

# Battle Roster Slump With New Features on Program

By JACK FULTON, JR.

**C**ONSCIENTIOUS membership chairmen have been sitting up nights trying to work out plans attractive enough to entire new faces into the ranks to replace today's vacancies on the club rosters. At some clubs, memberships are being given away to anyone who will assume the annual dues—but this is only being done at clubs unduly panicky as a result of inadequate financial foresight in other seasons. Other organizations are permitting any member, who cannot continue to pay dues, to retain his equity but "farm out" his privileges to some non-member who will assume the dues payments. Still other clubs are throwing open their course and clubhouse facilities to the general public, figuring the boost in green-fee income will be worth any inconvenience these public golfers may cause the regular members.

Meanwhile, the clubs' usual budgets have been slashed. The green-chairman is expected to maintain the course this year on less than the usual appropriation. The house-chairman has been instructed to see that as many employes as possible are eliminated consistent with good service, and has frequently reduced salaries of those employes who remain. The entertainment head has been asked to schedule fewer parties, and if the club formerly has used a nine-piece orchestra for its dances, to plan to get along with a six-man aggregation this season. The sports and pastimes committee has been told to buy fewer prizes.

## Wasteful Spending Shown Up

The net result of all this budget paring will be constructive in one regard if in no other—it will demonstrate forcibly and plainly how much money the clubs have wasted in former years under unbusiness-like administrations. It will show the clubs the difference between carefully planned expenditures and wasteful appropriations granted simply because the club, "organized not for profit," happened to have some surplus funds on hand.

But with all this retrenchment going on, GOLFDOM, from its seat on the players'

bench, wonders if at least some of the clubs are not carrying economy too far. Is there a level of service and convenience to members below which a given club may not sink without seriously affecting the morale of the entire membership body, resulting in further member resignations?

Asking your members to get along with fewer locker-room boys is possibly good economy, but how is the move going to react on John Member himself when some hot Saturday evening this summer he finds he must wait 5 or 10 minutes with his tongue hanging out before the much over-worked locker crew can get around to ministering to his wants? John Member is paying the same dues he always has, and he expects to be waited on with the same efficiency as in the past. He likes the idea of economy—but when it encroaches on his comforts, John is going to set up a howl.

As another example, consider Henry Member, who joined the club more because his family wanted a place to exploit its social leanings than because he wanted an occasional golf game. Suppose the club decides a good economy move is to hold its dances and card parties every second week instead of weekly as in other seasons. What is Henry's reaction going to be? Undoubtedly a feeling that he's not getting as much for his money as formerly. Why not resign and join Bill Jones' club on the other side of town; the course isn't as good, but the club schedules dances weekly.

As a final example take Joe Member—one of those rabid golfers whose whole life is devoted to as many rounds of golf as his spare time will permit, and who is never to be found around the club except out on the course or in the locker-room. One day Joe misses a putt that he thinks should have gone down and in searching for an alibi discovers that the mower has left a little ridge of grass between the spot on which his ball had rested and the cup.

So Joe hunts up the green-chairman and starts balling the living daylights out of

this hard-working official, who explains that the little ridge of too-long grass is the fault of the greens mower; it doesn't cut as well as it used to, but the budget won't let him replace it with an efficient machine.

Is Joe Member going to take that excuse and like it? On the contrary, he's mighty liable to go over to Hedgerow Hills, where they keep their greens as Joe thinks greens should be kept.

### Officers Must Defend Changes

Club officials are in for a tough year keeping their members happy. A dollar bill is supposed to buy a lot more today than it did a couple of seasons ago, but a club can hardly effect radical economies without reducing and simplifying the service a member gets for each dollar he spends at the club. This is particularly true of dues, which cannot be cut.

It seems to GOLFDOM the smartest way to combat this unavoidable misery of frequent member complaint is for the officials of the clubs to work on the members through the back door—in other words, let them complain, salve their injured feelings as much as possible, and meanwhile offset the damage such discontent may cause by offering in the various departments of the club more attractions than ever before, so that even though a member may be "disgusted with the way things are going" in one department, the joys and satisfaction he derives from his club life, taken as a whole, will make him think twice before making the radical move of resigning.

### Costs Little to Add Features

Offering more attractions around the club than in the past does not necessarily mean that the club must make a heavy investment not covered by the budget. There are plenty of ways to boost member enjoyment costing not one penny, and there are a lot of other activities that can be started which call for some money to be spent, but which more than pay their own way.

Consider first the golf course. Is the club doing everything possible to boost the number of rounds of golf played? Has the sports and pastimes committee scheduled the customary cut-and-dried series of events for the coming season, or has it included some novelty events calculated to increase the golfers' attendance? There are over 50 different kinds of golf events;

clubs interested will find most of them listed and described in the March, 1929 issue of GOLFDOM\*

For successful results, the mere listing of these novel events on the 1932 sports and pastimes schedule is not enough. The golf chairman and his committee will find it necessary to call the members' attention to events scheduled for the immediate future and to do a little selling work if necessary to assure good attendance. It is all worth the effort, because a crowd of participants generally guarantees any event being well received.

### Many Entertainment Stunts

The entertainment committee can find endless opportunities for boosting member interest, and in this year of reduced entertainment budgets, there is extra need for intelligent thinking. Dance nights should be carefully planned in advance. Have some novel twist to each one—a masquerade; a cabaret evening (using home talent); schedule a joint dance with the members of a nearby club (details of splitting expenses and profits can be worked out); lucky number dances; midnight suppers.

Have you a movie nut at the club who has taken numerous shots of members around the course? Have him give a movie evening; members will come miles to see themselves on the screen. Augment his reels with some 16mm golf instruction pictures, which can be rented for a very nominal sum from your local movie supply house. With proper publicity and "build-up," this sort of an entertainment feature is sure-fire.

In the matter of games, much can be done. The growing popularity of contract bridge suggests that a one-night contract tournament would draw a crowd. One or another of the bridge enthusiasts around the club will know how such a tourney should be run and will enjoy taking charge of the event.

Another game that seems to appeal to club members, especially the women, is "keno," which is just another name for the old-time game of "lotto." Where clubs run the event, it is customary to sell the

\*Brooks Brothers, Madison Avenue, New York City, once issued a little booklet on the subject entitled "A Book of Matches" and may still have a supply for distribution. The United States Rubber Co.'s golf ball sales department, Providence, R. I., also issued a booklet for general distribution. Two other sources are Spalding's Golf Guide and Fraser's International Golf Year Book.

cards at a dime each or three for a quarter, and the management deducts 10 per cent of each purse, awarding the balance of the pot to the holder of the lucky card. The weekly Friday night keno game at a Chicago district club last summer attracted over 100 players on several occasions, and the club's 10 per cent rarely ran under \$20. At the end of the season, this "take" was sufficient to schedule an extra party beyond that the entertainment budget would have allowed.

Ping-pong is rapidly coming into the good graces of the public after being neglected as a game for many years, and the smart club will make no mistake to invest in one or two tables and the necessary playing equipment. There is a fascination to the game that appeals to players and onlookers as well, and the younger patrons of the club will be especially enthusiastic. Buy a croquet set and set it up on a level piece of lawn in front of the club porch. In some clubs they have installed one or two horse-shoe pitching courts.

Other devices for expanding the attractions of the club and thereby increasing patronage will readily occur to officials, and provided the installation of the necessary equipment calls for little or no investment of club funds, the move will generally prove well worth the effort. Member interest will be aroused, member appreciation of the club will be improved, and the specter of wholesale resignations because the club is not giving the members their "money's worth" will disappear.

## George Stumpp, Stumpp & Walter Chief, Is Dead

New York City.—George G. Stumpp, pres. of Stumpp & Walter Co., prominent golf course equipment and supply house died in a hospital here, Feb. 8, at the age of 59. Up to two weeks prior to his death he was at his desk supervising his large business and details of Stumpp & Walter's move to its new building.

Mr. Stumpp was born at Union Hill, N. J., the son and grandson of seedsmen. He grew up in the business and was one of its outstanding leaders at the time of his death. He started business in his father's seed store, now owned by his brother Otto. Later he worked for Peter Henderson and F. E. McAllister. Almost 35 years ago, on the discontinuance of the

McAllister business, Mr. Stumpp, his pal, Julian H. Walter and Henry Eicke, another McAllister employe borrowed money and opened the Stumpp & Walter Co. business which steadily flourished under able management until it became one of the largest enterprises of its kind.

The company maintained a steady growth since its start, enlarging office and warehouse quarters and taking on branch offices and nurseries as a result of a vigorously progressive policy that was an inherent part of George Stumpp's make-up. By one of those sad tricks of fate Mr. Stumpp died just a few days before the company moved into the splendid new building that long had been his ambition.

Mr. Stumpp is survived by his widow, formerly Emma Kohlmeyer; a son, George O. Stumpp, who is v. p. of Stumpp & Walters; a sister, Mrs. Charles Hahn; and his brother Otto.

## Group Instruction Is 1932 Feature

**S**UCCESS of free group lessons for women and children during 1931 was so pronounced that the idea promises to be adopted by the majority of alert professionals during 1932.

Rarely do the circumstances prevent scheduling these classes as part of the pro services and the proposition works out to the advantage of the club as well as of the pro. In only a few instances have these classes failed to arouse and maintain lively interest. In those cases, the pros say, the group lesson idea was not presented and pushed properly by either the club or the pro.

Group lessons in 1931 were credited with having much to do with the continued growth of women's golf and satisfactory sales to women. Group lessons to the youngsters did not produce much actual business so far as the pro was concerned, but it helped considerably in getting the whole family out to the clubs for house business. One place where the kid classes did help the pros was in making the parents reluctant to buy elsewhere than at the pro shop because the pro was being enthusiastically boosted by the kids.

Free group lessons weekly for women and children were used effectively in membership campaigns last year and undoubtedly will be pushed in getting new members during 1932.



Plenty of room on this tee, so a given spot need not be used again until the turf has had time to repair itself.

# Tee Too Often Not Up to Fine Course Standards

By ARTHUR LANGTON

**A**S FINE AS the golf courses of California and other sections may be there is one feature of them all which only too often does not come up to standard. That is the tees. They are of tremendous importance if for no other reason than that they are the first section of course on every hole with which the player comes in contact, yet this importance seems to have been overlooked by architects, greenkeepers, and golfers alike. Just why this should be is problematical. It may be that architects have paid scant heed because none of their colleagues in the past have made names for themselves as builders of fine tees. Greensmen pay them little enough attention possibly because more expensive items are occupying their minds. And the players themselves may overlook the tees because their interest is centered upon the green. But whatever the reasons for this disregard, faulty tees rarely are justified.

Although players receive their first impression of a golf course on the tee, this does not contradict necessarily the statement that they are overlooked, and for an explanation one must visit the realm of

practical psychology. It is universally accepted that the region of marginal consciousness—the subconscious—receives and records impressions while the attention of the subject is fixed upon something entirely removed. It is also accepted that these subconscious impressions tend to modify or color conscious impressions. Therefore a golfer may play on a course with smooth fairways and velvety greens but the whole layout will suffer in his estimation if the tees, especially the first, are bad. This is no flighty hypothesis, but a matter of every-day psychology.

## Tees Too Small

The main cause of trouble with tees in California is lack of size. It is true that a tee with an area of 1,500 square feet may be sufficient for 8 months in the year, but during the winter months when growth is slight and play is heaviest, such a tee would take a battering from which it might never recover. Especially on the short holes is it essential that the tees shall have an area of 2,500 square feet to give those parts of the tee dug up by iron clubs a chance to recuperate before it comes

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*but it never  
Begrudges  
Extra Duty*



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But of course you'll be buying it because it does its work so well and keeps its life so long—much longer than can ever be measured by the few cents extra per foot you pay for it.

Gentlemen of the Committee, in many fine country clubs, regard Goodyear Emerald Cord Hose almost as a permanent investment. For references to them, or for specifications and other information about Goodyear Hose for Golf Clubs, write to Goodyear, Akron, Ohio, or Los Angeles, California.

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their time to be used again. Another advantage of a large teeing ground is the resulting flexibility; that is, adjustments can be made to compensate for various playing conditions such as those brought about by tournaments, ladies' days, and the like. One southern California greenkeeper has found that by moving the markers back on the very short holes on days of heavy play he cuts down the number of pitch marks on the corresponding greens to a fraction of what they would be if the markers were left forward.

One consideration in the construction of tees that has not received sufficient attention is the direction in which they face. Time was when a teeing ground could not be distinguished from a part of the fairway except by the markers, but now the starting areas are situated on specially built elevations, almost always rectangular in shape, which has brought in an optical factor to cause confusion among golfing ranks. Consciously or unconsciously the direction in which a player drives is affected by the way in which a tee faces. Custom is to build tees geometrically square to the direction the shot is supposed to be played, regardless of topographical conditions and other physical features connected with the hole. This usually is what accounts for the unusual number of poor shots made from certain holes on every course.

As an example, one tee on a southern California course is a notorious offender in this respect. The hole is a 475-yard dog's-leg which swings to the left around a group of trees 300 yards from the tee. There is plenty of fairway to the left from the tee to accommodate a hook shot, but immediately to the right is a high bank rising out of bounds. Evidently it was the benevolent attention of the builder to have the players shoot as close as possible and parallel to the bank to allow for an open shot to the green. To this end the tee is faced slightly to the right of the center of the fairway. Although it does not actually do so, 9 out of 10 players will say that this tee is pointed directly into the bank. As a result more shots are played to the right and out of bounds on this hole than on any hole the writer has witnessed. A little money spent in refacing the front of this tee would make a fairer hole of one which already is a hard par 5 without the addition of an optical handicap.

### Human Factor Rules

Course designers should not lean back-

wards to get tees exactly square with the fairways; rather they should take into consideration the human equation and make the tees look as if they are pointing in the right direction to the ordinary man standing upon them, regardless of actuality.

However there are places where a deliberate disregard of direction is advisable. At the second hole of the San Gabriel C. C. a concrete flume, constituting a water hazard, runs diagonally across the fairway. Players choose the point of crossing according to their imagined ability as drivers, because the more direct the route to the hole, the longer carry on the drive is required. Obviously any arbitrary facing of the tee on this hole would satisfy only a small proportion of the players; therefore, the tee front is rounded and the choice of direction is left up to the will of the individual golfers. But in most cases designers could do well to help the average golfer by showing him the path he should follow.

### Beautifying Tees

Tees primarily are objects of utility and it is difficult to visualize their flat-topped figures as things of beauty. With this in mind one California golf architect had the surrounding ground to a distance of hundreds of feet graded evenly to the level of the teeing surface so that players would not be conscious of standing on an elevation. The chief objection to this procedure was that it multiplied the cost of construction and consequently the system has not been at all popular in late years.

But there are other methods of beautifying tees which do not require any great financial outlay. Many California greenkeepers have utilized the banks of the mound type of tees to plant shrubbery and flowers so that instead of resembling overgrown grave mounds the tees form a part of the decorative scheme. Where teeing grounds are situated in the middle of flat lands they are given an appearance of permanence by the addition of a few trees and shrubs in the background. Tees without an alleviating feature of some kind are an unnecessary eyesore.

In constructing a new tee it has been found that the foundation is of greatest importance. Too many times, at least in California, a place has been leveled off and planted without sufficient regard for the condition of the ground beneath the surface. Consequently the soil has settled unequally and has made undulations which defy the weary golfer to find a spot where

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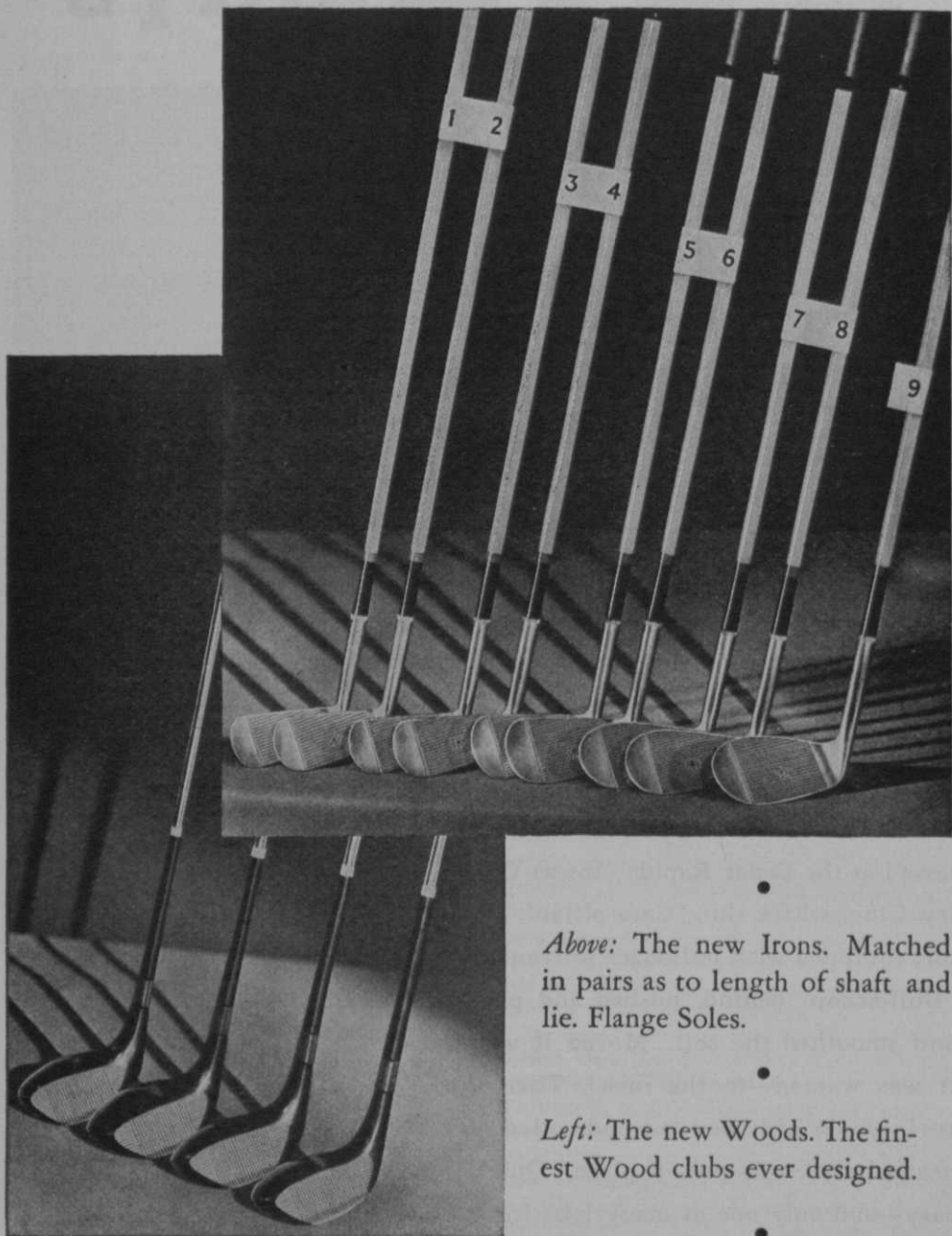
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# Jones, Jr., Clubs



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EVERYBODY knows that golf sales are slow north of Dixie, even in an open winter like this one. But the new Spalding Robt. T. Jones, Jr. Clubs are no respecters of tradition. Around New York, they're selling as if it were the middle of summer. Look at these figures from the books of several wide-awake Professionals.

Professional "A" sold six 9-club sets the first week-end he had the Clubs!

Professional "B," around Christmas time alone, sold seven sets of Irons, one set of Woods, and several individual Putters and Wood Clubs.

Professional "C" sold three 9-club

sets of Irons . . . one 4-club set of Woods . . . and Calamity Jane, the lady that golfing males find irresistible.

Professional "D," in a few weeks, sold seven 9-club sets of Irons, a 4-club set of Woods, and some individual Clubs.

There are other examples as revealing—but these will serve to indicate what can be done, even in the winter months, with these new Clubs. We honestly believe they are the greatest opportunity ever offered to the Professionals of America. Are you cashing in on that opportunity?

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*A. G. Spalding & Bros.*

both his feet and his ball will be on the same horizontal plane. This unequal settling can be prevented in construction by making sure that the soil is the same throughout, allowing for proper drainage, and by giving the bed ample time to settle before the seed is planted.

### Levelling Tees

But greenkeepers on those courses which have tees with surfaces like that of the ocean can avail themselves of a method to cure this evil which does not necessitate complete reconstruction. This in brief consists of relaying the turf on a level foundation. The turf is taken up in sections and piled in order very carefully. The denuded ground is then levelled off by taking soil from the high spots and placing it in the low. If very little leveling has to be done the ground can be rolled and the turf can be replaced immediately. If much soil has to be replaced it is best to water it down and allow it to settle before rolling it. Otherwise the completed tee might settle. With the establishment of a level foundation the turf can be replaced exactly as taken up, after which it is tamped and rolled. Finally a heavy top-dressing consisting mostly of sand to fill in remaining crevices must be administered. A perfect new tee should be ready for play inside of 2 weeks.

Four men equipped with a sod cutter, a tractor, a roller, and the usual assortment of tools can take up 1,000 square feet of turf an hour and can replace it even faster. The work could be speeded if the sod could be rolled instead of taken up in sections, but in California the turf does not have a sufficiently coarse root system to prevent it from crumbling.

The toughest grass that will grow is usually the best grass for tees. In the Pacific southwest Bermuda grass would be ideal were it not for the fact that it has no growth during the coldest months of the year when play is heaviest. The sowing of equal parts of Bermuda, blue grass, and Pacey's rye serves very well because the last two named grasses will be green when the other is dormant. Farther north the substitution of red top in this mixture for Bermuda makes an excellent teeing surface.

In bringing to a close this dissertation on tees and the attention thereof, the editor perhaps will pardon the writer if he quotes a true story with a Great Moral attached to it. A Central California golf

course suffered from a one-shot hole which was manifestly unfair and as such was a constant source of complaint. Luck decided the result of every tee shot. Despairing officials bewailed the fact that they would have to build a new green in a more favorable position but had resigned themselves to this expensive fate and were waiting for a favorable opportunity to have the work done. A total stranger visited the course one day in an unofficial capacity, heard the story, and looked into the situation. He solved the problem permanently by picking up the tee markers and placing them on a level spot about 50 yards away, thereby revealing a clear path to the much maligned green.

### Tom Armour Being Booked on Golf Lecture Tour

**TOMMY ARMOUR** is being booked for a lecture tour by W. A. Fritschy, 600 Altman Bldg., Kansas City, Mo. Tom is going to teach four classes daily. One full term of the lessons will consist of 6 one-hour class lessons and will run 3 days of each of the 2 weeks for which Tom is being spotted in various cities. He works Kansas City starting April 11. Other cities now are being scheduled, with the tentative date for the beginning of the tour set for early in March. The class lessons will cost \$15 per person for the series of 6 lessons but Tom also will teach privately during open time of his stops, at the rate of \$25 per half hour with no one being accepted for less than 4 private lessons.

Fritschy says a number of pros have enrolled for the lessons. It looks like a great stunt.

We understand some of the boys have put up mild squawks at the prospect of Tom coming into their burgs and picking up lesson dough, but what golf instruction needs for pro good is some stunt like this to bring instruction into the spotlight. Armour dragging \$25 per lesson will be good for the cause too. It will build up the price for lessons.

On paper, the Armour "master class" proposition looks like a natural. If it proves out, it ought to mean a big thing for golf and the pro business. The way smart hard workers put over women's and children's classes at their clubs during 1931 shows that this class lesson idea is well worth a strong play for the development of the game.