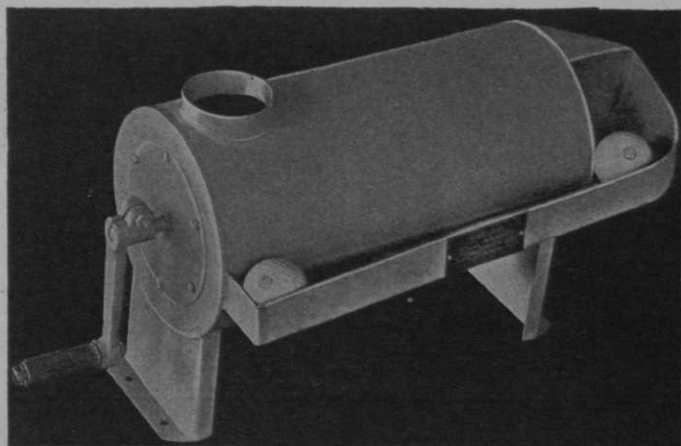


WASHES BALLS

FASTER,
CLEANER
AND
WITHOUT
INJURY
TO
PAINT



Here, at last, is a Golf Ball Washer that takes off every speck of dirt without injury to paint. It scours at the same time and automatically returns the balls to operator.

Lightning fast, too! No more waiting in line. Simply insert balls, turn the crank, and out they come, bright as new. Speeds up course operation and makes satisfied players.

Simple. Nothing to get out of order. Easily operated by anyone. Non-injurious to hands or clothing. Permits the use of an antiseptic. We recommend the use of Sud-Less in this washer; it cleans, disinfects and deodorizes the ball. Attractive and finished in genuine Duco. *Immediate delivery.* Retail Price \$12.50.

PACIFIC GOLF EQUIPMENT CO.

120½ East 9th St.

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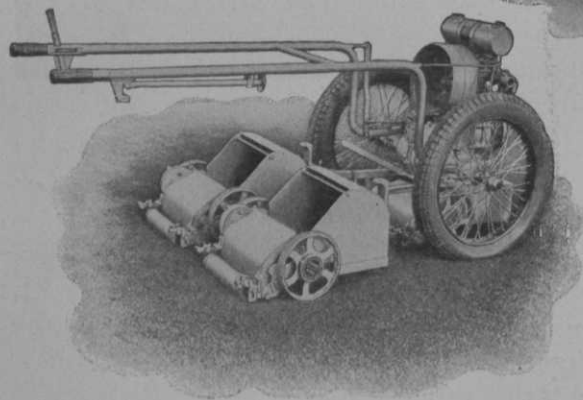
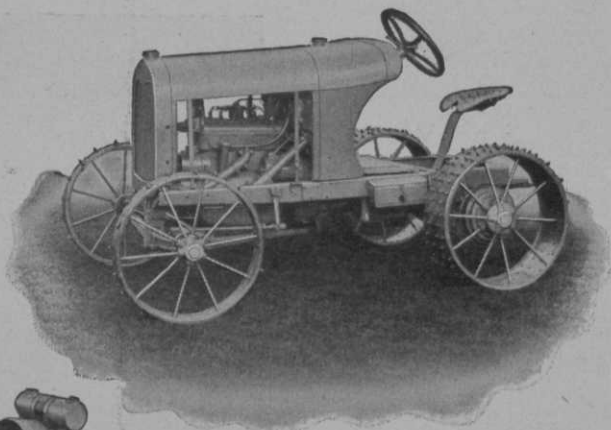
Complete Miniature Golf Course Equipment

WORTHINGTON M

LAWN TRACTORS—LAWN MOWERS—
MOWERS—ROLLERS—TEE STANDS

THE WORTHINGTON LAWN TRACTOR

Guaranteed to pull a Worthington Gang Mower up any hill that requires cutting on any golf course in America.

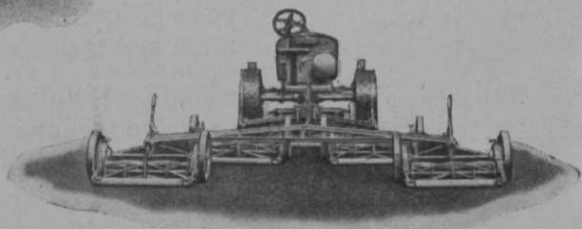


THE WORTHINGTON LAWN TRACTOR and CONVERTIBLE QUINTUPLEX MOWER

Unequalled simplicity, lightness and strength.

THE WORTHINGTON "OVERGREEN"

A complete tractor and gang mower. Will cut the average green in less than ten minutes.



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A G E N C I E S I N A L L

You save time and money by answering GOLFDOM ads.

MOWER COMPANY

—POWER and HAND PUTTING GREEN
—TEE MARKERS—BALL LOCATORS

*RECORDS INDICATE NINETY-EIGHT PER CENT OF WORTHINGTON OWNERS
REPLACE THEIR OLD EQUIPMENT WITH NEW ONES OF THE SAME MAKE*

The Worthington Lawn Tractor is safely operated at ten miles per hour. Because of its minimum weight it prevents any injury to the most delicate turf.

Price—Model T (starter and lights extra).....\$496.00
Model A (with self starter) 650.00

The Worthington "Overgreen", having three separate cutting units, is very easily manipulated. It has ample power and is constructed from the best materials. It has received the highest endorsement and can be adopted with confidence.

Price complete, 36 inch cut.....\$400.00
50 inch cut..... 425.00

The Worthington "Triple," "Quintuplex" and "Multigang" mowers have revolutionized all former practice in lawn and golf course mowing. Width of swath: Triple, seven feet; Quintuplex, nearly twelve feet; Multigang, sixteen feet. The Multigang will cut an acre of grass in four minutes.

Price—Triple, \$360; Quintuplex, \$610.00; Multigang, \$860.00.

*IT IS SIGNIFICANT THAT WORTHINGTON GANG MOWERS ARE USED ON
MORE GOLF COURSES IN THE WORLD THAN ALL OTHER MAKES COMBINED*

WE GUARANTEE IN EVERY RESPECT

Stroudsburg, Pennsylvania

Al:
Street
es:
ngton St.

Cleveland:
Hippodrome Building
San Francisco:
52 Beale Street

New York:
11 East 44th Street
Portland:
384-386 E. Madison St.

P R I N C I P A L C I T I E S

Tell us any idea for making GOLFDOM advertising more helpful.



The famous seventeenth at Pebble Beach. One of many uses of natural features that have made this course a world wonder.

south. San Francisco has not been blessed, or cursed, with the number of tourists who have come to visit and stayed to reside and play golf as has its sunnier companion. It is more strictly business-like and less the playground. The cool heavy fogs of this seaport are less desirable to the visitors from Iowa than the climate of the southern counties.

Easier Conditions North

This being true, the northern golf courses are not subject to the turf-destroying play every month in the year which makes the southern greenkeepers' lot a hard one. The links therefore are easier to maintain on this account alone without taking into consideration the damper air and more plentiful rains. Too great significance is not attached to the finer bents in this region, inasmuch as blue grass and *poa trivialis* flourish under local climatic conditions so that the courses present a fresh green appearance nearly all the time without tremendous expenditure for water.

Waiving the golf courses of the San Francisco Bay region, it is unfortunate that the clubs of the coastal mountains are so few and far between. If there were more one could take them by groups in describing them and say, "These are good; these are indifferent; and those are not so good." As it is the few courses are almost on a par of perfection and yet each one is distinctly different because of the variety of existing conditions. If one uses superlatives in describing them (the courses) he becomes tiresome, and none will believe him anyway. And yet the visitor to the courses of Monterey and Santa Barbara never fails to be delighted with what he finds.

Small Courses Have Battle

From what has been said it may be

divined by the reader that all the courses of this coast area represent the acme of perfection as far as golf is concerned. Unfortunately, whatever else may be true, this is not the case. There may be 40 or 50 courses in the coastal mountains, but most of them, nearly all in fact, rank so far below those mentioned above that they deserve but passing mention. A number of the small towns in this vicinity have their own golf courses which are completely moistureless from hardpan tee to sand green. Of course the class of people nor the size of the town warrant the expenditure necessary to develop a mediocre nine-hole grass course. Also many of these small towns are situated inland a few miles and are separated from the ocean breezes by a range of mountains which keeps the temperature around 120 degrees in the summer and down to the frost level in winter. Nevertheless, enthusiasm is present on these courses if not the grass. Armed with a driver, a midiron, and a putter, a player can get a wonderful score on one of these courses provided his ball stays out of gopher holes and cracks in the fairways. Because of the condition of the "turf" drives of 300 yards and more are not unusual.

Greenkeeping on such courses is simplicity itself. Occasionally someone drags a mat over the greens to smooth them. In the winter weeds and grass are allowed to grow unchecked more often than not because there is nothing with which to cut them. Superfluous growths are no problem in the summer because there are none on the heat-cracked fairways.

It is to the future that the coastal mountain region can look with pleasant contemplation. Already such districts as that of Santa Maria and Morro Bay are preparing for the golfers who are sure to come.

I offer you
**PERFECT
 BENT
 GREENS**

of true

**WASHINGTON and
 METROPOLITAN
 Strains**

Because: for the past seven years my selection of Washington Strain has been used on many of the finest courses in the United States and Canada and has proved without exception to be unsurpassed for its fine velvety texture, without nap or grain, and its particular resistance to fungus.

Because: It makes a firm, uniform turf on which the ball runs true.

Because: The grass in my nurseries is kept carefully true to type and free of objectionable growth. The stolons are from strong, vigorous, year old plants only.

*Shipped shredded ready for
 planting, with delivery in
 good condition guaranteed.*

HIRAM F. GODWIN
BENT GRASS

Box A, Redford Station,
 DETROIT, MICH.

Canada:
 116 Prince Rd.
 Sandwich, Ont.

Eastern Nursery:
 Box 51
 Wayne, Penna.

Fall Time Fairways

Are doubly alluring when the hue of mid-summer green greets the eye and the velvety softness of growing grass helps the "lies" and softens the tread.

BUCKNER SPRINKLERS

Will help to keep your fairways and greens in June shape until snow flies. Prepare now for a firmer, stronger grass next season by keeping the course at its best throughout the fall months. It pays --- pays big. Shall we tell you how to do it?

**BUCKNER
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 Columbus, Ohio Chicago, Ill.

Women's Business Calls for Pro Development

By FORBES LEITH

Professional, Crystal Lake (Ill.) Country Club

ANY professional who has taken note of the growth of women's golf during the past few years and who has not been thoughtfully planning and acting to control this part of the market has no ranking as a pro business man.

Judging solely from talks with other professionals and observation of the situation at my own club I should say that 1930 saw 25 per cent more women playing golf than we could count as active players during 1929. We professionals have seen this trend growing for the past few years, for I think there are not 5 per cent of the country's professionals who are unable to say that women's lessons have been the biggest part of their lesson income. We are to be censured for not making more of a play for women's business and in excusing our failure I can only say that manufacturers themselves have been equally guilty of negligence in this matter.

I would risk a rough guess that not more than 20% of the women golfers who were playing at the start of the 1930 season have a complete set of clubs of their own. In most cases the women have clubs that their husbands have discarded. I, like most other pros, have cut down the shafts on many a derelict club that some husband has turned over to his wife and I have winced as I turned over the altered club as a reputedly real golf club. We have seen the improvement that matched sets of good clubs have effected in the games of our men members and know that for the most desolate dub a good set of clubs is bound to effect an improvement in the score. With the clubs that most women are using I wonder that they can score as well as they do. We know what good clubs will do for our women members for we know are handicapped in showing instruction results by the equipment with which most women attempt to play. Still we seem to be unduly shy about bringing this matter to the at-

tention of the women players. Possibly it is because so many professionals are married men that they hesitate to put on a selling campaign of enough strength. If the pro plants the suggestion of a woman spending \$60 to \$120 for a set of clubs and she begins nagging her husband for the money, the husband won't take kindly to the affair.

When a man buys an expensive matched set a lot of times he will pay cash just to keep the item from going on the monthly bill and being the cause of a family wrangle on the comparative expenses of playing golf.

Installment Buying Helps.

I have found a woman takes to the idea of buying a good matched set of clubs if the pro will pick out such clubs as will provide her with the matched set as the result of a number of individual purchases. When I sell a club to a woman I tell her that I am selling her a certain weight and model so she can add other clubs until she has a matched set that will be exactly like any other expensive set. It not only puts into her mind the idea of buying the rest of the clubs as soon as possible but it also makes sure that she will come to me for the club and not be lured into the purchase of some \$2.45 misfit at some cut-rate store just because the price seems to be a bargain.

This year I have had excellent success in selling matched sets to women on the installment plan, billing them a third of the amount per month. It probably would mean more business to bill them over a four month period, although the pro's judgment of just what terms will appeal to the purchaser dictates the action in this respect. In a year like this one has been I believe that many pros have overlooked the value of an installment plan. My club is rather far out from the center of the Chicago district. We have two 18-hole courses and a big clubhouse with a



TO THE PRO

Mainspring of the grand old game — master of
practical operation — guide, and friend of all who play —
with your co-operation and endorsement we have been able
to chalk up a splendid score for Hol-Hi and we hereby
acknowledge our appreciation of your support — with thanks.

WILSON-WESTERN SPORTING GOODS CO.

NEW YORK BOSTON CHICAGO SAN FRANCISCO LOS ANGELES

Wilson
GOLF EQUIPMENT



good supply of living quarters, the resident members furnishing a good steady amount of business during the summer. The membership is representative of first class substantial business men and on that account naturally would feel the results of market losses and business depression. A couple of years ago, I believe, pros having similar conditions at their clubs would have experienced a serious slump in business. This year, however, business has been ahead practically everywhere. If the pros will sit down and figure out the answer it will be plainly presented as the increased volume of women's business. We are getting to the point where instead of the golf widow being a pathetic figure in American life it is the golf widower.

Counsels Foresighted Action.

In this great development of women's business the pro is having opportunity rap at his door again. If he is slow to open and let this new volume of business to come in he can blame no one but himself. The department—and other stores are handing out to women some of the worst excuses I ever have seen under the name of golf clubs. Anything with a head, shaft and a grip is being put out to women shoppers in the stores, and by people who have not the slightest qualifications as advisors in the buying of correct playing equipment for the individual. The pro, if he steps in now, can absolutely control this great and growing amount of business and make it so a woman will think of going nowhere but to a professional for her full money's worth in golf equipment.

History to Repeat?

A lot of lessons we should have learned in developing our men's business now should be made to pay a profit with women. We have let men get into the habit of keeping their bags until they fall to pieces. We can protect against that by arousing some pride about their bags among the women. The golf bag business isn't 50% what it should be and part of the fault is the pro's. We need not take even half of the blame, at that, for the manufacturers as a general thing have not given the pros a logical and strong display and sales plan that could be worked out in profitable co-operation.

The manufacturers and professionals both can get out to a paying relationship in this women's business if the club manufacturers provide the pros with an exclusively pro-sold line of women's clubs and feature real design and workmanship

The golf club and ball manufacturers' associations are indebted to the officials of almost a third of the country's 9-hole clubs for furnishing information used in the book on small town golf club organization, construction and operation which the manufacturers will issue soon for the promotion of more golf clubs in the smaller towns.

The manufacturers desire to publicly express appreciation to the officials who generally and promptly supplied value data and advice in the preparation of this book.

The book has been compiled and edited by Herb Graffis of GOLFDOM and will come from the press early this winter. It will be available at no cost to those intending to establish golf clubs in small towns.

embracing the finest of bench-made features in the pro line. We have seen what better shop arrangement and display has done in building business in men's clubs. It is up to us during the winter to figure out how we can make our shops still more attractive in making an appeal for the women's business, without sacrificing that distinctive pro shop atmosphere which has the value always attached to the headquarters of a mastercraftsman. I am confident that the professionals who employ their winters to good advantage, planning for 1931 business, will arrange women's special sections of their displays. One of the reasons why more women's clubs weren't sold during 1930 by the pros was simply because more were in stock and displayed separately from the men's clubs.

There is a tendency in the golf business to be content just because each year's business shows an improvement. It seems to me that this lulls us into a false feeling of security and satisfaction. Our volume may increase but still we may be losing out because we are not taking fullest advantage of the vastly increased selling opportunities put before us by the marvelous growth of the game.

As the 1930 season closes in the north every professional may well look back over the year and see how unmistakably the signs pointed to a grand 1931 in women's business for the forward-looking professional who will spend some mental and manual effort in getting all set.

NOT A

SINGLE
FINGER
TINGLE

IT is here. The steel shaft that actually swallows up the shock of impact. The steel shaft that offsets wrist turn straightens out the shot...that gives you extra distance. The only steel shaft with *torsion*. The Bristol Torsion Steel Shaft.

Bristol does *not* make clubs. Bristol makes only the shafts. You can get clubs of your favorite make with these new torsion shafts. McGregor, Spalding, Wilson-Western, Hillerich & Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls and others.

Have you seen The Bristolite, the live publication packed with news and gossip of golf? A post card brings you the current issue. The Horton Manufacturing Company, 1810 Horton Street, Bristol, Connecticut.

When you buy a golf club, iron or wood, look for the Bristol Torsion trade mark and the open torsion seam on the shaft. It is this seam that makes torsion possible. Double steel walls give greater strength and power.

TORSION SEAM

DOUBLE STEEL WALLS

BRISTOL

Torsion

STEEL SHAFTS

ALLAN LARD PAT. PEND.

It's the only steel shaft with TORSION

Tell us any idea for making GOLFDOM advertising more helpful.

Shuffleboard Courts Newest Fee-Game Bonanza

AROUND the miniature golf course as a center, amusement establishments are springing up to the extent that the popular and profitable layout in a lively neighborhood is beginning to resemble a permanent street-fair.

Into this miniature golf business the driving nets are coming good and strong with a great field awaiting the smart hombre who will invent a medium priced scoring net in which the customers can sock and gamble. Other ideas not at all allied with golf are getting a good play, and among these probably the most profitable is the shuffleboard court, according to available figures.

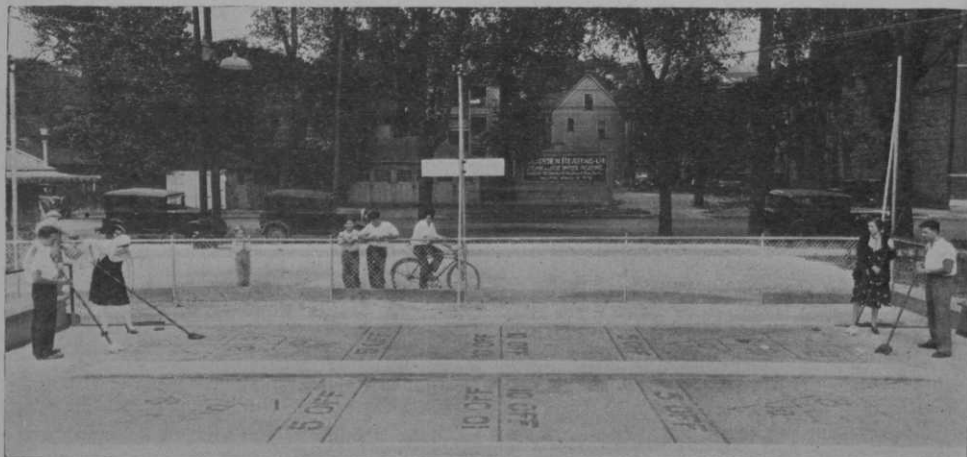
The average shuffleboard installation at

uninitiated, the game requires real skill and affords healthful exercise.

"It is not a new game; on the contrary, as early as the fifteenth century it was played in England, principally among the aristocracy, under various names. In late years it has been a feature of ocean travel.

"The game as introduced on land is played on a court 45 feet long and six feet wide of smoothly surfaced concrete, wood or linoleum, marked with scoring diagrams. Two or four players take their positions at the end of the court. The object of the game is to place wooden discs one inch thick and five inches in diameter in the scoring diagram by means of a shovel and at the same time to prevent the opponents from scoring. Eight discs, four red and four black, are used.

"Roberts' Shuffleboard as recently stand-



Shuffleboard court installation at Novelty Miniature Golf Course, Forest Park, Ill. It averages \$32 daily income.

a miniature golf course recreation plant will pay 16% daily on the investment, according to Ed. Roberts, a veteran in the golf equipment and supply business, who now is the arch-promoter of shuffleboarding. A complete shuffleboard court and equipment costs around \$250 installed and will take in from \$16 to \$38 a day.

Roberts, in giving the low-down on the commercial possibilities of shuffleboard courts, says:

"From shipboard, where shuffleboard has long ruled as a popular sport, the game anchored itself in the south, then broke mooring and drifted to all parts of America. Surprising as it may seem to the

ardized has been perfected by the addition of curbings, six inches high, on each side of the court, making the game require added skill and permitting bank or carom shots, a feature heretofore not obtainable due to the flat surface of the ordinary deck shuffleboard. The curbing has the added feature of keeping the discs in a confined area of the courts, affording more skillful scoring and passing the discs by means of banking the shot without disturbing any previous scoring discs on the board. A shuffleboard court differs but little from a well constructed concrete sidewalk.

"The game constitutes 50 points, the charge being by the hour per person."