

non-committal, as it is a most delicate subject at this time, it would be unusually interesting if frankness could be observed and a comparative record be made from each particular district.

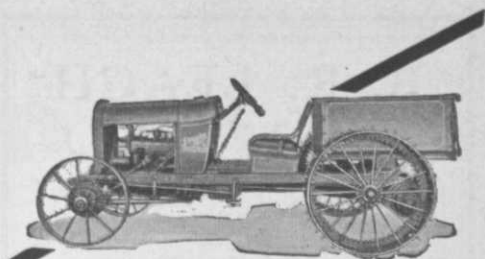
Western Pennsylvania is one of the major golf club districts in the country, with 85 large and small clubs within an area of 150 miles of Pittsburgh. In this section it is our observation that clubhouse operation since last spring has distinctly felt dwindled incomes. We speak of the matter generally, for there are a few clubs, and a select few, which can honestly say they kept their heads above water through the present depression. The Pittsburgh Field club, which I am honored in managing, has been fortunate enough to be included in this group. We have succeeded in staying in the black in the ledgers.

The trend downward in western Pennsylvania does not appear to be serious and it is our belief that this sector ranks among the topmost in weathering the storm.

Curtalement of service within the club has been marked at several country clubs. If financial conditions throughout the country improve within the next year, a calamity in country club life will have been averted. If financial conditions continue to hover at the bottom of the well, so to speak, country club operation can not hope to escape further reductions.

At this time clubs that are on the ragged edge are making a valiant effort to ward off defeat, and their victory depends entirely on the general financial situation.

First attempts to meet this situation came last year when a number of country clubs devised new ways and means to bring money into their coffers. They offered new membership plans for golf or



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social activity, reduced dues, split dues and initiation fees into small installments and did almost anything else to induce the man outside the field to come in.

Following on the assessments caused by the drought of 1930, clubs suffered cuts in their memberships last spring when open season came around, and few of them have mastered that situation alone, much less reached a solid solution of the present problem.

Thrift Is Enforced

A good many clubs have done everything within their power to cut operating expenses, and have succeeded admirably. Naturally, at the Pittsburgh Field club we had to cut operating expenses; while we did not reduce in wages, we did reduce the number of employes. The diminished number of employes were forced to do work of the large force, which caused them to work a variety of jobs. In all, we have cut about 25 per cent from our operating expenses through this method, and we maintain a good percentage on our gross profit. As the last winter started shedding its coat of snow, we employed only a small staff; as the business increased, so we increased our help, but at no time was it deemed necessary to employ as many workers as in 1930.

We saved on our supplies also, buying daily only after considerable forethought and with strict economy. This was not unusual as all of the clubs in western Pennsylvania, regardless of whether they were at the top or the bottom of the list, were



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forced to curtail on operating expenses.

It may appear inconsistent that several of the larger clubs made extensive clubhouse alterations. One of the clubs has spent more than \$500,000 in capital improvements to their clubhouse and another one is contemplating improvements on a large scale. But clubhouse renovating and similar improvements can hardly assist to the generally necessary degrees in adjudging operating expenses for the clubhouse itself. However, in view of prevailing low building costs, the clubs in very good financial shape have an attractive opportunity for desirable remodeling and rehabilitation.

Just as it has been our unbiased observation that the trend has been downward for the 1931 season about to close, it is our optimistic prediction that an improved condition throughout this district, and throughout the country, may be expected within the next twelve months.

BELL IS TORO NEW MAN IN K. C.

Kansas City, Mo.—D. B. Bell, formerly division sales manager for Huey & Philp of Dallas, Tex., Toro representatives, has transferred here, where he will operate the Toro distribution and service business and that of other lines previously handled by Whitney Goit. Bell and his staff will occupy the Whitney Goit quarters at 1919 Baltimore ave. on a long term lease.

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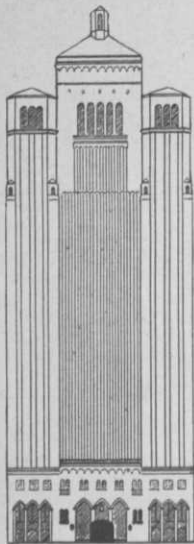
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Expertly trained pro-greenkeeper. Readily recognized as high grade teacher, golf shop operator, tournament manager, player, golf course and grounds superintendent. Excellent personality and able to furnish most acceptable references. Member of P. G. A. and National Greenkeepers' Association. *Address: Ad 1618, % Golfdom, Chicago.*

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If you are interested, we suggest a visit of inspection or write Black River Country Club, Port Huron, Michigan, for additional information.

Greenkeeper—With 10 years' experience, 9 years at one club, desires position. Expert in upkeep and care of equipment. *Address: Ad 1605, % Golfdom, Chicago.*

Greenkeeper wishes position. Will go anywhere. Six and a half years' experience. Attended ten-week course at Amherst last winter. Single; does not drink. Young but capable. *Address: Ad 1613, % Golfdom, Chicago.*

Professional—15 years' experience as professional, manager and greenkeeper, would lease 9 or 18-hole golf course in Middle West, with option to buy. *Address: Ad 1617, % Golfdom, Chicago.*

Pro-greenkeeper attached to prominent metropolitan district club for last seven years, desires to progress by changing next season. Constructed one of club's championship courses at record low cost. Annual maintenance cost for courses under his supervision are thifftiest in big district and condition of courses is excellent. First-class instructor. Married; two children. Thoroughly reliable. Highest references. *For details write: Ad 1619, % Golfdom, Chicago.*

Greenkeeper with 16 years' experience, past 9 years with nationally known championship course, wishes to locate in Middle West. Well qualified to handle any construction or maintenance problems, water systems, etc. Can furnish first-class references. *Address: Ad 1615, % Golfdom, Chicago.*

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Competent pro-greenkeeper wants winter position with Southern club. An active, well-trained man employed at well known metropolitan club during summer. Services are available on very moderate guarantee basis. His work will better the club. *Address: Ad 1709, % Golfdom, Chicago.*

Assistant Pro and Handyman—Thoroughly competent young man, 21 years old, with 8 years' experience, desires job for the winter months. Can do everything required around a pro shop, excellent golf form and plays a consistently good game in the 70's. Now with a well known Chicago club and ready to start November 15th anywhere he will be given living expenses and a modest salary. *Address: Ad 1708, % Golfdom, Chicago.*

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Professional—20 years' experience as pro and superintendent of grounds; married, age 42. Unusual success as instructor. Seven years with one club, six years with another. Have 20 years' highest references. Address: Ad 1702, % Golfdom, Chicago.

Successful greenkeeper desires position, preferably in South. Farm reared and agricultural college graduate. 20 years' experience in industrial executive work over 10 to 40 men. Competent instructor and maintainer of golf courses at low expense. Splendid man on maintaining machinery. Present course is ample evidence of ability. Reason for change is club politics. I can keep present position, but prefer to work where harmony prevails. Married 20 years. Highest references. Address: Ad 1701, % Golfdom, Chicago.

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Greenkeeper—With over twenty years' continuous service at well known Chicago club, seeking position. Can furnish highest references. Will go anywhere. Address: Ad 1707, % Golfdom, Chicago.

First-class pro business man who is excellent and experienced instructor, greenkeeper and promoter of club profits, seeks new location as present club is in unsatisfactory financial condition. Desires location as pro-greenkeeper at private club or as pro-greenkeeper-sales manager at fee course. Eleven years with present club in Midwest metropolis. Prior experience in East. Married, with two youngsters. Offers valuable services for club that wants a competent, conscientious business man. Address: Ad 1706, % Golfdom, Chicago.

Golf professional would like position in South for winter; age 26. Greenkeeping experience, excellent instructor and promoter of golf interest. Will consider any position for moderate salary. Address: Ad 1705, % Golfdom, Chicago.

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First-class pro and greenkeeper, 18 years' experience, open for position. Employed by summer club. Married man, can go anywhere South or West. A real man who is on the job working for his club. Strictly temperance. Will be glad to furnish references from my club officials, also personal interview can be had any time, anywhere. Address: Ad 1711, % Golfdom, Chicago.

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EDITORIAL CONTENTS

Pro Training Schools Planned. By Herb Graffis.....	5
Transform Rubbish Room to Lounge De Luxe. By Scott Chisholm.....	9
Greens Grief and Architect's Revision. By B. R. Leach.....	12
Golf Field Needs Concerted Promotion. By Joe Graffis.....	16
Overhead Costs Gum Budget Accuracy. By L. S. Dickinson.....	18
Self-Financing to Get New Members. By J. W. Fulton.....	20
Tells Value of Greens Wisdom to Young Pros. By Jack Fulton, Jr.....	23
P. G. A. Meet to Probe Weighty Matters. By Herb Graffis.....	25
Golfing Musicians Get Model \$15,000 Clubhouse. By H. A. Goodspeed.....	28
Market Analysis and Shopping Pay Smart Pro. By Carl Kohi.....	31
Colleges Awaken to Golf's Value. By Harry Stover.....	37
Pro Push Pays Small Town Fee Course. By K. M. Kenny.....	44
Pro Shop Bookkeeping Made Easy.....	48
Traylor for Pres. Dept.....	53
How Current Financing Affects Club Buildings. By C. C. Wendhack.....	54

INDEX TO ADVERTISERS

Allerton House	64	Ni-Citro Fertilizer Wks.....	60
Atkins & Durbrow, Inc.....	62	Nitrate Agencies Co.....	58
Black River C. Co.....	65	Pennsylvania Lawn Mower Co.....	Second Cover
Buckner Mfg. Co.....	2	Piccadilly Hotel	62
Budd Mfg. Co., The.....	56	Pyratone Products Corp.....	53
Converse Co., Inc., F. S.....	58	Record, Ed.	53
Des Moines Glove & Mfg. Co.....	53	Roseman Tractor Mower Co.....	4
Diamond Calk Horseshoe Co.....	60	Royer Foundry & Machine Co.....	57
Economy Irrigation Co.....	64	Scott & Sons Co., O. M.....	59
Golf Course Commonsense.....	Third Cover	Sherman Hotel	64
Humphreys & Co., Robt. H.....	63	Silver Mfg. Co., The.....	61
Hyper-Humus Co.....	63	Spalding & Bros., A. G.....	39-40-41-42
International Harvester Co.....	1	Stauda Mak-A-Tractor Co., E. G.....	61
Kroydon Co., The.....	49	Stump & Walter.....	63
Leach, B. R.....	62	U. S. Rubber Co.....	27, Outside Back Cover
Lewis Co., G. B.....	63	Vestal Co., John H.....	60
McWane Cast Iron Pipe Co.....	58	White Mfg. Co.....	51
Miller & Associates, W. P.....	2	Willy, John	60
Milorganite	61	Wilson-Western Sporting Goods Co.....	46-47
Nelson Mfg. Co., L. R.....	59	Young Company, L. A.....	33-34-35-36

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