



Illustrated above is the new WHC model wood club, designed as the companion wood to Hagen Crown "Compact Blade" irons. On the right is the new WHF model designed as the running mate to the famous Hagen International "Compact Blade" irons.



Improvements have been incorporated in the Ultra

Line for 1931 that are consistent with our policy of Hagen leadership—to remain always ahead in golf club design and structure.

These Walter Hagen wood and iron clubs are particularly adapted to the use of the larger ball. Wood club models have been designed with large heads—amply deep faces to insure the most satisfactory shots with the 1.68 ball. Hagen "Compact Blade" matched irons still represent the most forward step in iron club design and structure that has come about in many years. "Compact Blades" will receive even greater recognition in 1931 with the general use of the 1.68 ball.

From the new line of Walter Hagen golf bags you can outfit your individual players, satisfying their personal requirements. Think how many ancient golf bags are doing duty on your course. In 1931, with the new Hagen line of bags, you should be able to retire a lot of those dilapidated golf bags and replace them with new models from the Hagen line. The new Walter Hagen line of golf bags covers a complete range—from the best light Sunday bags to the finest all-leather bags made.

The iron club shown here is the Hagen International "Compact Blade" model. "Compact Blades" are shorter and deeper, placing more weight behind the ball. It is only natural that they have been accepted as the proper irons for the large ball. Here, also, is one of the Hagen golf bags—an all-leather bag possessing every practical convenience a golf bag should have. Its fine workmanship is typical of the Hagen line.



They're driving off

The Walter Hagen golf equipment for 1931 is ready. Our representative will soon be around to show you the greatest line ever presented to boost pro shop sales. 1931 is going to be a real year for golf—a real year for pro shop sales—and pro shop profits—more so if you concentrate on Walter Hagen golf equipment.

Remember our aim. We're concentrating to make every unit in the Hagen line the finest obtainable—to make it properly—and so attractive that your sales effort is reduced to a minimum. Walter Hagen golf equipment with its advanced features of design and construction is the logical line for your concentration in 1931.

Hagen "Compact Blade" iron clubs, though a sensation this season, are sure to attract even more interest in 1931 due to the general use of the larger ball and the satisfactory results obtainable with this new ball when using "Compact Blades." Hagen matched woods have been especially designed with large deep faced heads to give maximum results with the new larger ball. And the Hagen ball with its new longer carry—the most desirable feature that a golf ball can possess—is assured by the new method of construction. The new Hagen ball—in either the present or large size—possesses the qualities of long flight and absolute accuracy in the air as well as on the green. It will pay you to get behind the Walter Hagen ball.

Watch for the Hagen salesman; he'll be there soon. Decide now to concentrate in 1931 on the Ultra Line—Walter Hagen golf equipment.

THE L. A. YOUNG COMPANY, DETROIT, MICH.
Makers of Walter Hagen Golf Equipment

Also Sales Offices at: NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Boulevard
SAN FRANCISCO, 153 Kearny LOS ANGELES, 730 S. Grand Ave. SEATTLE, 919 Second Ave.

Now

you can get the last word in
profitable, playable miniature
golf courses

THE WALTER HAGEN— MINIATURE GOLF COURSE

in an infinite variety of interesting holes—adaptations of the world's famous golf holes—is available for outright purchase. For indoor and outdoor use the WALTER HAGEN Miniature Golf Course is the installation that attracts and holds the steady patronage of the veriest dub and skilled player alike.

Patent protection and restriction of territory give you guarantee of high earning power. Any competent judge of golf or the amusement business will see at first sight unequalled earning probabilities in Walter Hagen Miniature Golf Courses.

Playable under all conditions, putting surface that is practically identical with that of grass and no maintenance trouble or expense, are three major money-making features of this course.

Among the numerous exclusive and patented features of WALTER HAGEN Miniature Golf Courses are the great business developers of the *Nineteenth Hole* and the Precision Yardage driving net which

Shorter Walter Hagen miniature model golf courses can be built in private residences as the finishing touch to finest homes.

registers accurate the distance of every wood and iron shoot—straight, hooked or sliced.

PROS who are real business men will interest members in backing them financially in Walter Hagen miniature courses.

For complete details and prices write

WALTER HAGEN MINIATURE GOLF COURSES
Detroit Leland Hotel, DETROIT, MICH.

Walter Hagen putters and balls are used exclusively on Walter Hagen miniature courses—just another indication of the quality of the Walter Hagen Miniature course operation.

Gives Cost Estimate on Southern Fee Plant

By E. S. DRAPER

IN connection with golf work in the South, we have at times been requested to give an estimate of capital investment, operating expense, and net profits in the operation of a country club for public use with a so-called "fee" golf course, tennis courts, swimming pool, and other features. As Mr. Paddock brought out in his article on "Construction" in July GOLFDOM, there are constants and variables in construction costs. This applies as well to land costs and operating expenses. However, the ratio of profit to investment should remain approximately the same; higher land costs would probably be reflected in greater attendance and use; larger expenses for pool and minor club features would be reflected in greater use. The set-up herewith would probably apply fairly well as regards capital investment and operating expense in any southern city of from 75,000 to 150,000 population. Construction costs, particularly at this time, are much lower in the south.

South's Public Golf Future

There is a real opportunity in the development of public golf courses in the southeast at the present time. Many will be built in the near future. Possibly we may see a company operating a chain of courses. The factors which are favorable for investment of this sort in the south at the present time may be listed as follows:

1. An increasing army of golfers, particularly those who are playing the miniature courses and wish to graduate from a putter to a full bag of clubs, and who are not in position to pay the initiation fee which the average private club requires.
2. Municipal courses, while being developed, will never approach the demand, and are usually crowded to the point where play is difficult just as soon as they are ready for play.
3. From ten to twelve months in playing season from Virginia to Florida and Texas, together with a greater number

of open, sunny days, give a larger percentage of available playing hours than in other sections of the East and Middle West.

4. The tourist demand, supplementing at different seasons of the year the local demand, which through the middle south finds difficulty in securing play en route.

5. Both construction and maintenance costs are favorable, particularly where Bermuda is the basic turf, as this can be maintained at a very reasonable expense.

Gives Club "Set-Up"

Herewith is an approximate estimate of revenue and expense in connection with construction and operation of a typical country club, with 18-hole golf course, miniature course, swimming pool and tennis courts for public use in the south:

<i>A—Capital Expense—18-hole Fee Golf Course—City of 75,000 to 150,000 People—</i>	
1. Cost of land—150 acres at \$100	\$ 15,000.00
2. Cost of 18-hole course (average cost in south). Undulating grass greens, traps built into greens, grass tees, modern construction.	45,000.00
3. Cost of clubhouse, with locker room and showers, golf shop, etc., with entrance road	5,000.00
4. Cost of two tennis courts and swimming pool 100 ft. sq.	15,000.00
	<hr/>
	\$ 80,000.00
5. Real estate commissions, landscape, engineering and architectural commissions, etc—10%	8,000.00
6. Reserve for interest, taxes and maintenance during first year before operating revenue can be secured....	12,000.00
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	\$100,000.00

SUSTAINED!

ONE-TIME sales may give a small profit but it takes repeat purchases to give *sustained* profits.

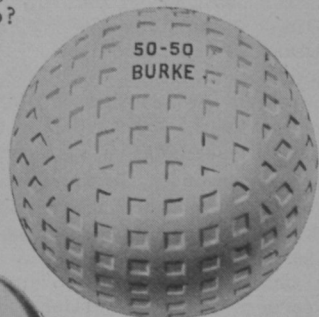
Retailers of Burke golf clubs, balls and bags have found out that the users come back for more.

It's a Burke year! . . and it's never too late to join the satisfied circle of real profit makers.

Full details on request.

Have you seen the famous Long Burke Woods and Irons, True Temper shafted? And The Burke 50-50 Ball, which cuts the high cost of golf balls in two?

Burke 
CLUBS • BAGS • BALLS



THE BURKE GOLF COMPANY, Dept. J 6, NEWARK, OHIO

Tell us any idea for making GOLFDOM advertising more helpful.

**B—Annual Operating Expense—
18-hole Fee Golf Course—**

1. Interest on investment 6% + taxes 1% on \$100,000.00...	\$ 7,000.00
2. Annual upkeep of golf course, tennis courts and grounds.	10,000.00
3. Annual upkeep of swimming pool	5,000.00
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	\$ 22,000.00

C—Revenue from Operation—

1. Golf Course (basis 35 weeks' season) 100 players week day average $\times 5$, 500 250 players Sat., Sunday and holidays, $\times 2$, 500—1,000 a week 35 weeks = 35,000 play- ers. Rate per player average \$1.00 \times 35,000 players.....	\$ 35,000.00
2. Swimming pool (basis 20- week season) 400 swimmers—week-day av- erage $\times 5$ = 2,000 750 swimmers Sat., Sun. and holidays $\times 2$ = 1,500. Per week 3,500 3,500 a week, 20 weeks = 70,- 000 swimmers Rate per swimmer average .35 \times 70,000	24,500.00
3. Net return from club con- cessions—lockers, drinks, etc, above operating ex- pense	2,500.00
	<hr/>
	\$62,000.00

RECAPITULATION

C. Gross annual revenue.....	\$ 62,000.00
B. Annual operating expense...	22,000.00
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Net return on \$100,000.00 in-
vestment\$ 40,000.00

Over a period of years well situated land would probably enhance considerably in value so that eventually land enhancement would justify selling the property redeveloping on lower-priced acreage.

In the layout of 18-holes on 150 acres, odd corners of property might be available for lot sites. Acquisition of acreage in excess of golf requirements, if purchased at a low cost, would probably mean enhancement in land value for future lot sales. However, this should be subsidiary to the golf course activity, which would be a revenue producing proposition, whereas excess land would be entirely dependent on speculative enhancement to cover carrying charges.

Following are some statistics on play on southern public 18-hole courses, in cities of 75,000-150,000, taken from 1930 pamphlet on Municipal Golf Courses by U. S. G. A., which justify an estimate of 35,000 rounds:

Chattanooga, Tenn.—29,839 rounds, 1929, Brainerd Municipal Course.
Knoxville, Tenn.—25,000 rounds, 1929, Whittle Springs Municipal Course.
Nashville, Tenn.—40,000 rounds, 1929, Shelby Park Course.

Dallas, Texas—50,616 rounds, 1929, Stevens Park Course.

Dallas, Texas—70,288 rounds, 1929, Oak Grove Park.

Dallas, Texas—85,344 rounds, 1929, Tenison Park Golf Course.

El Paso, Texas—55,000 rounds, 1929, Municipal Course.

Fort Worth, Texas—68,820 rounds, 1929, Worth Hills Golf Course.

Atlanta, Ga.—35,203 rounds, 1929, average number of rounds at three 9-hole Municipal Courses.

Savannah, Ga.—25,000 rounds, 1929, average number of rounds at two 18-hole Municipal Courses.

Birmingham, Ala.—59,310 rounds, 1929, Highland Park Golf Course.

Average attendance, 49,493.

The above schedule was prepared at the request of a client contemplating development of a public country club in the Piedmont section of North Carolina. The costs, therefore, are particularly applicable to that section. The variable items of cost would include the upkeep of the pool, which would vary considerably according to the cost of the water. The lower south would provide a longer season both for golf and swimming pool, resulting in increased returns; under some conditions the net return from concessions might be greater.

It is not unreasonable to expect, however, a net return of 40% on the original investment, and under some conditions fee courses have given a much greater percentage of return.

**U. S. BALL SALES HEADQUARTERS
NOW AT PROVIDENCE, R. I.**

Providence, R. I.—Golf Ball Sales Department of the United States Rubber Co. has moved its headquarters from 1790 Broadway to 355 Valley St., Providence. Mail address is P. O. Box 1453. E. C. Conlin, manager of the U. S. golf department, has moved to Providence where the factory and testing grounds are located.



EAGLE NO. 103

"SCHAVOLITE SALES
INCREASING DAILY"

Golf Pros Everywhere

(SIGNED)



CONDOR NO. 104

SCHAVOLITE demand is moving the clubs just like Schavolite Clubs move the ball . . . *briskly*. Why? Because this club offers in its Moulded Composition Head something not only new and entirely different but it gives golfers what they want . . . *super distance . . . scientifically, plus accuracy.*

No club has obtained such complete distribution . . . everywhere . . . in so short a time. No club has so literally sold itself on sight . . . just on its special features. No club before has done the job of "wood", while offering greater resilience and driving power than wood.

If you're out to sell golf clubs, not just to stock them . . . then you're missing your one best money-making bet . . . if you don't know all about Schavolite Golf Clubs . . . and sell them.

A lifetime club . . . fully guaranteed against breakage . . . impervious to moisture . . . cannot warp,



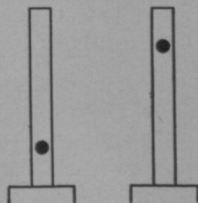
chip or dent. Approved by the U. S. Golf Association. Equipped with True Temper Steel Shafts in bright chromium, black nickel, or tan celluloid. Matched, balanced and registered sets of Driver, Brassie and Spoon, \$37.50. Single clubs, \$12.50. Putters, \$10. Also women's and left-hand models.

Write or wire today for complete information.

SCHAVOLITE GOLF CORP.
16 WEST 45TH ST. NEW YORK

THE TUBE TEST

Scientifically determines the degree of resilience. A small steel ball dropped freely through a glass tube on the face of a Schavolite Moulded Head bounds over 100% higher than on any other standard club. Test tubes and balls are furnished Pros and Dealers without charge.



SCHAVOLITE
Moulded Composition Head
GOLF CLUBS

SUPER-DISTANCE--SCIENTIFICALLY

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



A corner of the model pro shop Spaldings have put into their New York pro headquarters as an experimental laboratory.

Launch Model Pro Shop Consulting Service

FOR the past two years the Spalding organization has been making a close study of display methods in its retail stores with a view to determining what stock arrangement would be most effective for pro shop use. A number of types of fixtures and displays have been given a practical laboratory test of actual retailing practice and out of this experience there has come a suggestion for a model golf shop. The model shop has been laid out in Spalding's wholesale golf department in New York. On completion it was given the close inspection and appraisal of leading pro merchandisers in the New York metropolitan district and favored with such enthusiastic reception that the first of a series of bulletins on pro-shop selling was issued on the fixtures of this model shop. Other bulletins on pro merchandising will be issued by Spaldings as the basic material is suggested and approved by tests under close observation in the

Spalding retail outlets.

The initial bulletin gives details of a standard golf club fixture which can be made in a 6, 8, 10, or 12-ft. unit. The wooden clubs are placed in the top part of the fixture, and the irons in the bottom. Capacity is 50 to 60 woods and about 125 irons. Details of a golf bag rack and a standard sundries case also are given in the bulletin. The big rack carries bags with stays on the bottom and stayless bags are hung from the top part of the fixture. The capacity of the rack shown in detailed plan is 45 to 50 bags, although the capacity may be altered easily in construction to fit stated shop conditions.

This new service also provides a special layout service for supplying pros with sketches of shop arrangement and equipment to suit each particular case. Although this service was announced only recently a number of pros have taken advantage of its helpfulness.

Eases HAND SHOCK



NOW you can have *torsion* in your steel shafts. Torsion, the *natural* shock absorber, eases hand shock. Torsion offsets wrist turn at the impact, straightens out the shot. Torsion gives any club, wood or iron, more life and vigor, adding to the distance of the shot. And the only steel shaft with torsion is 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.

A post card from you brings you the current issue of *The Bristolite*, packed with news and gossip of golf. The Horton Manufacturing Company, 189 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 that makes torsion possible. Double steel walls give greater strength and power.



TORSION SEAM

DOUBLE STEEL WALLS



It's the only steel shaft with TORSION

Tell us any idea for making GOLFDOM advertising more helpful.

Handling Men on the Golf Course

By MARTIN GREENE

I THINK the individual greenkeeper should handle his men the way he thinks best. One reason for this is that there are very few golf courses that carry the same number of men, therefore there can be no fixed rule.

I have twelve men this season. Six men cut the greens in the forenoon. The course is split into two nines, a large putting green going with what we call the smaller nine. Three men and two mowers take each side, greens are swept before they are cut. The tractor takes a man, and when he is not cutting grass, there is some other job waiting for him. We have a horse and triplex mower that are used where tractor cannot reach. The horse is also used for hauling sand to traps, top-dressing for greens, and some rough cutting. It takes a man on our traps most of the time; they need fixing often as we have a lot of play.

Tees are cut three or four times a week; two men cut all the tees in a forenoon.

We water quite a lot until ten o'clock when it is needed. All rough hand mowing, mowing around greens, divot filling, turf gardens, and the hundred and one other jobs are taken care of in the afternoon.

Twelve Month Schedule Pays Small Town Club

FOR 18 years, the Bureau Valley C. C., Princeton, Ill., has been operating its house throughout the year and has proved that such a plan is of vital value in establishing the country club as a major factor in community social life. The clubhouse was constructed for comfortable and economical winter use, being metal weather-stripped and steam-heated throughout.

At the beginning of each fiscal year, the social calendar for the next twelve months is made up and each month is given its share of events. The fall, winter and spring events always have been popular and the holiday season especially busy.

About the only thing that prevents a good volume of meal business at the clubhouse is extremely bad weather.



PLAY THE
Silver King
85¢

SILVER KING
3

THE KING O' THEM ALL

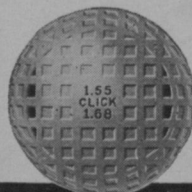
The Silvertown Co., London

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New York
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1.55 ——— 1.68

THE NEW 1.55-
1.68 CLICK
COLONEL
PUTTS
BEAUTIFULLY

Lighter and larger,
the new Click Colonel
lies higher. It

seems to ride the very top of the turf—above mole holes, ant hills or any hidden obstacle that might cause your ball to verge that tragic bit from the pin.

Besides being a wonderful putter, the new 1.55-1.68 Click Colonel "flushes quickly", to a fast get-away. Thus every ounce of your drive gets distance.

Like the famous Colonel Golf Balls of the last quarter century, the new Click Colonels stand the gaff. Made of the finest grade materials by craftsmen with thirty years' experience. Start using the new 1.55-1.68 Click today. Ask your Pro or Sporting Goods Dealer for them.

75c each — 9.00 per doz.

The regular CLICK COLONEL will
be available until Jan. 1, 1931.

COLONEL GOLF BALLS

ST. MUNGO MFG. CO. OF AMERICA
121-123 Sylvan Ave. Newark, N. J.

