

MAC-OID

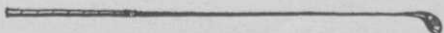
THE NEW

MACGREGOR

FINISH FOR

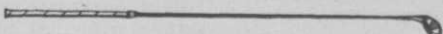
STEEL SHAFTS

A PERMANENT finish for steel shafts, preventing rust and tarnish, is a new and exclusive MACGREGOR feature. It will hold its lustrous beauty throughout the life of the club. Developed under the pressure of necessity for a durable finish for steel shafts, MAC-OID is the result of more than two years' research in our laboratories.



On MACGREGOR Clubs, MAC-OID becomes an integral part of the shaft, in perfect harmony with its "whip" and torsion. It is tapered in thickness from club head to grip, being thicker at the head end of the shaft.

MAC-OID is practically indestructible—will not nick, scuff or chip off. It is the only finish of its type ever produced.



Here is another excellent reason for selling steel-shafted clubs made by MACGREGOR. Are you going to get your share of this business?

THE CRAWFORD-McGREGOR
& CANBY COMPANY

Established 1829

Dayton, Ohio

MACGREGOR

COURSE-TESTED



GOLF CLUBS

that his name not be mentioned spoke out plainly on this subject of women's business. He said:

"If the pros let this gold mine be grabbed away by the department stores I haven't any sympathy for the boys when they start to crying about the easy picking being gone. They have the sweetest chance on earth to get women's business for the women look to the pro as the authority on every thing pertaining to golf. Sure, they'll be inclined to chase after the bargains at the stores but any man who is onto his job can offset this by spreading around the word that the club bought at the pro shop is a superior and exclusive product, personally selected by a pro authority, so she is getting something better than most women even have a chance to buy.

"Women like this last line. I sell lots of them clubs when they are south for the winter just because they want to have something that allows them to ease out the information that they "winter in the south." This may burn up some of the other boys for I sell to their members, but they can protect themselves just like I do when I am at my northern club, by making my shop have a reputation for women's clubs.

"You have to give a lot of attention to women's golf business at this stage of the game—or should. Be patient and go over the whole stock with them. Usually in a pro shop there's not a stock of women's clubs big enough to make this much of a job, and that's too bad. When you're sure that they have the club that is right for them it isn't a bad idea to take them out to the practice tee and give them a few pointers on the use of the club. This sounds like a lot of trouble and a waste of time and money, but you have to remember that in the early stages of any business you can't neglect development and chances for free advertising with a view toward the future business."

It's the zero hour for the pro business advance on the central and northern golf fronts so the bright generals of the pro business army had better have their plans for battle with the women's buying sector pretty well laid out or they'll be sobbing about lost chances when the 1930 sales tickets are added up to tell the story of the season's action.

Presidents, send us names of your 1930 green-chairman, greenkeeper, manager and pro.

Greenkeepers' Wives Hold Successful Meeting

DURING the N. A. G. A. convention at Louisville the women's auxiliary of the association held its annual meeting and reelected Mrs. Julia Varn Hagen, wife of the Plum Hollow greenkeeper, president. Mrs. Herbert Shave, Oakland Hills, was elected vice pres.; Mrs. Elmer Affeldt, Glen Oaks, sec., and Mrs. John Gray, Essex, treas.

The women are making a fine practical organization out of this body and each convention sees the feminine attendance increase. They plan to have a record attendance of women at the Columbus meeting next year and to put on a program that will combine business and pleasure in good balance.

The N. A. G. A. and Mr. and Mrs. George Davies of Louisville united to see that the women's program of sight-seeing and other entertainment was interesting. Among the places visited were Lincoln's birthplace, Stephen Foster's homestead, the cathedral at Bardstown. Luncheons at the wayside inns where Kentucky cooking was handled in its native haunts and the Davies' luncheon at the Beach Springs club were gastronomic features of the program.

A trip through Mammoth cave was a high-spot of the women's entertainment program. This was a bit strenuous but at that two of the women and 22 men hoofed the 3½ miles of tortuous underground passages. Mrs. Varn Hagen related that the cave Route No. 1 is something to be recommended for gazelles but for any of the girls who have acquired a tendency toward the buxom, the rough going is something to be avoided.

The business side of the meeting was rather informal but profitable. Many of the women exchanged notes on making their own house grounds beauty spots of their courses and in this work every golf club owes its greenkeeper's wife all possible encouragement. With the so-called boss of the household pretty well worn out after 12 to 14 hours on the course, the greenkeeper's home grounds often look like the shoemaker's kids' shoes. The women got together, compared notes and ambitions, and came out of their huddle with the firm conclusion that if their "old men" don't give them plenty of a helping hand with their own house landscaping he is going to have a tough session.



... WHEN YOUR MEMBERS HEFT A VULCAN

Your Selling Job is Easy!

DON'T you enjoy taking in the dollars and cents for a product that does half the selling job for you? Isn't it downright pleasure, for instance, to hand a VULCAN Driver to a customer, ask him to heft it, and see the smile of satisfaction on his face? Don't you like to see him register instant recognition when you mention the name of VULCAN? The answer is YES, of course!!

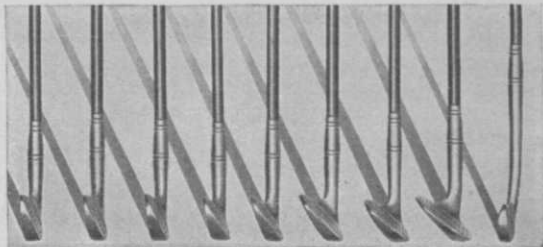
We feel that it is part of our job to make all these things possible. We call it cooperation and we know it is helping good Pros to make money. First we see to it that VULCAN Golf Clubs are the best golf clubs that can be built, next we spend good money telling the millions of golfers about them—TO MAKE YOUR SELLING JOB EASY!!

Have you investigated the VULCAN Line for 1930? It's the finest line of woods and irons we have ever seen and the greatest value, and we want you to look it over. There's a coupon at the bottom of this page. Fill in your name and address and send for our 1930 catalog. Study the VULCAN line. It will be worth your while!

VULCAN GOLF COMPANY, Portsmouth, Ohio, U. S. A.

VULCAN

CLUBS OF CHARACTER



VULCAN GOLF CO., 130 Second St.,
Portsmouth, Ohio.

Gentlemen: I want to look over your new line. Send me one of your catalogs.

Name

Country Club

City..... State.....

Upkeep and Pro Vital to Free Course Success

By WM. H. LIVIE

DURING the past twelve years pay-as-you-play courses have been built in every type of town, small or large. I dare say in the next ten years you will be able to take your clubs, start at Chicago and play in every town until you arrive in New York, without taking a bus or train to reach each adjoining course.

Looking over some of the courses in the different cities I am surprised to see how loose they are operated, especially some courses run by city officials where the political theme is dominant. Still they wonder why they lose the business they had to start with. Some claim other pay-as-you-play courses have hurt them, while others attempt to explain loss of play by stating their steady patrons join private clubs.

But every year thousands of new players are taking up the game and they must have courses. They probably have their choice of several public courses operated by the city where they can play for 25 cents to \$1 per day. When they have played a year or so they will play on the best pay-as-you-play course in the same city, which will cost them from 75 cents to \$2. This is a small amount when you consider what you pay for bowling, pool and many other indoor games.

Need Highest Grade Pros

If operators would engage only very competent professionals—those who are past masters in all branches of the game and who understand the public and know how to handle them—they will find their pros valuable assets.

You will often hear this remark about many of the public courses: "If you play that course you had better wear a helmet or you will be kissing the daisies." No golfer can enjoy the game when he has to watch golf balls flying at all angles.

This trouble can be remedied if those in charge of the course will instruct all employes on the rules and etiquette of the game. Many courses post rules and regulations, but most of them are never read.

The public course is patronized by many beginners who barely know a tee from a green. Private courses are fortunate in having their members taught by the pro or having played on other courses for several years. Players who have been taught by competent instructors are usually acquainted with the most important rules. If they are not, I think they have been taught by a poor instructor.

A competent starter on the tees knows when a player is a beginner. He usually instructs him on the rule that he must wait until the party in front is out of reach before he hits the ball. The beginner also should be advised of other playing practices such as replacement of divots, to remember that a putting green is not a tee nor a fairway, and he should never hit a ball on one with any other club than a putter, that he should let players go through if he is slow, etc. I would have these important rules printed on small sheets that the starter or ranger can give the players.

Watch Maintenance

Public courses have lots of wear and tear during a season's play. This is hard on upkeep costs, so some operators neglect this part of the business and suffer a falling off of play. No maintenance detail can be overlooked. Divots are one of the most annoying problems. I got this divot problem whipped at one course by sending all caddies around the course every morning with a captain for every twelve. Each group was assigned to a hole for divot replacement. This plan taught the boys the habit of putting divots into place. They also told players who did not have caddies and who neglected this duty that all turf must be replaced. Players use to remark that it was surprising how the course looked with so many players on it every day. Try this plan and see the results.

Many players when they miss a small putt lose their tempers. They naturally take it out on the green by digging a piece out by throwing a club or kicking the turf.

It was a usual sight for the greenkeeper to see evidence of this abuse every morning. I used the caddie system again. When a caddie saw this done he would instruct the caddies ahead. They would carry this message to the office. Before the player had played the last hole I would be there to tell him what he had done, much to his surprise. A little quiet and unobtrusive talk on how hard it was to get the green back in shape put an end to careless use of the greens.

To remedy the overcrowding on Saturdays, Sundays and holidays, spread your play over a period of hours, charging different prices at different hours. For instance, on Saturday afternoon you get a rush period at 12 or 1 o'clock when everybody wants to get on the tees. Starting a foursome every five minutes on No. 1 and No. 10 tees for two hours gives you a total of over 200 players. After they have left the tee you can reduce your rate for the rest of the afternoon. This will reduce the rush period.

A good rule is to see that all players have a bag of clubs. Don't allow two players to play out of the same bag. This is one of the worst evils on a fee golf course and keeps other players from getting ahead. Keep all rough grass clipped close so players can find their balls easily.

I would suggest to cities which plan building golf courses for public play should build a small course for juniors, women players and beginners.

Daily fee course business is sure to benefit from school instruction like that being given in the high schools of Cleveland. Several times a week instructors give instruction in group form, which is a good start in the right direction. This gives the girls who work in offices an easy start toward playing golf. This feminine part of the golf market is developing rapidly in numbers as well as in playing ability.

Schools and Tours Help Pro Golf

By FRANK LEWIS,

Pro., Hardscrabble Country Club, Fort Smith, Ark.

MANY pros will, no doubt, be astounded to know that the public schools of Fort Smith, have this year arranged to allow all pupils who take up golf, not only credits, the same as they get in any other athletic sport, but allow

them to get out an hour earlier in the evening than they otherwise would.

This is arranged by the local golf course keeping record of the school children who report at the course. This record is turned over to the school for their credits and to account for pupils' absence from school. It is necessary, however, that all pupils who take advantage of this opportunity to have a letter from their parents consenting to it.

Last season when school started, I advised the school authorities that I would give free lessons to all pupils and women school teachers. I went two nights a week to the school's gymnasium where the pupils and the women school teachers would assemble. They have nets in the gymnasium. You would be impressed by the interest shown in these lessons, not only by the pupils but by the teachers.

Schools Big Pro Field

I am firmly convinced that the greatest field for the pro in the future is to encourage golf in the schools. I have already had several very favorable propositions from universities on account of advertising I have received in giving group lessons, and I am of the opinion that more of the pros who have clubs through the north will be able to secure good positions during the winter months at the various universities and high schools. If you will stop to consider it you can readily see that every pro will have a year around job as soon as the various high schools, colleges, and universities adopt golf. You may think you are wasting time by giving a few free lessons to groups of school children, but I am in position to assure you that it will bring you more profits than the same amount of time spent in any other way.

There are 12 towns in this vicinity that have organized themselves into what is known as the Two States Golf League. They have a meeting every week until each of the towns has entertained the organization, and then it continues so long as the towns invite the membership. Last year it ran about five months without a single week of interruption. They called off their meetings for two weeks and made a good will tour covering some ten or twelve towns. It was a unique way of pulling off a tour and not only did this jaunt do the game a great deal of good but it proved very beneficial in bringing the people of the town in this section of the country closer together.

SPALDING

turns the Steel Shaft into Gold

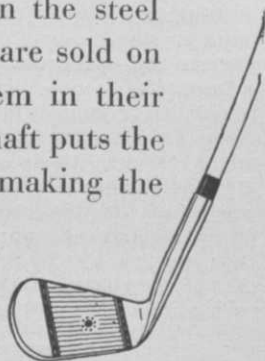
IN the enthusiasm over the *playing qualities* of Spalding Cushion-neck steel-shafted Irons, don't overlook the fact that they are the greatest boost that the *business side* of golf has ever known!

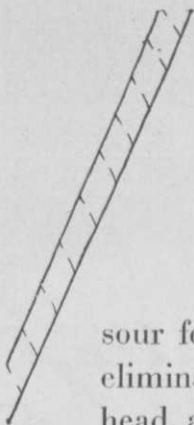
Yes, sir, there's gold in them thar shafts for every Professional who's willing to do a little easy prospecting. Here's why:

The majority of all golfers are sold on the steel shaft—that is, the majority of all golfers are sold on steel shafts for *wood* clubs, and use them in their *woods*. They have found that the lighter shaft puts the swinging weight into the head, thereby making the club easier to control . . . that the steel shaft gives straighter shots . . . and that steel shafts are more uniform.

But most of them have defended their golf bags to the death against the intrusion of steel-shafted *irons*. You know why, of course. Up to now, the metal-to-metal contact of steel shaft and steel head has destroyed sweetness of feel, and made the steel-shafted iron a harsh, unpleasant club to use.

But this Spalding Cushion-neck rubber sleeve has completely eliminated metal-to-metal contact and all





sour feel. Spalding has even worked out a way to eliminate the rivet that has always been used to join head and shaft. That's important! That rivet could completely nullify even such a clever invention as the Cushion-neck sleeve!

Golfers were skeptical at first. But once the Cushion-neck was tried, all skepticism disappeared. Some of the greatest professionals in the game—men who had sworn they'd never use a steel-shafted iron—have, after one try, just thrown their hats in the air over it. It has the whole golfing world interested.

The point is (looking at it in a cold-blooded business way) that everyone who owns clubs that are *not* Cushion-necks, is a prospect—a made-to-order prospect—for Spalding Cushion-neck Irons.

Start tapping the richest vein a golf Professional ever had the opportunity to stake out. Start taking orders for Cushion-necks—with the assurance that the Spalding Factory can fill *all* of those orders. And start playing this great club yourself. Set an example that those club members will be quick to follow.

A. G. Spalding & Bros.



Excellent course grooming and beautiful natural setting of the Columbus C. C. course are made assets in the clubhouse promotion of business.

Full Roster of Live Ones is Right Base for House Profit

AFTER you get a club on an even keel your troubles are at end, so the figures show as we continue the story of the conspicuous success of the Columbus (O.) C. C. This is evident upon analysis of the operating figures available for the last five years. During this time the club always showed a profit.

Although the Columbus article in February GOLFDOM covered the major details of course operation it will not be out of line to show how the course costs of maintenance and new work have run during the period 1922-1928. The green-fees by years for this period also are shown so the interesting and profitable effect of a studied and persistent plan of course conditioning may be noted in this phase of revenue. Prior to the time when the results of the scientifically based conditioning work were evident, the green-fee income was low and

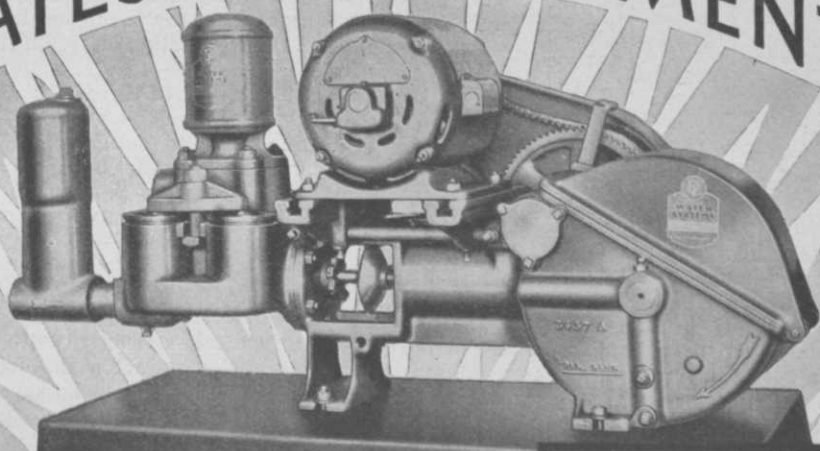
uncertain. A few hundred dollars a year encompasses any variation you find now. See how the dues run steadily; that's the beauty of having a full membership. The comparatively small variation is accounted for by the different classes of membership named in the February article.

The figures on golf income and expenses at the Columbus C. C.:

EXPENSE.

New Work Maintenance			
1922\$	4,861.78	\$ 11,524.41
1923	2,887.93	13,748.57
1924	2,810.62	15,104.58
1925	1,006.98	14,498.09
1926	2,520.39	14,593.84
1927	7,147.67	15,853.90
1928	3,494.05	18,045.85
<hr/>			
Total\$	24,729.42	\$103,369.24

LATEST DEVELOPMENT



Big, New, Powerful D Water System

PUMPS WATER TO THE GREENS AT THE
RATE OF 2000 GALLONS AN HOUR

NO need to have hard, brown, dried-out greens this summer just because water is scarce. Simply put this big, new D Water System to work and let it keep your greens in perfect condition all through the season... no matter how long the dry spells last.

Set up your sprinklers... four greens at a time! This husky D Water System furnishes the water at the rate of 2000 gallons an hour... water with 50 pounds pressure behind it. No wonder the big, new D makes short work of sprinkling.

And remember, this Water System

*A few of the features of
the New D Water System*

1. Silent Chain Drive
2. Roller Bearings
3. Stainless Steel Piston
4. Helical Cut Gears
5. Staunchly Built

is sturdy, compact, easy to install and costs but little to operate. When it goes on the job, it *stays* there... without coddling, tending or watching. And it is so powerful that a strong, steady flow of water reaches the distant green.

Mail Coupon NOW

Decide to give your greens all the water they need to keep them fresh and verdant throughout the hot, dry summer. Mail the coupon today for full information. Let us explain exactly what this inexpensive water system will do for you... how it can be purchased on General Motors liberal terms. Mail the coupon *now*. There's no cost or obligation involved.

DELECTRIC
DWATER
SYSTEMS
Products of
General Motors

*Delco-Light Company Also Sells and Guarantees
Delco-Light Electric Power and Lighting Plants and
Delcogas, bringing gas service everywhere.*

DELCO-LIGHT COMPANY,
Subsidiary of General Motors Corporation,
Dept. H-31, Dayton, Ohio.

I'd like to know more about your big, new D Water System. Sending for the facts does not obligate me in any way.

Name

Club

Address

6-20

INCOME.

	Dues	Green Fees
1922	\$ 17,007.50	\$ 3,927.00
1923	17,810.00	2,976.00
1924	17,505.00	4,571.00
1925	17,290.00	5,227.00
1926	16,940.00	5,406.00
1927	17,875.00	5,783.00
1928	18,740.00	5,699.00

Total	\$123,167.50	\$ 33,589.00
-------------	--------------	--------------

Big Party Business

The green fees are \$2 week-days and \$3 Saturdays, Sundays and holidays. Now although the Columbus C. C. is a family affair and much house business is forthcoming from this angle, the business attracted by golf is the mainstay of the operation. This gives E. A. Hart, the manager, a good balance for his house business. The big family parties are New Year's day, Christmas, Thanksgiving and Independence Day. The New Year's day open house is restricted to members. The average attendance for this dinner is between 600 and 650. The affair costs the club about \$1,000. The club has no New Year's eve party for that involves too much frolic. The Christmas dinner reservations are booked solid long in advance of the party. Hart has built up a big private party business, especially for weddings and receptions. During holiday week, 1929, there was one wedding party of 250 people. There's great business for a club.

One of the interesting and popular events of the Columbus schedule is the Independence Day celebration. Each member is assessed \$1 for this party. It ends with a fireworks display and features plenty of events for the youngsters, all with some good prizes. Frequently there are 150 attending the July Fourth family picnics held in the beautiful grove in front of the clubhouse.

The Thanksgiving day dinners cost \$2.50 a head. When there are eight or more in a party individual turkeys are served. The golfers' lunch is a 75c standard item. The regular Saturday and Sunday dinner is \$1. Chicken dinners are \$1.50 and steak dinners \$2. From this price scale it will be correctly deduced that the reason the meal service is not in the red is because of the parties and the a la carte business that Hart has drummed up. The Thanksgiving dinner business runs around 200 people. Easter is another big day for the club's meal service. Easter, 1929, saw 225 at dinner. The Fourth of July the same year ran up almost 450 dinner customers. Women's

card parties are getting an increasing big play, both the club and private affairs.

No Food Checking System

Though the house end of the Columbus plant makes money every year there is no food-checker on the meal service and as Elmer, the Specialist, says, "I'll tell ye why."

Hart has only had three jobs during his entire career as a club manager. He started at Buffalo, went to Toledo and then came to Columbus eight years ago, so he believes that the only way club employees can really do a good job and be careful of expenses is to have assurance that they are going to be on the lot for a long, long time. There is where the Columbus policy of keeping competent and interested executives in office is reflected with profit to the organization. Hart says further that his boys not only have to be sure of their jobs lasting but they have to have good money, good grub and good living quarters. Some officials may think this exacting, and that's why they may have trouble with house employees for some have made the novel discovery only recently that these employees are human beings.

There is a service charge of 10 cents a meal and the employees' fund that is split up at the end of a year amounts to \$1,900. By giving the employees a good break Hart says he can pick the best men and have them every bit as interested in 100 per cent O. K. operation as he is and the members are.

The Columbus clubhouse is one of the enlarged country home type and although many establishments of this type are cold-looking and have no particular zest to them, this particular place is charming for the simple reason that it makes great use of the most important and effective theme in golf clubhouse construction—glass. Where you see a golf club home that has a lot of glass you are almost certain to see a clubhouse that delights the members and their guests.

Two Locker-Room Floors

The locker-rooms are on two floors. The second floor locker-rooms are grouped in what used to be bedrooms that wouldn't rent. Now instead of the dead loss of the formerly unoccupied sleeping rooms the club gets premium locker rentals from this space as the lockers are arranged in rooms so each bunch of fellows can assemble their tribe in an exclusive layout. Between each of these rooms are from two to three shower bath stalls and toilets.