

# Make this fine Goodyear

# HOSE



## a charter member of the club

The Goodyear Emerald Cord Hose is superbly serviceable. The green jacket is stout to resist injury. The rubber is of the best and craftily made for great flexibility. In the hardest club service it will last for years.

Flat heavy ribs are laid along the sides of the Emerald Cord Hose. These strong ribs ward off sharp stones and corners. They protect from tree trunks, gravel, and other penetrating objects. They are runners also, and so efficient, this hose really skates from job to job. They are guardian springs which quickly writhes the hose free of knots and kinks.

The color is the green of foliage. Emerald Cord matches the freshness of

turf and shrubbery. It is never painful to the eye. It looks as trim and handsome when at work as coiled on the reel. It does not clash with the view from the club veranda. When noticed, it has a dashing manner and wins approval.

It is a sun- and kink-proof hose. It has a muscular structure. Woven under the cover is the best of "double-double" cord. It holds all pressure. It is an easy and willing hose to work.

Specify this finest golf club hose for next season's use. It will cost you a little more. But year after year you will find the value of your investment—a fine club tool which pays out in service.

FOR SPECIFICATIONS OR OTHER INFORMATION ABOUT  
GOODYEAR HOSE FOR GOLF CLUBS WRITE GOODYEAR,  
AKRON, OHIO, OR LOS ANGELES, CALIFORNIA

# GOODYEAR

THE GREATEST NAME IN RUBBER

Tell us any idea for making GOLFDOM advertising more helpful.

# Prowlng Around in Pro Pastures

By HERB GRAFFIS

**P**RELIMINARY figures from GOLFDOM'S survey of the 1930 golf season brings out some striking pro facts. Many of the figures which later will be generally released should stir up the pros to a campaign of thoughtful and aggressive business development.

To get the picture right the pro should first get into his dome that the GOLFDOM survey figures are not the wild guesses that generally are given out as "statistics" on the golf business. Last year the GOLFDOM survey estimates were released the middle of September. The government census of manufacturers 1929 figures were released a few weeks ago and confirmed the GOLFDOM estimate within five per cent. So, with all the dope we are able to dig up with the co-operation of golf club officials, pros, greenkeepers, managers and manufacturers we coyly confess we are in a better position to guess right on the status of the golf business than anyone else we can call to mind.

But to get right down to where the figures concern the pro purse:

The golf business is more than a third of all the sporting goods business done in the United States. According to the government manufacturing census the manufacturing of fishing tackle is second. The pros, according to GOLFDOM'S latest survey do more than half of the entire golf business and that means that they do more than a sixth of the entire sporting goods retailing. This fact will make many bat their eyes, and if it doesn't awaken some of our own pro gang to their responsibilities and opportunities, your humble servant will publically banquet on the pro high-powered hooie he has been cooking up.

The beautiful part of the vista for the pro is that the smart manufacturers want him to thrive. The pro is one of the few retailers in the country who maintains the standard selling prices. He is glad to see the manufacturer get a legitimate profit instead of doing the store stunt of chiselng out the last rusty red cent.

So far, so good. But how the pro does need merchandising education in order to take full advantage of his chances! GOLFDOM is doing its level best to supply some of this business dope the boys want and is giving all possible help to others who desire to co-operate in this campaign. Considerable of our material is in the U. S. Rubber Company's valuable "Pros, Players and Profits" plan with its great little pro business manual that every pro and assistant should read thoroughly and think of its application to his specific situation while he is reading. The not-

## THANK YOU.

GOLFDOM acknowledges with hearty thanks the many answers to the questionnaires sent out for the purpose of obtaining 1930 season statistics on golf club operation.

Twenty-eight per cent returns were received from greenkeepers, managers and professionals, enabling GOLFDOM to accurately estimate figures on course maintenance, pro shop activities and house operation for the 1930 season.

This annual survey of the golf business made by GOLFDOM is the standard and only well founded resume of the business aspects of golf. The 4,438 returns from the various department heads of golf clubs call for an imposing task of compilation and analysis. The golf club executives who so helpfully and promptly send in their figures undoubtedly thought that we were adding plenty to their already heavy burdens, but they have no corner on the work that this valuable survey entails—it keeps us up late a lot of nights until it finally is completed.

JOE and HERB GRAFFIS,  
Publishers of GOLFDOM.

ably successful Hagen shop display campaign is replete with evidences of GOLF-DOM'S business betterment campaign for the pros. In Spalding's shop layout service GOLF-DOM is lending an enthusiastic hand. And to the P. G. A. with its plans for improving pro merchandising we are giving every possible boost. In fact, we boosted the P. G. A. so strongly in this matter that we boosted ourselves out of the Dunlop ball advertising this year and greater love for any cause hath no publisher.

When the figures on the pro business are studied and their impressive revelation of the pros' volume is made, then you plainly see why we are constantly hammering on the subject of good merchandising by the pro.

Now, as a closing hunch: We are deluged with letters from pros who want southern jobs for the winter. As near as we can figure it, there are 25 good applicants already for every available job, the majority of the boys being willing to take a winter job that will bring them out just even financially, if they are lucky. It seems to us that many of these professionals would be much better off if they would get some selling job in the north during the winter and in this off season activity be engaged in work that would add much to the stock of merchandising knowledge they could use in making 1931 a magnificent year for their shop profits.

## Print New Standard Forms for Course Accounting

FOUR forms for greenkeeping cost accounting, based on a semi-monthly payroll, have been prepared by Frank Murray of the Ravisloe C. C. (Chicago district) as a result of extensive study of existing forms. The forms are quite similar to the practical and popular system sponsored by the Westchester Greenkeepers' association. These Murray forms are printed in quantities by John Vestal of Chicago. The Murray Course Maintenance Cost System consists of the four related forms each following through all of the possible labor operations of the course. On each of the forms the same detailed sequence of headings and subheadings is followed.

The workman's daily form may be dispensed with if a club is not too particular as to details and requires only a foreman's or greenkeeper's filling in at the close of

# WHY ARE GOLF'S GREATEST RECORDS MADE WITH HICKORY?

In winning the four major championships of the year, hickory shafts alone were used. In winning the P. G. A. championship, hickory shafts alone were used.

If the experts who really know clubs will not penalize themselves with hickory substitutes, why should the less proficient golfer add to his scoring troubles by not using hickory?

Pro finished Minton hickory golf shafts long have been the choice of the world's finest club makers. Bench club making has experienced a great revival this year simply because the knowing golfers want clubs of distinguished character and craftsmanship that means better performance.

Manufacturers can take a tip from this bench made spurt and from their costly loss of good-will occasioned by hickory substitute repairs and feature hickory in their quality lines for 1931.

Have you noticed the sensationally successful new sand wedge has a hickory shaft? Why? Strength.

For 25 years Minton's have been headquarters for uniformly highest quality hickory shafts. About your hickory requirements of any extent and character, consult hickory headquarters.

**T. W. MINTON & CO.**  
BARBOURVILLE, KY.

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# SPALDING

## *turns the Steel Shaft into Gold*

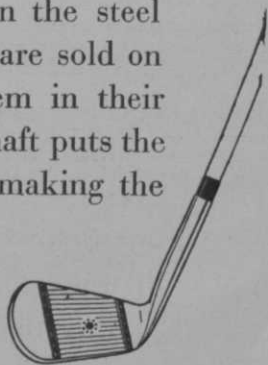
IN the enthusiasm over the *playing qualities* of Spalding Cushion-neck steel-shafted Irons, don't overlook the fact that they are the greatest boost that the *business side* of golf has ever known!

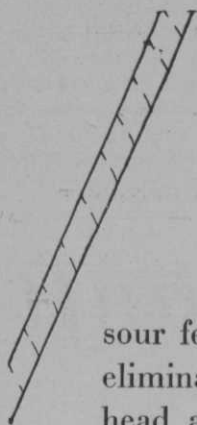
Yes, sir, there's gold in them thar shafts for every Professional who's willing to do a little easy prospecting. Here's why:

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.*

# FULNAME BALMARK

THE STANDARD OF  
GOLF BALL MARKING  
IN OVER 3000 CLUBS  
YOUR PRO HAS IT  
WILL TELL YOU ALL  
ABOUT IT OR  
WRITE DIRECT

**The Fulname Co.**

EST. 1914  
707 SOUTHERN RAILWAY BLDG.  
CINCINNATI, OHIO.

# Kenneth Smith

*Hand Made*

# Wood Clubs

THE LAST WORD IN CLUB CRAFTSMANSHIP

*Popular lengths and weights  
in stock*

Men

**\$37.50**

Women

per matched set of three

**Mel Johnson**

BUTTERFIELD COUNTRY CLUB

Telephones: LAWNDALE 6107—HINSDALE 1000  
HINSDALE, ILL.

each day his estimate, by operations, of each workman's time on the workman's semi-monthly payroll sheet. This method, however, will only approximate accuracy.

The careful daily recording of the data covered by Form 11 is all-important. With

## WORKMAN'S DAILY TIME TICKET

MURRAY FORM 11

Name _____		Date _____	
OPERATION	HRS.	OPERATION	HRS.
<b>GREENS</b> <input type="checkbox"/> Cut and Pole <input type="checkbox"/> Cut Banks and Approaches <input type="checkbox"/> Water <input type="checkbox"/> Fertilizing and Worming <input type="checkbox"/> Seeding <input type="checkbox"/> Top Dressing <input type="checkbox"/> Spraying Brown Patch <input type="checkbox"/> Weeding <input type="checkbox"/> Changing Cups <input type="checkbox"/> _____		<b>COMPOST</b> <input type="checkbox"/> No. 1 <input type="checkbox"/> No. 2 <b>REPAIRS</b> <input type="checkbox"/> Tractors <input type="checkbox"/> Water System <input type="checkbox"/> Equipment <input type="checkbox"/> Paint <input type="checkbox"/> _____	
<b>TEES</b> <input type="checkbox"/> Cut <input type="checkbox"/> Water <input type="checkbox"/> Sand, Towels and Markers <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		<b>CONSTRUCTION</b> (Rebuild, Replace) <input type="checkbox"/> Tees <input type="checkbox"/> Fairways <input type="checkbox"/> Bunkers <input type="checkbox"/> Greens <input type="checkbox"/> _____	
<b>FAIRWAYS</b> <input type="checkbox"/> Cut Fairways <input type="checkbox"/> Cut Rough <input type="checkbox"/> Water <input type="checkbox"/> Fertilizing <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		<b>MISC. COURSE</b> <input type="checkbox"/> Nursery <input type="checkbox"/> _____	
<b>BUNKERS</b> <input type="checkbox"/> Cut <input type="checkbox"/> Rake <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		<b>GOLF COURSE TOTAL HOURS</b> <b>LANDSCAPE</b> <input type="checkbox"/> Mowing, Trim'ng <input type="checkbox"/> Flowers <input type="checkbox"/> Roads, Paths <input type="checkbox"/> Trees & Shrubs <input type="checkbox"/> _____	
OK'd by _____		<b>TENNIS</b> <input type="checkbox"/> _____ <input type="checkbox"/> _____	
GREENKEEPER _____		<b>MISCELLANEOUS</b> (Other than Golf Course) <input type="checkbox"/> _____ <input type="checkbox"/> _____	
		<b>Total Hours</b> _____	
		<b>Rate</b> _____	

this information, the accountant may distribute on blank columnar pads headed in handwriting and arrive at the total requirements desired. Without this daily information, one has but guess work. This form is so simple that at a glance its use and performance is obvious. The workman is required only to put a check mark opposite the operation being performed, and, in a column provided at the right, the number of hours spent on that particular operation.



## THE STAGE IS SET !

**W**HAT an audience we'll have when GOLF steps before the footlights for the 1931 season! And what an enthusiastic audience it will be—bigger than ever before!

We've all got to get busy for another record-breaking year in golf sales. It's coming! Now is the time to make preparations. We're setting the stage with the finest, trimmest and most complete line of woods and irons you've ever seen. And we're getting ready in our advertising to tell the millions of old and new golfers about VULCAN'S excellent quality and sensible prices.

You can get a good idea of the VULCAN Line from the picture above, but you'll

have to heft and swing and get the feel of the samples to appreciate their great value and salability. Our representatives are stepping lively these days. There's one near you who will be glad to lay out the full line for your examination. When do you want to see him? A letter or telegram will route him your way.

Vulcan Golf Company

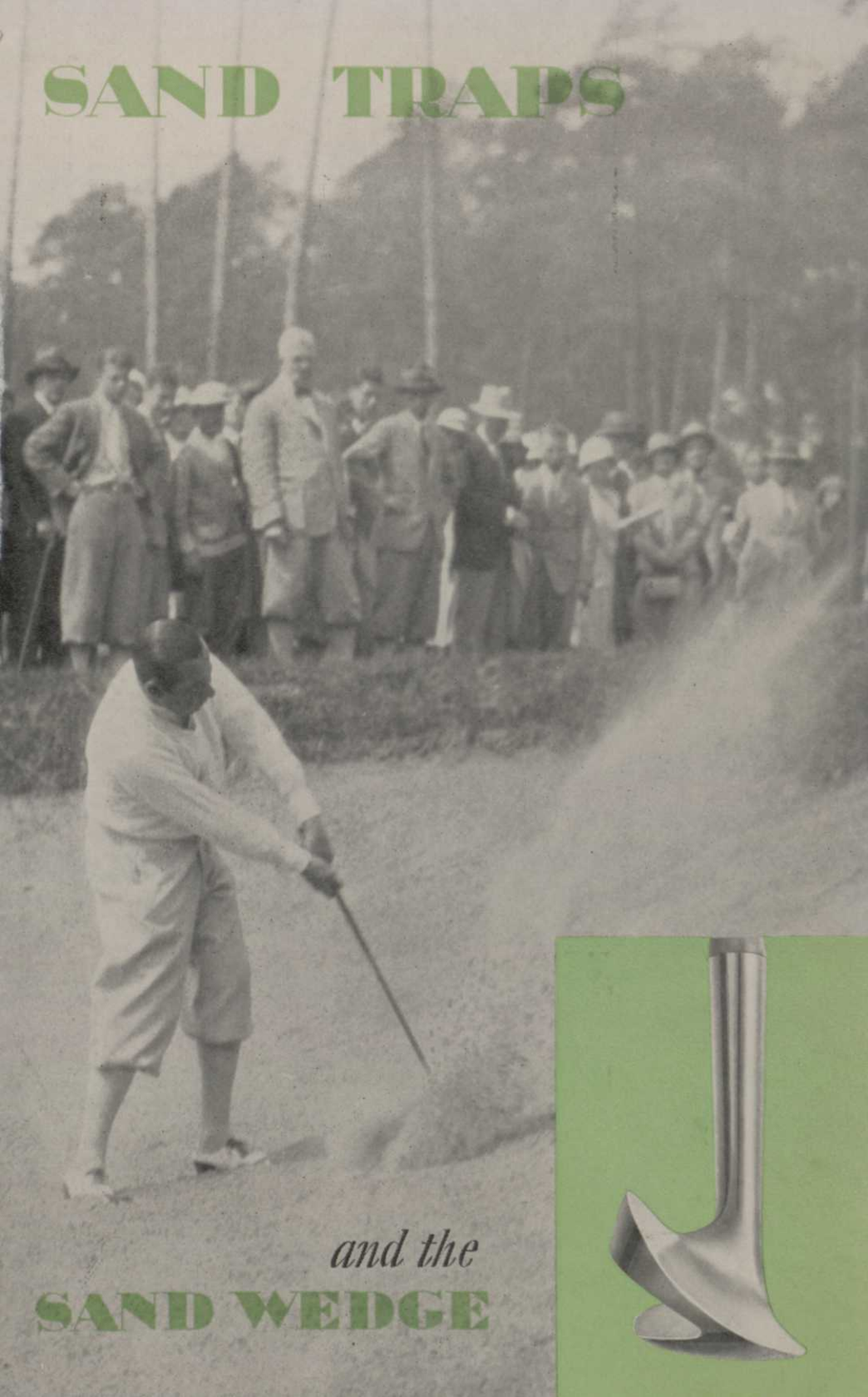
Portsmouth, Ohio, U. S. A.

**VULCAN**  
*Clubs of Character for Every Golfer*

Tell us any idea for making GOLFDOM advertising more helpful.



# SAND TRAPS



*and the*  
**SAND WEDGE**



# A NEW CLUB ... TO RE

**EVERY GOLFER** who is interested in lowering his score should have a Walter Hagen Sand Wedge in his bag. Everyone who plays the game gets into trouble — bunkers — sand traps — hazards of all kinds — and the winner is often the golfer who can recover without a serious penalty of too many added strokes.

**THOUGH MANY CLUBS** have been developed in recent years to aid every other department of the golfer's game, this is the first really worth-while trouble club. The Sand Wedge has been designed with one purpose in mind — every feature of this club is concentrated toward one objective — to get a golf ball out of trouble. The double concave face helps to "pick" the ball up. The design of the sole aids to carry the club head through. An ordinary



**THIS IS THE TIME** to cash in. For you pro's whose season will presents a splendid opportunity to top—to finish the season with a r golf is played the year round, the S to begin with a flying start. • Or clubs on your display rack and be profit-making opportunity. The shaft, retails at \$12; your prospects

