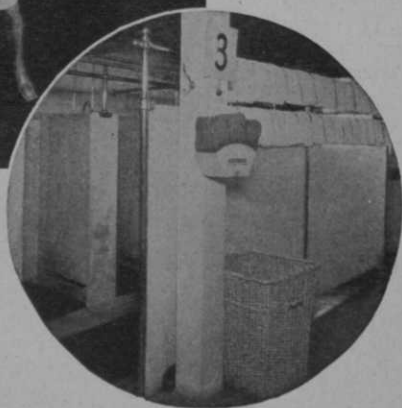


SANI-TREADS are now supplied for members' use by leading Clubs all over America.



Keep
"Athlete's Foot"
out of YOUR Club
and save the cost of
extra laundering and
wear on towels



SANI-TREADS not only prevent the spread of foot infection, but save wear and extra laundering on towels no longer used to scrub dirt off bare feet. Soft, pliable, water-resistant; the straight, converging sides, and elasticity of the material across toes and instep, make the one size a snug and comfortable fit for **any** foot. Write for trial offer. SANI-TREAD CO., INC., 567 Washington Street, Buffalo, N. Y.

SANI-TREADS

(FIBRE BATH SLIPPERS)

Let GOLFDOM advertisers help you. They are golf field experts.

greenkeeper on the job even before construction work is completed. His advice and recommendations are worth just as much, if not more, than later.

The fixing of salaries, also, is left largely to the greenkeeper who must divide the labor appropriation fairly so as to accomplish the most satisfactory results. The prevailing wages in the district for similar work usually is a controlling factor. However, it must be remembered that minimum salaries usually produce minimum efforts and consequently, minimum results. Usually underpaid labor is inexperienced and will not permit the greenkeeper to insist on work above the average in efficiency.

The satisfaction of employees is an important factor of efficient maintenance. Dissatisfied employees are likely to be careless and require constant supervision. Satisfied employees will be more careful and more efficient generally. Often an improvement in the morale of the working force, such as might be caused by raising the wage scale a cent or two an hour, will work wonders in the general condition of the course.

Hope of reward is more effective than fear of punishment in the production of efficient work by employees. A greenkeeper who is continually criticizing needs either a new set of employees or a new disposition. Some incentive besides a minimum salary should always be placed before employees. They should be able to look for an increase in pay with an increase in efficiency.

Other incentives should be offered employees whenever possible. Promotions should be made as rewards wherever practical. For this reason it is often best not to make any definite appointments to the most important subordinate jobs at once. Employees may act as foremen and subforemen without having the definite titles. Let these jobs be earned.

Get Men Who Like Nature

Love of nature is essential for efficiency in all phases of golf course maintenance. This should be possessed by every member of the greenkeeping staff. Employees to whom turf culture represents nothing more than so much daily drudgery are seldom efficient. Because a man has spent his life in agricultural work does not mean that he necessarily has any absolute liking for it. He may remain in it because of circumstances beyond his control.

A short probationary period for all new employees is suggested. Within this period the greenkeeper should observe both the attitude and the work of the new employee closely to ascertain his real aptitude. Unfitted employees can be laid off at the end of such probationary period without the hard feelings which might exist had they been hired on a permanent basis. It will not be necessary to make enemies of them or to resort to silly excuses.

Two opposite policies may be followed in the training of employees. Under one system each employee is trained for a definite task and under the other system tasks are rotated. Each arrangement has its advantages. When an employee is continuously responsible for the performance of certain tasks, he is likely to become quite proficient at them. When jobs are rotated, each employee gets a chance at the more desirable jobs; therefore, he cannot object to the less desirable duties.

The training of employees should be given considerable attention. Greenkeepers should teach their employees in such a manner that they will not only understand thoroughly what is expected of them, but the necessity for the work. In other words he should make every effort to help them develop interest because with it will come greater efficiency.

Governed by Duties—Not Time

Hours of labor frequently are regulated by necessity. There is a certain amount of work to be done each day and nature will not await the pleasure of man. Over-time is not to be favored as a general rule, for usually the longer the hours the less efficiency. When an employee has completed a day's work, he is entitled to his leisure. Frequently it will be found that an employee may perform the same amount of work in eight hours as in nine hours if he is given an incentive. After the length of time that a task ordinarily requires has been established, it is often practical to pay on this basis regardless of the actual time required. However, employees should not be permitted to shirk their duties or do sloppy work in order to finish it sooner.

Retaining as many employees as possible over the winter should be earnestly considered. Usually it is not practical to retain the entire maintenance staff. There are many jobs which may be done with profit during the idle months. Permanent employment should be one of the rewards of efficient work during the summer.

This fine golf club

H O S E

offers 10 to 20 years

of handsome,

leak-free

service



HERE is a hose to stand blazing sun on golf club grounds. Here is a hose to hold staunchly the prolonged water pressures of golf club service. This season and next season, ten and even twenty seasons, Goodyear "Emerald Cord" Hose will last and work for you if given reasonable care.

The most genuine of economies, this fine hose is built by Goodyear engineers without cost restrictions. They use only the strongest materials, the liveliest rubber and the stoutest "double-double" woven cord. Heavy, thick ribs guard "Emerald Cord" from damage and help it to lie straight and kinkless.

Green in color, "Emerald Cord" is also the *handsomest* golf club hose. It looks well in or out of use always. It matches the natural color of greens and grounds, never obtrudes.

The service you will get from "Emerald Cord" is well worth its slight difference in cost. Ask for it by name—Goodyear "Emerald Cord" Hose.

In 5/8", 3/4", and 1" capacities and in lengths to 500 feet.

GOOD YEAR

THE GREATEST NAME IN RUBBER

For specifications or other information about Goodyear Hose for Golf Clubs write to Goodyear, Akron, Ohio, or Los Angeles, California.

You save time and money by answering GOLFDOM ads.



The main dining room of the new clubhouse at Maketewah Country Club, Cincinnati, is a fine example of richness and simplicity in modern clubhouse architecture and decoration

Golf Club Food Service Demands Studied Basis

By ROBERT E. LOVE

THIS is the first of a series of articles dealing with golf club food service.

It considers in a general way some of the more important aspects of good food service. The specific problems of golf club food service, such as purchasing, inventories, storage, menu planning, food control, cost accounting, etc., will be handled in later issues of GOLFDOM.

Just as the grounds are kept in the finest condition for the perfect service of the club members, so should the internal organization be operated par excellence for the complete satisfaction of the members of the club. One of the most important, if not the most important items of "inside" organization is the food service of the club.

Food Service Essentials

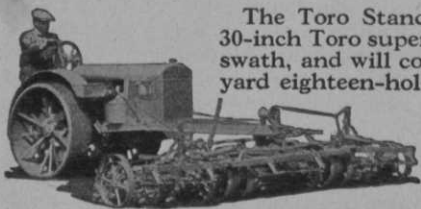
The eight essentials necessary to successful food operation are:

1. Restful surroundings.
2. Cleanliness.
3. Quality food.
4. Good cookery.
5. Understanding of menu making.
6. Right type of employees.
7. Proper food purchasing.
8. Correct inventories.

Constant concentration on these aspects of food service, ever striving to attain perfection in them is the keynote of success. The most successful operators never permit their vigilance in any of the foregoing essentials to lag, for they know that a loss in receipts is the inevitable result.

Just as the course is the mecca for sport and exercise, so should the golf club dining room be a haven of rest and relaxation after a strenuous round of golf. The gay and gaudy decorations in many eating places, which were so prominent for a

For every Grass Cutting Problem there's an Efficient TORO Mower



The Toro Standard Golf Tractor pushes five 30-inch Toro super mowers, cutting a twelve-foot swath, and will completely cut the average 6500-yard eighteen-hole golf course in sixteen hours.

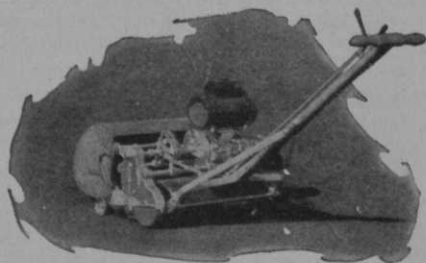


The Toro Universal Tractor has a wide range of usefulness in that it can be used for general utility work, such as construction, grading, stump pulling, hauling, mowing or any work that a tractor of this type is called upon

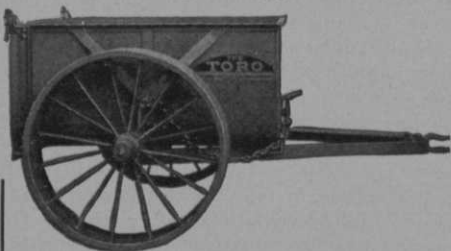


The new Toro Junior Tractor equipped with a dump box, is a highly desirable tractor adapted to a wide range of work. The electrically welded steel body holds one full yard and makes it a convenient machine for all classes of hauling and general construction work on large areas of turf.

The Toro Power Putting Green Mower is 19¼-inch cut and is equipped with an eight-blade high speed reel and will cut creeping bent lawns or putting greens.



The Toro all steel electrically welded dump wagon has a capacity of one full yard and will dump clear, without injury to the turf.



TORO grass cutting machinery has made a world-wide reputation as being the finest and most modern equipment of its type. Precision workmanship and the most approved heat treating and hardening processes are standard in the manufacture of all Toro products. If interested in any type of grass cutting machinery, write immediately for beautiful 32 page illustrated catalog, showing the complete Toro line.

Toro Manufacturing Company, 3042-3168 Snelling Avenue, Minneapolis, Minn.

Sales-Service Stations In All The Larger Distribution Centers

time, are now passé. The patrons are showing more and more preference for the simple dining room of soft color tone, appealing to the eye. The furniture should harmonize with this general scheme, and should be of modern design and comfortable. The effective use of flowers and palms is quite essential as too many or too little can ruin what was otherwise a pleasing dining room layout.

Ventilation Important

The problem of ventilation is an important item for consideration as the patron is subjected to wide differences of temperature. The change in humidity must not be too sharp between the outside and inside of the clubhouse. The effect of a low humidity is to cause the body to feel cold even in a comparatively warm room. A comparatively high humidity therefore not only produces more comfortable dining conditions, but also a healthier atmosphere. Wherever feasible and possible some means of humidifying the air is advocated.

This can be accomplished by an air washer, which also removes the dirt and dust particles that are objectionable. Thermostatic control of temperature is also advisable. In order to eliminate the undesirable odors from the kitchen, a plenum condition must be produced in the dining rooms, lobbies and all rooms which are in any way connected with the kitchen, or any other room where objectionable odors may arise. This is accomplished by exhausting with the exhaust fans only about 60 to 70 per cent as much air as is blown in by the supply fans.

Complete Cleanliness Vital

Cleanliness is absolutely essential for the best food service. Cleanliness should be conspicuous from the very auto entrance and continuing all through the grounds and building. The kitchen, pantries and serving rooms should be kept immaculate at all times. The aim should be to always have them in a condition which the management would take pride in exhibiting to visitors, and which would in turn merit their commendation.

Every possible detail of cleanliness should be carefully scrutinized. Spotless dishes, polished silver, sparkling glassware and snowy-white linen are essentials in food service which one cannot insist upon too strongly. The appearance of the employees must be in harmony with this set up, otherwise the benefit is entirely offset. The uniforms of the em-

ployes should be kept clean and well pressed and their personal appearance should always be immaculate and neat.

The dining room of the club may be the most beautiful in the world, but it will be of no value unless food of the best quality is served. A common fallacy among many stewards, which sooner or later brings evil results, is the purchasing of food solely on the price basis. This is poor practice and does not bespeak intelligent food control. The most successful operators are those who make accurate and painstaking experiments of what usable portions are being obtained from the food purchased, who carefully scrutinize the proper portions and costs, and are well aware of the fact that foods of the best quality result in a better percentage of profit, increased patronage, and more genuine satisfaction. The fastidious patronage of the club restaurants demand, and should have, the best of food at all times.

Study Good Cookery

Every successful club steward should have a definite and intelligent understanding as to what is good cookery. He must know just what the different tastes of the members require, and a knowledge of what types of preparations they are used to and expect will prove a decided asset. It always pays to hire skillful cooks, for they more than save the management the slightly higher salary in the excellency of their preparations and the resultant satisfaction of the clientele. Many food controllers are ever on the watch for cheap substitutes, which short cuts may show a profit for a time, but sooner or later the inevitable loss in business more than cuts off the saving.

Proper menu making is an art, as well as an asset. Years and years of persistent study are usually necessary before the operator can make out an attractive, well-balanced, satisfying and profitable menu each day of the year. The key-note of the menus in most of the larger dining rooms and restaurants throughout the country has been variety. However, since the patronage of the golf club restaurant is composed mainly of one class of people, variety in the menu is not so essential. In fact, the simplification of the club menu according to the wants of that particular type of clientele will result in larger and easier profits.

Planning the Menu

Menu planning is one of the most important phases of restaurant management,

ANY green costs enough to deserve this protection against BROWN PATCH



*Du Bay fungicides controlled brown patch on this green at
St. Andrews Golf Club, Mt. Hope, N. Y.*

Nine-hole course or eighteen . . . whether your club is well established or just a struggling newcomer . . . your greens cost enough to deserve protection against the damage which brown patch inflicts.

To provide such protection, follow the plan of prevention favored by leading greenkeepers in all districts. Treat your valuable greens with Du Bay Semesan or Nu-Green.

Applied regularly throughout the season, Semesan or Nu-Green can entirely prevent both large and small brown patch. If the disease has already appeared, a heavier application conquers it and very quickly restores the turf to normal health.

For the control of brown patch one pound of Semesan or Nu-Green to 50 gallons of water treats 1000 square feet of turf by sprinkling. Applied by a power sprayer, 50 gallons of the

Semesan solution will treat from 2000 to 3000 square feet of turf, and 50 gallons of Nu-Green solution will treat 1500 to 2000 square feet. Both are harmless to turf—both are deadly to brown patch fungi.

SEMESAN controls brown patch under the most severe conditions. Recommended especially where soil fertility is high.

5 lbs.....	\$13.00	100 lbs.....	\$220.00
25 lbs.....	56.25	300 lbs.....	645.00

NU-GREEN contains the same effective ingredient as Semesan. Recommended for use where soil fertility is lower.

5 lbs.....	\$ 9.00	100 lbs.....	\$145.00
25 lbs.....	37.50	300 lbs.....	420.00

Order at once from your seedsman or golf supply house. Bayer-Semesan Company, Inc., 105 Hudson St., New York, N. Y.



SEMESAN

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NU-GREEN

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The advertisers pay for your GOLFDOM; deal with them.

the details of which will be considered in a subsequent article devoted entirely to the fundamental principles of profitable menu planning. No matter how small or how large the restaurant may be there are always certain problems which must be taken into consideration for correct menu planning. These include raw food cost, seasonable foods, the proper use of left-overs, attractiveness of menus, set-up, choice, appeal, dietetic balance, contrast between courses, temperature—hot and cold foods, texture—hard and soft foods, flavor—bland and highly flavored foods, variety in preparation as to form, broiled, fried, etc., texture—whole or minced, pleasing color schemes, especially in the garniture of an entree. Last but by no means least is the problem of division of labor.

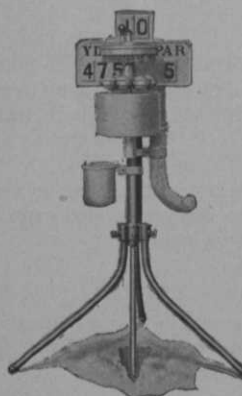
Employee Selection

Selecting the right type of employees is just as important as planning the correct menu. A successful restaurant business is quite dependent upon the class of employees selected, and the management's ability to keep them interested in the job. A heavy labor turnover in the food department is bad business. Good living

wages should be paid all employees, and if the organization warrants it, insurance and other benefits should be inaugurated.

The food server should be familiar with all dishes on the menu, and ever alert to politely explain them, whenever the patron should request that information. Successful food service is guided by one principle—hot foods are to be served hot, and cold foods are to be served cold. Too much significance cannot be applied upon the importance of sending out food right. A check of the service dishes is very important and beneficial. Careless dish service has often ruined what were otherwise delicious food preparations. The purchasing, storage, and inventories of food are problems of food control of such great scope and importance that they will receive detailed discussions in subsequent issues of GOLFDOM.

Young greenkeeper desires good club. Three years' training in golf course maintenance at Agricultural College. Five years' experience. Now assistant on championship course. Address: Box 30, % Golfdom, Chicago.



The Handy Tee Rack and Sure - Clean Ball Washer Cleans 1-6 Balls

The Handy Tee Rack was designed to meet the requirements of any golf course. The attachments can be supplied to suit any tee.

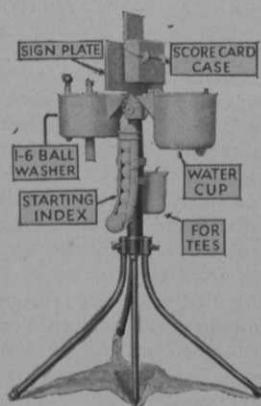
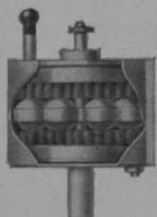
The Handy Tee Rack will dress and add refinement to your golf course, and give the player confidence and satisfaction that you are leaving nothing undone to satisfy his every desire.

Good equipment has a psychological effect on the player, and it is your duty to keep him your club's booster.

The Sure-Clean Ball Washer was designed to meet golf ball cleaning in every extreme.

The Sure-Clean Washer will clean one to six balls at a time, and every mesh and dimple on the entire surface of the ball will be cleaned regardless of its condition.

The Sure-Clean Washer is mechanically correct in principle. The brush fibres kick the dirt off the ball by revolving the ball over the brushes. The fibres do not break down and leave a groove in the brush.



The entire equipment is made of aluminum die-casting, silver grey duco finish, will stand climatic and destructive abuses.

Write for literature describing this wonder equipment. Let us prove to your satisfaction the advantages of adopting the Handy Tee Rack and Sure-Clean Washer as a part of your golf course equipment, or ask your dealer for further information. Send for Form A-2.

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HOLM COMPANY

Kenosha, Wis., U. S. A.

Art Signs Give Club Neat Touch of Class

By FRANK FARRINGTON

A PRIVATE golf club may not be a business that needs to be advertised by a sign on the roadside, but beyond doubt its presence ought to be indicated in some way, if only to guide visitors and to satisfy the curiosity of travelers and tourists.

One sees many courses that are not named in any way for the information of the passing public. And one sees many



others that are named merely by a lettered board. Few use as indicators a sign that may be regarded as the finishing touch to a beautiful setting.

Two signs that have attracted my attention are those of the Saranac Lake (N. Y.) G. C. and the Marietta (Ohio) C. C. These are not only neat, clear cut, artistically lettered, but each has an individual and distinctive emblem surmounting the actual sign. The silhouette above the sign board gives that touch that arouses pleased



GOLFERS are accustomed to having food delightfully prepared and served.

Gloeklers, leading Food Service Equipment Manufacturers, have provided better clubs everywhere with equipment and arrangement that aid manager and chef in successful preparation of food, to satisfy keen appetites.

THE BERNARD GLOEKLER CO.

Manufacturers of
Complete Kitchen Equipment

1627-33 Penn Avenue
PITTSBURGH, PA.

Representative in All Principal Cities



Your Members Want LEWIS WASHERS at Every Tee

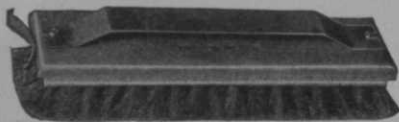
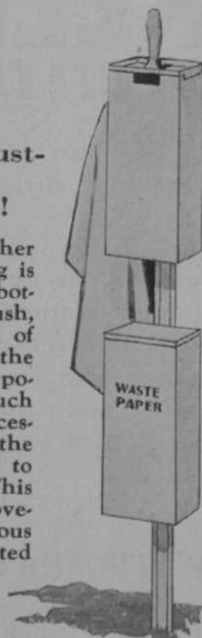
It is little wonder members get disgruntled when they come to a tee with a dirty grass stained ball — and no Lewis Washer to make it gleaming and white.

.....The sand box and water pail are almost obsolete consequently adequate provision for ball cleaning must be provided. Lewis Washers do the job to perfection and no sand is used.... just soap and water. Order today.

Now--

**Brush Adjust-
ment is
Automatic!**

In the 1930 washer a new spring is added at the bottom of each brush, the function of which is to hold the brush in a fixed position until such time as it is necessary to remove the brush in order to interchange it. This is a big improvement over previous types. Illustrated below.



G. B. LEWIS COMPANY

Dept. G. D. 630

Watertown, Wis.

interest. The signs are lettered on bronzed metal plaques, the letters being cast in the metal. The silhouettes are metal stampings. The whole is as nearly permanent as such a thing can be made and is constantly bright and legible.

Any golf club that has an artist member can get that member to develop for it a special design unlike any other. The city of New Rochelle, N. Y. has gained distinc-



tion for its street markers by securing the co-operation of the various artists having homes there. Marietta, Ohio, is claimed by its citizens to be the best marked city in the world because of the general use of distinctive street signs.

The golf club's sign may not seem an important factor in the success or popularity of the club, but it may be important as a means of giving the public the impression of quality that every member likes to have broadcast. Beautiful golf course and a handsome clubhouse with a commonplace sign board to give its name to the passerby, is like a man dressed in a well tailored suit and wearing a cheap looking hat.