purchases.....	4
Poor quality of goods.....	1

We have shown this list to about a dozen men in professional golf merchandising, divided about 50-50 between manufacturers' salesmen and well-known and successful pros, and have asked them how the ordinary retailer's loss reasons stacks up with the pro's reasons for losing out on sales.

Without exception they have stated that the indifference of salespeople is the main reason for loss of business in pro shops as well as in retailers' stores. As the pro and rarely more than two assistants comprise the sales force in the pro shop, it shouldn't be hard to eliminate this factor of indifference. If the pro is interested in making money, he'd better get on his toes about making sales, and see that the assistants whose performances are so closely under his supervision also show due interest and intelligence. Indifference toward selling is indifference toward making money and serving members. If the pro is personally

guilty for this dereliction, that is accountable for the most lost sales, he had better wake up and get next to himself or look around for a good union job that calls for frequently mentioned combination of a strong back and a weak mind.

But enough of the scolding. Until GOLFDOM began to stir up interest in pro selling, a number of pros, according to their own frank confessions, hadn't realized what might be done in increasing their incomes with able and active shop selling work. The last two seasons have seen so much development in pro selling that the pro shop as a retail merchandising outlet is apparently at the dawn of its big day. The pro who isn't prepared to take the advantage of this condition in 1929 will be strictly out of luck. Not only will his income show that he has missed a bet, but his members will notice, by comparison with other pros and their shops, that their man is asleep on the job.

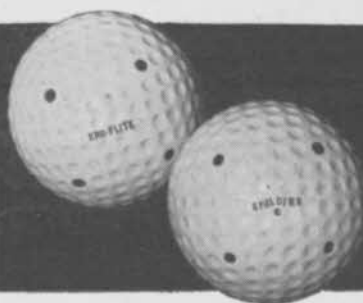
Losses the Pros Don't Have

As we look over the retailers' reasons for loss we rejoice that attempts at substitution, tricky methods, refusal to exchange purchases, and poor quality of goods figure very little in pro shop losses. Instead of substituting, the pro possibly lets many sales go by not trying discreetly to fit the customer's needs with something that will well serve the buyer. There are very few complaints of tricky methods in pro selling and seldom do we hear of a pro's refusal to make any reasonable exchange of purchases. In most cases the pro or his assistants, if they are entitled to hold their jobs at all, know enough about the goods they are selling to do a good job of handling the players' requirements properly.

Very infrequent are the complaints of over-insistence of salespeople in the pro shop. It might be a good thing if there were a little more of this.

Study these points and of other articles that may be responsible for restricting your income. Compare your reasons with those that have cost other retailers sales and profits. Then, when you have located the factors that are penalizing you, you can correct them and enter on a new and happier day of profitable merchandising at your shop.

A New Best Seller



SPALDING ANNOUNCES

The NEW MULTIDOT MARKING

AN UNKNOWN played it and beat a champion. The champion played it and won a tournament. Other professionals were asked to try out this new Spalding Multidot Marking. One after another the reports came back, "It's great! Spalding has made another great contribution to golf."

It isn't a new ball, remember. It's a new MARKING. Twelve colored dots are painted on the regular Spalding or Kro-Flite ball in a scientifically determined pattern.

The Multidot Marking makes identification easier. A player doesn't have to lift his ball.

Many professionals tell us that the Multidot makes accurate hitting easier, by giving the golfer a definite dot on which to focus his eye.

Others say that the Multidot has the advantage of greater visibility, and is easier to find in the rough.

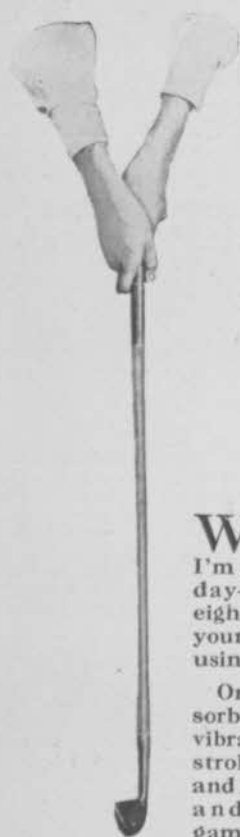
But try the new Multidot Marking and discover its advantages for yourself. Then stock it and see how it sells. Multidot comes in either the Kro-Flite or the Spalding Ball (dimple or mesh), and in four high-visibility colors—red, blue, green and maroon.

A. G. Spalding & Bros.

The Spalding
Each 75 Cents

WITH THE NEW
MULTIDOT
MARKING

The Kro-Flite
Each 75 Cents



There can be no substitute for a HICKORY SHAFT!

WHEN you hear a golfer say — "Boy, I'm sure hitting 'em today—let's go another eighteen!"—you can bet your bottom dollar he's using hickory shafts!

Only hickory can absorb the terrific sting and vibration — stroke after stroke—hole after hole—and leave the player fresh and relaxed—on his game and ready for more.

The jar and vibration of locomotives running over metal cross ties soon shake the machinery to pieces—it has been tried and abandoned. The sting and vibration from steel handled tools proved too much for even the hard muscles and nerves of working men. In the same way terrific vibration and sting enters the system at every shot with a club shafted with anything but hickory.

Leading players — both amateur and professional — know it and refuse the substitutes. That's because a hickory shaft has strength and stiffness . . . whippiness and response to torsional strain . . . because a hickory shaft has *life!*

Hickory Golf Shaft

Manufacturers Association
MEMPHIS . . . TENNESSEE

A Pro Outlines What a Pro Should Be

By C. V. ANDERSON, Professional,
Mesaba C. C., Hibbing, Minn.

IF I were hiring a professional for a golf club, I would pay more attention to the qualifications of the various men than I would to the salaries they wanted. A good experienced pro is worth whatever the club must pay for him, and an inexperienced one is an expense, not an investment, as the history of many clubs each season show.

Here are a dozen qualifications I would expect to find in the man I hired:

1. He must be old enough to have cast aside all kid folly and had at least five years of experience as a professional, or served in the capacity as assistant.

2. He must be a good instructor; have ability to impart his knowledge clearly; be forceful enough in his teaching so as to improve the play and standard of the club.

3. He must be a good player, not necessarily a tournament player, but one with a good, sound game, so his members will have confidence in him as a pro, for we are hiring a professional golfer.

4. He must have a good credit rating which will insure the members of a well-stocked shop in which they can do their purchasing of golf supplies.

5. He must be a good business man, of good character and minus a liquor breath while at his post.

6. He must be well posted on the rules of the game; have knowledge of course maintenance, but must realize and appreciate that the greenkeeper is the man in charge of the course, but he will actually cooperate with him at all times.

7. He must be able to hire the right help in his shop so as to insure the members of high-class service while absent or at his teaching ground.

8. He must manage and maintain a neat, well-kept golf shop; must have his shop open at a regular hour each day and close the same; he must see the members' clubs are properly cared for.

9. He must be a good club maker, so that the members of the club would receive good service in repair work and also get hand-made clubs, if desired.

10. He must be neat in appearance, courteous, a man amongst men and a gentleman.

11. I would want a man that would take an interest in the club; I would always welcome suggestions as to improvements—the cutting of expenses, running tournaments, etc. It is easily noticeable all successful pros are vitally interested in their clubs.

12. I would want him to be a member in good standing of the Professional Golfers' Association of America.

For such a man I would do all in my power as a board member to see that he got the support of all the members, so as to have him contented and satisfied. If he could not give satisfaction we would be on the look-out for a new pro. I would invite him to Board meetings; would encourage him at the needed time; would be his loyal friend; would try and not have the usual propaganda that gets out saying that the pro's merchandise is higher than his competitors', or that he was making three or four times as much money as he actually was—which is such a very common thing of today.

If this were done, we would have a satisfied, well-liked pro, a better club and a contented Board.

A man like this would not be hard to obtain, although it sounds as if it is a lot for one man to do. But a pro succeeding in the business does all of these and more too.

Change of Scenery to Pep Up Sales

By FRANK WILLIAMS,
Professional, Skokie Country Club

ONE important detail of professional sales operations this year, in view of the lively merchandising interest manifested by pros must be making changes in the shop so the members' interest is awakened by the novelty and attractiveness of the revamped establishment. Especially in the case of a pro starting his first season on a new job must this part of the work be given serious consideration. The conditions are such that a pro is afforded an excellent opportunity to woo back the trade that might have strayed away from the shop, due probably to no especial error of omission or commission on the part of the pro, but because of the wanderlust that seems to be a part of the American buying temperament.

In my own case, I am remodeling the shop so it will not seem the same to the

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 BALL 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.

5 reasons for using Hickory Shafted clubs

1 The Leading Amateur says—"I have learned my game with Wood Shafts and until I become unable to procure Good Hickory or until Steel Shafts are made, which ACT and FEEL like Wood, I shall continue to use Wood."

2 Requested to name the World's ten Leading Golfers, a well known writer listed nine who use Hickory Shafted Clubs.

3 In a test of over 150 Drives, Hickory Shafted Clubs averaged over 14 yards greater distance than Steel.

4 High Grade Hickory Shafted Clubs are from 10 to 30% stiffer than Steel.

5 The Government report places standing Hickory at SIXTEEN BILLION FEET and the consumption, at approximately the annual growth.

THESE facts will prove that no shortage of Hickory exists for making First Quality Shafts, which leading Professionals and Golf Manufacturers state there has never been found a satisfactory substitute.

The opinion of these men should influence the Golfing Public to use Wood Shafted Clubs and not to accept incorrect information regarding Hickory.

We are the first to introduce guaranteed uniform grade, machine tested for stiffness, nature cured Golf Shafts.

GOLF SHAFT & BLOCK CO.

Memphis, Tennessee

→ ARROW BRAND ←

Golf Shafts - Heads - Blocks

members. People like something new, and I am going to try to give it to them. New display racks are being installed with display facilities for a stock several times as large as that normally carried. The re-vamping plan calls for re-decorating the entire shop with some pleasing color that is easy to keep clean. The policy is to be an attractive, fresh appearing shop, plus a complete line of the best clubs at the same prices as the better class downtown stores.

Many times members *think* they pay the pro more than the store charges. Even though the store's merchandise is not the same high quality as the pro's, the pro is unjustly penalized and seldom given a chance to go into detail. To counteract this thought I intend to send out a letter to all of our members telling them that my prices are the same they have to pay downtown.

The customer must have a good assortment of standard, highest grade, brands, and that we give them in our new shop.

Handling the "Crab"

I believe that many of us in the pro tribe are inclined to pass up the member who is termed a "crab." I do not wish to imply that I have not done so in the past, either, but from now on the "crab" is the one person who is going to be pleased if it is humanly possible. The crabs always are the biggest and loudest talkers. They certainly can do the pro a lot of harm or good—so why not make sure that it's the latter?

Assistant Pros Need More Help

By F. PLAY

MY COMPLIMENTS to Paul Scott on his recent article in GOLFDOM relating to the status of the assistant. It served to draw attention of the thinking men in the profession to the assistant's need of better conditions of employment and training, and to the wisdom of making these needs a matter of P. G. A. study and action. As the matter stands now, the assistant can shift for himself as best he may, and this is not a situation that the P. G. A. should permit.

Someone should blush at the assistant pros' wages mentioned in Scott's article. Whether it should be the professionals or the clubs I'm not sure.

I know of boys who have been brought up since they were wee laddies to be pro-

professionals, and good ones. The P. G. A. should be in a position to help these boys with their problems, the most urgent of which is getting them located with smaller clubs where they could serve and advance to best advantage. By taking an interest in the case of the younger pros the P. G. A. not only would be helping these boys develop along the right lines but would control their placing in a friendly and foresighted fashion. By exercising thought and energy in the latter capacity the P. G. A. would be taking definite action in protecting the wage scale of the established and veteran pros by keeping the youngsters from cutting in and taking jobs at any price just to get located.

You can't blame the young fellows for getting the jobs when and where they can, so long as the older professionals continue to restrict their attention to the matter to complaint and criticism instead of tangible help.

Gopher Holes Are Source of Washouts

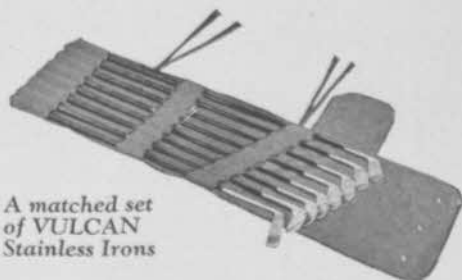
Dubuque Country club was not troubled with washouts during the past season due to the fact that when repairing the damage done by water we have placed the tile much deeper (24 to 30 inches to the top of the tile). Formerly we carried them only 8 or 10 inches under the surface.

In checking up on wash-outs we found that the beginning was invariably a gopher hole; of course you need not draw on your imagination to know what a river would do with just the slightest beginning. We do not aim to carry very much water away in our tile as it is only large enough to take care of the seepage. We found there is no better agent for carrying water than a good growth of blue grass and by maintaining a good sod in all of the low places we are able to avoid a great deal of trouble.—John M. Walker, Green-chairman.

DO more weeds seem to grow on your greens than on those of the neighboring club? Are you sure the cause is not traceable to using seed-laden creek-water for your greens where your neighbor uses well-water?

HAVE you been thinking anything of possible changes in shop layout during the new year? Lots of times slight revisions in the arrangement of stock will speed pro sales.

• • • • • Talk about Values!



A matched set of VULCAN Stainless Irons

HAVE you seen the new VULCAN models for 1929? They're beauties, every one of them, and you've never seen better values in your entire career as a professional.

We like to display them to our Pro friends because they know how to judge the real "stuff" in them. And it's there, without question, because VULCANS are built by old timers in the business.



Use the coupon below to secure full description of all models.

Vulcan Golf Company

Portsmouth, Ohio, U. S. A.

VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF COMPANY,
Portsmouth, Ohio.

Gentlemen: I am interested in your new models. Send 1929 catalog and ask your man to drop in on me.

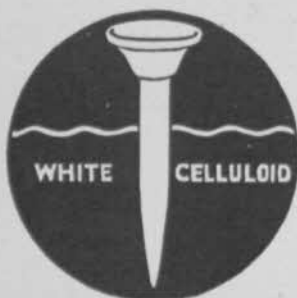
Name

Address

Country Club

"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 fan 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.

All white or assorted. Always packed in yellow boxes.

If your jobber has not got them write us.

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

Topeka Pro's Sales Plan Features Advertising

C. M. "CHICK" TROUT, pro at the C. Topeka (Kan.) Country club, is planning to use advertising on a carefully planned basis in making his 1929 sales volume a record-breaker. Trout has set aside money for his season's advertising appropriation and is launching his advertising during the first week in March with the accompanying letter, which is to be mailed to all of his members.

About the twentieth of the month Chick will send out a card telling of the arrival of his new stock, and possibly, information about club-cleaning and instruction. He is repainting his shop and installing new showcases, having found that a few dollars spent in this way pay big dividends.

Women's business is getting to be quite an item, Trout notes. At Topeka Country club "Ladies' Day" is every Tuesday morning. At various times he gives a demonstration to the crowd of women; showing the different strokes, answering instruction questions and interpreting rules. The feature has been enthusiastically received, and has indirectly and directly resulted in a lot of business.

C. M. "CHICK" TROUT

Golf Professional

Topeka Country Club

Topeka, Kans.

March 4, 1929

Dear Mr. Bullis:

It gives me great pleasure to have been retained as your golf professional for the coming season. I have selected as my assistant, Earl Bonebrake, who has served me faithfully as a caddy, and in the shop for the past years. I hope we may be of a real service to you during the coming season.

My shop is stocked with merchandise which I have personally selected and purchased from the highest grade manufacturers in the world—the selected P. G. A. models woods and irons, the Walter Hagen woods and irons, the A. G. Spalding & Bros., the Crawford, McGregor & Canby Co., the Burke Golf Co., the Kroydon Co. and the Vulcan Co., the Beckley-Ralston stroke savers, Geo. Nicholl irons, Spence irons, Hendry and Bishop irons and the Butchart-Nicolls clubs.

Should you desire any article not carried in my stock I will be pleased to order same for you. While at the club you are cordially invited to inspect my excellent display of merchandise.

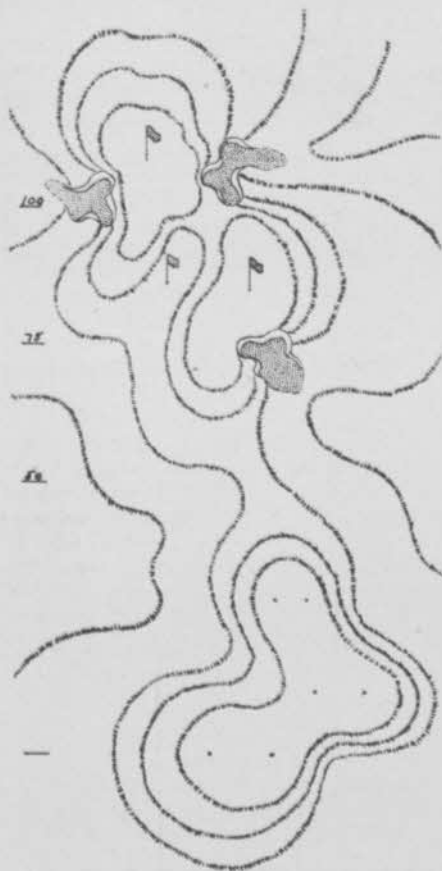
I shall conduct regularly, as I have done in the past, classes of instruction for caddies, and I shall appreciate your reports to me of their conduct.

My thirteen years of experience as an instructor and player qualify me, I believe, to be your Golf doctor, lawyer and merchant. I sincerely hope my assistant and I may assist in making this your most enjoyable golf season.

Very truly yours,
(Signed) C. M. "CHICK" TROUT.

A Strategic Short Hole

By MAX H. BEHR



The length of this hole may be varied from 60 yards to 110 yards. Its character may also be varied by the placing of the pin on the plateau in front, in the valley to its left, and upon the plateau at the back. The player is not required to risk anything. He can use his putter from the tee. But if he wishes to lay the ball dead he must outplay the defensive bunkers. They are not interested in penalizing his ball, but only in defending the hole

INSTEAD of cuff-links, watch-fobs and other useless articles, give event winners certificates entitling them to definite amounts of merchandise at the pro shop. This certificate practice insures the golfer getting a prize he wants and at the same time increases your pro's business.

PUBLICITY backs a Quality Product *to help you sell* MACGREGORS

THE National Advertising behind MACGREGOR clubs has been creating a steadily increasing demand for them throughout the years. All these years it has been putting MACGREGOR on the map.

Thousands of these magazine advertisements have come—and are coming—into *your* community. Therefore, your problem is to get the people into your store, who have seen these advertisements. And the best way to do this is to use the local newspaper.

The folder contains a number of advertisements of various sizes—saving you all the bother of preparing them. They are not golf advertisements alone but also mention that you have other lines of merchandise.

We furnish either complete mats or complete electros. There is no charge for this service. Choose the ones you want, order them by number and we will send them to you promptly, postpaid.

THE CRAWFORD, MCGREGOR
& CANBY COMPANY

Established 1829

Dayton, Ohio

MACGREGOR
COURSE-TESTED  GOLF CLUBS

Here's Why the MANAGER SEES RED

THIS is the season when many golf club officials are studying their annual statements. They try to compare their own club's figures with those of some neighboring clubs and usually find the attempt futile, due to the wide variations in club book-keeping methods. But in most cases they have no difficulty in finding that each club has its loss in operating its restaurant service. The amount of the loss frequently is concealed by book-keeping tricks for the manager is confronted with a situation that is the members' fault and not his. However, his not to reason why, he is forced to the fine art of protective coloration and makes use of it in reporting on his restaurant operations.

During the peak of the 1928 season GOLFDOM aroused considerable interest with a series of articles, to which many club officials contributed, on the problem of the inactive member. Now, before the 1929 season starts, new administrations should be taking some steps toward arousing the membership to the necessity of patronage of the club's restaurant facilities. Unless the volume of house business from the members is promoted by every method at the command of the club officials and the manager, it is hopeless to expect anything but a loss in the restaurants.

The club is usually limited in its solicitation of "outside" business for its restaurants. The expense of the club "atmosphere" in conducting the club feeding procedure is heavier than that of most "outside" restaurants, and the club members protest against prices that are the least bit high. Then there is that uncertain and costly element of the weather, which has a lot to do with the showing of red in many club operations. But all of these adverse factors are overcome if the membership patronage of the restaurant end of the club is somewhere in line with the play on the course.

A Close-Up of the Dilemma

A copy of a letter written by a manager to the house-chairman of his club has been sent to GOLFDOM. It gives such an

intimate and accurate analysis of the situation that we are reprinting it so it may bring club officials to an acute realization of the manager's problem. Unless the members appreciate their responsibility with respect to patronage, the red is bound to show, as the manager puts forth by saying:

Mr. J. C. ———,
Chairman, House Committee,
——— Golf club.

Dear Mr. ———:

After having served our membership for three seasons and carrying out instructions of the three House Chairmen during that time, I wish to give you now a summary of the activities insofar as expenses and income are concerned for the season just closed.

The Board of Directors and the House Chairmen have always maintained that we shall furnish the very best of service and only high class foods in our dining room and it has been my pleasure to supervise the operations in this department to the satisfaction of all who patronize the house. It appears to the writer that the Board of Directors should have intimate knowledge of conditions as affecting each department and it is my desire to give you these facts for the best interests of the club. We have been especially fortunate this year in that we have not had a single complaint on either food or service and on the other hand hundreds of compliments on both but at the same time I shall contend, as I have told you on several occasions, that the membership should appreciate and patronize the dining room more liberally in order to maintain the standard of service and food they receive.

Volume Inadequate for Overhead

Since it is my idea that the copy of the attached report be mailed to each member I have built this tabulation from the supposedly active playing months of the season, thereby excluding six weeks at the beginning and four weeks at the end of the season for the reason that these two periods will not show sufficient gross income to equal the operating expense of those periods. The report, then begins on the fifteenth day of May and ends on the first day of October, and I am inclined to believe that the figures will surprise even the most pessimistic of our directors when