

To help
you sell
CLICK COLONELS

75¢
EACH

\$9.00
per
doz.

1.55
CLICK
1.68

NATIONAL advertising in magazines and newspapers will tell golfers all over the country why they should buy **CLICK COLONELS**. Capitalize on it! Display **CLICK COLONELS** . . . put them on your counter, in the front of your display case. Use the attractive, specially designed wall signs to boost your sales of **CLICK COLONELS**. Booklets telling about **COLONEL GOLF BALLS** are available on request.



Make 1931 your big
profit year with
CLICK COLONELS.

ST. MUNGO MFG. CO. OF AMERICA

121 Sylvan Avenue

Newark, N. J.

**DESIGNED
FOR BIGGER
PROFITS
FOR YOU!**

**REDDY TEE
DISPLAY STAND**



You've never seen a better looking, better built display stand than this sure sales-maker for **REDDY TEES**. It is made of strong 26 gauge steel lithographed in a handsome, bright color combination of red, yellow, green and black . . . holds 4 doz. boxes of **REDDY TEES**. It's free! Send for yours today . . . put it to work on your counter and watch your **REDDY TEE** profits roll in!

*Order from your favorite jobber
or write direct to us*

The Nieblo Mfg. Co., Inc.

Executive Offices

38 East 23rd Street, New York

always look clean and fresh when the members come into the dining room."

Sunday Breakfast Goes Big

Keller's restaurant business is confined almost entirely to table-d'hote meals; his a-la-carte volume is very small and consists mainly of a little between-meal business he cannot avoid entirely; if a member is hungry he has to be fed if he wants food.

No breakfast business is done during the week, but about four years ago Keller inaugurated a Sunday morning club breakfast that is extremely popular with the Park Ridge members. Park Ridge is in a resident community, drawing most of its members from the immediate neighborhood and the more ardent golfers of the club find it mighty convenient to drive out to the club on Sunday mornings (sometimes, Keller says, without bothering to dress completely), change into their golf clothes and find a big wholesome breakfast waiting to start their day right. During the season Keller never has less than thirty of these Sunday breakfast customers and the number often exceeds fifty. The cost is 75c, which leaves a comfortable profit to the club.

All Chefs Not Opera Stars

I was interested getting Keller's idea as to what extent a manager should turn over responsibilities to his employes, and asked him how he got along with his chef. Keller smiled at that question and said:

"People have a funny idea about chefs; they think all of them are French, temperamental as grand opera stars and hard to get along with. That is not the case at all. Of course some chefs have pretty inflated ideas of their own importance, but I have had good luck with the men I've employed and they have always been good fellows who knew their jobs and their place, and while they may lose their tempers once in a while when the rush is heaviest, most of the time they are mighty easy to get along with.

"I try to turn over all kitchen details to him and I simply keep an eye open to make sure the food is prepared as I know my members want it prepared. I spend a lot of time in the dining room and kitchen during meal hours and keep a close watch on the food to see that it is up to standard, no matter what the rush. As I said before, everything must be freshly cooked to order, and it must be served in appetizing fashion. The chef and I have worked out

the amount of a given food to serve for an order and only that amount, no more and no less, must be put on a plate. Sometimes I spot a waitress with a full tray, the plates containing uneven portions, no garnishes, or sauces dripping over the edge of the plate. Whenever that happens, back goes that waitress to the kitchen, with me right after her, to see that she fixes up those portions to the standard service.

"But in most things my crew have their jobs to do and get them done without being overseen. In the kitchen, what the chef says, goes, and in the dining room my head waitress keeps things moving. I don't have to bother about major duties in these departments once the season is under way; it's only in minor and out-of-the-ordinary details that I am appealed to."

In other words, as I saw the matter, Keller trains his staff to work *with* him, rather than *for* him.

Small Amounts Avoid Waste

"Why is it," I asked Keller, "you buy only enough supplies for a week? Is your storage space limited?"

"No, that isn't it," he explained. "There's plenty of room in the basement to store a month's supply. The real reason is this: even a whole season's supply of a given item would not bulk up large enough to make much difference in the price I pay—which is the only reason for buying in large quantities. Besides, and this is the main reason I buy from week to week, the smaller your supply the less waste there is.

"Buy more sugar than you need and some of it will be piled on the floor. It will get wet and you've got a bag of sugar to throw out. Not much saving there."

"Don't the salesmen ever try to high-pressure you into a big order on the theory that prices are going up?"

"Yes, but I don't let them get away with it. I tell them if the price goes up we'll pay more without kicking. Besides, I've known managers to buy up a big order of goods and have the price go down below what they paid, before they can use the big order up. No, I'd rather take a chance and buy from week to week. It's more work for me, but it's economy in the long run."

See that GOLFDOM has the names and addresses of your president, green-chairman, greenkeeper, pro and manager.

\$750 profit

a season is not unusual for Pros to earn on RITE-HITE TEES. The RITE-HITE principle is sweeping the country and golfers everywhere are swinging to RITE-HITE.

Prepare yourself for the ever-increasing demand. Every day without RITE-HITE TEES means money out of your pocket.

We have a Special proposition for Pros who will stock RITE-HITE TEES.

WRITE TODAY

The General Timber & Lumber Company

7102 Woodland Avenue
Cleveland, Ohio, U. S. A.



Pat'd Sept. 15, 1925
Pat. No. 1553561
Other Pats. Pend.



Over
60,000
Readers of
Golf
Magazines
have read
about this
New
Putting
Device

"Thermwool putting surface is the nearest thing to real good turf I have ever tried." — JOHN DUNCAN DUNN.

Put THERMWOOL HOME GOLF COURSE in the club for members to see! to play! and want!

Every real golfer is interested in bettering his game. Every clubhouse should be equipped with a Thermwool Course for use in the evenings and when weather prohibits outdoor play.

The THERMWOOL HOME GOLF COURSE is a faithful reproduction of the natural turf green and may be used out-of-doors as well as indoors. It provides a very interesting 18-hole game—just one-half of the real game played on the putting green—full of the thrills of a real match.

RETAIL PRICES

- No. 1812 36" wide, 12 ft. long.....\$13.50
 - No. 1815 36" wide, 15 ft. long..... 17.50
 - No. 1818 36" wide, 18 ft. long..... 21.50
- Ask for information, prices and discounts to "pros".

Rolls up and stores away when not in use.

THERMWOOL

REGISTERED U.S. PATENT OFFICE
Pat. Pending

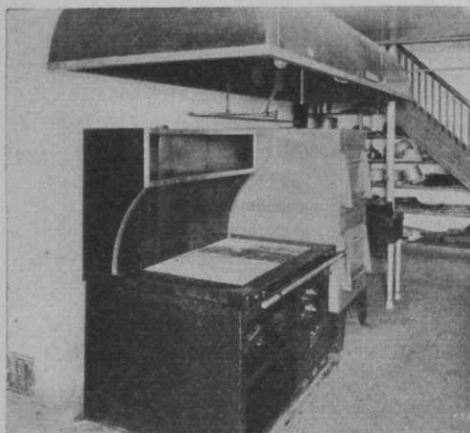
HOME GOLF COURSE

Manufactured by the

THERMWOOL PRODUCTS CO., INC.
360 Furman St. Brooklyn, N. Y.

How Electrifying Club Kitchens Lowers Cost of Course Pumping

By JACK FULTON, JR.



Corner of the Riverside (Ill.) G. C. kitchen, showing electric roasting oven, range top and broiler.

COORDINATION of various phases of golf club operation for the efficient performance of the entire plant is in evidence as one result of the extension of fairway watering. It seems, at first glance, like a broad stretch between fairway watering and clubhouse cooking in the club scheme of things entire, but the gap is easily spanned as one looks at bills for electric cooking fuel after electric pumping equipment for fairway watering is installed.

Many golf clubs have given serious consideration to electricity for cooking fuel due to the sharp focus of effective heat, cleanliness and more comfortable working surroundings. The drawback has been the idea that the fuel cost of electrical cooking runs into box-car figures. Closer investigation by a number of golf clubs has revealed this belief in electrical extravagance to be erroneous, as the total electrical consumption for cooking and course pump operation earns a decidedly lower rate which is shared by both the course and house departments.

A typical case of this joint economy is that at Riverside (Ill.) G. C. On the operating merits of electrical cooking Riverside's kitchen was using a range, oven, broiler, coffee urn, two plate warmers and hot plates. The rate earned by this current consumption was $6\frac{1}{2}$ cents per kilowatt hour. In 1930 fairway watering was intro-

duced at the club and the resultant larger consumption of electric current brought the club's rate down to $3\frac{1}{5}$ cents per kilowatt hour. A 60 h.p. motor was used for pumping water for fairway requirements.

GOLFDOM'S 1930 survey of the golf field indicated that approximately 18% of the 18-hole clubs and 9% of the nine-hole clubs were using electricity for kitchen fuel and that around 11% of the 18-hole clubs were employing fairway watering. Therefore it appears likely that the promise of an early and extensive adoption of fairway watering is going to see a marked increase in electrical cooking at golf clubs.

Companies Favor Reduction

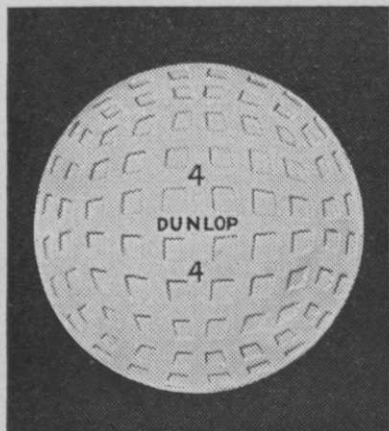
The reduction in rate, due to increased load, is in keeping with the central service companies' policy of keeping the electrical demand as near uniform as possible and more fully utilizing the investment in generating and distribution equipment. The time element of the electric cooking load also makes it desirable enough to the electric companies to warrant a cut in the rates. The cooking load is heaviest when other commercial and domestic loads are light.

Relative to the switch to electricity at Riverside one of the men in close touch with the transition says:

"From catering manager to cook, the employees are pleased with the change. No more toiling over hot flame fired ranges on a sweltering summer day; no more ashes and soot to clean out nor fuel to haul and feed to the fires; no more stifling fumes nor lack of oxygen in the kitchen. Ease of control of range tops and automatic control of heat in ovens and fry

DUNLOP for DISTANCE

Mesh or Recessed Marking



**HAVE YOU EVER
HEARD ANYONE
ASK FOR A BETTER
GOLF BALL THAN A
DUNLOP**

IMPORTED DUNLOP \$1

DUNLOP 75¢

DUNLOP WARWICK 50¢



PROFIT PROTECTION FOR PRO

Marked balls can be sold at full price against cut competition. Fulname Service in your shop gives you an edge on any competitor who sells unmarked balls. Read this letter received from an *Average Golfer*—(85 to 100).

“Why I buy Balls from my Pro:

- First—I want new balls, fresh stock, I know he has them.
- Second—I want my balls marked. I can't afford to lose good ones. I buy good balls for yardage per shot, and mark them for yardage per ball. I have never yet had an unmarked ball returned. Every Pro Shop should have FREE Marking Service.
- Third—Loyalty. The Pro is a part of my club organization, and the existence of both is dependent on patronage of the members. I don't carry my lunch to the golf course, or bring my boy out to caddy at cut rates, so why should I penalize the Pro and myself by buying cut-rate balls of uncertain age and quality?”

Name on request.

Fulname's proposition carries an immediate profit. Send for it now.

The Fulname Company

707 Southern Railway Bldg.

Cincinnati

Ohio

ADD BEAUTY AND LONG LIFE TO YOUR CLUBS WITH PYRATONE SHEATH

Leading Pros generously praise Pyratone Sheaths. Not only have they found quick and ready sales for this new golfer's feature, but they have found that Pyratone sheath protects and gives longer life to their clubs. And it adds beauty and smartness to the shaft's appearance.

Insist on Pyratone Sheaths when you buy your clubs. You can identify Pyratone by our trademark stamped on every sheath. Beware of imitations.

Your Golf Club Manufacturer Can Supply You

PYRATONE PRODUCTS CORP.

557 W. Jackson Blvd.

Chicago, Ill.

Pyratone Sheaths are tubes slipped over the steel shafts. It is not a dipped process. We guarantee them not to chip, crack or peel.

The arrow points to the brand new colored inlay on the ferrule. Any color desired can be had.



If You Buy
A
**HOLTZER-
CABOT
GOLF
POLISHER**

At the turn of a switch—

A cleaning wheel and a buffing wheel will work simultaneously

To increase your Shop Efficiency;

To increase its Earning Power;

To afford you greater Leisure for Profitable Professional Duty.

**THE HOLTZER-CABOT
ELECTRIC CO.**

Boston, Mass.

Chicago, Ill.

"No. 37"

A Special
All Leather

Par-Bag

to feature at \$20!

Par Bag No. 37 has proven to be the largest selling golf bag in the industry for 1931.

A full 7-inch, all leather, double pocket, stayless bag, constructed and styled in the traditional Par Bag manner. It can be retailed at \$20 or considerably less for special sale events and still show the professional a wide margin of profit!

Thousands have already been sold. Wire your order at once and make it large enough to fill your requirements for sale and stock purposes for the spring season.

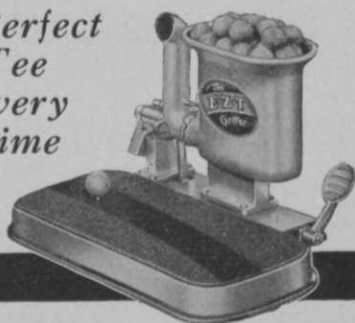
E. J. Hughes, Jr., A. E. Kasselberg, Mgrs.,
14 E. Jackson Blvd., Chicago

Eastern Rep.
E. J. Hughes, Jr.
1270 Broadway
New York

Pacific Rep.
Alden Glaze Co.
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**ATLANTIC PRODUCTS
CORP. :: Trenton, N. J.**

A Perfect
Tee
Every
Time



Use E-Z-T Golfers

On Your Practice Course
Tee 50 Balls Without Reloading

Gives your club members more real driving practice in 15 minutes than they now get in an hour. Especially appreciated by women golfers, because it eliminates awkward bending.

Just a Tap on the Pedal
With Club Tees the Ball

Operates efficiently outdoors or inside.
Portable. Easily installed anywhere.
Simple and fool-proof in operation.

Write Dept. G for New Descriptive Folder

INTERNATIONAL GOLF EQUIPMENT CO.
Toledo Ohio



This steam table at Riverside is electrically operated and gives adequate service.

kettles assure perfect products with a minimum of effort, and the better working conditions enhance kitchen efficiency. Service efficiency is improved by the better arrangement of the equipment possible with electric equipment.

Trims Expenses

"That this increase in efficiency is shown in the club's financial statement is proven by the following figures:

Restaurant Expense—	
1929.....	\$23,091.71
1930.....	19,155.03
Restaurant Income—	
1929.....	\$14,618.51
1930.....	14,655.73

"Here we see that on the basis of approximately the same income, restaurant expenses were reduced \$3,936.68. While a large part of this saving was no doubt due to the selection of a capable and energetic catering manager, such items as the saving in food of \$1,807.73 and in repairs and replacements of \$1,251.41 reflect credibly on the efficiency of the electric kitchen.

"Another pleasant surprise which awaited the members when they received the

annual financial report for 1930 was a saving in house operating expense on fuel and power of \$458.99, while the addition of both pumping and the electric kitchen increased the fuel and power bill only \$441.55.

"As \$773.10 was apportioned to course maintenance for watering fairways and greens on the basis of current used, it is readily seen that the saving made by the addition of the electric kitchen on house operation not only reduced the cost, but the difference of the bills for 1929 and 1930 for fuel and power as shown here reduced the cost of course maintenance power.

Fuel and Power Bills—

1930.....	\$3,937.75
1929.....	3,596.20
	<hr/>
	\$ 341.55

"Considering house operating and cooking the same as 1929, then the additional cost of watering the fairways and greens for five months which required 700,000 to 1,000,000 gallons of water per day, was the difference between the two bills or \$341.55, which amounts to approximately \$3.00 per day; one guest green fee thru the season."



HAM

and how to Serve It

to Please Members' Palates

By JEAN VERNET*

WHEN the first Earl of Sandwich originated the item of diet that then represented merely an ingenious effort to sustain himself while the cards were running in his direction, he paved the way for the gastronomic revolution that today seriously concerns those who are responsible for the success of commercial feeding establishments.

A twelve-year survey of sales at restaurants of all characters shows that the serving of sandwiches has increased 215% during that period. It is obvious that this indicates the trend away from the heavy meals that were the routine prior to the advent of the present quick tempo in business and social life. Business district restaurants are disturbed by the encroachment of drug- and cigar-store lunch counters on the preserves that formerly were the property of orthodox feeding establishments for business men. The golf clubs have not been immune from this competition, especially in the metropolitan districts, as the members leave their offices in a hurry, grab a sandwich at some office building lunch counter or a barbecue stand on the way to the club, and hurry to the first tee.

Inasmuch as educating club members to leisurely enjoyment of a well-cooked full meal at noon is a hopeless task under present conditions, the club manager must look elsewhere for an answer to his problem of attracting restaurant patronage and serv-

ing it with distinctive menus. Fortunately, the simple thing to do is to beat the competition at its own game, and in so doing have an excellent opportunity to show a profit from restaurant operations. The same talent a good chef shows in the preparation of his superb dinners shines forth brightly when displayed in sandwiches.

Of the extensive variety of foods available for sandwiches, ham leads in popularity by a wide margin, according to the figures of feeding authorities. This popularity, as well as the profit in serving, has been enlarged by the development in ham cooking processes. A vacuum method of cooking and packing ham retains the savory flavor of a smoked ham and the mellowness of baked ham, in addition to presenting the ham for serving without bones or excess fat, undoubtedly has been a prominent factor in making ham a feature item in golf club food service.

Profit in Sandwiches

Although ham is conspicuous in every well-planned buffet lunch, and always goes well on dinner and luncheon menus, it shows up to most impressive advantage when sandwich food costs are considered.

Counting bread and labor of preparation the cost of an excellent ham sandwich made from the highest quality of ham should not exceed four cents. Determination of food cost is made exact when the packaged ham is employed as there is no fuel cost for boiling, no time element for cooking, and no loss of 28% to 30% of net

*Manager, Institutional Dept., George A. Hormel & Co.



SOLD THROUGH:

Crawford, McGregor & Canby
Co.

Reach, Wright & Ditson

A. G. Spalding & Bros.

Wilson Western Sporting
Goods Co.

Wright & Ditson

John Wanamaker

In the NEW PACKAGE

Colorful—smart—this new Yello Tee package. To your customers this offers an attractive buying appeal—to you, Mr. Pro, more sales and more profits. Order a gross of these new, snappy-looking boxes from your wholesaler and be sure to get—free of charge—the counter display container.

Order from your wholesaler

MORLEY BUTTON MFG. COMPANY
PORTSMOUTH NEW HAMPSHIRE

MORLEY

Yello
TEES



THE *New* WILSON DEMONSTRATION PLAN

THE *Finest* SET OF MATCHED IRONS EVER MADE
And the fairest offer
TRY THEM FREE FOR A DAY

WILSON's new set of matched irons is better than matched clubs for complete weight and distribution of their mass. It has been made ready for the year's use and designed for efficiency with the new Wilson design. The complete set of matched irons is made of specially selected materials. Its weight is a minimum of one pound and one ounce plus three-eighths of an ounce. The weight of your club is a minimum of one pound and one ounce plus three-eighths of an ounce. The new set is made of the finest materials. The new set is made of the finest materials. The new set is made of the finest materials.

Wilson GOLF EQUIPMENT
 GIVE THIS TO YOUR PRO

NEW YORK, BOSTON, LOS ANGELES AND SAN FRANCISCO

YOURS FOR A DAY'S PLAY - Free!
— ask your Pro —

Take the complete new matched set of Wilson's new set of matched irons. It is better than matched clubs for complete weight and distribution of their mass. It has been made ready for the year's use and designed for efficiency with the new Wilson design. The complete set of matched irons is made of specially selected materials. Its weight is a minimum of one pound and one ounce plus three-eighths of an ounce. The weight of your club is a minimum of one pound and one ounce plus three-eighths of an ounce. The new set is made of the finest materials. The new set is made of the finest materials. The new set is made of the finest materials.

Wilson

...Why shouldn't you
Pros have advertising?

Here are the ads . . . Two-page advertisement in full color appearing in American Golfer, Golfer's Magazine and Golf Illustrated in April . . . Single page appearing in Collier's, May 9, and American Golfer, Elks Magazine, Golfer's Magazine, and Golf Illustrated in May, Country Club in April and Game and Gossip in March.

Wilson believes that the "pro" must have advertising in national magazines, if he is to sell golf equipment at a real profit. That's why we're getting behind you. Effective advertising in combination with the greatest golf equipment ever built puts into play a new and powerful merchandising plan based on demonstrations. Wilson pays the bill—every dollar of it. This advertising will run right while the demonstration plan is in your hands. Cash in on it!