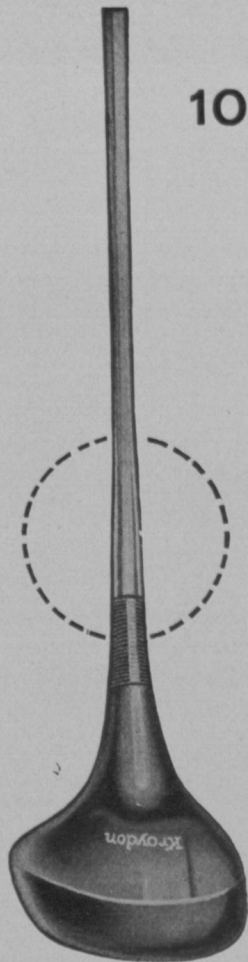




TECHNOCRACY AND 100% GOLF



The Hy-Power Steel Shaft has its greatest diameter where it joins the club head, with its narrowest diameter well up toward the grip. This principle of design moves the whip up nearer the hands, thus permitting greater distance and accuracy.

THE Technocrats say the day's coming when everything will be done by machinery—man will just press the buttons.

Imagine a golfing Robot—every hole in par—no hooks, no slices, no overdriving, no underdriving—every stroke *perfect!*

Let the Technocrats build the machine. We have just the club for that 100% Golfing Mechanism. It's the Kroydon Hy-Power, famous for its greater accuracy and distance.

Kroydon Woods and Irons are scientifically constructed to take the guess work out of golf. Any player, "dub" or pro, can cut strokes off his score with Kroydons.

For the sake of your 1933 sales try Kroydon's yourself and discover the truth of this statement. Also find out about Kroydon's policy of Pro Protection which protects you against price-cutting and unfair competition.

See your local Kroydon representative, or write The Kroydon Company, Maplewood, N. J.

PROFESSIONAL BY

Kroydon

CLUBS

SPALDING AND BOBBY JONES

cut the Women Golfers' Handicap!



You remember the sensation when Spalding brought out the famous Bobby Jones* Irons. Well . . . Spalding and Bobby Jones now have another sensation to spring on the golf world!

This time *women* golfers are going to benefit. Here's the story. For years women's clubs, generally speaking, have been merely lighter copies of men's clubs. They haven't been skillfully adapted to the average woman's physical requirements.

Now Spalding eliminates these handicaps by offering *women's models* of the great Bobby Jones Irons! These clubs are

especially designed for women; they recognize the different game that women play. And they will go a long way towards helping any woman

player not only to get more pleasure out of golf, but to attain a greater proficiency than she's been able to attain before.

Here are a few of the new features: (1) Increased lofts of approximately 1 degree over the men's models of the Jones Irons. (2) Revision of "lies"—fashioned to better conform to women's stature. (3) Improved, lighter-weight shafts, giving a more kindly "feel" to the club and added flexibility.

Obviously, these new clubs are great for women golfers. And they're *great for you!* You doubtless know lots of women players who have trouble with the No. 1 iron—who fear the short iron shots—who use the niblic uncertainly. Get them to swing those new Jones Irons. They'll discover an altogether new shot-ease and control. And you'll discover another way to make golf pay you *profits!*

Order these Jones Irons for Women *now* ... so as to be ready for the Spring season.

**Jones, a Spalding director, collaborated with Spalding experts in working out his idea of perfect clubs.*

© A. G. S. & BROS., 1933



ruined by cut-price competition of pros themselves. Any fellow who will work for less gets the job, it seems, regardless of his qualifications. It does seem though, that the fee course owners will get next to themselves because it was plainly apparent in the 1932 season that the fee courses faring the best, financially, were those having first class pros who really knew the business of golf. It paid the courses to let these pros make some money out of the jobs, as then the fee courses made more.

Competition Hard Hit

High rents, lowered sales volume and even that volume split among scores of new "down-town" golf goods outlets have put the sporting goods stores in a bad way. The practice of trick discounts to em-

ployees of large corporations, or the general distribution of these discount cards, has so reduced the chance of profits for the legitimate sporting goods stores that they are in a much worse plight than the pros. After a number of years of competitive enmity the pros and legitimate stores now find that they have a cause in common. The chiselers who work on the "buy it wholesale" lure and the hit-and-run sharks with their phony fire sales and clearance sales are injuring the pro, the legitimate store dealer and the manufacturer alike.

Promotion Needed

In 1932 one of the few bright spots in the golf business was the continued growth of women's golf. Pro attention to this phase of the market is one of the best

IN an estimate of the "value of tourists on the hoof," "Western Advertising" gives the following figures of total expenditures by tourists compiled from data furnished by various community promotion organizations:

Northern and Central Calif. (Jan., Feb., Mar., Oct., Nov., Dec., 1931)	\$ 68,252,583
Southern Calif. (winter, 1931)	110,928,619

That total of \$179,181,202 in a depression year of 1931 doesn't make those banner year open event purses seem out of line as thrifty advertising efforts.

Chicago authorities estimate that almost 2,000,000 visitors will come to the 1,500 conventions which will be held during the Century of Progress world's fair in Chicago this summer and early autumn. It is expected these visitors will bring \$75,000,000 to the city.

Florida, by advancing the date of its \$10,000 open, obtained satisfactory results, Floridians say. Galleries were smaller, but the golf event and its publicity helped to attract people who came to Florida earlier and are expected to stay until spring.

Those facts seem to indicate that tournament golf even in these times, isn't necessarily "on its way out." What it obviously needs is the strongest, most persistent promotion it possibly can get, and that promotion must be done thoroughly and well ahead of the show.

The foregoing figures seem to indicate plainly that there is an opportunity to fatten the open tournament purses enough to attract the entire tournament golfer field. Even in breadline times people still travel and spend money, enjoying samples of the promised fruits of technocracy, when Eden will be restored and 16 hours' work weekly will enable us all to live as \$20,000 a year men.

Whatever doubt might have existed about the winter publicity value of the playing pros was dissipated by the amount of newspaper space devoted to the effort of some prominent tournament pros to finance additional promotion work out of their own purses. The various statements and comments got total newspaper space that compared favorably in volume, considering the season, with the space given the PGA championship.

Somewhere among the different opinions drawn forth by the tournament players' extra-territorial promotion activity, there is a happy medium that should revive open tournaments and exhibition golf: Looking for this and not making faces for public entertainment is the job for those of responsibility and competence in the various phases of the matter.

There's something to the explanation that the PGA championship, with its field of a few more than 100, accounts for more than \$10,000 of the PGA annual expense and to the reminder that the trip of the American Ryder cup team of 9 men and a manager to England will cost another \$10,000 this year. The playing pros are not pitifully neglected, according to this evidence. There also is weight to the tournament pros' statement that if they can work up more tournament money they are out to do it.

But, while the arguing goes on, the golden eggs are turning rancid and the goose that laid them is figuring on laying its nuggets somewhere else.

Maybe the public, like the ruined gal, pays and pays and pays, but there's not a hell of a lot of paying being done these days unless the layer is lured into it by steady high-powered teasing.

things that can happen for the clubs. The solution of the membership problem for most clubs in 1933 is women's interest in the game. Pro group lessons to women and children, free or at nominal prices, has been demonstrated to be the most effective factor in protecting and extending the golf market. The pro who doesn't pay attention to that detail of his operations in 1933 is missing the best bet for himself and his club. It's a nuisance in some way, but it is the soundest way for the pro to make sure of his job and to reach out after some more sales.

Much Expected of GOLFING

One of the main reasons why GOLF-
DOM's companion magazine, GOLFING,
was started for the players and is to be
sent free to 400,000 golfers during the
most active months of the season, was to
sell the players on the basic premise that
golf is fun.

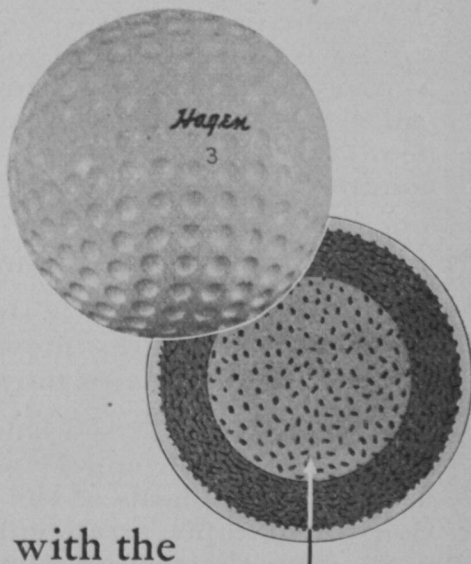
GOLFING, by reminding the players that
they are successful golfers if they get
enjoyment out of the game, even if they
can't break 90, hopes to get people to
play more.

The pros, club officials, manufacturers
and dealers see the logic of 400,000 circula-
tion arousing a livelier golf interest than
ever has been maintained before when
only about 100,000 people ever got a golf
publication.

Another angle to GOLFING that will
interest pros as it has the manufacturers,
is what the bankers who are financing the
manufacturers, have to say in approval of
GOLFING. The bankers are not willing
to tie up funds in financing golf manufac-
turers with a 5-month active season unless
the manufacturers make use of the strong-
est and most logical force in converting
the merchandise into cash and a profit.
Pros and other dealers can readily appre-
ciate that lines advertised to so many of
their active players will sell more readily
than will merchandise that puts it entirely
up to the pro or dealer to push onto the
market.

By the way, pros whose clubs have not
sent GOLFDOM names and addresses of
their members entitled to receive GOLF-
ING free, are advised to take immediate
action. Lists so received will be used for
no purpose other than mailing GOLFING.
GOLFING'S promotion of the game is of
especially timely interest to the clubs
because of the necessity of maintaining
club interest by every possible means.

A New Walter Hagen Ball



with the
"CONGEALED LIQUID CENTER"

Shortly after February 1st we shall
introduce an entirely new Walter
Hagen golf ball with a sensational
new construction—the "Congealed
Liquid Center." The great difficulty
in the past with liquid centers has
been the possibility of the center dry-
ing up in time. This hazard has been
absolutely eliminated in this new
Hagen ball. The center cannot dry
up. The volume is constant. The
elasticity of the center and life of the
ball cannot change. Furthermore the
weighting material in the center is
constantly suspended in perfect bal-
ance assuring permanent accuracy.
Send in your order today. Try the
1933 Hagen ball with the "Congealed
Liquid Center." It will give you maxi-
mum distance—absolutely second to
none, and is always accurate and
extremely durable.

THE L·A·YOUNG GOLF CO·DETROIT
Hagen Products

WORTHINGTON

The "SCOUT OVERGREEN"—a perfected power putting green mower. It will cut an average green of 6,000 square feet in six minutes. The three putting green mowers may be removed in a moment's time and three units with four blade reels may be attached to the Scout tractor for mowing the tees and approaches or confined areas around the club house or course.

The CONVERTIBLE MULTIGANG of seven cutting units will mow an acre of lawn or fairway in four minutes.

The LAWN TRACTOR is the lightest, the quickest, the most flexible and the most economical ever employed for golf course or lawn mower service.

The "PARKOVER" is a combination of the Worthington Lawn Tractor and Triple unit gang mower—both of which are standards of the world—with the mere addition of a simple arrangement for lifting the cutting units from the ground, clear of all obstructions.

The "TRIPALAWN" three unit power mower, especially recommended for mowing the tees, approaches and lawns around the club house.

The DISC SPIKERS—For both putting green and fairway service are filling a most important requirement in modern practice.

The "SCOUT" HAND ROLLER PUTTING GREEN MOWER has attained an unrivalled position on the best courses.

The "SHAWNEE" SPECIAL HAND MOWER, high wheel type—its remarkable simplicity accounts largely for its exceptional durability.

A Special Circular Upon Request.

THE HISTORY OF THE WORTHINGTON MOWER IS THE HISTORY OF LEADERSHIP AND PROGRESS

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Ivan W. Lee
709 Fourth Ave.

BOSTON
One State Street
CLEVELAND
Hippodrome Building
JACKSONVILLE
S. E. Golf Course Supply

PHILADELPHIA
25 W. Horter St.
(Mt. Airy)
LOS ANGELES
2341 Washington St.
ROCHESTER, N. Y.
Haverstick & Co.

WASHINGTON, D. C.
6900 Wisconsin Ave.
(Bethesda)
SAN FRANCISCO
H. V. Carter Co.
52 Beale St.
UTICA, N. Y.
Roberts Hdwe. Co.

DENVER
Burnite Machinery Co.

CANADA
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ENGLAND
Ransomes, Sims & Jeffries, Ipswich
H. Pattison & Company
Stanmore, Middlesex

NEW ORLEANS
Southern Specialty Sales Co.

ARGENTINE, S. A.
Hintermeyer Y Cia.
Buenos Aires

How to Adjust the Greens Cost to a Reduced Budget



By R. E. FARMER*

Supt., Brynwood Country Club, Milwaukee, Wisc.

BUDGETS are warnings that there is only as much money to spend and they also remind us of the needs that we will require money for later.

Many golf clubs have been reducing their yearly grounds budget 10% each year for the last three years in a vain effort not to overspend their operating expense. Other clubs carried on with their usual budget until this year and then reduced by 15 or 25%. In order to have a working basis let us assume that my green committee allotted me a \$10,000 appropriation for this year. This will in no way intimate that grounds maintenance cost can be standardized on all golf courses nor should it indicate any sample of cost accounting form, but it will, by setting up an actual cost of items and operations for one year on my course represent a figure whereby I can budget for the following year. This way of budgeting is on the percentage basis and it is the only way each greenkeeper can estimate his expenditure consistently for the ensuing year. We can also assume this allotted \$10,000 appropriation is a 25% cut from the previous year. As an example a sample budget can be illustrated showing a 25% cut making an annual expenditure of the grounds amount to a \$10,000 budget for the following year.

Explanation of Table

You will notice in the illustrated chart where the greens item is reduced \$535.00. This amount is almost equivalent to one man's salary for a year and in order to meet the demand something drastic has to be done. Some of the 400 to 441-yard hole greens that are of good size may be cut down so as to eliminate mowing and topdressing expense. On a cost unit basis for the areas reduced a definite sum can be estimated toward the saving. Some of the

short hole greens may be cut down also if necessary. The proper fertilization of the grasses may make it possible to reduce the frequency of mowing. The texture of the grasses can be overlooked in extreme cases of this kind. Good selection of topsoil can help to eliminate some weeding. The kind of sand used for topdressing is an important feature also.

Tees are usually too small but a reduction of \$69.00 is almost negligible. Consideration should be given to nature of subsoil as this retards the growth of grass and slows up the time of repairing.

Fairways Serious Problem

The acreage of the fairways is large and \$265.00 taken from that item means quite a little less to spend. Reseeding and topdressing is very important so the mowing item would have to suffer. When it only takes one man from 10 to 15 hours to mow 50 acres one can readily see where the number of times the fairways would be mowed would be decreased 25 times. It is tragedy.

Roughs comprise from 30 to 60 acres and are usually sickled twice a year, or so, except on public and semi-public courses where the requirements are more stringent. The hay is usually raked in rows and hauled away, but with \$116.00 less to spend it could be burned as it is windrowed. The hay may be also exchanged for manure and thus eliminate the costly expense of hauling.

The watering operation includes greens, tees, fairways and sometimes the trees, shrubs and flowers. The budget deducts \$220.50 from the sum of the year before. If the night sprinkler is paid 40c an hour there would be 551 hours less of time for work. This item would suffer considerably.

The outside rough is that area beyond the 20-yard limit and among the trees and

*Digest of Greens Convention address.

outer areas. Most of this expense is sickling, raking and generally cleaning up of fallen debris. Much depends on the number of storms as to appearance and a \$115 difference might be unnoticeable some years. Many clubs have a yearly supply of dead limbs and trees to be removed from these locations. Often this wood can be exchanged for services of the man and team who do the sickling of the tall grass.

Can't Escape Neglect

It costs from 15c to 30c to rake a trap depending on the size. To reduce this item \$176.00 would mean considerably less raking. The time for raking would become more important and would have to be neglected on quiet days.

Greens, tees and fairways are supplied with sod from the nurseries. It is essential to keep them up in first class condition. In order to reduce the amount on this item the turf gardens would have to be neglected.

Seeds, fertilizer chemicals, gas and oil, depreciation and incidental items are all tangible and can be reduced according to the money allotted for such, but often to the point of serious lowering of maintenance standard.

The repairs item can't very well be reduced \$388.00 as it is necessary to keep the golf machinery in good working order. The repairs to barn and painting can't be neglected and the golf equipment such as tee boxes, poles and flags, etc., must be maintained in the usual manner.

Nothing is said of the construction item because a separate fund is usually created for this expenditure.

One of the chief advantages of budgeting in this manner is the finding in the course of a year's work that savings in some of the items and operations can be made while in others none can be effected.

Reduced budgets, if extreme, can only be exercised for a year or so until the condition of the course is such that the members as a whole become dissatisfied. Most of the greenkeepers have always operated their courses very efficiently and any reduction of the total appropriation works a hardship on them. Good managers will keep the general appearance of the course good through the playing season; but even so, the principal parts of the golf course are neglected.

Waste with Untrained Men

The reduced scale of wage that is being adopted generally among golf courses works to a disadvantage. Experienced men do their work more efficiently and quicker than inexperienced men. It takes care and time to train new men. This is especially true where many golf clubs are reducing the working hours by laying off their men three half days a week.

The forces of nature affect the budget very much. The weather can almost be called the barometer of your budget. Rainy seasons increase the mowing items considerably. All mowing equipment is kept busy at such times. The reverse is true if it is dry but then your watering operation is doubled. Territorial location has much to do with the diseases that visit the golf courses. Wooded golf courses favor insect

Items	Actual Cost for a prior year	25% Cut	Amount to spend
Greens	\$ 2,139.00	\$ 534.75	\$ 1,604.25
Tees	276.00	69.00	207.00
Fairways	1,061.00	265.15	795.85
Rough	467.00	116.75	350.25
Watering	882.00	220.50	661.50
Weeding	272.00	68.00	204.00
Outside Rough	459.00	114.75	344.25
Bunkers & Traps.....	705.00	176.15	528.85
Turf Nursery	493.00	123.15	369.85
Seeds	619.00	154.75	464.25
Fertilizer	1,464.00	366.00	1,098.00
Chemicals	425.00	106.15	318.85
Gas & Oil	749.00	187.15	561.85
Repairs	1,552.00	388.00	1,164.00
Depreciation	990.00	247.50	742.50
Incidentals	780.00	195.00	585.00
Total.....	\$13,333.00	\$3,333.00	\$10,000.00
Total Labor	\$ 6,132.00	\$1,533.00	\$ 4,599.00
Total Material	7,201.00	1,800.00	5,401.00
Total.....	\$13,333.00	\$3,333.00	\$10,000.00

migration, so these obstacles all work against any form of budget and are utterly impossible to forecast.

Many greenkeepers will be forced to spend their appropriations more carefully whether they are taking care of an old course or a new one. Due to the budget being slashed it will take longer to bring a new course into good condition because of the more cautious methods of spending, but good results can be obtained by a gradual scheme of building up. Six fairways can be fertilized and topdressed each year. Some of the trees can be fertilized, pruned

and treated every year. A quantity of sand can be put into the traps each season. A just amount of depreciation of machinery can be charged off yearly. Some funds should be set aside for old and new construction work. A green might need remodeling or some new trees should be planted. Such a gradual development of improving your golf course will fix a standard budget each year. It will help to do away with deficits and overspending. What is saved on each year's budget can be set aside for depressing times such as we have been going through.

Revamping Golf Courses Today Requires Real Economies

By GRANGE ALVES*

Supt., Acacia Country Club, Cleveland

IT IS true enough that hundreds of golf courses could stand a lot of revamping and reconstructing and that alterations would make the game more interesting for hundreds of thousands of players. A necessary preliminary in each instance of rehabilitation, however, is the dull job of balancing the country club budget.

The first great change in everything relating to golf courses came about 1903 and 1904, when the old gutta percha ball went into the discard, and was superseded by the Haskell ball, with a hard rubber core. The game lengthened drives, and in fact, all shots, many yards, and many players had to adjust themselves to new conditions, because of the ball's liveliness. Naturally, this brought a necessity for rehabilitating end lengthening the courses.

This meant purchase of more land, and almost every club faced the problem. Careful consideration was given all plans, but by 1910 the reconstruction generally was well under way. It was about this time, I believe, that the big golf "boom" began. The game grew by leaps and bounds. It was about this time, too, that the first fairway power mower was introduced.

Many of those courses rebuilt 20 to 25 years ago have stood well the test of time; they remain, today, fairly modern and interesting. Others have lost their attraction; clubs find their members drifting away to other organizations with more recently built layouts. Then, too, we have the clubs that started modestly with 9-hole courses, desiring at the time of organization only a "place to knock the ball around." Members of these younger clubs

soon want a real course, and eventually, have to dig down in their pockets and build one.

So the subject of rehabilitation, reconstruction and enlargement is always with us. It is a matter that requires a great deal of study. Primarily, the club's officials, who must shoulder the responsibility for whatever is done, should consider first the size of their pocketbook.

The club that has the vision and the money to buy the best expert knowledge, and supervision, as a rule always gets the best results and has to worry the least of the future. If the course is built of championship caliber and on proper land, with favorable soil conditions, so that maintenance costs will not be excessive, that course is destined for success.

False-Alarm Bargains

The clubs that suffer the most, in my opinion, are those clubs that, with rehabilitation in mind, seek the most for the least amount of money. They generally wind up confronted with everything wrong, and have to begin all over again. Experience has been a great teacher, and in the era of inflation and overproduction, from 1920 to 1930, there were formed some golf course contracting companies that I blame, along with too credulous club officials, for disastrous results. Eventually new expenditures of money were necessary to correct conditions that, if the job hadn't been let out on too close a margin, would have been right in the first place. It seems to be true that you get what you pay for and no more.

I am not a believer in contracting golf course work. I believe in the old time

*Digest of Greens Convention address.

practice. My suggestion to any club contemplating changes is to secure the services of a competent architect and greenkeeper. Hold your architect responsible for the planning and framework of putting greens, driving tees, traps, etc. Then the greenkeeper should be held responsible to the architect in supervising this part of the work. He should employ whatever equipment and labor is necessary at the lowest possible figure. After the plans are completed, the job is the greenkeeper's. He knows the texture of his soil, what are its requirements, and what it will take to bring it to perfection. If he grows up with the course, he is familiar with every detail from the beginning. I am sure there are many clubs that can vouch for the success of this practice, who have learned that it is more satisfactory and much more economical.

Build from Bottom Up

You have often read articles about certain individuals building a standard 18-hole course at a cost that would hardly begin to purchase the grass seed, fertilizer, and galvanized pipe in our district. These articles read well, but if you take time to go and investigate, you will find that these projects generally are built from the top down instead of the bottom up. Whether building old or new golf courses, one of the most expensive mistakes a club can make is the above type of construction. Experience has taught me that wherever this kind of construction has been practiced, it has meant beginning all over again. If club executives, who have their club welfare at heart, give the proper attention to procuring the right set-up to solve their problem, they will save money in the end.

It also can be said that there are many clubs today striving to correct a wrong start, that would have been much better off if they had started more modestly. In the beginning, they were not financially ready, but they insisted on having a full length 18-hole layout. It is the old story of "keeping up with the Joneses." A club that hasn't reached the backing to build a real 18-hole layout should do the next best thing—construct nine holes, and build them right. You can always add to a golf course, but trying to straighten out 18 holes that are a hopeless hodge-podge of mistakes, is a task that requires real financing. I should think a club member would prefer nine holes well built than 18 gone to destruction through trying to stretch \$50,000 to \$75,000.

Taxes Are Vital Factor

There is just one more thought I would bring to your attention, having to do with the matters of accessibility and tax rates.

There are often clubs located near city limits that have contemplated making alterations on their courses. They hire the best architect possible to recommend his ideas, and when he begins to deal with the problem, he generally concludes by seeking from the club executives information as to land valuation. This is the deciding factor in making his report. If the information is unfavorable, a conscientious architect tells the club the truth. He advises them to sell out and get another site, further from the city. If, with an excessive tax valuation, he goes ahead with the work, the membership soon finds itself burdened with high dues, assessments, and you hear the complaint about the high cost of golf. This is bad for the game; it creates the impression that only millionaires can play. What the members of these highly accessible clubs are paying for is not golf, but for the upkeep of their property.

I bring up this point because it may happen that in the audience are greenkeepers or members of clubs that are studying rehabilitation problems. Or it may be, that some of you come from clubs that are faced with virtual extinction because of diminishing revenue in the face of taxes that refuse to come down to any appreciable degree. There is but one solution; to give up the club built on expensive land, and start again elsewhere.

If your club board of directors has in mind any extensive alteration of your golf course, study the problem yourself, then go to your chairman of greens, or whoever you deal with, and make yourself heard. If he has in mind hiring some alleged authority on golf construction who you know to be a "shyster" tell him the danger of such a procedure. Go over the course with him, and show him how much money it will cost to do the job well—to have interesting greens and hazards, and to carpet the fairways with real turf. Try to find out how much the club intends spending, and figure out for yourself whether it will do the job. If you are convinced the money allotted will not cover materials and labor, speak your mind. Better to have an old-fashioned course, well kept up, than a fancy new one with only a few blades of grass here and there.

I do not advise any reconstruction. Far from it, I hope that there will be much rehabilitation in the next few years; it will make more work for the bona fide architects, seed salesmen, and the equipment manufacturer, and the wideawake and progressive greenkeeper. But, being an architect and greenkeeper myself, I would be a poor business man, if, even in these times, I attempted to encourage haphazard jobs and slipshod work that, in the end, would help none of us. If the club has the money and if conditions are correct—go ahead; if not—forget it.