

. . . INFORMATION FOR THE "PRO" . . .

WHY **TRUE TEMPER** SHAFTS

ARE IDEAL FOR IRON CLUBS

THE outstanding merit of the "True Temper" Shaft for wood clubs is quickly admitted by most players. That it is equally sweet in "feel" and excellent in results on iron clubs is not so well known, yet it is true.

There are several reasons for this fact . . . First, the exclusive construction of the "True Temper" Shafts gives us a shaft whose walls are approximately 50% thicker at the club head than at the top. This gives great strength and backbone without any sacrifice in flexibility, at the vital point of greatest strain. This is true of no other shaft.

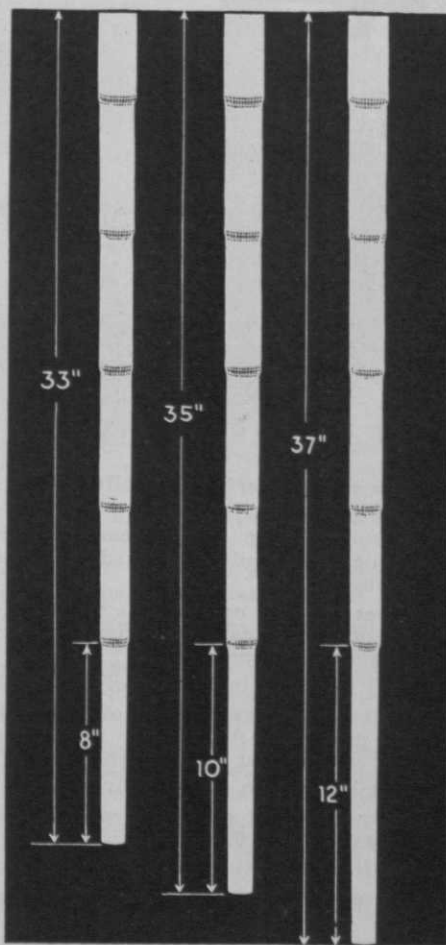
Second, the shorter a "True Temper" Shaft is made, the stiffer it becomes . . . This is recognized as a vital necessity and has been perhaps the chief reason why other steel shafts have met with so little favor in iron clubs . . . As a result iron clubs "True Temper" shafted give that delightful feeling of security so necessary to a successful shot.

The next advertisement in this series will explain another outstanding advantage of the "True Temper" Shaft.

THE AMERICAN FORK & HOE CO.

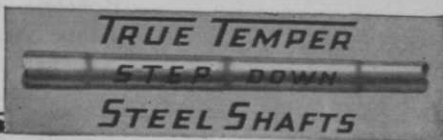
Sporting Goods Division

General Offices: KEITH BUILDING · CLEVELAND, OHIO

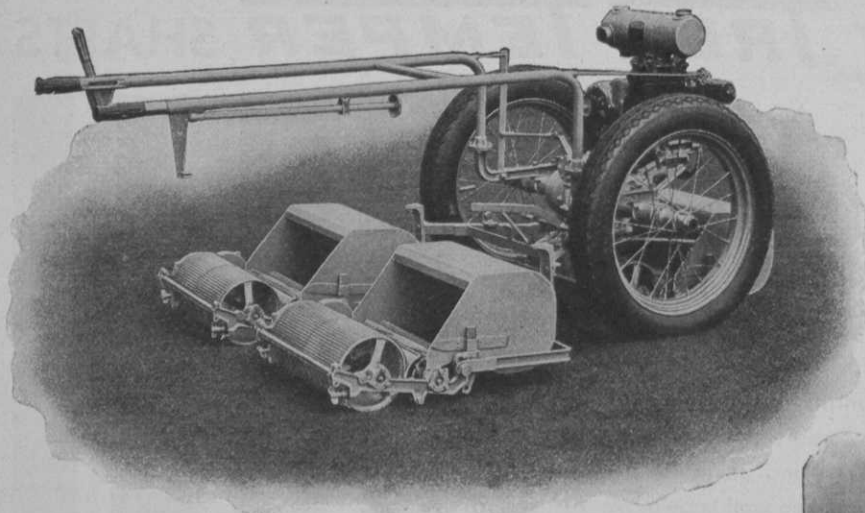


TRUE TEMPER IDEAL for IRONS

This diagram explains one reason why "True Temper" Shafts are ideal for irons . . . The shorter a "True Temper" Shaft is made, the stiffer it becomes. This is absolutely essential in iron clubs. The shaft for No. 2 iron, for example, has a longer, more flexible tip than the shaft for a No. 7, but the grip ends are all the same.



THE NEW "OVER"



A new and perfected roller unit in gang formation.

A product that carries every improvement that long tests and many leading greenkeepers could suggest.

Leaves no mark on even the most delicate turf and is of such amazing efficiency as to be out of the reach of competition.

Has a total cutting swath of nearly four feet.

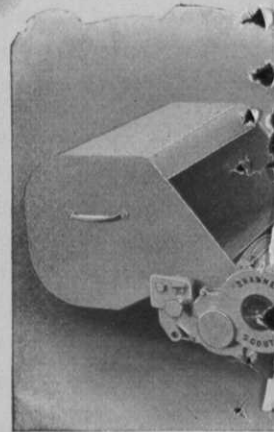
Will cut an average green of 6000 square feet in ten minutes. As a time and money saver nothing approaches this performance.

Eight blade high speed reel.

Newly designed grass boxes catch all of the cut grass, wet or dry.

Alemite lubrication.

Highest grade of material used throughout.



The new model Worthington mower. The easiest running mower made. Its adjustment device for regulation at will, thereby disposing of old and inconvenient str

Worthington M

THE LARGEST MANUFACTURERS OF

Main Office and Factory

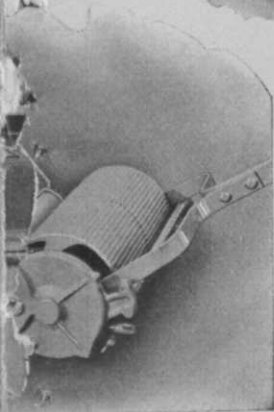
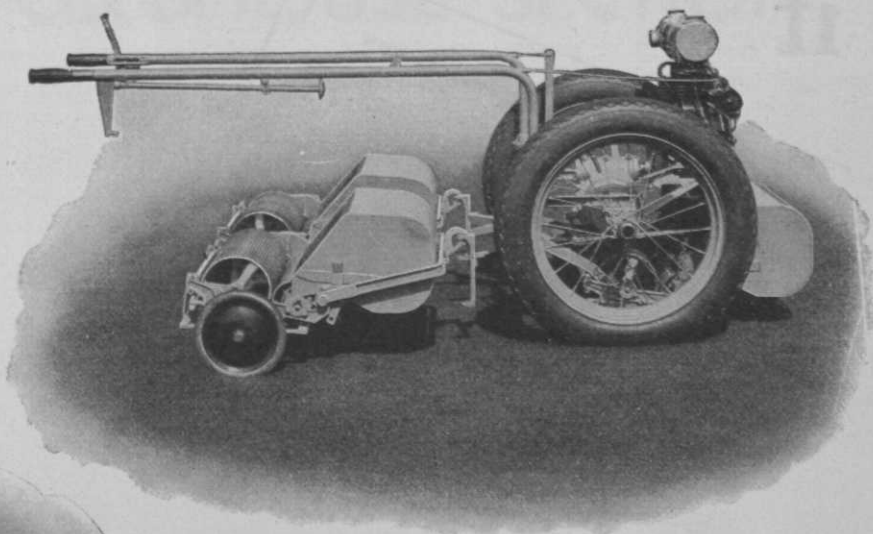
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A G E N C I E S I N A L L

When you mention GOLFDOM the advertiser knows you mean business.

"OVERGREEN SCOUT"



For going from green to green the units rest upon rubber tire carriers.

The "Overgreen" can also be supplied with cutting units of the high wheel type.

Although cutting the greens is known to be the most expensive operation in golf course maintenance the adoption of the Worthington "Overgreen" reduces this cost to an almost negligible quantity.

No club or greenkeeper in these days can afford, from an economic standpoint, to disregard the claims of this great time and labor saver.

The Worthington gang mower was first on the fairways and is first on the greens!

WRITE FOR FULL PARTICULARS

ton "Scout" roller hand
ning and smoothest cut-
as a special finger ad-
lating the height of cut
ing altogether with the
aight edge method.

ower Company

GANG MOWERS IN THE WORLD

Stroudsburg, Pennsylvania

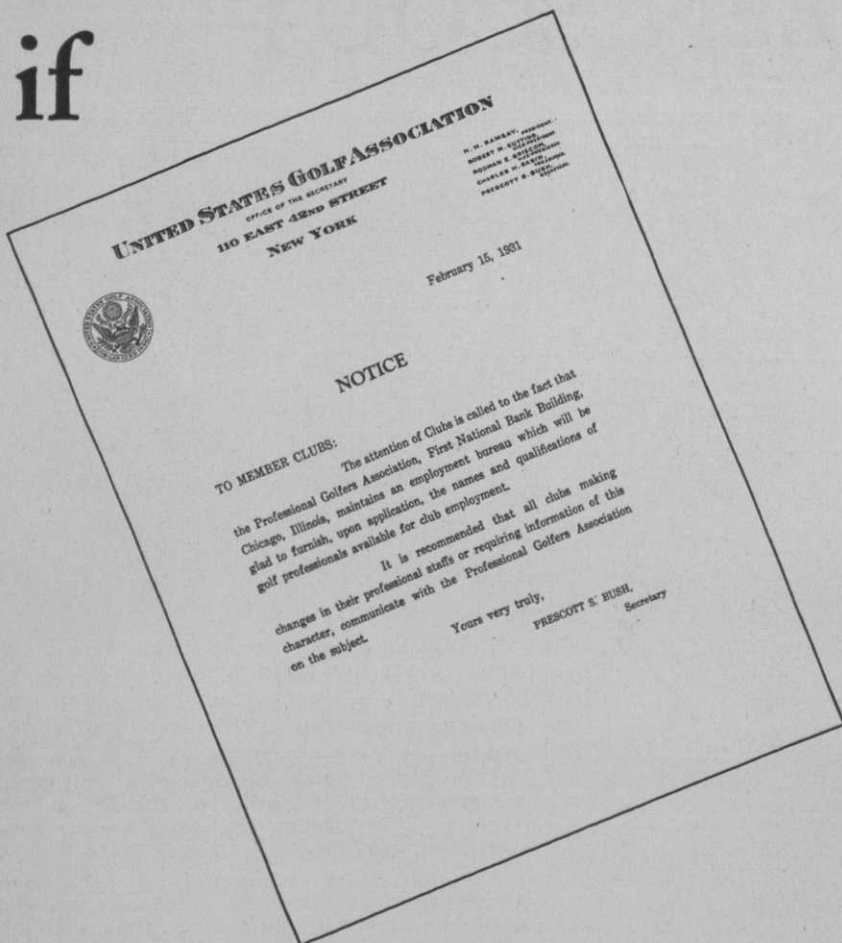
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R I N C I P A L C I T I E S

Tell us any idea for making GOLFDOM advertising more helpful.

if



you haven't seen this letter—let's read it now. And, if after looking it over it seems like a good idea, by all means *wire, write* or *phone* for any further information.

✧ ✧ ✧

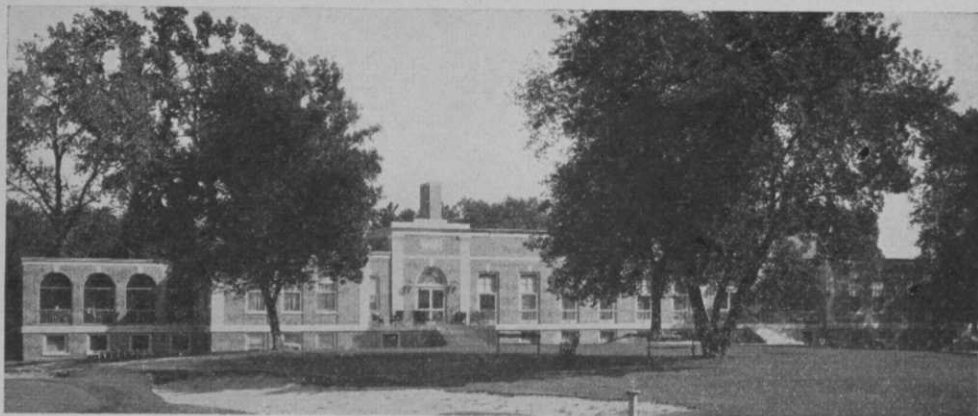
Professional Golfers Association
of America

FIRST NATIONAL BANK BUILDING, CHICAGO, ILL.

CLUBHOUSE SECTION

Photo: Corner of kitchen, electric-equipped, Medina C. C., Chicago district.





From the clubhouse at Park Ridge, members look through the trees far out over the course.

Get Staff Working "With" Rather Than "For" You, Keller's Tip

By JACK FULTON, JR.

OUT at the Park Ridge C. C., just a few miles from Chicago's city limits, William (Bill) Keller is just beginning his sixth year as manager. In that time, Bill has acquired considerable repute as a successful operator and has managed, lean years and fat, to end the season with an operating statement that is the envy of many neighboring clubs of similar size.

Obviously, when one club's statement is consistently better than those of the clubs nearby, there must be factors beside the operating practices of the manager contributing to the general success. Keller must have a membership plenty loyal, he must have a fairly full roster to serve, he must have an intelligent and sympathetic board to work with, and he must have a clubhouse properly laid out to permit efficient work.

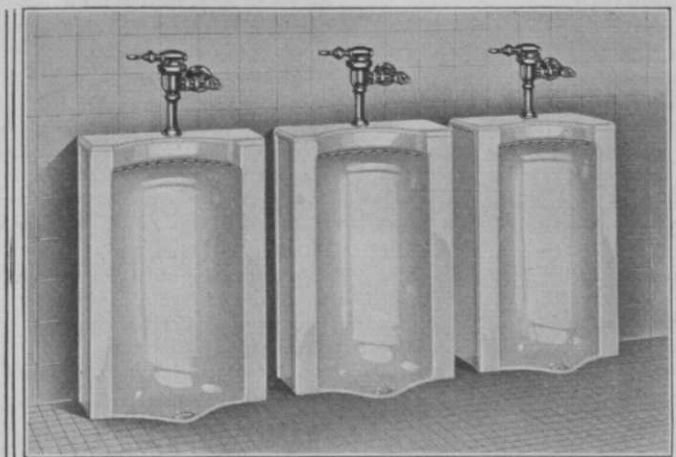
All of these Keller has. Park Ridge's members live mainly in the immediate territory of the club; it is just a hop step and jump from home for most of them. Likewise, since the club is located so conveniently, it has very few membership vacancies and each spring any available are quickly snapped up. As for the Boards during Keller's job at Park Ridge, he says

they have been all he could ask in the way of understanding a manager's problems.

The clubhouse, of brick and stone construction, is modern and adequate for the needs of the club's 275 members. In the English basement are both the men's and women's locker rooms, while above are located the lounge, dining room, grill-room, card-room and all other common rooms, and the kitchen and pantries. The layout is intelligently arranged to permit efficient work by Keller's staff and at the same time give that air of home-like comfort and cheer that is so important in a country club.

Yet despite all these factors which make Keller's work much easier and pleasant than they might be under a different set-up, full credit must go to Bill for his fine annual showing. Another man in his place might quite easily jimmy the works, antagonize the Board, lose the cooperation of the employees. Keller doesn't permit his guard to be lowered an instant.

When I visited Keller recently one of the first things we got talking about was this question of managerial technique. I asked him why the manager of a certain club had been given the gate this season.



Among the recent advances Crane Co. offers are these C15599-K vitreous china urinals with integral flushing rim and water controlled flushing valve

For you, extra savings in maintenance—for your members, extra convenience

The language of the laboratory holds little of interest to most of us, but to stories of actual performances we are quick to attach proper significance.

Crane materials are products of both experience and time... 76 years of them. The stories of their actual performances are recorded in the successes of the country's leading hotels, leading clubs, best known institutions, and most noted homes.

The reason for their success is

simply this: in design they are built to cater to the conveniences of living and at the same time to guard the interests of economy with the utmost fidelity. To enjoy extra savings in building and maintenance costs, to give your members greater comfort, visit the Crane Exhibit Rooms and inspect the complete line of Crane materials for the washrooms, the power rooms, the laundries, the heating plants, and the kitchens of your club.

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"Well," Bill replied, "of course I don't know the actual facts, but I think it was a case of too much golf."

"Too much golf?"

"Yes, no manager can play often and expect the clubhouse to run itself during his absence. Why, I like to play golf as well as anyone else, but outside of a dull morning now and then, I don't touch a golf stick from spring to fall. My job won't let me; sure as fate, something will come up and need my attention just when I'm at the far end of the course. Purchasing, alone, is a man-size job at any club."

Buys on Weekly Basis

"Do you have any system of control so you can tell when certain supplies are getting low and need re-ordering?" I asked.

"Well, yes—and no," Keller replied, "it isn't exactly a system. I keep a clip-board in the supply room and whenever the chef notices that we're getting low on anything he scribbles the item down on the pad. Then, every Monday the two of us go over all our supplies and add to the list he has made up any other items requiring replenishment, including what extra supplies are going to be needed to take care of the week's menus.

"Armed with this list, I am ready to do my ordering. In the case of vegetables and fruit, I do my marketing on Thursdays, picking out the stuff in person and never ordering it over the phone unless some duty at the club absolutely prevents my getting away, which isn't often. First I visit a truck-farm near the club and pick out whatever the farmer has that I want. He is a smart operator and anything I get from him is freshly picked and of first quality, but of course he only has certain items on any given week and I have to complete my want list in the produce markets.

"So from the truck-farm I drive into Chicago and call at two commission houses. I may buy tomatoes at one of them, string beans from another, and so on, depending on quality and price. But I try to give each house a good-sized order to bulk up the delivery. These purveyors can quote rock bottom prices when they have only one big order to deliver.

"Don't think from what I've just said that I go looking for odd lots or off-color shipments. Everything I buy must be highest grade; these commission houses know that I never buy anything else and they don't waste my time and theirs by offering crates of second grade goods."

Like everything else, Keller orders only enough vegetables for the coming week and delivery is made at the clubhouse the same day, Thursday. The green goods are immediately placed in the vegetable cold-room below stairs, there to remain until the kitchen crew gets busy in any available time it has and peels and prepares such quantities of the vegetables for cooking as Keller and his chef believe from experience will be needed for the week-end's business. If they make any mistakes in the quantity, it is always in preparing more than enough; such extra supplies can easily be worked into Monday and Tuesday meals, and during the Saturday and Sunday rush, Keller points out, it is not always possible to take any of the kitchen crew off their regular duties and set them, for example, to peeling potatoes.

"Suppose you discover on Saturday that a consignment of string beans is not what you expected and therefore you can't serve them to your members. That does happen, doesn't it?"

"Oh, yes," he said. "Once in a while something goes wrong; even the best of buyers strike that occasionally when you're dealing in perishables. There's only one thing to do when that happens and that is to fall back on your canned goods. I keep on hand at all times a case or two of the vegetables likely to be needed. As soon as we are down to less than half a case of any one item I order in a fresh case.

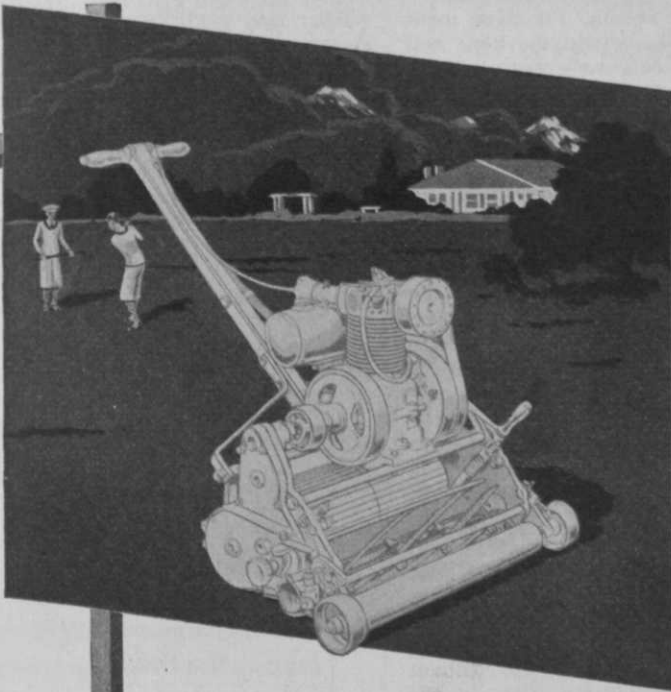
"It is my policy to serve fresh vegetables if they are obtainable, not so much because they are necessarily better in flavor or anything like that, but because my members expect fresh stuff to be served and I must cater to their wishes. It would be a lot easier to open a can of peas than to shell that amount from the pods, but there's no choice.

Where Canned Goods Fit

"Certain items I serve are always of the canned variety. I have found a brand of stringless beans that are tender and ideal for vegetable salad. Cold-packed cherries are as good as fresh ones for pies and pastries. Then of course there's pineapple and peaches and the like for salads."

As Keller told me the above, we were standing before the door of the empty and freshly painted vegetable cold-room. Alongside was a similar door. "What's that room?" I asked.

"That's my meat room," he said, swinging open the door. "I keep it colder than the vegetable room and nothing ever spoils



BETTER GREENS at Half the Cost

FREE Demonstration

Take nothing for granted. Let us show you. We challenge comparison. Demonstration free. You name date and place. Sales and service everywhere. Write TODAY.

Today, greens are cut to perfect putting condition in HALF the time at HALF the cost with the Jacobsen Putting Green Mower. Seven years have won for it great popularity among America's most particular greens-keepers, and hundreds of clubs have adopted it.

Leaves Perfect Greens: Light, turf-protecting rollers bear the evenly-distributed weight of the Jacobsen. It mows, smooths and rolls without packing or scarring. Its high-speed reel gives a finer cut. Its special Jacobsen-made motor supplies a world of power and continuous trouble-free service.

SAVE CLUB FUNDS With the Jacobsen

Hundreds of America's leading golf courses use Jacobsen Putting Green Mowers. "One man cut 18 greens in 5 hrs., 53 minutes." "Cuts labor costs 58%," says a user. "One Jacobsen saved us \$500.17 first season," says another.

JACOBSEN MFG. CO.

734 WASHINGTON AVE.

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I am interested in:

- Putting Green Mower Tee Mower
 Approach or Club House Mower Free Demonstration particulars

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Address

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

The advertisers pay for your GOLFDOM; deal with them

here. During the season, I'll have meat hanging on every hook you see here and poultry and small cuts on every shelf. I generally have about ten days' supply on hand."

Packer Knows Cuts Wanted

Keller explained how he orders his meats. Early in the spring he visits the hotel-department man of the particular packer with whom he has dealt for the past few years and explains in detail just what sort of loins and ribs he wants during the season. He arranges with the packer to "hang" about a dozen of each item marked for him and to deliver only from this supply, replenishing with fresh cuts. Thus the meat at Park Ridge is well aged when it is delivered, and it receives a further aging in Keller's cold room until needed for cooking.

"The packer knows exactly what I want, so I can order my meats by phone," Keller explained. "Delivery is made Friday. Next day the chef and his crew prepare what cuts will probably be needed for the week-end and store a part of these (about enough for the next meal period) in the kitchen refrigerators, bringing up the balance as needed.

"But don't think we cook meats in advance of their ordering by the members; we don't. That's one thing I insist upon—fresh cooked orders. A country club is not a quick lunch counter and members expect to have to wait a reasonable time for service, especially dinner. If they are going to be in a rush, they must phone their order to me in advance."

Bottled goods are ordered by Keller as needed. His general house-man is made responsible for the inventory and it is up to him to keep the locker rooms, the grill and the dining room well stocked with beverages at all times. This house-man also cuts ice cubes and sees to it that the ice chests of the clubhouse are filled. On the wall of the supply room in the basement is a simple pad of blanks (see accompanying illustration) on which the house-man once a week indicates the amount of various beverages on hand. Keller does his ordering from this weekly report.

Kitchen Crew Numbers Ten

Keller's kitchen crew consists of a chef, a second cook, a fry-cook, a baker and a pantry girl. There is also a general house-man who can be pressed into service during rush periods, two dish-washers, a pot-

washer and a girl who has charge of the glassware and silver.

The baker bakes every item of bread-stuffs used at Park Ridge except the loaf bread, rye, white, graham, etc., which are delivered each morning to the clubhouse by a local bakery. All rolls, pies and pastries are baked fresh each day in the Park Ridge kitchen. When the baker isn't busy at these tasks, he pitches in wherever he is needed. On week-ends during the

Beverage Stock in Store-Room		Monday,.....
Indian Hill Splits	
Indian Hill Pints	
Canada Dry Pints	
Blatz Ginger Ale	
Club Soda	
Mission Dry	
White Rock Water Pints	
" " Splits	
" " Ginger Ale Pts.	
" " Splits	
Sarsaparilla	
Root Beer	
Lemon Soda	
Budweiser Beer	
Atlas Beer	
Haddon & Hall Beer	
Old Heidelberg Beer	
Edelweiss Ginger Ale	
Other Goods		
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Oil, in Tank Gal	

This simple form serves as a reminder when stocks of bottled goods run low.

rush hours, he helps the pantry girl fill orders for desserts, salads, and cold drinks.

Keller uses waitresses exclusively, finding them more satisfactory for his type of club than waiters. He opens the season with four girls, increasing the staff as the season advances and the demands of the dining room increase. At the height of the season his staff numbers around eight to ten.

I asked Keller if there was any type of girl he favored as waitresses. "No," he replied, "except it is best not to hire them too young or too pretty, or they'll up and marry on you just when they've learned your routine of dining room service. I try to get waitresses over 25 years old and they must be neat and industrious, or they don't stay long.

"I furnish each waitress with uniforms and they must change into a fresh outfit before each meal. In that way they