



THE YEAR-ROUND STROKE SAVER!

THE "Caterpillar" Tractor places dirt and makes greens for this new course at Denver in January—thus adding to the golfer's pleasure in June. May, August or December—its broad, turf-protecting tracks are apt to be trotting over the sod to do some necessary task. Mowing, improving and widening fairways, hauling top-dressing—moving trees, grading grounds, smoothing drives—its list of jobs is endless. Able to keep busy at the year-round duty of saving exasperating club strokes for the members and needless pen strokes for the treasurer. There's no off-season for the "Caterpillar"!

Caterpillar Tractor Co., Peoria, Illinois, U.S.A.
Track-type Tractors Combines Road Machinery
(There's a "Caterpillar" Dealer Near You)

Prices—f. o. b. Peoria, Illinois

FIFTEEN . . .	\$1100	THIRTY-	
TWENTY . . .	\$1450	FIVE	\$2400
TWENTY-		FIFTY	\$3675
FIVE	\$1900	SIXTY-FIVE .	\$4350
		DIESEL	\$6500

CATERPILLAR

REG. U. S. PAT. OFF.

T R A C T O R

course agrees on all the essential points, but there will be found hardly a word in all this discussion regarding the municipal golf club building. This subject seems to have been overlooked entirely; apparently, on the assumption that the tax-payer or public, because they play on municipal property, may be housed in the cheapest possible manner and segregated in a way which has long become obsolete even for the care of our live stock.

This may sound like a radical statement, but some harsh words are required to sufficiently attract the attention of those who have this sort of work under their jurisdiction, if by speaking so plainly we can make them pause and realize their responsibility; especially to the young people who by force of circumstances have to acquire their golfing tastes and environment on public courses. They are entitled to a correct and proper atmosphere in their club. This becomes a matter of education in the same way that we recognize the child in the public school is entitled to sanitary as well as an artistic environment. Basically, municipal golf is a matter of education as well as body and aesthetic upbuilding.

Public Clubhouse Requirements.

Assuming that our municipal governments will give their best co-operation in the construction of these clubs, let us consider what some of the essential requirements of these buildings should be: First in importance, is the fact that they should be of sufficiently modest proportions to come within a reasonable budget; one which the community can afford but at the same time a budget based on actual estimates of the requirements of the local program.

Small clubhouse construction of this character does not differ materially from any other type of building of similar materials, except that its cost per cubic foot is considerably less than residential work, provided the club is efficiently planned. By this is meant the elimination of all unnecessary waste spaces and a grouping of rooms for club purposes, in such a way that the maximum benefits can be derived from them. It is in this smaller phase of clubhouse design that a complete knowledge of the subject is most essential and most beneficial to those responsible.

Possibly the next important consideration in the design of these small club

buildings is the co-ordination of their various parts to produce the most efficient operation and functioning of the club. Efficiency of operation is a much-used, and sometimes abused phrase; but in the small clubhouse owned and operated by a municipality, it is of vital importance; for while service in the lunch room and locker room should be maintained upon a simple but high standard, this service should not cost the tax-payers a dollar more than is necessary. Efficiency of operation also means management, or the control by the person in charge, of the players as well as the help. And, in the cases of municipal clubhouses, the control of the players is far more important than in the privately owned organization.

In the same sense that the smaller a kitchen is, in our own homes, the more efficiently it must be planned to properly function, the small club requires more study and experience than a large one, to make it ideal for the purposes it is to serve.

If we can be assured that our club plan can be run economically, our attention should be devoted to producing the maximum degree of comfort and livability for those who pass thru the building to and from golf. If, for instance, the weather suddenly changes, and a number of people are forced to take shelter in the club, there should be a sufficiently large area for their accommodation, without undue crowding, and the kitchen facilities should be elastic enough to furnish them, upon emergency, with sufficient food.

A fireplace in the large room will go a long way towards making the building hospitable under these conditions and ample coat room and wash room facilities are details that are accepted by all.

These physical aspects of the municipal club building do not, however, discharge all our responsibility, for it does not cost any more in dollars to have these rooms in good taste, correct as to proportions and color. Such details only require knowledge to create; but their educational value to the younger people is of incalculable value. Experience has proved many times that a well-planned, correctly proportioned and artistically furnished building does not cost any more than a poor and ugly one; but in order to create these desirable features, we must pay more attention to the selection of the materials of which the building is constructed.

UREA



it's the

IDEAL FERTILIZER for

greens

GREENKEEPERS are obtaining a *quick and lasting* effect by feeding their greens with Urea—the *quick-acting and long-lasting* fertilizer.

Urea supplies nitrogen in the *ideal* form for grass—the same soluble organic form as the nitrogen in liquid manure. It gives the grass a healthy, dark green color, and leaves no undesirable residues in the soil. Moreover, Urea is *economical*, because its nitrogen is in concentrated form. It contains 46% nitrogen (55.9% ammonia). One pound is ample for an application to 1000 sq. ft. Apply in solution or mix it with compost.

Fertilize your greens with Urea—recommended by the U. S. Golf Association. A 100-lb. bag costs only \$9.00 f. o. b. New York. Larger quantities cost less. Order now from your supply dealer or direct. Synthetic Nitrogen Products Corporation, 285 Madison Avenue, New York.

Soluble Organic Nitrogen at Low Cost

The
MASTER OF WOOD PLAY
proves himself to be the
MASTER OF WOOD DESIGN!

BOBBY JONES, a Spalding director, is recognized as one of the greatest wood players of all time. And his feeling, his genius, for woods is evident in the new Spalding Robt. T. Jones, Jr. Woods—the clubs that express his idea of what perfect woods should be.

They are the most beautifully designed, matched and made woods that ever started a ball straight for the pin. And the Jones ideas have been worked out by the Spalding experts—the most skillful club-makers in the world!

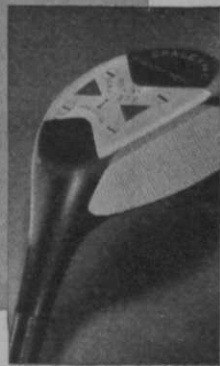
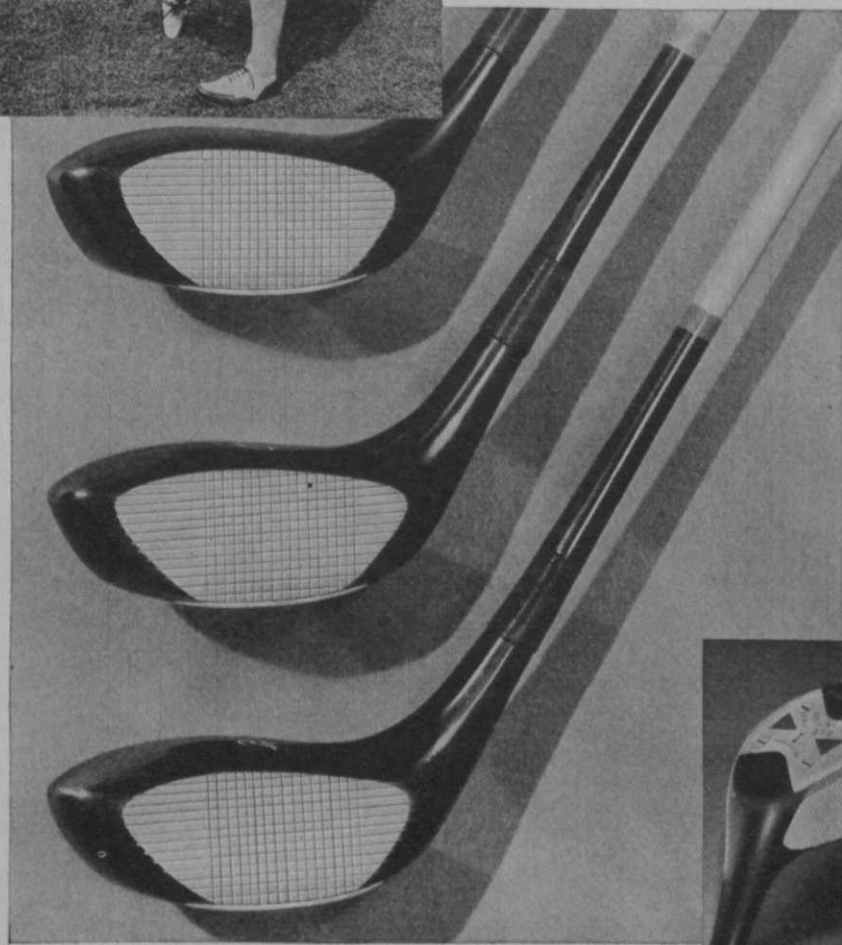
These new Jones Clubs are important to you in two ways. First, as clubs that ought to be in your bag. Second, as clubs that you can put (at handsome profit) into the bag of practically every dyed-in-the-wool golfer in your club—as clubs with which to raise your wood sales to a new high!

Display them prominently in your shop. Encourage members to swing them . . . to try them. Make the most of their lower prices—the lowest ever asked for Spalding Matched and Registered Clubs. Play on their almost irresistible attraction to golfers who have a real feeling for magnificent woods.

Even in these days, they are clubs that can be sold easily. In fact, they are your one best bet for making “these days” more like the good old pre-crash days!

© 1932, A. G. S. & BROS.

A. G. Spalding & Bros.



SPALDING ROBERT T. JONES, JR. CLUBS



Minch's shop is a sales service station with its "lost and found" ball case prominent

"Lost & Found" Ball Department Beats Pro's Competitors

By HERB GRAFFIS

IT MAY START plenty of an argument, but it is this writer's contention that you can pretty nearly tell what kind of a pro is on the job by the looks of his shop. This doesn't mean that a fellow has to have a shop that looks like a Hollywood boudoir to be identified as a captain of the pro golf industry. But if his shop is snappy looking and has an atmosphere of competent and mind-reading service to attract the member you never need spill any tears about that pro's ability to survive the storm.

Study the accompanying illustration of a corner in the shop of Frank Minch, pro at the Del Paso C. C., Sacramento, Calif. Notice one little stunt that marks Frank

as a thinking pro business man—the sign at the right edge of the picture. It reads:

All 75c Balls
 3—\$2.00
 6—\$4.00
 12—\$8.00

Now that sign is something that should have been put out as a manufacturers' advertising sign the minute the new price schedule on 75c balls went into effect, but in its absence Frank made a sign of his own to encourage quantity purchases. Several other pros whose shops we visited late last season or early this year also had similar signs. However, the incident goes to show this Minch fellow overlooks no

**IT'S
HEXAGONAL**

**SMARTEST
SHAFT IN GOLF**

**PERFECT
BALANCE**

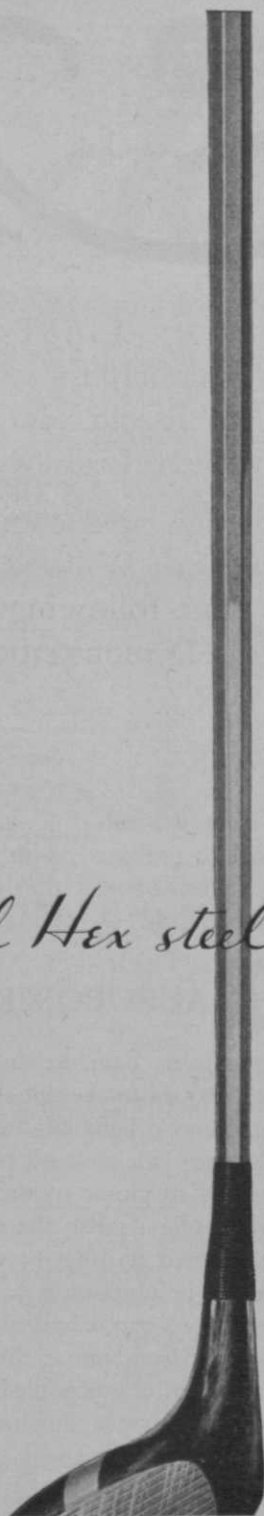
**STREAMLINE
SMARTNESS**

The new Bristol Hex steel golf shaft

Any leading club manufacturer can supply clubs with Bristol Hex Shafts. Wherever introduced, Hex-shafted clubs attract attention. Here at last is the shaft that actually helps sell the club. No other shaft has its distinctive appearance and its flexibility. A stock of Hex-shafted clubs puts you several steps ahead of the mob. The Horton Manufacturing Company, 185 Horton Street, Bristol, Connecticut.

**MORE
FLEXIBILITY**

MORE WHIP



Take

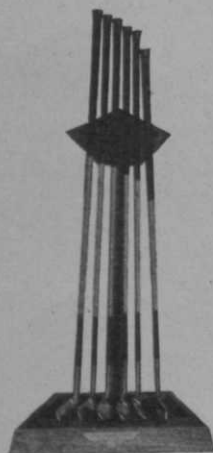
LAST YEAR the Demonstration Plan, an exclusive Wilson help for selling more iron clubs, made a big hit with the "pro." It sold lots of clubs for him. So Wilson is again placing this powerful sales weapon in your hands.

This year you may have your choice of *three* excellent sets of iron clubs, each the work of Wilson's master club makers . . . just pick out any of the three following sets of irons and it will be made up into your 1932 Demonstration Set:

1 PRO SPECIALS

Each club in this set of irons is steel-shafted . . . no-shock hosel to prevent wrist fatigue and sting . . . exclusive beveled toes . . . chromium plated heads . . .

deep compact blades, close-coupled from toe to heel, better to fit present size ball . . . just the proper distribution of weight with respect to swinging balance . . . they're sweethearts and should readily win over a lot of your members.

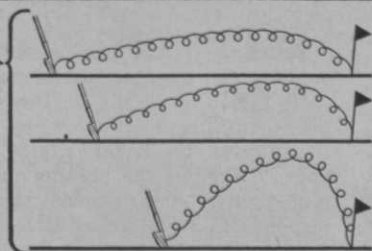
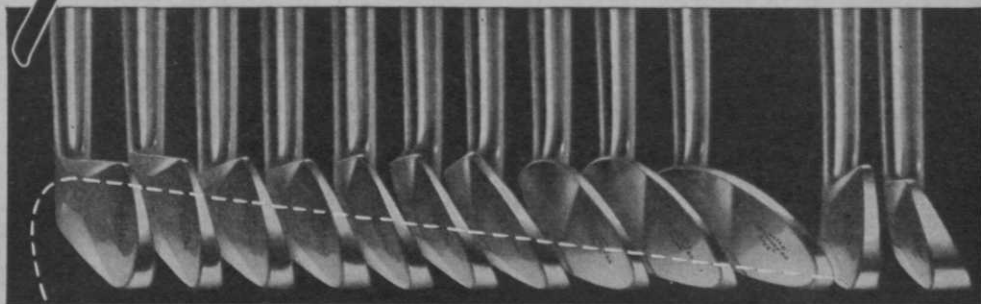


2 ACROPOWER IRONS

These irons have heads set back in such way as to prevent shanking . . . a gooseneck bend in the hosel as it joins the blade makes it possible to hit the ball in closer to the heel of the club head . . . also the shaft, as you sight down it, lines up exactly with the ball in addressing . . . next to impossible to top a ball with an Acropower Wilson Iron . . . heads are compact, deep, close-coupled from toe to heel . . . satin finished chromium plated blades . . . shock proof feature.



your choice!



In the long irons (1, 2 and 3) *high* head weight imparts an *overspin*, giving you a long, low "quail shot" that finally rises up, drops, then rolls and rolls . . . In the niblick and mashie-niblick *low* head weight means more *underspin* and "dead" stop.

3 New Wilson POWER-GAUGED IRONS

Exclusively a "pro" proposition . . . compact blades, deep to fit present size ball and close-coupled from toe to heel . . . BUT based on a new exclusive Wilson principle of a low head weight for short high pitch shots and (in the "1" and "2" irons, etc.) a high head weight for long, low shots . . . these clubs have been tried out during this last winter season by many crack professional players, who are raving about 'em . . . advertisements are now running in leading golf magazines and national publications setting forth

their advantages to the golfing world.

Pick one of the above sets . . . advise Wilson . . . very shortly you will receive your 1932 Demonstration Set . . . then put it in your shop and watch it go to work for you . . . you can offer any of your members the chance to play a full round with this trial set without fear of scratching up your stock clubs, making them second hand, and the member won't worry about obligating himself to buy.

Wilson
SPORTS EQUIPMENT

Fill in the attached coupon and mail it in to Wilson at your earliest convenience.

WILSON-WESTERN SPORTING GOODS COMPANY
2037 Powell Avenue, Chicago, Illinois
Set of Irons. Please send me my 1932 Demonstration

Name _____ Club _____ City _____
Type of Set _____
No. of Set (1, 2 or 3) _____

bets to keep command over his players' business.

Frank is fortunate in that about 95 per cent of all men golfers at Del Paso pass through his shop on their way from the locker room to the first tee. That gives him a chance to hook their business that he doesn't treat indifferently.

Many of the fellows have been yowling to the distant stars about how the ball business is being pecked away as a side line to packers' ham and eggs and to prescription liquor, but that Minch man's sobs are not heard in this chorus.

And, as Mr. Sale's Specialist says: "I'll tell ye why."

Port of Missing Balls.

You will notice in the left hand of this Minch shop picture, a rack in which there are a lot of golf balls. There are 156 spaces in this rack, each bearing a member's name in alphabetical order. As the balls are found they are washed or bleached with peroxide and placed in proper spaces according to ownership. The member merely looks in this space, notes the number of balls that have been found and pays 10 cents apiece for them. Each space is large enough to hold a dozen balls.

The marking machine and Fulname markers are close by which makes it handy for the member to do all his marking close to the showcase where balls are displayed, and near to the "lost and found" rack.

This arrangement adds a valuable service to the purchase of balls at the Minch shop. It's something that the pork peddlers and the five-and-ten-cent-store boys can't provide. If any member is 100 per cent for thrift Frank has the answer in his lost and found department, and its an answer that beats the cut prices dizzy because a fellow can play with a ball that's cut up and misshapen like a wrestler's ear if he is so minded, but he can't lose it.

Then too, only a person with the natural instincts of a kidnapper would have the crust to take advantage of this service on balls other than those purchased at Frank's shop, and the membership committee at Del Paso and other first class clubs sees to it that this sort of guy doesn't get within the sacred precincts of the club lot.

According to Minch's experience, the lost ball rack is the answer to ball sales competition and if you have a complaint on your ball sales being cut down by the price chislers you might give the Minch idea a good work-out.

Newspaper Competition Gives Pro Beautiful "Break"

HORTON SMITH, making his debut as pro at the Oak Park (Ill.) C. C., got one of the publicity breaks of a life-time as a result of local evening newspaper competition.

Smith signed up with the *Chicago Daily News* for a series of golf lessons, all new stuff and written by the studious Smith boy through an arrangement with Art Sweet, *News* golf writer. *Chicago Evening American* got wind of the feature and jerked out some lessons written by Smith for the King Feature Syndicate three years ago.

Now both of the large circulation evening newspapers in Chicago are running the Smith stuff. This is making the Smith boy hanker for a 48-hour day and a 10-day week as the people craving to sign up for lessons are strung out like a bread line.

Smith sent his new members a letter prior to the opening of the season inviting their lesson and shop business. He is giving 45-minute lessons, which allows him 15 minutes for other affairs out of each hour. Other of the playing pros who have joined the home guards report a lively response to solicitation of lesson business. Apparently the general conditions, even though they are not conducive to the customers plunging in buying equipment or lessons, still hold plenty of lesson business for the good teachers who will go out after it.

One stunt Smith is doing is to be highly recommended for the pro who is serving his first year at a club. One afternoon a week Smith holds open for playing with 3 different men members, and one morning a week he holds open for free play with 3 different women members. In this way he figures he will get to know all his members and their games and be in a first class position to give them service based on a knowledge of their temperaments and requirements.

1932 OFFICIALS

After elections, send GOLFDOM the names and mail addresses of your new officers . . . see page 104.
