

pies made available for the members under the locker-boy's ministrations. If this is done, the cook might be found unnecessary in the club kitchen, although the club that decides to go after winter patronage in a serious way ought not cut down too severely on the service and comforts about the building or the members will find it too unattractive and crude to keep them coming out.

Profits from Renting Tackle

If you exclude the intangible benefits resulting from preservation of member interest through year-round activity, none of the departmental profits mentioned above would in themselves warrant keeping the club open through the winter. But there is profit to be expected from the game of archery-golf itself which, added to the profits from the departments, bulk comfortably large.

This profit results from several phases of the archery-golf situation. First of all, it is impractical to expect the members of a club to go out and buy bows and arrows without first trying the game to determine whether or not they are going to like it. So, archery tackle should be available for rental at whatever nominal rate the club may decide is appropriate. Clubs in the Cincinnati and Cleveland districts rent a bow and six arrows for 50c to \$1.00 per round.

Let's figure what that can amount to. Assume that through proper promotion and club interest, the number of rounds of archery golf through the winter season of 20 weeks averages 75 rounds weekly. That is 1,500 rounds; at 50c per round, the winter's income from this source will amount to \$750. First class equipment, sufficient to handle a patronage of 75 rounds per week, can be purchased from archery tackle manufacturers for not to exceed \$350, thus leaving a profit on the season's operations of \$400. Moreover, the original equipment is very little depreciated.

Players Soon Buy Own Tackle

In actual practice, the rental money will not reach this total, because soon after a member becomes sold on the lure of archery-golf he decides to purchase his own equipment, and since archery tackle is not readily purchasable everywhere, he will have no objection to making his purchase through the club. In fact, the member has probably found a particular bow among the rental sets that meets with his fancy.

GOLF-O-GRAPH Ball Marker

*A
Handsome
Xmas Gift
or
Golf Prize*



Golf Club Presidents
and Professionals—
Send for circular and
interesting proposition.

Midwestern Tool Co.

2811 No. Ashland Avenue
CHICAGO

Portraits of the Champions

Exclusive, actual photographs of more than 40 Open and Amateur champions, made by the expert who covers every major championship. Perfect for locker-room, grill and pro-shop decoration.

5" x 8"—black and white...	\$1
7" x 11"—sepia	\$3
11" x 14"—sepia	\$5
16" x 20"—sepia	\$10

Write for complete details

GEORGE PEITZCKER

5646 Clemens Ave. St. Louis, Mo.

MIAMI BEACH, FLORIDA

RONEY PLAZA hotel

and CABANA SUN CLUB



If You're Weighing Values

Travel-wise vacationists say, "By all means, the Roney Plaza!" More than a sumptuous home, America's finest ocean-front hotel is a complete resort in itself . . . the biggest vacation VALUE today . . . vast grounds for its many gay activities . . . tropic gardens . . . wide, white beach . . . outdoor pool . . . sun-bath luxuries . . . private lockers and cabanas . . . tennis courts and dance patio. And comfortably accessible are the excitements for the golfer, deep-sea fisherman and racing fan. Indulge yourself this winter in Roney Plaza comfort, gaiety and friendliness. Rates of course are consistent with these thrifty times.

E. B. Jouffret,
Managing
Director

Open from December 10th

N. B. T. Roney,
President



AMERICA'S FINEST

OCEAN FRONT HOTEL

Since the club has purchased this bow at a discount, it is in position to make a profit in the neighborhood of 35 per cent on the sale.

When a man goes out to play a round of golf, he expects to lose or render unplayable one or more golf balls, and he does not protest loudly against this item of overhead. In archery golf there is a similar breakage or loss of arrows, although it is less frequent than in golf balls. Consequently, whether the member rents his archery tackle or uses his own, he will be forced occasionally to buy arrows to replace those he has broken. He buys them naturally from the club's stock, and on these sales the club or the pro makes a profit that mounts up nicely through the season.

Game Is Not Dangerous

The commonest objection to archery-golf is the feeling that the game is dangerous. As a matter of fact, there are no more hazards to the game than to golf. An arrow does not slice or hook; it goes straight from the bow and only in the very highest winds will it drift off the fairway into the rough. Thus, the archer has full control over the arrow at all times. Moreover, the very fact that arrows are being shot makes the player careful to observe ordinary caution.

To make it possible for archers to exercise care while playing the game, blind holes and dog-leg holes are never found on an archery-golf course. The usual practice is to follow closely the sequence of the holes as played for golf, but where a dog-leg or blind hole is met it is customary to shift the "shooting post" and target slightly to eliminate all possibility of archers not being able to tell whether the men in front of them are out of range or not.

Briefly summarized, archery-golf offers a means of holding a club's membership interested during an otherwise inactive period; it will bring certain departmental income into the club to help meet the expenses of the winter and probably permit them to operate at a profit; it will result in a sure profit through the rental and sale of archery tackle.

This being the case, GOLFDOM believes it will pay clubs to consider carefully the possibilities of archery-golf. Readers interested in the rules of the game and information regarding leading lines of archery tackle can obtain this literature by checking "Archery Supplies" on the Buyers' Page in this issue, page 27, and mailing to GOLFDOM.

Ruinous

Cut-Price Panic

of Daily-Fee Golf

to be studied

DAILY-FEE course business is sick and suffering with an acute attack of fiscal anemia which the patient itself is having difficulty in diagnosing. In the absence of correct diagnosis and prompt, effective treatment it is certain that the golf season of 1933 will open minus the presence of some of today's operators of fee-courses.

What hope there is for these doomed operators depends entirely on the attitude of the receivers or other heirs to the properties now on the ragged edge. And there's not much hope there for, even with properties bought in for 30 cents on the dollar, the new owners are not going to take a chance on future operation by fellows who have registered one flop on the job.

But the golf business seems to have been blessed by the benevolent attention of a gracious providence which up to this time always has given the unfortunates within its fairly prosperous ranks "one more chance." This happy and promising aspect of the present plight appears in Chicago, the most intensely developed daily-fee course territory in the golfing world.

The Chicago daily-fee owners include some men who have done a pretty fair job of keeping afloat during these troubled times. They have bucked murderous competition of 23 public courses and of private courses that are operating either outright or practically on a daily-fee basis. But this competition hasn't been the toughest spot, or the basic reason for the reddish tinge of the Chicago fee-course owners' ledgers. The worst competition is between the fee-course owners themselves; so the fellows who have substantial investments and an excellent chance of eventual good profit in

normal times now are planning to investigate and point out the competitive errors that have played hell with the whole fee-course situation.

Whether any of these owners like it or not, they now are in the spot where they must become their brothers' keepers. The violent ill of the Chicago district fee-course business today is blind, panic-stricken price cutting. That same sickness is raging as an epidemic in many of the other districts. The pestilence started in an easy way. Some readjustment of prices might have been necessary because of the general downward trend of prices. But even this cut was questionable as the accounting methods of many of the fee courses are so haphazard the owners don't know where they stand and operate in the dark until the sheriff steps in and shows them the light—and the air.

Most people think they can run a fee-course better than the fellow who is doing it. They get in and find themselves over their heads in a perplexing business. Take a representative cross section of fee-course owners in the Chicago district, for instance, and you have wide variation in professional and business training that doesn't especially qualify men for fee-course operation in addition to their other duties. Among the businesses represented in ownership roster of Chicago district fee-courses are fruit, dentistry, farming, railroad supplies, lumber, real estate, pro golf, surgeon, physician, automobiles, advertising, hotel, ice-cream, coal and ice, contracting, printing, building supplies, binding, financial promotion, banking, clothing and furniture.

Apparently the fee-course business can qualify as did the movies during the Pot-

Mr. Pro

They all agree—

Nothing takes the place of

HICKORY!

Imitate it for SIZE, for WEIGHT, for SPRING—but you cannot match it for "Feel".

"B-B" HICKORY SHAFTS

Known the World Over.

BUSH BROTHERS AND COMPANY, Inc.
Louisville, Ky.

HICKORY SHAFTS

Thoroughly Air Dried.

Stock in Either B Form
or Pro-Finished.

No Better Hickory Grows.

We select it

M. R. CAMPBELL, INC.
Tullahoma, Tenn.

B—F—D

GOLF SHAFTS

Balance, feel, distance.

Hickory reigns supreme.

ARROWHEAD

of outstanding quality.

N. C. BLANCHARD COMPANY
Chattanooga Tennessee

ash and Perlmutter days when Abe said to Mawruss, "Every man has two businesses, his own and moving pictures."

Remote control operation has exposed these courses to the public really taking over the management. Some one comes around to a course with the statement that the price at so-and-so is cut. Without stopping to investigate, the operator at the course where the statement is made, cuts the price and the vicious circle is started.

Now the fee-course operators are at the point where they are planning to regulate their business instead of letting it slide hopelessly into the red because of panic-stricken reaction to golf shoppers.

Just what form this regulation will take depends on the response to a questionnaire that soon will be sent out among owners in the Chicago district. This questionnaire will be sent by GOLFDOM to all fee-course owners.

There have been frequent inquiries made of GOLFDOM regarding the possibility of sharply marking the destructive influences in fee-course operation. What can be done in eliminating these influences by acquainting the owners of the costly result of letting these destructive factors continue to run wild?

It may be just another "noble experiment," but it is reasonable to assume that there will be a general and frank response to this questionnaire for the simple reason that it's a vital and timely effort to get a legitimate and promising business on a solid basis.

Early reaction to the investigation has been favorable. What the substantial fee-course owners point out is that any suggestion for regulation of the business must be something that has teeth in it, otherwise the fee-course business is in danger of being like the fabled snake that chawed away on its own tail until it ate itself.

HAVE YOU SEEN

the Sensational Innovation
in Golf Bags

GOLF PAX

—the greatest new thing in golf equipment. Ask the Tufhorse salesman to show you Golf Pax. Des Moines Glove & Mfg. Co., Des Moines, Iowa.

from \$2.50 SINGLE

3.00 DOUBLE

ROOM and BATH

HOTEL PICCADILLY
45 ST. WEST of BROADWAY
NEW YORK

NEW • MODERN • REFINED

Planting and Maintenance Tips that Assure Results and Thrift

By HUGH C. MOORE

Superintendent, Radium Springs G. C.,
Albany, Ga.

VERY SOON the golf clubs in the South will be putting in their winter greens and there will be many mistakes made in doing so. Most club budgets are cut down to the bottom. Care should be taken to get full germination, as most clubs will not be able to plant the second time.

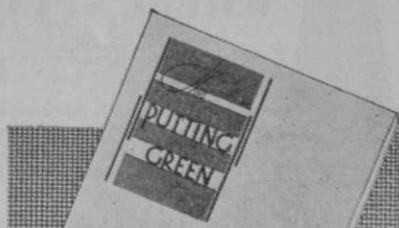
First, I would not sow too soon, especially south of the Carolinas, as young rye, redtop, and Kentucky bluegrass cannot stand hot weather. Last winter many clubs lost their winter grass around Christmas on account of the extreme hot weather.

In planting winter grass it does not require much skill, but it does require some judgment. I do not believe in raking Bermuda grass for in doing so you loosen your smooth putting surface, which will take some time to get back. First take a heavy steel mat, drag it across your greens and then cut your greens the other way. Spike both ways, for in doing this you will make a bed for your seed. Sow your seed with a seeder; I don't believe it can be done evenly by hand. Topdress as little as possible. I have found that most trouble comes from too heavy topdressing. This also delays germination and sometimes causes a scald. Use a little sulphate in topdressing, about 20 lbs. to a green of 5,000 to 8,000 sq. ft. That is done to give it a start and to stimulate the growth, especially if the weather is cold. I do not believe in fertilizing until the greens are 4 to 5 weeks old; that is where many greens are lost. Start fertilizing with just enough to keep the color and necessary growth. A very good fertilizer is part milorganite with a little sulphur; the amount depends on the condition of your greens.

Watering should be done by hand, if

TO YOUR OWN CLUB BE TRUE AND IT WILL FOLLOW—that before ordering Charge Checks, Score Cards, Guest Registers, Caddie Cards and other forms you will first see our line of standardized golf printed matter.

JOHN H. VESTAL COMPANY
703 South La Salle Street - - Chicago



Ask For This Free Booklet

Every greenkeeper and club official needs a copy of "The Putting Green". It has 40 illustrated pages of unbiased information on grasses, construction, care and planting of greens.



DURABILT Official TENNIS TABLES

Standard equipment for Town and Country Clubs. Strong, rigid and warp-proof. Quiet in play. Improved playing surface makes faster game. Folds compactly in half for easy moving and storage. Approved by National Table Tennis Association for tournaments.

Table Tennis is a highly popular indoor winter sport. Write for our special "club" proposition which explains how you can obtain DurabilT Steel Tables and accessories at very little cost to your Club.

DURABILT STEEL LOCKER CO.
553 Arnold Ave. AURORA, ILL.

Demand GENUINE PYRATONE SHEATH

QUICKER SALES—BIG REPEAT BUSINESS

For smarter looking and longer lasting clubs, have them equipped with Pyratone Sheath. Pyratone Sheath is the only finish Guaranteed for the life of the club. Leading Club Manufacturers Can Supply You.

PYRATONE PRODUCTS CORPORATION
1457-57 W. Austin Ave. Chicago, Ill.



WHEEL SPUDS

Quickest to put on and take off. Doubles traction. Durable and low priced.

All sizes for all purposes. Samples and circulars sent free on request. Advise make of tractor and purpose intended.

If your Ford or equipment dealer cannot supply, write direct.

Immediate shipment. Prices reduced.

Golf wheels and all Fordson parts on hand.

R. S. Horner, Mfr.
Geneva, Ohio



Bag Rack, \$5.50

LEWIS WASHERS, TEE BENCHES and TEE EQUIPMENT



Tee Data Plate
\$1.50



Showing Portion
of Tee Ensemble

Tee Ensemble—lots of 1 to 10 \$19.25
—lots of 11 or more \$9.75

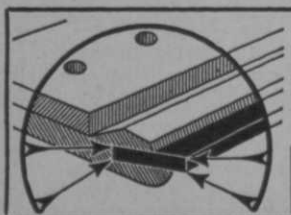
G. B. LEWIS CO.

Dept. GD1132 Watertown, Wis.

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, Inc., 950 Merchandise Mart
222 North Bank Drive, CHICAGO, ILLINOIS, U. S. A.



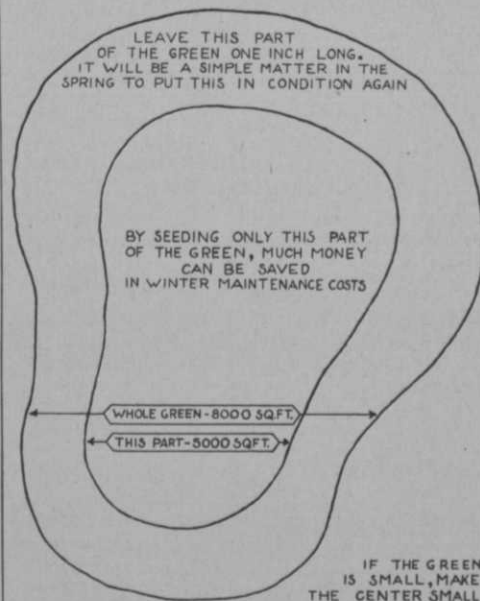
All Can Have Them Now!

"Would like to have them but can't afford it" is a thing of the past. Increased production and decreased manufacturing cost bring this efficient, 4 cutting edge blade within the price of all. Write for new Price List "GG" and full details. A postal will do. BUDD MFG. CO., Ravenna, Ohio

BUDD-BED. BLADES

possible, for a week after planting. Water just enough to keep the greens moist. Your mower should be very sharp, especially for the first few cuttings. If not, you will pull up most of the grass. This has been done many times.

As for the clubs that can't purchase the proper amount of seed, why not take, we



will say, a green of 8,000 sq. ft., and plant the center of it, perhaps an area of 4,000 or 5,000 sq. ft., and so on down, according to the size of your green. This will still give you a good putting surface and you have a full green to shoot at, keeping the balance of your green cut, the same as you did in the summer.

Accompanying is a drawing of a green. The inside line covers the area which I would sow if I was up against it for seed and the greens were large.

Before You Buy

Tear out this page, check the listed items your club is about to buy and mail the page to GOLFDOM. We will request leading manufacturers of each item to send you complete information and prices. Mail to GOLFDOM, 205 W. Wacker Drive, Chicago.

Announcement boards	Furniture—clubhouse, lawn, porch, grounds	Seeders
Ant eradicators	Garters, Gloves	Shafts—hickory, steel
Arsenate of lead	Ginger ale	Shelters, course
Archery supplies	Handicap cards, racks	Shoes
Bags—canvas, leather	Health scales	Shoe trees
Bag racks, tee	Hole cutters, rims	Showers
Balls—what price? ()	Hose—water	Shrubs, trees
Ball markers	Hosiery	Silverware
Ball washers	Humus	Soap—bath, flakes, laundry
Bath slippers—paper, rubber, wood	Insecticides	Sockettes
Bath towels	Kitchen equipment	Sod cutters
Benches—locker, tee	Knickers—linen, wool	Soda fountains
Bent stolons	Laundry equipment	Soil analysing service
Bird houses	Lawn sweepers	Soil screeners
Bookkeeping systems	Leather jackets	Soil shredders
Brown-patch preventives	Linens	Soil sterilizing equipment
Buffing motors, supplies	Lockers	Sprayers—power, hand
Caddie badges	Mineral waters	Spike discs
Caddie time-clocks	Mole traps, poisons	Spreaders
Caddie uniforms	Movie cameras, projectors	Sprinklers—portable, automatic
Calks (for golf shoes)	Mowers—green, fairway, tee, rough	Sprinkling carts
Caps	Mower blades	Sweaters
Chickweed eradicators	Mower sharpeners	Swimming pools
Clothes dryers	Peats	Tags, tickets
Clubs—irons, putters, women's, wood, matched sets	Pipe—drain, water	Tanks
Club racks	Playground equipment	Tea room equipment
Compost distributors	Playing cards	Tees—wood, celluloid
Compost mixers	Practice balls—knit, rubber	Tee boxes
Deodorants	Practice driving devices	Tee data-plates
Dishwashers	Practice nets	Tee markers
Dishwashing powder	Practice putting devices	Tee mats—cocoa, rubber
Disinfectants	Prizes, trophies	Tee umbrellas
Drinking fountains	Pumps	Tennis court equipment
Dump carts	Putting cups	Tractors
Electric systems	Rain jackets	Tractor wheels, wheel spuds
Fencing	Rollers—fairway, green, spiked	Uniforms—waiters', maids', caddies', bus-boys'
Fertilizers	Rugs	Water coolers
Fertilizer distributors	Runners—corridors, locker aisles	Water softeners
Flags, flag poles	Score cards	Water systems
Flood lights	Score card pencils	Water system engineer
Floor, furniture wax	Scythes—motor driven	Weed killers
Fly and insect sprays	Seed—fairway, green	Worm eradicators

Club

By

Position

Address

Date.....1932.

Do you have your Annual Election in November?

SEND YOUR LIST OF NEW OFFICIALS

entitled to GOLFDOM free monthly

..... fill in this page and mail to us today

GOLFDOM, 205 W. Wacker, Chicago

Please PRINT plainly. Home or business addresses preferred.

President

Address

Green Chairman

Address

Manager

Address

Professional

Address

Greenkeeper

Address

CLUB

TOWN..... STATE.....



GOLF-O-GRAPH, NEW BALL MARKER OFFERED PROS

Chicago—A new-type golf ball marker, called the Golf-O-Graph, made by Midwestern Tool Co., has been placed on the market. It is said to be different in principle and action than other markers.

Type and type holder move in a straight line across top of ball, which revolves on two rollers, one of which is movable, to obtain proper pressure and depth of marking on the ball. This rolling action of the



ball against the straight face of the type, according to the makers, produces a clear, perfect marking and does not injure even the thinnest balata covers of the finest hard-wound, long-distance balls.

Machines come complete with wooden type drawer with holes for 4 of each letter of the alphabet as well as necessary spacers and a small bottle of marking ink.

Marking of golf balls identifies ownership and avoids disputes on fairways and greens, particularly when removing balls from the cup—in these days when so many golfers shoot the same make of ball and often forget the numbers, even the brand of ball they are playing.

Clubs may purchase membership names cast complete in the form of a logotype or name die which saves time of setting type. These name dies are held at the pro shop or carried by the owner, and when purchased in club lots of 15 or more, are sold at a low price. An interesting proposition may be had for the loan of machines for both locker room and pro-shop.

Chicago, Ill.—Graphic Score Book Co., printers of score cards and handicap forms, has become associated with Edison Graphic Printers, Inc., 6554 Northwest Highway; Tel., Newcastle 3710. W. W. Smythe of the Graphic Score Book Co., is manager of the new organization.

MOST EFFICIENT ON THE MARKET
SAFE :: SURE :: SMALL
EASILY SET :: RUSTPROOF

AT \$2.00 EACH
postpaid

THE

“CME”
MOLE TRAP

MY SPECIAL OFFER IN
JULY GOLFDOM IS
GOOD BALANCE 1932
Manufactured by
C. E. GRELE, Green Hills, PORTLAND, ORE.

Grass Seed

of Known Quality

TESTED for PURITY and GERMINATION

Stump & Walter Co.

Specialists in Golf Grass Seeds, Fertilizers and Equipment
132-138 Church St., New York

DIAMOND

Steel Center Tractor Spud is sharp until completely worn away. Will not harm turf. Write for details.
DIAMOND CALK HORSESHOE CO.
4702 Grand Ave., Duluth, Minn.

COMPOST- **Rotary Screens** - SOIL

F. S. CONVERSE CO. Box B, JOHNSON CITY, N. Y.

Classified Ads.

Rates: 10 cents a word per issue. Minimum charge \$2.50

An advertisement in GOLFDOM saves the club officials time and money by getting responses from the best men available. The club department heads who advertise for positions in GOLFDOM obviously identify themselves as men who go after their problems in the right way. They are good men for you to give preference.

Pro of thorough, long experience at large and small clubs, excellent, conscientious instructor, championship player, desires location where able, active, dependable man can have an opportunity to make good for club and himself. Hard worker. Married. Open for winter or summer position. Will take assistant's place for winter. *Address: Ad 1008, % Golfdom, Chicago.*

Greenkeeper wanted by central states 18-hole club with tennis court. Good house on grounds furnished. Salary \$1,200 a year. Low living expenses, good schools and fine moderate-sized city. State experience and names and addresses of references in first letter. *Address: Ad 1009, % Golfdom, Chicago.*

Club Manager desires position. Married, no children; 25 years' experience; 45 years of age. Good references. Willing to take dining room concession. *Address: Ad 1007, % Golfdom, Chicago.*

Manager with broad experience would like to correspond with country club that needs efficient management. Experience covers construction, maintenance, catering and business administration. Highest references. *Address: Ad 1006, % Golfdom, Chicago.*

Professional at one of the largest northern private clubs wants winter location. Widely known. Very able business man and instructor. Connections and acquaintance are such that he would be excellent man for southern or western resort course. His business-getting ability and personality assure profitable service to the winter club that engages him. Finest references furnished. *Write, giving details of your proposition to Ad 1005, % Golfdom, Chicago.*

Manager desires new location. Five years with present club as Sec'y-Manager in charge of house, office and golf course. Food expert and accountant; successful operator. Showed profit past three years. Highest character and ability references both as to operation of house and golf course maintenance. Age 43. Will go anywhere; salary moderate. *Address: Ad 1004, % Golfdom, Chicago.*

Successful greenkeeper, New Englander, trained in thrift, desires new club for 1933. Understands depression maintenance and construction. Middle-aged, married and reliable. *Address: Ad 1003, % Golfdom, Chicago.*

Successful pro-greenkeeper, architect and constructor who has been responsible for operation in all details of prominent mid-western municipal golf courses for the last several seasons, desires change. Present job involves too much politics. Highest recommendations and record demonstrating ability in every department of golf club outside and pro shop operation. *For complete details write: Ad 1000, % Golfdom, Chicago.*

19-year-old assistant pro desires position for the winter months or next season. Can be employed at a moderate salary. Will go anywhere. Good references. Available immediately. *Address: Ad 1001, % Golfdom, Chicago.*

Greenkeeper wishes location, seventeen years' experience first-class maintenance at minimum cost. Thorough knowledge soils, construction, mechanics, water systems, etc. Age 39, married. Moderate salary. References. *Address: Ad 1010, % Golfdom, Chicago.*

Greenkeeper, available at once, who has had 15 years' experience, has developed the best greens in the Chicago district. Will show these greens to anyone interested. Can furnish the best of references. Honest and industrious. Married. *Address: Ad 1011, % Golfdom, Chicago.*

Senior golf professional desires change as club may not open next spring. Wife experienced and capable to act as manager if necessary. Been with this club 7 years. Class "A" Member of P. G. A., Secretary and Treasurer of sectional pro organization. Can give A-1 references as to character and ability. *Address: Ad 1014, % Golfdom, Chicago.*

One of the country's best known Scotch born pro-greenkeepers now available due to financial difficulties of exclusive club. Instructor of numerous champions and good tournament player, although not active in recent years because of instruction, shop and maintenance duties at club. Highest references from famous golfers and club officials. Thoroughly dependable, able worker. *Address: 1018, % Golfdom, Chicago.*

Greenkeeper, Scotch; 20 years' experience in the Tri-State district, last 8 years greenkeeper and pro, at present employed but going to make a change. Can go anywhere for an interview after March 1st. *Address: Ad 1017, % Golfdom, Chicago.*