

In case you haven't seen the complete  
NEW line of  
**P. G. A. GOLF BALLS**  
HERE THEY ARE!

The High Powered Ball



SPALDING P. G. A. DIMPLE

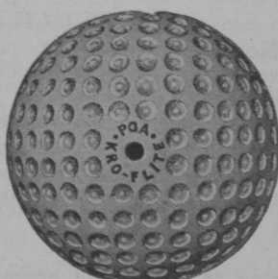
Each 75 cents



SPALDING P. G. A. MESH

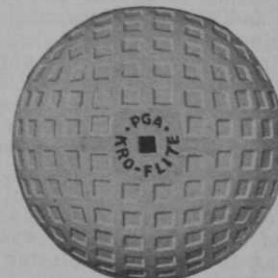
Each 75 cents

The Ball for Durability



P. G. A. KRO-FLITE DIMPLE

Each 75 cents



P. G. A. KRO-FLITE MESH

Each 75 cents

These golf balls supplied in either white or multidot marking  
Sold only by Professionals

**Professional Golfers Association**  
of America

SELECTION COMMITTEE: George Sargent Willie Ogg Jack Pirie Jack Shea

change by the commissioners or their authorized agent.

\*Note.—Changed to \$3.00 in July, 1929.

The receipts for the 1929 season were as follows:

		Represent- ing Regis- trations
From membership fees.....	\$ 8,013.50	12,827
Green fees from resident non-members .....	6,065.50	8,522
Green fees from non- residents .....	12,957.50	7,435
Guests .....		716
Practice fees.....	14.00	....
Checking fees.....	62.10	....
Daily locker fees.....	144.75	....
Member locker fees....	185.00	....
	<hr/> \$27,442.35	<hr/> 29,500

### Control Non-Resident Play

An analysis of the receipts discloses that 7,435 registered non-residents supply nearly one-half the revenue while representing only 25 per cent of the total number registered for play. It has been the policy of the department to hold the non-

resident play in check by increasing the green fee from year to year when the play from this source caused congestion on the course, thus avoiding complaints from resident players.

The expenditures for the year 1929 were as follows:

For labor for upkeep.....	\$12,042.11
For supplies.....	5,447.50
For administration and pro's sal- ary .....	3,335.88
	<hr/> \$20,825.49

### Earnings Improve Course

During the year there were many improvements and extensions made. Two greens were rebuilt, one entire new green built, new drainage installed in the course at various locations, improvements in the clubhouse and implement buildings, also new traps and grass tees added. For this work \$6,616.86 was spent. Note this course has been largely completed out of its earnings, improvements being made each year. The course is 6,240 yards long, 18 holes, par 72, has practice hole and green. The labor for the upkeep is divided as follows:

		Cost per Registration	Per Round
For watering 20 greens, 10 grass tees and 50,000 square feet grass nursery.....	\$ 851.22	\$0.029	\$0.017
For cutting greens and 50,000 square feet grass nursery .....	2,450.00	.803	.049
For top-dressing 20 greens and 50,000 square feet nursery and 10 grass tees.....	1,357.39	.046	.0271
For worming 20 greens.....	93.75	.0031	.0018
For weeding 50,000 feet grass nursery.....	127.19	.0043	.00254
For applying liquid fertilizer on 20 greens and 10 tees and 50,000 square feet nursery.....	607.77	.0205	.0121
For whipping and removing worm casts.....	132.00	.0044	.0026
For screening top-dressing by hand, labor includ- ing hauling from source.....	754.98	.025	.0151
For raking 25 sand pits and sand replacement....	354.12	.012	.0071
For care of and changing 25 cups.....	207.21	.007	.0041
For care of tee boxes and ball washers.....	123.23	.0041	.0024
For mowing 10 tees and replacing turf.....	227.42	.0076	.0045
For cutting fairways.....	736.25	.025	.0147
For cutting rough and hand cutting weeds and in- accessible parts of course.....	1,544.25	.052	.031
For rolling fairways and greens.....	149.15	.005	.003
For hauling, distributing sludge from source and raking in by hand.....	774.03	.0262	.0155
For repairing and extending water mains.....	145.56	.005	.002
For repairing equipment, including two trucks com- pletely overhauled .....	724.08	.025	.0145
For trimming trees, care of flower beds and club- house grounds.....	508.84	.017	.0101
For parking cars.....	172.75	.006	.0032
Total .....	\$12,042.11	\$0.408	\$0.241
For supplies .....	5,447.50	.187	.109
For administration and pro's salary.....	3,335.88	.11	.0667
	<hr/> \$20,825.49	<hr/> \$0.70	<hr/> \$0.4165

*from the first tee on*  
**PROFIT**

*"with the  
 Tee of Champions"*



**...Mr. Pro:** The first good breath of spring air brings the season's early comers into your shop. They will want a new club—some new regulation balls, or a strap here or there and of course they'll all be asking for a fresh supply of REDDY TEES. Every golfer has learned to ask for Reddy Tees because we have talked with them through National Advertising. We've told them that REDDY TEE is "The TEE of the Champions", endorsed by "PROS" and amateurs everywhere and these golfers are your customers. . . . We've sold 'em REDDY TEES Mr. Pro, bring those little cartons out on the counter and profit on the coming season's business.

*Buy them from your jobber.  
 Keep them on your counter.*



**REDDY**  
*"The TEE of CHAMPIONS"*

*The Nieblo Mfg. Co., Inc.*

38 EAST 23<sup>RD</sup> STREET  
 NEW YORK, N.Y.



Tell us any idea for making GOLFDOM advertising more helpful.

## Now Have Daily Reports

The method of securing the subdivision of cost of operation was by means of an individual time sheet for each man, it having on the first column a list of the classified work, after which were columns for the hours worked. The top of the columns have the day of the month (men being paid semi-monthly). While apparently this method should have been satisfactory, it was not, because it covered too long a period before the card was checked at the office and permitted the men to get careless in making their record daily. I have now devised a daily report card for each man at the close of the day. He fills out this card and drops it in a box for the purpose. These cards will be collected the following morning and checked.

A further difficulty with the last year method was that the items were not sufficiently subdivided in the attempt to reduce the size of the time card. The new system devised will have a card printed with blank spaces for the name of the class of work, with ten spaces for such classifications, rubber stamps will be provided to print the necessary items on the cards. These stamps will have the classes of work grouped on them so that, as an example the men who cut the greens will use a stamp that has all the work on greens classed on it. By this method the card will not be cumbersome and the men can use more than one card if necessary. It is my contention that the only way to know how your costs are going is by means of a daily check. This may not appeal to some men who have charge of a golf course because they come in direct contact with the work each day, but figures and records are the only means of arriving at your costs, and the sooner these can be checked and compared the sooner a leak can be stopped.

In conclusion, may I say that these figures of cost are not given with the thought that they are as low as they should be, but to show how by careful comparison they may be lowered.

Furthermore, before these costs can be compared with other locations and other courses, labor rates and efficiency, climate, the class of play and the amount of play on the course must be taken into consideration. If any GOLFDOM readers find some information of value to them or if through their criticism a better method is devised, I will greatly appreciate their interest.

## Audubon Has Easy Cost-Keeping Sheet

AUDUBON C. C., Louisville, employs the accompanying maintenance cost record sheet which has been found to be easy to keep accurately and to tell the story quickly.

### COST OF GOLF MAINTENANCE (WITHOUT GREENKEEPER)

For 19\_\_\_\_

Club \_\_\_\_\_

(Dollars only)

	GREENS	TEES	FAIRWAYS	ROUGH	TOTAL	REMARKS
<b>LABOR COST ONLY</b>						
Mowing				x		
Watering				x		
Top dressing				x		
Windrow				x		
Rebuilding			x	x		
Rolling				x		
Laying	x	x	x	x		
Underbrush & Trees	x	x	x	x		
Brushing	x	x	x	x		
Turf Carding	x	x	x	x		
Rolling Lawn	x	x	x	x		
Contract	x	x	x	x		
Repair	x	x	x	x		
All other labor	x	x	x	x		
<b>TOTAL LABOR COST</b>						
<b>MERCHANDISE</b>						
Grass	x	x	x	x		
Chemicals	x	x	x	x		
Fertilizer	x	x	x	x		
Lime	x	x	x	x		
Gas & Oil	x	x	x	x		
Repair Parts	x	x	x	x		
Water	x	x	x	x		
All other Mch.	x	x	x	x		
<b>Total Mch. Cost</b>	x	x	x	x		
<b>DEPRECIATION</b>						
Depreciation on Equip.	x	x	x	x		
Two Equipment Charged Off	x	x	x	x		
<b>Total Depreciation</b>	x	x	x	x		
<b>Total Maintenance for purpose of this report</b>						

(Note: Fill in as many blank spaces for every fill in table)

Note 2: Do not put in maintenance cost—only maintenance

Note 3: If cost of any item not available, mark the item grouped.

Remarks \_\_\_\_\_

The club's green chairman, A. C. Chapman, advises that the greenkeeper finds the form a model for ease in keeping up to the minute. The record has done a fine job in assisting the greenkeeper to keep his operations closely aligned to his budget.

## Canada Dry's Ace Army Grows 2,877 in 1929

IN 1929 there were 2,877 more golfers got the cargo of Canada Dry ginger ale for the hole-in-one award, making the grand total of ace awards since the company started this in 1925, 12,408. California has had 1,374 during the five year period. New York follows with 1,330. Illinois is a distant third with 789.

In addition to giving away this vast amount of the beverage that washed the color line off the gin, there are bottles of Canada Dry sold now and then at golf clubs despite the deplorable absence of Canada Dry's advertising from its logical place in GOLFDOM'S pining pages.

CHROMIUM  
FINISH  
MASHIE MIDDLE

REG. NO 4282

*Professional*



**BIGGER  
and  
BETTER  
than ever..**

..... FOR THE NEW  
SEASON, BURKE OFFERS A COM-  
PLETE LINE OF HIGH GRADE  
WOODS AND IRONS FOR RESALE  
EXCLUSIVELY BY THE GOLF PRO-  
FESSIONAL...IT IS A LINE WHICH  
WILL STAY SOLD—A LINE WHICH  
WILL MAKE FRIENDS AND REPEAT  
CUSTOMERS...COMPLETE DESCIP-  
TION AND PRICES ON REQUEST.

THE BURKE GOLF COMPANY, NEWARK, O.

*Burke*

CLUBS • BAGS • BALLS



## Non-Transferable Membership Solves Club Problem

FORT WASHINGTON G. C., Fresno, Cal. has started the publication of a little four-page house-organ to stick in small envelopes with the monthly bills and is finding the paper a great little idea in stirring up club spirit and making the new members acquainted.

The Fort Washington club has had an interesting experience in beating the mem-

bership solicitation problem that worries so many of the clubs. L. J. Moore, president of the club, tells of the situation and its handling by saying:

"The Fort Washington G. C. was originally founded with the idea of furnishing golf at a reasonable cost, so that residents of Fresno in moderate financial circumstances would be able to enjoy the game in suitable surroundings. Memberships were sold in the beginning as low as \$50 each, and this entrance fee was gradually raised, until at one time we were selling memberships at \$150.00. Monthly dues are \$5.50 per month and according to the by-laws, the board is allowed to put on only three \$5.50 assessments per year.

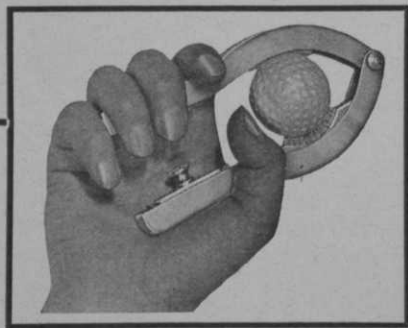
"The theory we had as to how the price was to be kept down, was to keep a full membership so as to have steady revenue coming in. The yearly memberships in the club gave us sufficient money to handle the yearly construction, and we finally promoted a \$30,000 bond issue for a sprinkling system and the sowing of grass on our fairways and greens. This bond issue is the only outstanding indebtedness of the club, and it is being retired at the rate of \$1,500 per year.

"There has been a financial depression in the territory immediately surrounding Fresno and many of our members have been forced to move away and they have not in all cases been able to sell their memberships in the club. The price of the memberships had been brought down to \$100.00 and that was the prevailing price previous to January 20, 1929. As a result of these depressed financial conditions, it was very difficult to sell memberships at the regular price and the members of the club had gradually decreased to the point where the revenue obtained was just sufficient to carry us along, and also made it necessary to apply all three assessments each year.

"The membership committee was working strenuously but did not get the required results. We finally came to the conclusion that the initiation fee did not mean anything to us, because we had a golfing plant ready for use, and what we needed was sufficient members to play upon it who would bring in enough monthly revenue to carry all of our expenses without assessments.

### Brings in Waiting List.

"The regular memberships of the club are transferable and may be sold by the owner at any time. The board of directors de-



## MYRWAL

PATENTED IN U. S. A. AND CANADA

### Golf Ball Marker

Marks the FULL NAME without injury in indelible, waterproof ink. Interchangeable name plates make it suitable for individual, group or club use.

For you to sell to your members it comes complete in a leather case, full nickel plated with inking device, pad and extra ink in handles.

Supplied single with name set up or in dozen lots with compartment box of type so that you can set the names and deliver the markers at once. Extra name plates and type can be had separately.

### SPECIAL OUTFIT For Club or Shop Use



Complete in wooden compartment box, contains marker, extra name plates, type, special ink pad, ink roller and extra ink. No dies to buy—you set the names.

Write for prices.

The PREMIER Sport PRODUCTS, Inc.  
125 West 17th St. New York





John Wanamaker, New York

Sole United States Distributors  
for the Silvertown Company, London

New York  
Chicago

Boston  
Memphis

Philadelphia  
Los Angeles

Dealers and Pros: Supply  
Your Stock Now With  
**"NATIONAL"  
GOLF CLUBS**



"National" Clubs pay turn-over dividends because their accurate designing, professional production, exceptional quality and thorough dependability have established constant demand among golfers of experience.

Stewart's Pipe Brand; Geo. Nicholl's Mac Smith, Recorder, Indicator, Standard; Gibson's Westward Ho Wood Clubs; Gibson's Gold Medal Gleneagle Putters and Aluminum Putters; Gibson's Imported Kinghorn Grips.

Write for price list and information  
about free display stands.

American Golf Company  
Boston New York  
Eastern Representatives

**NATIONAL GOLF CO.**  
DEPT. G CHATTANOOGA, TENN.

## "HOME-CLUB" TEE

SOLD TO PROS ONLY  
With Your Name and Club  
on every box



*Your Name*

## Makes It Your Tee

When you sell HOME-CLUBS, your own brand tee, you hold your business and make your full profit—you are not affected by price cutting.

Golf business belongs in the Pro shop and HOME-CLUBS will help keep it there with the advertising your name on the boxes gives to you and your shop.

HOME-CLUBS ARE NOT SOLD TO  
STORES—BUT TO PROS ONLY.

HOME-CLUBS are made in every popular style  
—red, yellow and orange.

REGULAR and CARROT  
REGULAR LONG—(Southern type)  
CELLULOID—Regular and Long  
(Red top and all white)



This Display Case will  
sell tees for you.

It is FREE to Pros  
ordering HOME-CLUBS.

Write for samples,  
prices and cabinet offer.

**WIMO SPECIALTY CO., INC.**  
125 West 17th Street New York

## RIGHT UP FRONT

*In up-to-the-minute  
pro shops you find  
Rite-Hite Tees.*

### MERCHANDISE OF PROVEN VALUE

Pay best, are always appreciated by the Golfer—sell easier—and show a greater profit.

### RITE-HITE TEES

are always of the same uniform fine quality—with scarcely any variation in shape or size.

They are put up in handsomely designed boxes and packed in attractive display cartons. Golfers prefer them because they know that the patented Basic Principle does improve their games.

RITE-HITE TEES sell easier and show a greater margin of profit.

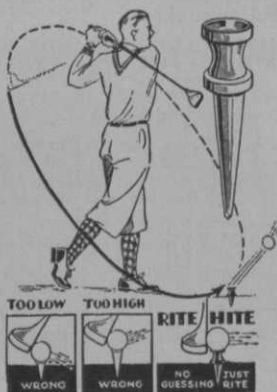
Jobbers stock RITE-HITE TEES in bulk or packages—Red or Yellow.

*Write us about our special offer.*

### THE GENERAL TIMBER & LUMBER CO.

7132 Woodland Ave., Cleveland, Ohio

### SWING RITE WITH RITE-HITE



Get that display carton of RITE-HITE TEES right up front where your customers can see the familiar RITE-HITE name. Then watch 'em buy.

cided to open up for a limited time and sell non-transferable memberships at the nominal fee of \$10 each. These memberships are the same as the other memberships in the club in all respects, except they are not transferable, and, therefore, cannot be placed upon the market in competition with our regular memberships. Each of our memberships, both regular and special provide for the owner, his wife and children from 12 to 18 years of age to play upon the course.

"It was voted to sell 75 of such memberships, but at the next directors meeting which came two weeks later, it was found that the membership committee had received 110 acceptable applications for membership. This far exceeded our expectations and filled our membership up to the maximum limit under our by-laws.

"The interesting part of the whole procedure is that the bulk of the members so obtained are substantial and reliable people who are fully able to carry on their obligations and many of whom could well have afforded to pay the full price for memberships. It indicates to us there are many people who wish to play golf, but who do not wish to pay large amounts of money for the privilege."

### New York Managers Elect 1930-31 Officers

WILLIAM NORCROSS, manager of the Garden City C. C., has been elected president of the Metropolitan Club Managers' association for the 1930-31 term.

Other officials elected by the organization are: V. P., S. Franklin Pearce, Mount Vernon C. C.; Sec., Jerome C. Healy, Siwanoy C. C.; Treas., Edward J. Leyden, Milburn C. C.; Sergeant-at-arms, Max Lambert, Sunningdale C. C.; Trustees: Hugh F. Dolan, Pelham C. C., William H. Austin, Winged Foot C. C., and Samuel E. Mott, Nassau C. C.

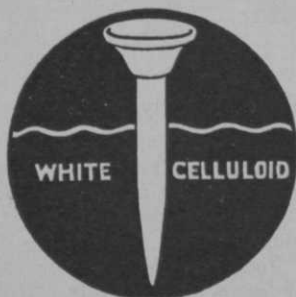
The Metropolitan managers' organization has club rooms at 128 W. 52d St., New York city, where any managers visiting New York are assured of a cordial welcome by a bunch of good and able members of their fraternity.

"A natural lake of clear water on a golf course is a thing of beauty. An artificial pond of muddy or stagnant water is an abomination. Dam the architect, but not the streams which go dry in summer."—*From the Green Section Bulletin.*



# The Pro. Gets the Profit on "PEG"

REG. U. S. PAT. OFF.



## For Two Reasons

Contrary to what many people think, the Golf Tee business is really very small. We get a nice share of what is to be had, but it is only a small portion of our total business. As our overhead is based on our total business, the Golf Tees only have to carry a small percentage of overhead.

Our policy is to sell through the large Sporting Goods Jobbers. On account of the size of their businesses, they, too, only require a reasonable profit on tees, and other goods.

A small profit for ourselves and our Jobbers leaves a big profit for the Pro. Nothing can prevent the giving away of thousands of tees as advertising matter, so that the Pro. is wise to get a good profit on what Tees he can sell.

There is not a Golfer at your Club who will not try "PEG" on your recommendation. You get a good profit on the first sale and your customer gets a clean, well-made tee, that will so please him, that you are assured of further nice business. Investigate when buying your tees.

The trend is to "PEG." The Celluloid Tee, that is so easy to use.

The leading Jobbers are selling it.

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

*Now pros  
can sell  
every golfer!*

## Fulname Balmark Service

### Fulname Standard

*Service for thousands of golfers who wisely insist on pro shop facilities for their equipment.*

(A proved income producer for over 3000 clubs).



### Fulname Junior

for the thousands of golfers who desire the advantages of Fulname marking and who like to roll their own.

(An individual balmark that will bring additional profits to pros.)

Rolling contact die—same character as Fulname Standard — unqualifiedly guaranteed—works like a charm. Inking cartridge enclosed in the handle.

### SPECIAL OFFER

Pros who have not as yet availed themselves of profits through Fulname Standard Balmark Service will want to get our special group offer that will put both these Fulname profit makers in your hands and enable you to blanket the market for Fulname Balmark Service.



Simply check  
Interested in

- Special group offer ☐  
Fulname Standard ☐  
Fulname Junior ☐

Sign your name and mail

**The Fulname Co.**

Established 1914

Southern Railway Bldg. Cincinnati, Ohio

