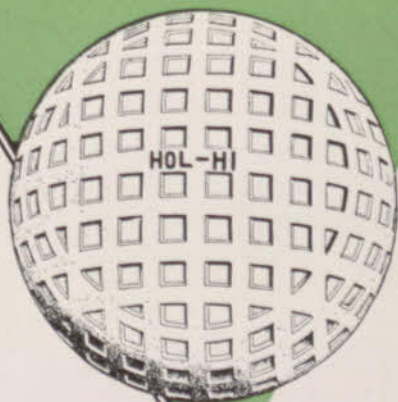


a success
at a dollar

Wilson HOL-HI

A new golf ball has flashed into popularity—the Hol-Hi. Never in golf history did a ball win such instant and enthusiastic reception. Golfers paid a dollar and said, "...it's worth the money." Now production volume has increased to the point where Hol-Hi can be sold for 75c. And—if possible—it's an improved ball. Hair-trigger getaway—almost unbelievable accuracy—an urge to go that adds ten to fifteen yards on every drive—and the stamina to take the hardest punishment without a whimper.



WILSON-WESTERN
SPORTING GOODS CO.

NEW YORK
CHICAGO
SAN FRANCISCO

A HIGH-POWERED BALL FOR EVERY GOLFER

NOW 75¢

You're in Business, Old Man, So Let's Talk "Shop"

The prosperity of every pro is greatly concerned with merchandising. The wide-awake boys are paying a lot of attention to Shop Displays and stock turnover—they are the boys that are "cashing in."

Here's a line of clubs which is acknowledged to be FINE PLAYING EQUIPMENT — plus this, it is a line that has plenty of style, and, plus this, it is packed in a most attractive manner.

You will find in the Wilson line, Golf Equipment which will make a splendid sales appeal and a line upon which you can depend to give lasting satisfaction and to build for you a reputation for handling reliable merchandise.

Every day more pros are realizing that Wilson sales are easier sales, also profitable.

Wilson

GOLF EQUIPMENT

WILSON - WESTERN Sporting Goods Co.



Gene Sarazen

**AUTOGRAPHED
MODELS**
Matched



AVERAGE DAILY INCOME AND EXPENSE REPORT (DINING ROOM AND GRILL) SEASON 1928

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	None	None	None	None
Lunches	\$11.30 (16)	\$51.60 (65)	\$25.80 (41)	\$47.25 (78)
Dinners	45.45 (38)	55.70 (43)	79.40 (55)	73.25 (49)
Outside employees.....	11.00	11.00	11.00	11.00
Total revenue.....	\$ 67.75	\$118.30	\$58.10	\$131.50
Food cost.....	\$33.87	\$59.15	\$32.00	\$65.75
Kitchen payroll.....	\$22.38	\$34.00	\$32.00	\$32.00
Fuel, power, water.....	5.00	5.00	5.00	5.00
Depreciation on equipment.....	5.00	5.00	5.00	5.00
Insurance and interest.....	6.00	6.00	6.00	6.00
Meals to kitchen.....	8.00	8.00	8.00	8.00
Dining room payroll.....	\$21.00	\$21.00	\$26.00	\$26.00
Laundry	2.00	2.00	2.50	2.50
Depreciation on equipment.....	5.00	5.00	5.00	5.00
Interest and insurance.....	4.00	4.00	4.00	4.00
Meals to waitresses.....	6.00	7.00	7.00	7.00
Total expense.....	128.25	\$156.15	\$158.60	166.25
Profit or loss.....	Loss \$ 60.50	Loss \$ 37.85	Loss \$ 42.40	Loss \$ 34.75
REVENUE	FRIDAY	SATURDAY	SUNDAY	AVERAGE DAILY
Breakfast	None	None	\$ 6.25 (18)	LOSS, \$51.55
Lunches	\$19.10 (32)	\$48.85 (68)	50.55 (60)	AVERAGE NUM-
Dinners	25.50 (19)	28.50 (20)	77.95 (57)	BER LUNCHES
Outside employees.....	11.00	11.00	11.00	SERVED, 51½
Total revenue.....	\$ 55.60	\$ 88.35	\$102.87	DINNERS, 40
Food cost	\$27.80	\$43.87	\$56.00	This Report In-
Kitchen payroll, fuel, etc. (same as above)	56.00	56.00	56.00	cludes All Activi-
D. room p-roll, Indry., etc. (same as above)	38.50	38.50	55.50	ties, Parties, Tourna-
Total expense.....	122.30	138.37	214.37	dances, Tourna-
Profit or loss.....	Loss \$ 66.70	Loss \$ 50.02	Loss \$ 68.62	ments, etc.

DOES YOUR CLUB PAY THE CADDIES BY TIME?



Send for
folder and price

Many leading clubs throughout the country do.
Acts as an inducement to boys to become caddies.
Makes caddies as willing to work for poor players as good ones.
Has been proven the most satisfactory to both players and caddies.

THE CALCULAGRAPH

PRINTS TIME OF "START," "RETURN" AND ACTUAL AMOUNT
EARNED IN DOLLARS AND CENTS.

Is used by many leading clubs.
Is the ideal time recorder for timing caddies.

CALCULAGRAPH COMPANY

General Office
50 Church St., New York

Western Office
565 W. Washington St., Chicago



PRO'S...

MAKE A GOOD PROFIT BY
HELPING YOUR MEMBERS
PLAY BETTER GOLF WITH

The Denman

RITE-GRIP

The Denman RITE-GRIP will make them grip their clubs with a "pro-grip." It is a thoroughly practical device that will positively correct faulty gripping. Endorsed by 15 leading professionals during National Open at Olympia Fields. Nothing else like it on the market—sells fast with good display—national advertising already created big demand.

List Price, \$2—Liberal Pro Discounts
THE RITE-GRIP CO., 350 Richardson Bldg., Toledo, O

This is the day of Steel
Shafts, Matched Sets, Guar-
anteed Balls—and the



THE
MODERN
GOLF TEE

ANGLE
TEE

PAT. PEND.

Gives players such improved
driving advantages as:

- (1) Hole-true direction — ANGLE-TEE points toward hole;
- (2) Less topping—ANGLE-TEE focuses eyes back of ball;
- (3) Frictionless getaway—ball actually in air when hit;
- (4) Improved short-hole play — ANGLE-TEE is better than a turf lie;
- (5) No lost time—ANGLE-TEE won't fly away;
- (6) Proper tee height — ANGLE-TEE's height is adjustable.

Trial order, or request for sample
may be had with coupon—use it now.

THE ANGLE-TEE CO., 211 Merian Bldg., Cleveland, O.
☐ Ship Trial Order... Display Carton(s)
of ANGLE-TEE (36-250 boxes per carton).
☐ Send Sample.

Name
Position
Address

I show you that we have lost more than \$10,000 in the dining-room this year simply because we did not receive sufficient patronage to counterbalance the overhead necessary in maintaining the standard of service and serving the quality of food your members are receiving. Had we received a legitimate quantity of patronage these figures would be altered materially.

Recalling now that we have 300 active members, 64 women players, 16 junior memberships, and 19 special members it does not seem just that we should average only 51 lunches, and 40 dinners during this active season.

I might elucidate by telling just how these figures were derived and this may help the directors to arrive at a plan whereby patronage may be obtained and losses in the dining-room materially reduced.

The bookkeeper and I each keep a record of the daily income and expense and we started the tabulation by listing the seven days of the week and in this tabulation we included all parties, dinner dances, tournaments, etc.—in fact, all the activities which were supposed to produce a revenue in the dining room. Each day of the week had a column of its own wherein we totaled the number of lunches, their revenue, the number of dinners and the revenue and the number of meals given to employees from the course and locker room. This gave us the total gross revenue for each day of the week throughout the entire active season. We then divided these totals by the number of days which in the first instance shows that we average on Mondays—16 lunches and 38 dinners and the average gross income on Mondays is \$67.75.

The first item of expense, then, is the food cost which figured by all hotel and restaurant experience is one-half of the gross income. To this we add the kitchen pay-roll, fuel, power, depreciation, insurance and interest and meals to the kitchen help. We then add the dining room pay-roll, which includes the ladies' locker-room

attendant, who also serves, and the various other expenses in the dining room. These figures were taken from the actual expense records shown on the club ledger, and the net loss on Mondays shows itself to be \$60.50.

Now, inasmuch as we have 500 possible patrons not counting guests, it is not feasible to reduce the number of employes in either kitchen or dining room inasmuch as we have, without any special notice, been called upon to serve as many as 90 lunches and more than 100 dinners, but at the same time it does not seem reasonable to believe that we should average only 51 lunches and 40 dinners from a membership such as ours. I have for the past three months made an intensive effort to ascertain just why we do not serve more members, and in that time I have not found a single complaint. The reason seems to be that men will eat a sandwich or two at some restaurant on the way out to the club or will play from one o'clock until five o'clock and then go home for dinner instead of inviting their family to the club for dinner. It might surprise you to know also that we have not had a single complaint on the price of our meals, and, as you know, we are still serving an 85c lunch and a \$1.50 dinner, the cause of the loss is apparent.

"How the Club Looks at the Pro's Side"

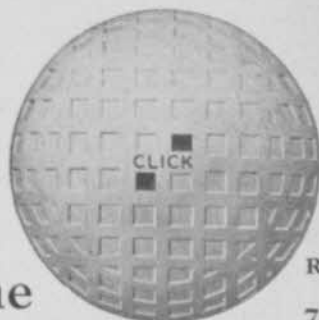
AS OBSERVED BY A MANAGER

IN THE February issue of *GOLFDOM* there appears an article entitled "How the Pro Looks at the Club's Side." This pro tells us that HE knows of a club where the members won't patronize the shop because the pro isn't running it. When he gets a little older, and gathers more experience, he will understand that the average member of a golf club is very little interested in who gets the money he spends in the shop. When the member receives goods and service commensurate with the amount expended his interest ends. Of course there are members in every club that cater to the pro hoping that at some time they will get an extra few minutes on their lesson, or some special advice, etc. The sophisticated member does not indulge in this little pastime, however.

It is my opinion that too many of the pros are lacking in adequate business acumen to properly operate a pro shop for the best interests of a club and its

ever increasing in

DEMAND



The
**CLICK
COLONEL**

Retail
Prices
75¢ each
\$9.00 per
doz.

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

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.



Plan Now to fertilize fairways this year with MILORGANITE

[Used on more than 1000
golf courses during 1928]

Exceptional Mechanical Condition facilitates uniform distribution and makes it an excellent carrier for lead arsenate, sulphate of ammonia, etc.

Milorganite supplies valuable Organic Nitrogen, the vital plant food element for turf grasses. Its nitrogen is not water soluble but is gradually converted into available form by soil processes. Milorganite thus provides for long continuous feeding, particularly on fairways.

WHILE RESERVES ARE BEING ACCUMULATED WE SUGGEST THAT REQUIREMENTS BE ANTICIPATED EARLY TO INSURE PROMPT SHIPMENT DURING RUSH SEASON.

Obtain further information and address of nearest distributor from

THE SEWERAGE COMMISSION

508 Market Street

Milwaukee, Wis.

members. An individual, or class of individuals, where a great percent of them are admittedly incapable of managing their personal affairs should not attempt to justify their position by blaming it on the manager. Such idle chatter as a manager trying to allay the club operating deficit by grabbing the pro's profits sounds like someone not so very far removed from a caddie.

If the author of "What the Pro Thinks of the Club's Side" will turn to page 66 of February GOLFDOM and read what "One of the Boys" says he will be materially enlightened on the subject of pro efficiency and, no doubt, ere he again feels the urge to break out in print he will at least consult with the Editor to avoid the REAL situation being discussed by a co-worker in the same issue. It is sincerely to be hoped by all golf clubs, as well as managers, that "When the P. G. A. gets its campaign of education and co-operation under way" they will perfect the machinery of their "campaign" by a little home education. Education and charity are kin—charity begins at home.

EDITOR'S NOTE.—*Argue it out, boys. There's nothing to be gained by handling golf's business problems ostrich fashion. We are indebted to the manager who wrote the foregoing comment on the pro situation, and the thinking pros also owe him a vote, for if all sides are presented publicly, then there's a chance to arrive at some definite solution.*—H. G.

New York's First Golf Show Draws 55,000

FIRST New York edition of the International Golf Show, held at Grand Central Palace, Feb. 18 to 23, drew an attendance of 55,000 according to Spearman Lewis and Al Schaffer, managers of the event. The show was regarded as a successful inauguration of the golf show week in New York City, a feature of the central states golf calendar which goes into its fourth year at Chicago during the week of March 11-16.

Headline exhibits at the New York show included L. A. Young Co. and Crawford, MacGregor and Canby in the playing equipment field and the U. S. G. A. Green Section, Westchester Greenkeepers' Ass'n, and F. and N. Lawn Mower Co. in the course maintenance departments.

My Employees Have Been with Me for Years

By EARL PORTER

Manager York G. C. (Hinsdale, Ill.)

THERE is nothing more annoying to the manager than the disturbing news that one or more valuable members of his house staff will not be back when the club opens in the spring. Not only is there the bother of finding proper substitutes, but there is always the doubt whether or not the new men will prove satisfactory after the club opening, when forced replacements are always the source of trouble and complaint from the members.

Anything the manager can do to bring the same employees back year after year is therefore very desirable. I have had considerable success holding my workers and believe attention to the following ten points is responsible:

1. Treat your employees as you, yourself,

would like to be treated. Maintain the dignity of your managerial position, of course, but be human.

2. Create a home-like atmosphere among them; remember, no matter how down-and-out they were when you hired them, they are away from home and appreciate the home-like touch.

3. Have them come to you with their troubles, both those connected with their jobs and purely personal problems. Help them solve them.

4. Take more than just a bossing interest in their affairs. Greet them pleasantly when you meet them in the morning; call them by their first names.

5. Never create the impression that you are superior socially to them, simply because you happen to be their boss.

6. Encourage them to make suggestions for improving service and let them try them out. An employee who has "invented" a new service, always takes a greater interest in his work.

When will your playing season start?

CLUBS noted for early golf and a long playing season have had the benefit of the highly specialized drainage engineering service of this organization. We work cooperatively with architect or contractor.

Will your course be prepared for the July drought?

The Miller-California System of Golf Course Irrigation as installed and adapted by this organization to some of the country's leading Eastern Courses has off-set effects of severe droughts, reduced maintenance costs and increased golf enjoyment on hot days immeasurably. And the initial cost is surprisingly low.

WENDELL P. MILLER
and Associates

GOLF COURSE DRAINAGE AND IRRIGATION
Engineers - Constructors



208 So. La Salle St., Chicago, Ill.

85 East Gay St., Columbus, O.

The Peerless Mower Sharpener



HUNDREDS OF GOLF CLUBS, large and small, now use the Peerless Lawnmower Sharpener.

It Perfects the cutting edges of any make of Mower

And That Means Perfect Turfs

The Peerless Mower Sharpener is the only machine that sharpens all makes of Power, Horse and Hand Mowers *scientifically—quickly—perfectly*—does the work as nothing else can. Operated by 1/3 H. P. Motor—attach it to your lamp socket. Special Grinding Wheel for sickles, scythes, etc. Skate sharpening attachment included. Will save its cost the first season. Write for catalog and list of users.

THE FATE-ROOT-HEATH CO.
988 Bell St., Plymouth, Ohio

We will exhibit at the International Golf Show

The Peerless Mower Sharpener

7. Listen to their experiences in the past at other clubs. Not only will the manager receive valuable suggestions that can well be put into effect at his own club, but the employee, made to feel he is being consulted, is pleased with his importance.

8. Encourage them to play golf on their day off. Loan them a set of clubs if they don't own one already.

9. Make them feel that your club is more than just a place to work.

10. Do everything you can to encourage the members to take more than just a hired-servant attitude toward the help. When talking to a member about an employee, mention his value to the club and how you'd hate to lose him.

Keep these points in mind while going about your daily managerial duties and you'll find, as a result, your help are satisfied, willing to work and will report back on the job at the opening of each season.

Dining Room Profit Is Not Impossible

By PETER C. HAUSEN

Manager Edgewater G. C. (Chicago)

LAST year and also the year before we operated our dining-room on a profitable basis. If anyone figures his overhead, his food costs—in short how much it costs him to put the food before the members, he then will know how much to charge in order to make a profit.

Of course, fluctuation in the number of patrons served in a country club, resulting from weather conditions, plays an important part. If a manager has purchased his supplies in advance for Saturday, Sunday and Monday and finds that the weather man has sent rain on Saturday forenoon and forgets to let it stop until Monday afternoon, he will find his ingenuity sorely taxed, if he wishes to emerge "on top." Fortunately this happened but once last season.

It requires constant watching, in order to have supplies in fresh condition. Never overstock. Keep things moving, and above all, study the tastes of the membership and buy accordingly. There is no need for any club to keep goods on hand that are not in demand, just on a chance that someone "might" ask for them. That is where your loss comes in. But on the other hand,—any article, not on the bill of fare, can be had, if ample notice is given.

We serve a regular luncheon in the grill room at 90c; on Saturdays, a buffet luncheon for \$1.00; a ladies luncheon in the dining-room for \$1.00. Our regular dinners are \$1.75. Parties are according to price. I take care of orders for private parties myself, and in this way recommend what I have on hand, giving the club and the member the benefit.

Our daily bill of fare is carefully considered every day. My chef comes into the office every morning and we talk over everything pertaining to dinners, luncheons and private parties.

This is what makes for the success of our restaurant. Only the best of everything is bought and we are catering to a membership who knows what it wants and appreciates what it gets.

Fitness in Furnishing

(Continued from Page 33)

chair on either side of the fireplace, the room would be pleasing indeed.

Decorations are enduring, yet every time a new club is equipping and decorating, they should respect present trends, and at the same time realize that in a few years they will have to add or replace certain items. The old clubs, redecorating in whole or in part, should manipulate their decorative units in such a way that the room interiors are always a transition from the past to the future style, realizing that styles vary even in periods.

One part of a scheme should not suffer for the benefit of some other phase; it should be consistent and well-balanced throughout. There should be a material expression of the needs, the sentiments and the emotions, and the decorations must be dependent upon the architectural backgrounds.

Color is used to assist in the development of form and to distinguish objects or parts of objects one from another, and should be carried out in a general theme of tone values enhanced with brighter hues as accents.

There is room for great improvement in the art of clubhouse furnishings and decorations and it can take place as soon as club executives realize their membership is entitled to that repose which the mind feels when the eye, the intellect and the affections are satisfied by the decorative expression of their club quarters.

A Way to Please the Grouchiest Member — Order Lewis Washers

Even the Club Grouch will compliment you if you order LEWIS WASHERS this year. But if you have only one at every other hole LOOK OUT! Be sure to have a LEWIS at every Tee. It's the Golf Ball Washer that really performs. Give your members what they want—it pays!

NEW! LEWIS WASHERS now in use having worn brushes can be sent to us to be fitted with the new spring adjustment, or we will send it to you. Send for price list of washer and new spring adjustment.

"It's
a Lewis
Golf Ball
Washer"



Showing how the ball is washed in a Lewis Golf Ball Washer.



Try the Lewis Waste Container and Towels

G. B. LEWIS COMPANY
Dept. 6D329 Watertown, Wis.

Planting

ON COURSE AND CLUBHOUSE LANDSCAPING

[Greenkeepers' Convention Paper]

A GOLF course should be adorned by nature's own planting or otherwise with trees, evergreens, shrubs and flowers. A restful yet animated spirit of rural loveliness should be the theme. A pleasant spot where the finest of sports may be indulged amidst the wonders of arboreal and floral creations.

The buildings erected on such a golf course should be in keeping with the environment and atmosphere whether they be small or larger. Planted around and near the various buildings there ought to be forms of trees, bushes and flowers. These to aid in making the scheme one of unity and harmony. Furthermore to suggest a feeling of welcome and abandonment. Harsh and uninteresting entrances, doorways and wall spaces may be softened with suitable planting. Thus suitable garden subjects ought to be planted at corners and barren spots with the object of accentuating an entrance or doorway and parts of the foundation. Shade trees may be planted to give protection from the sun. A clubhouse needs such on hot sunny days, whilst the cool winds of early spring, late autumn and especially in winter require stubborn resistance from groups or a row of taller conifers.

Spread over this continent there is a splendid array of native planting subjects and what an extensive accumulation of exotic species and varieties may be procured. Usually for golf courses native trees and so forth should be featured. One may mention American Elms, Maples, Oaks, Beech, Birch, Tulip trees and Magnolia. In conifers the White and Red Pines, White and Blue Spruce, Hemlock, Cedars, Junipers and the fairylike Silver Fir (*Abies concolor*). In the hot summer and arid sections, largely other species would have to be thought of.

Many of the foregoing conifers respond splendidly when planted adjoining buildings as well as many of the foreign types of conifers, shrubs and low evergreens. The finest should be arranged around the

By PROF. A. H. TOMLINSON
Ontario Agricultural College—

Pointers

clubhouse and at the main gateway of the course. The same form of conifer planting could be the vogue around the foundation of the building by way of one or more erect specimens for a corner supported by oval forms. A similar thing may be done in bare sections of a wall base. Low spreading conifers may be featured to advantage as ground cover plants like the low growing Savins Juniper in varieties of *J. tamariscifolia* and *J. prostrata*. With such planting the so-called broadleaf evergreens as *Euonymus vegetus* and *E. radicans* are most desirable. In milder parts the *Pachysandra* is a great acquisition.

Some of these dwarf types are most suitable for planting against a wall foundation which needs partial covering or as an edging between taller subjects and the walks or grass. For buildings lacking in architectural design, shrubbery for foundation or base planting is admirable and particularly attractive are those of rounded and conical shapes. Not forgetting the delicate blossoms and delightful odours like the Mock Orange in Philadelphia lemoine, Bouquet d'or, Virginel and Girandole, etc. Although without perfume the very early flowering goldenbells or Forsythias are most popular in the early spring, the golden Currant or *Ribes aureum* too has its place in the early season because of its pleasing perfume. For a little later flowering in brilliant reds and pinks the *Cydonia japonica* or Japanese Quince is most enchanting. For planting in most any place the Japanese Barberry is without parallel. It is dwarf, possesses most attractive foliage, small bell-like flowers followed by green berries which turn red during Autumn. The foliage, too, turns a coppery red at that period. The new red leaf variety of this *Berberis*, viz. *B. thunbergia purpurea* is very fine, especially against such as gray walls or evergreens. In districts near the lake *Kerria japonica* with its yellow blossoms, is most effective.