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MALLINCKRODT CHEMICAL WORKS

2nd & Mallinckrodt Streets, St. Louis, Missouri making sure he is getting the quality of foodstuffs he bought.

Gund believes firmly in seeing what he buys and refuses to follow the example of many club managers and order his foods over the 'phone. There is too much opportunity to send goods of inferior quality, even though the merchant be thoroughly reliable. "He is not deliberately misrepresenting, but you can't expect him, over the 'phone, to 'talk down' the quality of his day's supply of beans or corn or what have you."

"We pay our supply houses once a month, and I always take off 2 per cent, which amounts to quite a lot in a year's time. Some clubs are not so careful to meet their bills on discount dates; in my estimation this is a very bad business policy because if a merchant knows he will have to wait for his money he adds a cent or two to the price of things, while if he knows he is going to get paid within thirty days you can dictate to him instead of him dictating to you."

Gund is a great believer in developing side-lines to the limit. He does, for example, pretty close to \$10,000 worth of bakery business a year! This is all in addition to the breads and pastries served in the dining room and is represented by goods bought by the golfers to take home. The specialties are pies, coffee cake, Jewish schnecken, Christmas cakes and fruit cakes. As may be judged, business is particularly heavy around the holiday season.

The business obtainable from the caddies is also carefully cultivated. As Gund explains: "We treat our caddies well, selling them their sandwiches for 10 cents, any kind of candy for 5 cents, and sodas any flavor for a nickel. At clubs where the caddie master has the concession on this business, he generally charges the boys 10 cents for sandwiches and gives them bum stuff at that. I don't believe in that policy and buy the best soda and icecream and candy I can. The sandwich materials are the same as our members are served. The boys are always satisfied and seem to appreciate our interest in giving them a square deal."

Home Talent Night Will Pep Up Bored Members

A S an entertainment feature, nothing is more profitable to the dining room and other house departments, and nothing receives more enthusiastic member co-opNo.

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The

Here is daylight! An even, distinct, pleasant light at every point. Utmost efficiency-farthest reach-perfect diffusion, the scientific achievement of Hill-Standard's Diffusion Rings.

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Write for folder illustrating and describing details. Our competent staff of floodlighting engineers is at your disposal. Let us help you solve your problem of flood lighting for any purpose, indoors or out. Address Division "G"

Rust



eration than a "Home Talent Night." It is surprising how much "talent," of one sort or another, will be forthcoming with the first announcement of the event.

Clubs at which shows of this type are annual fixtures have discovered that the evening should be frivolous and that acts of a serious nature, while possibly applauded as enthusiastically as the comedy numbers, are not really as much appreciated by the onlookers. Sure fire stunts are: burlesques on the little peculiarities of prominent members; wise-cracks stolen from current magazines and given a local twist: peppy dance turns by younger members of the club; and similar acts of light nature.

A sure-fire stunt is to have the women golfers present their idea of what goes on in the men's locker-room, and the men return the favor by showing what they think happens in the women's department.

The whole show is best organized as a vaudeville performance and to keep things moving smoothly a master of ceremonies, some glib-tongued wise-cracking member. is recommended. He should be selected with care, as popular approval of the master of ceremonies work can make or break an all-member show of this kind.

A special dinner should precede the show, with only those members at the dinner entitled to reserved seats for the performance. If the dining room is the largest room in the clubhouse and therefore the best located for the show, insist that members start their dinners not later than seven p. m.; otherwise the performance will not be able to get under way until so late an hour that those who have eaten early or at home will grow impatient.

Rehearsals should take place behind closed doors, with just an occasional hint or two of the fun ahead, to keep member interest at fever heat.

CAUGANASH Country club, Three Rivers, Mich., elects its board of directors for three year terms. The directors elect the officers. In the case of the president, a man serving the early part of his term as director is always appointed. The advantage of this policy is that this man, at the end of his year as president, continues on the board for a season or two and can give the incoming directors and the new officials the benefit of his experience.

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Proof

P. G. A. Tourney Chief Sees Big International Money Ahead

By HERB GRAFFIS

DPROFESSIONAL tournament golf at this time is in tranquil mid-channel. The remainder of the route in sight presents only routine technical problems of piloting. Those playing pro treasure ports beyond the ken of the advance schedule as it stands today may or may not be reachedthe success of the entire cruise being completely up to some pros who have not, to date, given any great evidence of being able to ship as co-operating members of the crew. Unless the stellar performers among the pros can unite on a basis that considers the good of the game as well as for their own foresighted welfare, the opulent potentialities of exhibition golf probably will present themselves only in the dim. distant future. And that will be long after the present crop of club swingers is past their playing prime.

The temperamental and highly individualistic athletes on the playing roster put forth the usual unwelcome problems of managing a band of prima donnas. Hal Sharkey's brow was furrowed like an Oakmont trap after a season as impresario for the pro troupers and when the gentlemen of the fairway ensemble signed off on contributing 10 per cent of the tournament chest toward the operations of the tournament bureau of the P. G. A., Sharkey's sigh of relief could be heard from coast to coast.

To the veteran Bob Harlow then was entrusted the delicate mission of getting the 10 per cent necessary for tournament promotion and operation directly from the sponsors of the tournaments. At the beginning Harlow was put on the spot in a merciless manner and bore the brunt of cross-fire from chamber of commerce officials and sport writers mainly because he was following the policy dictated by pros. The time was auspicious for some beefing. General business conditions made it rather tough for the tournament sponsors to raise money and the sport writers sought surcease from ennui with a reverse English slant on tournament golf. Shooting at the trained seals of the golf show was great, novel sport and Bob in protean capacity as the bull seal balancing the gilded ball, caught a perfect game of criticism at the start of the winter season. When Harlow turned and barked back at the herd's tormentors and the critics stopped to think things over, they came to the same conclusion as the majority of the golfing public; tournament golf is a great act. The conclusion was confirmed by excellent gates at the winter circuit stops.

Players Propaganda Agents.

It will be freely admitted by anyone who knows the golf business that tournament and exhibition play is one of the vitally important factors in promotion of the game. Star performers from the other side had much to do with arousing interest in golf during its adolescence in the United States. Barnstorming by the colorful Hagen, his contemporaries, and luminaries of the younger school have brought thousands into the game as enthusiasts and students. Shifting the scenes, handling the spotlight, writing the script, selling and collecting the tickets, billing the town and peddling testimonials, was the job of the versatile Harlow. For the sufficient reason that no other man has had such extensive and successful experience in building tournament golf or is in such close touch with that angle of the game today. Harlow's views are deserving of pro thought.

"With Jones stepping aside," says Harlow, "pro playing has its great chance to benefit. Interest in the successor to the Jones crown can be made to mean cash for the professionals if they let it be known by word and action that the good of the game is their foremost thought of pro golf. The field can be built up to international dimensions for the American professionals. It is very fortunate that the Ryder cup matches will be held this first year of Jones' retirement and that the Argentine professionals will play here this year. That lively element of international competition will produce a gallery interest far in excess of the degree that would attach

MAY, 1931

Seed, Fertilize, Sand, Top Dress and Spread Chemicals with the HOFMANN Takes spreading off the payroll. DISTRIBUTOR The Hofmann All-Purpose Distributor is needed ery day around every golf course, nomical-efficient-amazingly thore every Ecothorough --and then some! Reduced Prices. and Increased and simpli-Reduced Prices. Increased and simpli-fied production-multiplied demand-today enables your Club to enjoy Hof-mann features at price reductions as high as 33%%. Hofmann Distributors today cost only from \$8 to \$20. Four popular sizes, ranging from 18" to 48" spread. There's a best size for your needs—and you ought to be using it now.

WRITE for once at full details and name of nearest dealer.

to competition between the resident play-There are excellent prospects that ers. we may have some Japanese professionals in some of our tournaments in the near future. Hagen, Kirkwood, Cruickshank and Mehlhorn can testify that the orientals put forth a brand of golf that will increase galleries.

Who Succeeds Jones?

"During the winter itinerary there was much gallery speculation as to who would be Jones' successor. I am convinced that this had no little to do with the large galleries around the circuit. Starting with Salt Lake City the last week in October and ending with Augusta, late in March, the recent tournament schedule presented 19 events, with a prize total of \$111,300. Success of these tournaments and contacts made at them assure a more extensive and richer campaign next winter. New Orleans is tentatively slated for the week after the Mardi Gras, Mexico City is definitely committed to an Open, and approximately 20 additional events are in

prospect, among them being opens at Phoenix, El Paso, Beaumont, Brownsville, Vancouver, Seattle, Charleston, S. C., and Charlotte, N. C. At Charlotte it is hoped to have the tournament a feature of the formal opening of a \$150,000 clubhouse.

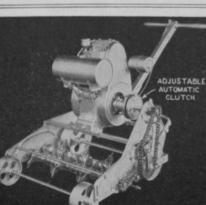
THE SALEM TOOL CO., Salem, O.

"New tournaments slated for the summer are at Omaha, Kansas City, St. Cloud, Minn., Wheeling, and possibly Chicago. Chicago's Junior Chamber of Commerce hopes to inaugurate this year a \$10,000 Open and make it an annual event, with \$50,000 being offered in 1933, which is World's Fair year in the Windy City,

"During last season the largest entry at an Open was at Los Angeles, with a field of The smallest field was at Harlingen. 425. Texas, with 80 players. The Harlingen tournament definitely put that flourishing and promising spot in the publicity map and presented an excellent example of what rich rewards come to a community conducting an Open. The average field for the tournaments was around 200. Of this number from 20 to 50 were traveling on the circuit. Al Espinosa and Horton Smith

A Hand Propelled power operated double reel machine for renovating, cultivating, disking and conditioning ADJUSTABLE UTOMATIC GREENS and FAIRWAYS CLUTCH 2 sizes, 12 in. and 20 in. cut, capacities, 1 and 3 acres cut and cross cut a day. EFFICIENCY LAWN TOOL CO., Inc. 453 Towne Ave. Phone 1258

POMONA, CALIFORNIA



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were the only two who made the complete tour.

"Of the 19 Open events on the circuit, eight of them were originated by the P. G. A. tournament bureau."

Harlow's reference to the activities of the tournament bureau in building up the playing pro tournament payroll shows that it is very much to pro advantage to have this work prosecuted to the fullest extent. The pros get more money, the communities get more publicity and golf gets more advertising and sales development from these tournaments. How, then, to finance the bureau? Some of the pros who compete in the tournaments are not P. G. A. members, certain men in this group being unable to qualify under P. G. A. business practice requirements. But at that, President Hall of the P. G. A. is keenly aware of the advertising possibilities of the tournaments and wants to work out a plan that will make effective use of the tournament bureau in extending the market for the game and pro service. Just what can be worked out in balancing these two elements still is problematical.

The manufacturers who benefit from the direct advertising and market development of the tournaments also have an interest in the matter. Most of all, though, the playing pros themselves have—or should have—star roles in the operation of the tournament bureau. Either they will get together quickly in establishing a sound and far-reaching platform upon which the tournament bureau can work or run a serious risk of being identified eventually as eggs that slayed the golden goose.

Mid-West Greensmen Hold First Outdoor Meeting

F IRST 1931 outdoor meeting of the Mid-West Greenkeepers' Ass'n was held April 27 at St. Andrews, 36-hole layout in the Chicago district, where L. L. Lowe has just taken over the grounds superintendent job.

The morning was devoted to an inspection of the St. Andrews courses, after which the greenkeepers met for discussion of several important association matters around the lunch tables. An informal tournament was played in the afternoon.

Most important of the matters taken up was the question of whether or not to change the name of the organization from "Mid-West Greenkeepers' Ass'n." MAY, 1931

THOMPSON COMPOST SPREADER

THIS is a new, practical one-man Spreader which distributes rapidly and uniformly at any rate of application desired. It contains a great new non-clogging force feed principle for distributing moist or dry material.

Spreads all materials used on greens or fairways without ridges or bare spots. Distributes compost or prepared soils, fertilizers and plant foods.

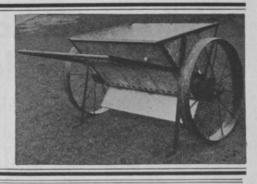
There is a Thompson Spreader and Sower for every golf course requirement.

Write today for literature on the complete Thompson line of Spreaders, Seed Sowers and Barrel Sprinklers. O. E. THOMPSON & SONS

551 River Boulevard Ypsilanti, Michigan

BRIDGE SETS SUGGESTED AS CLUB PRIZES.

Aurora, Ill.—Lyon Metal Products, Inc. is suggesting to club prize buyers that the Lyon Steelart bridge sets provide a welcome answer to the perennial problem of what to get for prizes. The sets are neat, rigid steel outfits of a table and four chairs. They make fitting prizes for women's golf events as well as for club bridge parties. Moderate cost, utility and a lot of prize for the little money, make the bridge set certain of a big play in this year's prize awards.



M. A. SUPPER HEADS NEW IDEAL DISTRIBUTOR.

Port Washington, Wis.—Ideal Equipment Company, M. A. Supper, president, has recently made arrangements as distributors of Ideal golf equipment, with headquarters here.

The company handles a complete line of power mowers, tractors, lawn and golf course supplies and equipment, as well as cemetery supplies. Mr. Supper formerly was sales manager of the Bolens Mfg. Co. at Port Washington.



Wallpaper Is Low-Cost Medium for Effective House Decorating

By A. LOUISE FILLEBROWN

ALLPAPER is becoming more popular for clubhouses as its practicability is realized. Not only is it the easy way to decorate, but also it is a treatment which withstands the strains which are put upon decorations in a public place.

There are washable wallpapers on the market now which do not look washable. They are treated in the making so as to render them waterproof without giving them a shiny glaze. They come in living room tones and patterns as well as florals.

In the average clubhouse there are extra large areas to be made into comfortable quarters. Many interior decorators consider these areas too large for the monotonous neutrality of paint, or any of the unrelieved plaster effects—so this leaves cloth, which does not clean easily, wood panelling, which is expensive and far from fool proof, or the doubtful cheeriness of large framed pictures of past presidents to break up the wall spaces.

Wallpaper fills this need adequately and economically. A close, colorful wall design as a background permits pleasant groupings of chairs and tables without making the room seem unfurnished between spots.

Period Effect Easily Obtained.

Another asset of a wallpaper design is that it enables the decorator to accent the particular period in which the clubhouse has been done or to remodel a room at a minimum of expense. An ordinary club-



United Wall Paper Factories One advantage of wallpaper is the "homey" effect it can give a room, as for example in the bedroom shown above.

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house can be made to seem delightfully Colonial with the addition of a Colonial motif in decorating two-thirds of the space in the rooms—the walls.

Or the addition of a *moderne* type of wallpaper can put an entirely new feeling into the building. If and when the craze for the geometrical and the dashing color combinations abates in a few years, a new atmosphere can be created at small cost compared to that entailed in other wall treatments. Simply re-paper.

Wallpaper will last over as long a period of years as desired. Most of the papers made by the American manufacturers nowadays are printed on durable stock with fadeproof dyes and are guaranteed to withstand the sunshine and moisture, two conditions which used to be the worry of people unwilling to have the paper-hanger in often.

What Papers to Use.

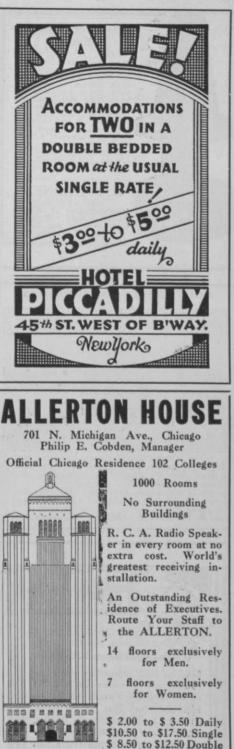
Ordinarily conservative designs are used in the dining and lounging rooms of country clubs. The bright modern patterns have a place in the smaller sections of the building, such as the telephone booths, dressing rooms and similar spots. Try papering these small corners in gay amusing patterns and note their contribution to the ensemble. They become a pride in detail rather than accepted necessities. The papers in the booths and dressing rooms should be washable of course, and of patterns that have some connection with the decorations as a whole.

In one clubhouse for instance the dining room is papered in a greyed pastel "scenic" and the lounging rooms in a "fairy castle" pattern of indistinct variegated pastel shades. Offices and telephone booths take on a bolder note with a green and gold and black foliage paper. Clever and tasteful effects may be gained with wallpaper at perhaps the lowest cost of any decorative scheme.

Daring Patterns Not Taboo.

In any room of a clubhouse the patterns may be more unusual than those ordinarily chosen for a home. The same people are not seeing them constantly and when they do it is in a recreational mood.

There are simple rules which apply here as elsewhere of course. Papers in different rooms on the same floor need not be the same but they must harmonize in color. They are always more pleasing if they are in direct contrast, rather than similar.







The R. H. Golf Wheels are stronger, rims do not bend, 50% better traction, easier steering, and rounded edges. Many clubs are replacing old wheels with these stronger and better wheels. Sold in singles, pairs or full sets. Immediate shipment. If your Ford or equipment dealer cannot sup-ply, write direct. **R. S. HORNER** (Mfrs.) Geneva, O. ment.

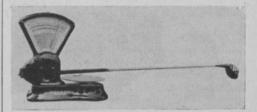


MAKES SPECIAL AUTO-SCALE FOR CLUB MATCHING.

Toledo, Ohio.-A golf club classifying auto-gage has been perfected by a local manufacturer of precision devices.

With this device it is claimed possible to select a balanced set of clubs from stock; select and match a club to any set; exactly duplicate a club; or replace a broken club by mail if the weight and balance of the original club are known.

The handle end of the shaft is placed



in a stop. Ten inches from the end the shaft lies on a rest on a platter. With the club in this position the dial on the device will indicate the pressure exerted at the point where the club is supported on the platter. This pressure is the same as that exerted upon the forefinger of a player's left hand when a club is held in the playing position.

JOHNSON MOTOR OFFERS MOTOR SCYTHE

Waukegan, Ill .- Johnson Motor Co., best known for its outboard motors, has recently taken over the manufacture and sale of the Rawls motor scythe, and engineers of the Johnson organization have improved the product to a point where they claim it is now a necessary item of maintenance equipment at any golf club. In performance the improved Johnson motor scythe can accomplish the work of eight men with hand scythes.

The Improved Johnson motor scythe is

