

WITH KROYDONS —
THE NEW YEAR WILL
BE A WINNER!



We're wishing you a Happy and Prosperous New Year! And *what's more*, we're going to help you make that wish *come true!*

More satisfied players! More sales! More profits! That's what Kroydon offers you for 1933! Kroydon Hy-Power Woods and Irons have proved their mettle in "big-time" Pro Tournament Play time and again—and what's more, here's a club that cuts down scores for the dub as well as for the expert.

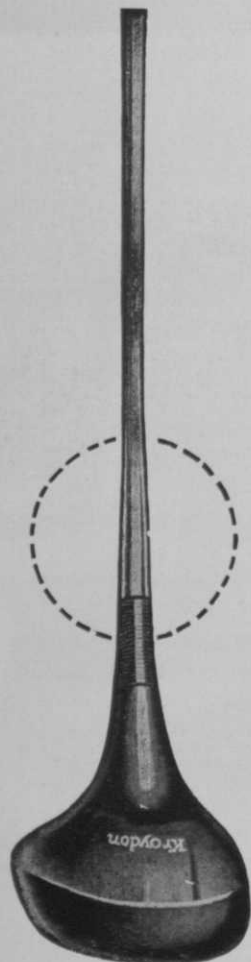
Put Kroydons in the hands of your players, and when they find themselves consistently driving *straighter* and *farther*, you'll get the credit—and the sales!

Let us tell you more about Kroydon's exclusive reverse tapering principle of construction which gives greater distance and accuracy—and also 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, New Jersey.

PROFESSIONAL BY

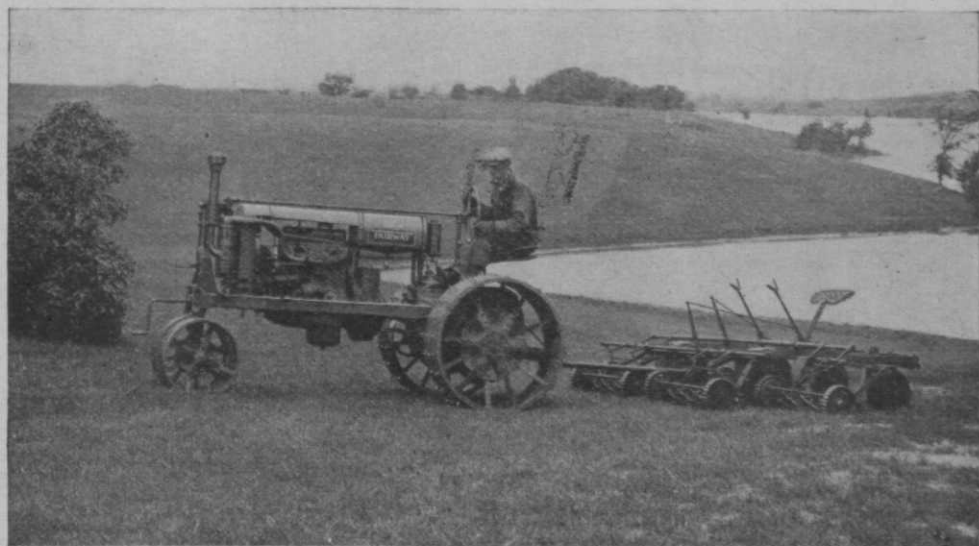
Kroydon

CLUBS



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 accuracy and distance.

Keep Up Your Course at the Lowest Possible Cost



EQUIPMENT that pays its way by reducing costs is needed on every golf course. That's what so many clubs have found out about the McCormick-Deering Fairway Tractor. This practical golf tractor cuts maintenance costs to the bone; and it does so much work that it keeps a course in good playing condition all the time.

One man can mow 60 to 75 acres a day with the Fairway and a gang of seven mowers. The rough is quickly and easily cut with the special built-in power mower. The square-turn feature of this tractor enables the oper-

ator to cut close to trees, shrubs, fences, bunkers, etc. The Fairway also pulls rollers, sprayers, compost distributors, wagons, drills, seeders, manure spreaders, and other equipment. It has abundant power for any construction work on a course.

Investigate this economical power and see how it has improved maintenance methods and put them on a low-cost basis. The nearest of 115 Company-owned branches in the United States and Canada, or a McCormick-Deering distributor or dealer, will demonstrate the Fairway Tractor for you. Write us for catalog.

INTERNATIONAL HARVESTER COMPANY

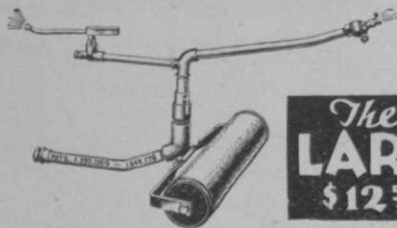
606 So. Michigan Ave. OF AMERICA
(Incorporated)

Chicago, Illinois

*The Golf
Tractor*

**MCCORMICK-DEERING
FAIRWAY**

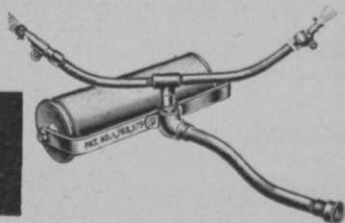
The Two Greatest Golf Course Sprinklers—priced to meet today's needs



The
LARK
\$12.50

For smaller areas, demand the TEE Sprinkler. It has many of the LARK'S advantages. Worm gear nozzle adjustable by thumb screw controls speed of rotation; EVEN distribution of water; economy; and dependability. Covers up to 80 feet. Costs only \$7.50. Ask about our 15-day TRIAL OFFER on these sprinklers.

The
TEE
\$7.50



Dependable • Economical • Sturdy

L. R. NELSON Mfg. Co., Inc.

1725 S. Washington

Peoria, Ill.

SPIKE DISC

LAWN & GREEN
CULTIVATORS
(Patented)

For Greens,
One Handle
Model
(illus.)
\$27.50

With two
Handles
\$30.00

Tractor
Models for
Fairways
\$120.00

"Use Regularly," Say
Authorities



A NECESSITY FOR TURF AERATION

SPIKE DISCS aerate the turf and produce a moisture-retaining mulch—essential for the maintenance of fairways and greens. Discourages "brown patch" by preventing ground from becoming hard baked. Unequaled for re-seeding—and top-dressing. Seed and fertilizer settle in disc-made perforations and are not blown or washed away. Inexpensive, durable, easy to operate.

Write for Details and Prices to
your Golf Equipment Dealer or
JOHN H. GRAHAM & CO., INC., Sales Agents
113 G Chambers St., New York
268 Market St., San Francisco
656 W. Washington St., Chicago
Manufactured by Wilder-Strong Co.,
Monroe, Michigan

America's Standard Tee Equipment

Thousands of golf clubs and public courses have specified and installed LEWIS WASHERS and LEWIS TEE EQUIPMENT for over seven years. Now is the time to order for 1933.

LEWIS WASHERS offer the quickest, surest, most effective way of cleaning golf balls. They are inexpensive, last for years and are preferred by golfers everywhere.



Lewis Tee
Data Plate
\$1.50

Washers, 1 to 10, \$5.50

" 11 or more, 5.00

Lewis Aluminum Bag Rack \$5.50 See your dealer for all repair parts.

Get in touch with your Distributor for complete information and prices.

G. B. LEWIS CO.

Dept. GD-133, Watertown, Wis.

LEWIS
GOLF BALL WASHER



**REDUCED
PRICES
On The
SIX
BALL
CLEANER**



- One to Six Balls at a Time.
- Ejects Balls When Cleaned.
- It Does Not Splash.
- No Gears or Springs.
- Avoids Delay on the Tee.
- Requires Very Little Care.

CLEANERS, Each\$6.50
 METAL STAKES, Each..... 1.45
 Prices F. O. B.

THE W. G. MFG. & SALES CO.
 33 North High St. Columbus, Ohio
 Or at Your Dealer

Why Gamble?

There is no possibility that a pure inorganic plant food will carry any weed seeds, or harbor the resting spores of dangerous fungus diseases. Neither does it carry any organic matter which, when it rots, may provide a haven for the larvae of insects so injurious to the grass plant.

Since the control of insects and disease is a major problem of the greenkeeper, it is essential that he know the source and composition of the fertilizer he applies.

Armour's Special Turf Fertilizer is a completely inorganic high analysis plant food. It may cost a few cents more to fertilize with this high-grade inorganic fertilizer, but the precaution may eventually save considerable trouble and expense.

See us at the National Association of Greenkeepers of America Convention in Chicago.

BENT

HEADQUARTERS

THE J. M.
 McCULLOUGH'S
 SONS CO.

328-330-332 E. Front St.
 CINCINNATI, OHIO

*Grass Seed Specialists
 For a Century*



ARMOUR FERTILIZER WORKS
 CHICAGO HEIGHTS, ILL.

*Golf Supply Houses—write us—your territory
 may be open*

WORTHINGTON

The Largest Manufacturers of Lawn Tractors
and Gang Mowers in the World.

For 17 years the Worthington Mower Company has occupied the leading position among lawn mower manufacturers by virtue of its incomparable engineering staff and by constant study of the changing requirements of fairway and putting green service.

A complete line of Worthington equipment will be on exhibition (booth thirty-six) at the annual convention of the National Association of Greenkeepers of America, held at the Hotel Sherman, Chicago, January 30th-February 3rd inclusive.

Worthington Mower Company

Stroudsburg, Pennsylvania

NEW YORK 1215 Chrysler Building	BOSTON One State Street	PHILADELPHIA 25 W. Hottler St. (Mt. Airy)	WASHINGTON, D. C. 6900 Wisconsin Ave. (Bethesda)
CHICAGO 517 So. Laflin St.	CLEVELAND Hippodrome Building	LOS ANGELES 2341 Washington St.	SAN FRANCISCO H. V. Carter Co. 52 Beale St.
SEATTLE Ivan W. Lee 709 Fourth Ave.	JACKSONVILLE S. E. Golf Course Supply	ROCHESTER, N. Y. Haverstick & Co.	UTICA, N. Y. Roberts Hdwe. Co.
	DENVER Burnite Machinery Co.		NEW ORLEANS Southern Specialty Sales Co.
ENGLAND Ransomes, Sims & Jefferies Ipswich H. Pattisson & Company Stanmore, Middlesex	CANADA 132 St. Peter Street Montreal		ARGENTINE, S. A. Hintermeyer Y Cia Buenos Aires

Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 7

JANUARY, 1933

No. 1

HOW ABOUT 1933

By GUY C. WEST, Supt., Fall River (Mass.) C. C.

THIS YEAR 1932 with its reduced budgets, its maintenance standards lowered, its failures in some instances, is finally over, and most of us breathe a sigh of relief, until we remember that 1933 has come along and there is very little real relief in sight. Most clubs with their reduced budgets for 1932 will have similar or even lower budgets to face in 1933. In very few cases, or so it seems to this observer, are clubs to be materially better.

The year 1933 is sure to tell the story if the spending of what money was available last year was done wisely. If things were left undone which should have been done, they will probably crop up during the next playing season. If, on the other hand, savings were so made that there was permanent improvement to the course, this fact too will be evident when the next season rolls around.

It was pointed out in many localities during 1932 that a season of reduced budgets should assist those in charge of course maintenance, in that they find out on how little efficient maintenance could be run. There is little doubt that the past year has "made" many greenkeepers, and also on the other hand, broken others. It is probably true that cooperation between green-chairmen and greenkeepers has never been better. Prices have been much lower upon most supplies, and thus greenkeepers have bought more economically.

Labor has taken cuts. All possible ways have been tried to keep down expenses while not reducing the standard of maintenance too greatly.

These matters have been discussed before, and it is not the purpose of this article to prolong this discussion. It is sufficient to note here that in all probability all methods used successfully to reduce costs in 1932 must be used in 1933. There are other factors which have not been discussed to any extent, and it is our purpose to discuss them here.

The late Walter H. Page, war-time ambassador to England, observed in his autobiography: "Artificial structures fall when a real wind blows." It seems safe to assume that a "real wind" has been blowing, is still blowing, threatening to collapse every structure which is not sound.

We may apply this thought first to golf clubs. Every club should estimate its income for the coming year conservatively, and plan its budget of expenses accordingly. A balanced budget should be the thought, as it is the necessary basic principle of cities, states, and the whole country. The "pay as you go" principle is the safe way to travel, to keep the structure sound.

There are in this country hundreds of dealers and manufacturers who deal in golf course supplies and equipment. Some

of them have been started and built as "artificial structures," and it seems probable that some of these will go under this coming year. It is our sincere hope that none of these dealers, becoming panic stricken, use unfair and cut throat methods to force down the stable and calm dealers, and hence increase the failures.

We of the golf course maintenance field have many, many friends in the dealer supply business. Hundreds of dealers have through hard years of effort and service, built up that priceless possession known as "Reputation." We have known many instances where such dealers have put aside all thought of profit to be of service. We know that these trying times are doubly trying to them. We, trying to repay these years of service, should do all in our power to help them keep stable, to keep them from falling by the wayside this coming year.

Loose Methods Add to Costs.

There are many methods which golf clubs use to do business which cost time and money to dealers, and hence cost us; for all costs of selling must be added to the cost of a product before the legitimate profit can be taken. The many calls which a salesman often must make before making a sale add to the cost of the equipment we buy. The number of these calls is often increased by the fact that the average green-chairman is a hard man to locate.

The fact that the fiscal year of clubs ends at such varying times also adds to the cost of selling, and hence costs us. Probably it would be difficult to change this, but the U. S. G. A. might investigate it.

We venture to say that there are hundreds of greenkeepers who are more capable of buying golf supplies than their chairmen, and yet can buy nothing without the chairman's O. K.

The matter of collection of bills is one which costs us all money, for the collection costs are added to the price before we buy. Many clubs think that 2%-10 days means that the discount may be taken months later. Clubs are notably lax in making payments, often waiting months after purchase before paying. In all probability, collection costs run as high as 1%, and this comes out of all of us. Many clubs will only be able to buy on a C. O. D. basis during 1933, caused by their failures in the past to pay their bills promptly. We suggest for our own good, as well as

for the dealers, that clubs buy only what they can pay for, and that they pay their bills promptly.

And now comes 1933—and what about it? We can readily see that Economy will still be our watchword. We ask that golf clubs use reasonable business ethics in their dealings with equipment and supply houses, because we believe that the costs to us of such equipment and supplies can be lowered when golf clubs awaken to their responsibility toward their fellow clubs; and because we believe that those dealers and manufacturers who have been our friends, who have built up on the stable foundation of service, satisfaction, and reputation, deserve our help in these trying times, even as they are trying to help us.

And thus endeth this little plea of a greenkeeper, who will probably be accused of being on the payroll of all the dealers in the country; but who simply believes that most golf supply and equipment dealers are friends as well as salesmen, and that a little more thought on the part of club officials along the lines of business ethics will not only promote a better feeling of cooperation between clubs and dealers, but will also reduce the costs of equipment and supplies to us.

Women's Western Announces 1933 Tourney Dates

TYING up with the Chicago Century of Progress fair, the Womens' Western G. A. has scheduled all of its major 1933 events in the immediate vicinity of that city, according to Mrs. Howard D. Raymond, president.

First of the events is an international team match with Canadian women golfers, to be staged on 3 successive days on 3 different courses in the Chicago district, beginning June 19. Closely following is the Womens' Western open, to be held June 26-30 over the well-known Number 4 course at Olympia Fields.

The Junior championship will be held in July at a club not yet selected. The annual championship is scheduled for August 7-12 at Oak Park, with the annual 72-hole 3-day Derby assigned to Sunset Ridge on August 16-18.

The Womens' National Championship also comes to Chicago in 1933, the scene being the course of the Exmoor G. C., Aug. 28-Sept. 2.

Golf a Rich Man's Game? 'NO!' Says This Club

By W. P. ISTAS

Pres., North Shore Golf Club,
Menominee, Mich.

Here in brief outline is described a golf club with a waiting list of impressive length. That in itself is noteworthy in these times of diminishing rosters; but this club also boasts of a fine course, profitably run, although the annual dues of its 150 members are only \$10.00 a year.

The author is serving his fifth term as president of the club.



W. P. Istas.

SEVEN years ago the people of Menominee realized the need for a good golf club with fees and dues such that the average working man could well afford to join. We managed to get 50 charter members, selected an ideal spot on the shores of Green Bay about 5 miles from town and commenced work.

Our fifty members turned out in a body, armed with axes, shovels and a world of ambition. The property purchased consisted of parts of two farms, a total of 70 acres, including one-half mile of water front on the shores of Green Bay. Although the course is rather flat it is by no means an easy one, tricky traps and water holes making it so difficult that the average golfer throws up his hands in despair at the thought of equalling "Old Man Par." The nine-hole course has a total yardage of 3,260 and greens, averaging 10,000 square feet, are Washington creeping bent.

Has Waiting List.

By-laws of the club permit a maximum membership of 150. For the past several years we not only have had a full membership but a waiting list of no mean proportions.

Now for the reason for such popularity: an excellent golf course to be sure, but even an excellent golf course cannot account for such a clamoring for memberships that has been evinced at our club.

A membership in the North Shore Golf Club costs \$25. Dues are \$10 per year, and a possible maximum assessment of five dollars per year. We have 75 associate members whose dues are \$5 per year. Green fees for visitors are \$1 per day, and no women, either visitor or associate members, are permitted to play on Saturday afternoon or Sunday mornings. The great popularity of our club with the transient trade is partially responsible for the operating of the 1932 season, with a net balance of \$600.

No Fancy Clubhouse Planned.

The club's plans for the future do not include the building of an elaborate, and necessarily expensive clubhouse. We intend to maintain the North Shore Golf club purely as a golf club and under no condition do we intend to raise our dues.

We have a comfortable clubhouse with a clubroom 24x30 feet and a fireplace of such



North Shore designed its clubhouse with the needs and finances of its membership in mind. There are no fancy frills but everything necessary for member comfort is provided.

proportions that fully a dozen members can gather around with the reminiscence of how they chipped out of the sand-trap to within six inches of the pin for a birdie. The rest of the clubhouse consists of a men's locker room, a women's locker room, a kitchen and a spacious veranda overlooking the golf course.

Two Men Maintain Course.

The maintenance of the course is handled by two men. All mowing is done by motor-driven mowers and all hauling with a one-ton truck. The course is so situated that it is unnecessary to water the fairways except in an unusually dry season. The water for our sprinkling system is pumped from Green Bay.

One of the factors which has contributed largely to the success of our club, in popularity as well as finances is that the reins of management are in the hands of that shrewd and well-known Scotchman, Alex Jolly. The club operates on a budget system and its officers, president, vice-president, and secretary-treasurer are elected for one year. There are nine directors who are elected to serve for a period of three years, with three elected each year.

The North Shore Golf Club is making rapid strides towards the front and in a few years we fully expect to have a golf course second to none.

Small Clubs Find Man-Wife Team Best

By J. M. WATERS

FROM MY observations in recent years I am convinced there is a big field open for married couples in the combination office of professional and manager to clubs that have an average income and want all the necessary service at a minimum cost. Speaking from experience, I find a man and wife that work in harmony and understanding offer a combination that is practical, pleasing and profitable to the personnel of a club. It takes a combination of many qualities to make a success of this undertaking and it must be undertaken by men and women of more than average ability.

Women are taking special training in household economics, dietetics, hostess duties, bookkeeping and the like and fitting themselves generally to carry on the business details of club management.

The professional must be a man of character and familiar with all phases of club life which comes only through a harvest of experience. As a teacher he should be 100 per cent, distributing his attentions with the many, not the few. His interest in the club rests in each individual member and he cannot expect co-operation unless he lives up to the letter of this law.

If clubs are fortunate in securing this combination they will find it to be of mutual benefit to all concerned.

PAYS PRO— to Nurse Golf's FUTURE STARS

By MAUREEN ORCUTT

Maureen Orcutt, widely known young woman golfer, is not much out of the pig-tail days herself, so the bright story of what George Jacobus is doing to develop good golf among the youngsters is a sympathetic subject to her.

It's a subject, too, that must figure prominently in pro activities and in the plans of every club that wants to live in its present while assuring its future.

HEARING OF the remarkable work George Jacobus, professional at the Ridgewood (N. J.) G. & C. C., has done with youthful golf pupils, I drove through the gorgeous farming country of Northern New Jersey to see George about his huge class of young players. These pupils range in age from 12 to 25. I found George, who besides being professional is also an honorary member at Ridgewood, up to his eyes in work in his splendidly arranged golf shop and soon I was learning new wrinkles about this fascinating game of golf and incidentally learning new uses for the golf clubs themselves.

But that is another story. What I wanted to know now was George's idea about the training of youth in the game of golf.

The alert, smiling and spotlessly attired professional looks to young to be the father of the 12-year-old boy whose picture graces his desk. He picked up his son's photo in answer to my question as to the source of his interest in golf lessons for young people.

"Perhaps," smiled George, "I like to teach boys and girls because I have a son of my own and understand and like children."

"How many pupils have you?" I asked.

"I have a class of 65 boys and girls," George said, "and they keep me busy all the time."

"You must make an excellent income from your teaching such a large class," I said, while at the same time I was trying to make a mental computation of George's income from this source.

"I don't charge my young pupils for their golf instruction," George told me, "and I don't suffer by it either. I have more adult pupils than I can take care of besides, and the fees I collect from them and from the sale of clubs and balls repays me for the time and work I put into my instruction of the young people."

"You see," went on George, "I have very decided views on the duties of the golf professional. I believe that golf pros should do all in their power to increase the interest of young people in golf and to this end it is my opinion that the professional should give instruction to the young people without cost to the parents.

"I feel that it is really criminal to let boys and girls struggle along trying to pick up the game in what is called 'a natural way.' From ten years of observation of junior golfers I can positively assert that there is no such thing as a natural golfer.

"Every great golfer has had training in his youth. Take the case of Bobby Jones, for instance. When Bob was very young he had a fine professional, Stewart Maiden, to watch his faults and assist in their elimination until he finally settled down to

JACOBUS GIVEN TESTIMONIAL DINNER



In spite of the zero weather over 180 people gathered on Saturday, December 17, at a testimonial dinner and dance given by notables of the golfing world and friends of George A. Jacobus, at the Ridgewood (N. J.) Country Club, in honor of his recent election as president of the Professional Association of America.

Honor guests were introduced by J. Robert Stout, president of the club, who offered congratulations and those of the club to Jacobus. Maureen Orcutt, former Canadian, Eastern, Metropolitan and New Jersey champion was the first speaker. Lincoln A. Werden, golf writer, of New York Times; Alec Gregson, editor of Golf Illustrated; Maurice McCarthy, president Senior Professional Golfers' association of United States and Canada; F. Paul Anderson, three times state amateur champion of New Jersey, and Arthur Vreeland, Jr., club champion, spoke briefly.

Jacobus was presented with silver coffee service, while Mrs. Jacobus received an armful of roses.

Appearing in the photo, left to right, are: Lincoln A. Werden, Arthur Vreeland, Jr., Miss Maureen Orcutt, George Jacobus, and Alex Gregson.

the compact style which suited his build."

"But," I objected, "teaching so many young people takes up an enormous amount of your time and energy. Why not give them group instruction to teach them the fundamentals of the golf swing?"

"I am absolutely opposed to group instruction," George informed me. "No two players are alike in build and adaptability. It is quite impossible to impart the same knowledge to all since no two pupils swing alike and no two individuals react alike to instruction.

"Group teaching is not the logical way to develop promising golfers. Besides, the boy and girl will take a great deal more interest when taught individually. Therefore, my advice to every youngster who wishes to develop into a champion golfer is: 'Find a good professional who will take an interest in your game, and especially a professional who enjoys helping someone who desires to play the game right. Place yourself entirely in this professional's hands. If you both work together, in due time, given the ability, strength and resistance, you will become

a champion golfer.'"

Numerous interested pupils of this George Jacobus, who has such altruistic ideas on the duties of the professional towards his club, its members and their children, may be seen swarming over the three nines that comprise the Ridgewood golf course. I have traveled a great many thousand miles during the past few years and played a great many golf courses in my travels, but never have I seen anywhere such interest among the younger people as there is displayed at Ridgewood, thanks to George.

Girls and boys of all ages may be seen carrying their own bags and playing splendid shots over this lovely North Jersey course. Art Vreeland is, up to date, the prize pupil of Jacobus. Vreeland, who is 19, won the club championship from Ian MacCullum, one recent Sunday when Hagen and Jurado were playing in the vicinity. These lads drew a gallery that rivalled that of the great Hagen and it is safe to predict that in time to come some of the 65 pupils of George will be heard from in a big way on their own account.