

*Spalding announces
important refinements
in Spalding
ROB'T T. JONES, JR.,*
Golf Clubs!*

In addition, the new 1933 Irons may be had with *hickory shafts*. Same heads. Same Jones' features. But hickory shafts, to enable you to win new business from those golfers who will not warm up to steel!

The Rob't T. Jones, Jr., Woods—which enjoyed such a marvelous season last year—introduce, for 1933, a superb new line of fancy face Woods. All these improvements, in both Irons and Woods, are additions to the features which won these clubs, in their very first year, universal recognition as the finest clubs the game has ever known!

Coming when they did, these clubs proved something of a godsend to the Professional. Golfers who had had every intention of "making the old set do" simply could not resist a set of clubs embodying Bobby Jones' ideas. Sales were made which would not have been made without them.

In the shops of many Professionals who seized upon the sales advantages these clubs alone offered, 1932 was not such a gloomy year as it might have been.

With a slight brightening of the economic skies which is definitely noticeable in some quarters, this new line of clubs assumes new importance. Many of the players who couldn't quite be led to the dotted line last year, will buy in '33. Many who could not even be approached are now in the market.

We repeat now, what we said then: "The new Spalding Rob't T. Jones, Jr., Clubs offer the greatest profit-making opportunity in golf today!" © 1933, A. G. S. & BROS.

*Robert T. Jones, Jr., a Spalding director, collaborated with Spalding experts in working out his ideas of perfect clubs.

A. G. Spalding & Bros.

Chicago Fee-Course Owners Organize to Ban Price War

CHICAGO DAILY-FEE course owners having confirmed the statement "no one ever won a price war," recently took steps to stabilize prices and avoid the ruin threatening to encompass many of them in 1933.

A majority of the owners of Chicago district fee-courses met at the Bismarck hotel, December 7, in response to a call issued by GOLFDOM. At this and subsequent meetings they reorganized the Chicago Daily-Fee Golf association so that membership now includes almost all of the leading pay-play courses in the district. They agreed to adopt standard prices for A and B classes of courses—the A courses to have a 25 cent higher rate on week days and a 50 cent increase over the B courses on Saturdays, Sundays and holidays.

Rating of the courses is to be determined by voting, in which each club casts 60 votes for itself indicating the class it desires. Each club also classifies each other course in its territorial division; 75 votes being divided in this manner. Each member of the board of directors of the association will cast 5 votes on each club in the association. A majority of the 200 votes thus cast will determine the classification of the course, unless the course desires to be in Class A, in which case its choice shall control.

Arbitration Policy Adopted.

After June 1, any club may petition for a change in classification and if dissatisfied with the association directors' decision may appeal to a board of arbitration consisting of two members of the association selected by each of the two parties to the controversy with these four selecting a fifth, who need not be a member of the association.

Adherence to the agreement is assured by each member of the association posting forfeit money, the exact amount of which has not been determined, but which will not exceed \$500.

No discount or cut-rate tickets will be issued by any member of the association. Mention of price in advertising will be limited to association advertising in which

the classification prices are to be given. Meal business at the fee clubs is to be conducted on a business basis with no "free lunch" lure in an effort to undersell.

A full time secretary is to be employed to handle the operation of the association. An active business development campaign is contemplated. Monthly dues are: 18-hole clubs, \$5; 27-hole clubs, \$6.25; 36-hole clubs, \$7.50.

Charles Nash, Vernon C. C., was elected president; Tom Walsh, Westgate Valley, vice-pres.; James Loye, Golfmoor, treas.; and W. B. Langford, Mid-City G. C., 2405 Grace st., Chicago, secy.

1932 Play Was Way Off.

During 1932, fee-course income in the Chicago district was off approximately 40%. This meant that not more than four fee-courses in the entire district did much better than break even financially. Two of that fortunate four were operating on low price leases. With this set-up against them, the fee-courses could not stand the 1933 threat of a continuance of cut-price warfare. It was found that reduced prices at the courses did not increase the volume of play. Private clubs in the district also found that cutting green-fees had no encouragement for volume and meant simply so much money thrown out the doors.

There was keen competition between fee and some private courses for daily play business during 1932, both individual play and trade tournaments. Trade tournaments practically vanished as a fee-course source of income. However, the under-bidding private clubs found that the trade tournaments at the prices they paid, seldom meant enough net profit to warrant inconvenience to members, who were hard enough to hold under the best circumstances.

In practically all metropolitan districts the private course clubs going after daily-fee business has meant serious damage to hopes of continuing on a membership basis. As a matter of simple arithmetic the proposition proved its error. Even ten members for a private club at an initiation fee of \$100, or annual dues of \$100

meant the equivalent of a thousand rounds of week-day hit-and-run fee play with its course and clubhouse damage and inconvenience.

Hope is seen in the Chicago situation by the Century of Progress world's fair of 1933 which will bring thousands of golfers into the Windy City. This influx of golfing guests promises to help both fee-courses and private clubs get back on a steady keel so far as green-fees are concerned.

Much national interest among fee-course owners has been aroused by the Chicago owners' efforts to work themselves into a safe, sane and sound position. A number of owners have expressed the opinion that the time now is right for forming a national association of fee-course owners with the present Chicago Daily-Fee Golf association as a nucleus. Investment in daily-fee golf plants in the U. S., at a minimum estimate, is \$75,000,000. That a business of such magnitude and such serious general problems is without national organization is in itself an indication of

what is wrong with the fee-course business.

Fee-course owners who are interested in formation of a national organization are invited to write Herb Graffis, editor, GOLFDOM, their thought on the matter. We have plenty to do as it is, but will willingly devote ourselves to the additional labor of helping the fee-course owners get together, so a vital part of the golf industry can work out its salvation.

False-Face Golf Balls Newest Gyp for Trade

REPAINTED ball business, which used to be one of the honest, simple pleasures of the fellow who carries his own bag, has been turned tricky by the forced liquidation of standard brand golf balls of the obsolete "larger and lighter" specifications and by the leading makers of golf balls putting into their lines new balls from the core out to sell three for a dollar or even as low as a quarter per.

The racket that begins to threaten is that of buying old golf balls, re-covering them and selling them as strictly new balls at a price that will mislead the bargain hunters.

Whether or not the laws of the land will cover the process of re-covering balls that have laid at the bottom of creeks or deteriorated in other spots, sufficiently to make it mandatory that each re-covered ball shall be marked "reprocessed" is something that hasn't been decided. If there is a legal technicality that avoids this plain branding, then you may look for a flood of cheap reprocessed balls in 1933. They will have names that will come as near to those of the standard brands that the law will permit. Many a sucker who thinks he is getting something first class for little money will lay his silver on the line for these dead balls. It is bound to cut into the business of the pros and the first class manufacturers unless the law steps in or the customers can be warned in time, or sufficiently.

Such reprocessed balls, by the very nature of their insides, are poor seconds to the lowest priced balls of the standard brands. However, the low price paid for used balls and the cheapness of the re-covering materials and process used in the enterprise allows the reproprocessors a longer margin of profit that can be used in promoting a masquerade business.

WORDS OF WISDOM

IN an inaugural speech as president of the Massachusetts Golf Ass'n recently, Charles H. Cross pointed out an evil of present-day club operation policies that should be eliminated for the good of the clubs and their members. Cross' wail was against the practice of reduced green-fees.

He pointed out that clubs which permit uninvited guests to have unrestricted use of course and clubhouse on payment of nominal green-fees, often \$1.00 or less, were doing their members no favor. He predicted that the practice if persisted in would eventually lead to golfers giving up their private club affiliations, since if able to play at any course they chose for a nominal charge, there would be no advantage to belonging to a club.

Another reason for leaving green-fees where they belong, as Cross pointed out, is that returns for last season show those clubs maintaining their fees at pre-1932 levels came out financially as well off as their neighbor clubs that cut fees.

... Hey! This is IMPORTANT!

We are glad to send GOLFDOM free to Club Officials . . . BUT, we hate to think copies are going to the wrong man! So we spend lots of money keeping our mailing list up-to-date.

Will you help us correct the names at YOUR club by filling in this page, tearing it out and mailing to GOLFDOM, 205 W. Wacker Drive, Chicago.

This is especially important if YOUR club has recently held an election. We want the new officials to begin receiving GOLFDOM immediately!

Please PRINT plainly. Home or business addresses preferred.

President

Address

Greenchairman

Address

Manager

Address

Professional

Address

Greenkeeper

Address

CLUB

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

NUMBER OF HOLES..... IS COURSE PRIVATE, DAILY FEE or MUNICIPAL?.....

Club Managers to Air Woes, Plans and Hopes at Meeting

PLANS FOR THE Club Managers association annual convention to be held at Hotel Sherman, Chicago, Feb. 27-Mar. 3 took definite shape at the Chicago District Club Managers association meeting of December 27. The Chicago hosts went over the program with a view of presenting to the visitors a well-balanced and practical schedule.

Discussions slated for the meeting concern mainly the depression-time problems confronting the country and city club managers. How to make the club operate on a sound basis without fallacious economies is the theme of almost all of the program, routine matters coming in for a minimum of time.

Frank Murray, manager of the Ravisloe C. C. and secretary of the national managers organization, was elected president of the Chicago group at its annual meeting and promptly announced committee appointments for the convention. B. E. O'Grady, Hamilton club, was elected vice-president and Paul Worrell, Evanston C. C., sec. and treasurer. Irving Williams of Onwenstia and Harry J. Doherty of Union League were elected directors.

Committee appointments for the convention were:

General Convention:

B. E. O'Grady, chm., T. M. Esser, U. S. Skeens, Thomas Ream, Paul Worrell, W. C. Sullivan, M. D. Whelan, F. G. Brunner, F. H. Murray.

Finance:

F. G. Brunner, Flossmoor C. C.; H. J. Doherty, Union League club; John L. Schweitzer, Northshore G. C.; Wm. Keller, Park Ridge C. C.; J. Lippner, Edgewood Valley G. C.

Registration.

F. H. Murray, Ravisloe C. C.; Peter Hausen, Edgewater G. C.; Fred Bergeron, Beverly C. C.; F. A. Bulckens, Oak Park C. C.; Edward D. Shaw.

Publicity:

W. C. Sullivan, C. A. Patterson, H. E. Krueger, Herb Graffis, Joe Davis.

Theatre Party and Dinner Dance:

Martin D. Whelan, Racquet Club, chm.; E. C. Straub, Saddle and Cycle Club; J. C. Thomson, Olympic G. & C. C.; M. A. Murphy, Standard Club; W. J. Wolff, Chicago Yacht Club; William Evans, Ridgemoor C. C.

Informal Dinner and Dance:

U. S. Skeens, South Shore C. C., chm.; Jesse Eggers, Illinois A. C.; Chas. R. Bangs, Oak Park C. C.; H. J. Lautner, Lincolnshire C. C.; J. W. Febel, Northmoor C. C.

President's Reception:

U. S. Skeens, South Shore C. C.; M. D. Whelan, Racquet Club; Frank Perkins, Attic Club; Jesse Eggers, Illinois A. C.; C. L. Schweitzer, Olympic Fields C. C.; I. C. Williams, Onwenstia Club; George Kendall, Glen View Club.

Century of Progress:

Paul Worrell, Evanston G. C.; W. W. Cook, Wilmette G. C.; M. F. Roberts, Electric Club; George Billingsley, Lake Shore A. C.; R. J. Demeree, Interfraternity Club; H. O. Niegelsen, Skokie C. C.

Swift and Company Trip:

Thomas Ream, Westmoreland C. C.; F. G. Brunner, Flossmoor C. C.; A. T. Anderson, Butterfield C. C.; A. F. Faeson, Chicago G. C.; D. T. Johnston, Glen Ellyn, Ill.; Fred Rosen, Covenant Club.

Banquet:

T. M. Esser, Casino Club; Otto Guenther, Westward Ho C. C.; Wm. Evans, Ridgemoor C. C.; Ernest Kuhn, The Tavern; Eugene Spoldi, University Club, Milwaukee.

Just to rub in the miseries managers have experienced during the past year, the bank in which the Chicago District Managers' association kept its funds folded like a bridge table during the earlier part of 1932. Several members had the tough luck to have their own banks close between the time of making out checks for managers' association dues and the date on which an attempt was made to cash these checks.

However, the managers smiled through

better **TURF** *and more of it*

NOTHING stimulates membership activity like a course in the-pink-of-condition.

Hundreds of the nation's finest courses are kept in excellent condition, throughout season after season with

PREMIER POULTRY MANURE

A natural grass food and stimulant.

Read these **7** reasons why:

1—It is a natural grass food and stimulant. 2—It is a balanced manure containing 6% Ammonia, 2.50% Phosphoric Acid and 1 to 2% Potash. 3—It contains no live weed seeds. 4—Being organic, it aids humus and aids bacterial action. 5—It can be applied with a minimum of labor and expense. 6—Being more soluble than other manures, it is more available. 7—Being finely pulverized, it is quickly absorbed into the soil.

Write for name of your nearby dealer.

PREMIER POULTRY MANURE CO.
327 S. La Salle St. Chicago, Illinois

Are you looking for a **PRO?** **GREENKEEPER?** **MANAGER?**

If your club wants to fill a vacancy in any of these 3 positions, GOLFDOM will print your "help wanted" advertisement *without cost*. These advertisements are printed blind and responses sent by us to the inquiring club officials.

Good men who may be looking for new locations due to no defect in their ability or performance, see these advertisements and your club may make its selection from their applications.

GOLFDOM already has on file the names of some good men which will be furnished to you. The men advertising for situations in this issue are worthy of consideration.

If you've got a good man, better keep him, even if there are a couple of members who don't like the way the fellow ties his tie or don't love the guy like a wealthy uncle. But, if you are determined on a switch, you'll get in touch with the man competent to serve your club through one of these no-cost "help wanted" advertisements in GOLFDOM.

All information regarding clubs that want men is kept confidential. Negotiations are opened through correspondence addressed to the key number of the advertisement.

GOLFDOM
205 West Wacker Drive,
CHICAGO

the tears and admitted they had learned plenty in keeping their organizations going during the unlamented twelve months past. It was the concensus at the Chicago managers' meeting that more golf clubs operated in the black during 1932 than in any other year of the last decade, despite the handicaps. F. C. Brunner, Flossmoor manager, and retiring president of the local group lead the country club men in reporting profit for 1932, as Flossmoor stepped into the black more than \$14,000.

Some of the economies employed during the year were subjected to scathing denunciation as lacking in operating logic and common human decency by Harry Doherty of the Union League club. Doherty's remark that he was not in sympathy with making a record at the expense of any other individual was heartily endorsed by the other managers. Retaining employees according to family requirements as well as ability and sharing the work rather than ill-advised reductions that simply add to the miseries of the depression was the policy Doherty advocated. Alleged experts who contract to reduce club expense and effect reduction by reductions in pay that actually have employees working for no cash, Doherty demonstrated was made rank extravagance by the accompanying reduction in efficiency and loyalty.

Consider Program Subjects.

In a recent bulletin to members of the Club Managers' national members Secretary Murray, advised that the following subjects were among those to be treated at the Chicago convention:

On the Credit Side—How much of the dollar sale is profit?

Cutting Down the Overhead—1932 efficiency methods a necessity, not a virtue. Don't boast! Your previous extravagance may suffer by comparison.

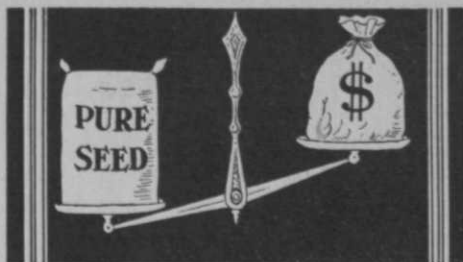
The Wage Scale—Do your employees look for speedy adjustments? Returning prosperity will be years in again reaching the peak; wage rates will necessarily recover slowly.

Dues—The Life Stream of a club. Departmental volume is helpless in the face of the inadequate dues revenue.

Cutting Corners—The small economies often overlooked.

Service, A Commodity—Not affected by depression.

Depreciation—Practical methods of depreciating china, linen, silver.



CAREFUL BUDGETING Calls for SCOTT'S SEED

Wise spending is the order of the day. And that means protecting your investment—your golf course. That's why the first thought of sound course management in 1933 is to keep good fairways and greens.

It isn't a time to gamble with unknown, untested, impure seed. The safe, economical thing to do is to sow Scott's weed-free seeds that have proved better on nearly 1400 leading courses.

Prices are now low enough to fit your budget, whatever its size.

Send for a copy of
"The Putting Green".
It's free.



The Front Line Trenches in the Budget Battle of the Century

THE SEVENTH ANNUAL CONFERENCE
AND EQUIPMENT EXHIBITION

**NATIONAL ASSOCIATION OF
GREENKEEPERS
of AMERICA**

Hotel Sherman CHICAGO Jan. 31-Feb. 3

NEVER before have you, as a greenkeeper, been confronted with the serious technical and management problems that you have to solve in these times to make good at your job and to perform your vital service to your club and its members.

Where it used to be dollars you could spend to get and keep your course in prime condition, now it's dimes. Your brains have to make up the difference.

The program of the conference presents the most practical and complete treatment of course maintenance problems you've ever had presented at your annual meeting. You get the only chance

of the year to compare notes with many nationally known, experienced practical men who share your problems.

You get to see what's new in money-saving equipment.

It's four bargain-days in building yourself for a confident, competent mastery of the toughest job, in the toughest times that greenkeepers ever have had to face.

For details of reduced railroad fares, hotel rates, exhibition space rates and a pre-opening inspection of the far-famed Chicago "Century of Progress" World's Fair, write

**NATIONAL ASSOCIATION of
GREENKEEPERS of AMERICA**

FRED BURKHARDT, *Chairman Convention Committee*
BOX A, ROCKY RIVER, OHIO

Golfing, New Player Magazine, Hailed with Wide Welcome

RESPONSE to the announcement of *Golfing*, the new free circulation golf player magazine, to be published by Joe and Herb Graffis, has given substantial evidence that the golf field expects this lively innovation to be a substantial factor in the success of golf clubs' 1933 operations.

Golfing will be mailed free each month of its publication to the homes of 400,000 golf club members whose names and addresses are supplied by their club officials, pros, managers or greenkeepers. The new magazine will be issued April, May, June, July and August of each year.

Advertising commitments from the leading manufacturers of the field, at whose recommendation *Golfing* was started, already are sufficient to assure the players of a thoroughly high-class, entertaining and informative publication.

Lists of club members and their addresses have been received to an extent that indicates there will be a waiting list after April 1, as the budget limits the circulation the first year to 400,000 home-mailed copies.

Action of clubs, both large and small, in promptly sending names and addresses of their members has been accompanied by many enthusiastic letters commending the policies of the new publication and expressing the belief that *Golfing* is especially well-timed for the assistance it will provide clubs and their operating department heads in spurring a brisk interest in golf. Some of the larger and older clubs, as well as the clubs in the smaller towns, have written warm letters in praise of the *Golfing* editorial policy, which is based on the idea that golf is "fun" instead of a serious, life-and-death effort to score in the seventies. This policy, these officials and pros say, must have a strongly beneficial effect on the membership problem. Some of the most distinguished clubs in the U. S. have waived traditional rules against release of their club membership lists in order that their members may get *Golfing*. These club officials reason that their members need the reminder that golf is fun and health more than do the lesser

lights in the vast firmament of golf for the simple reason that the members of the wealthier clubs have unaccustomed worries calling for either golf or windows of tall buildings these days.

Lists Are Confidential

All lists of members received for mailing of *Golfing* are used only for this purpose, no mailing of advertising material or reference being permissible under the express agreement *Golfing* publishers make with the clubs sending their lists. This agreement naturally is in strictest accord with the idea of the club's earlier boards had in mind when they expressed themselves as opposed to use of lists of members' names for any purpose other than that of club mailing. As the basic idea of *Golfing* is the promotion of club progress and interest in the game the new magazine is entirely in the spirit of club mailings.

Democracy of golf is brilliantly evident in the extent and character of clubs that have supplied their lists. Three of the clubs that still are entitled to debate among themselves over which is the wealthiest and most exclusive club in the country have sent in names and addresses of their members, together with greatly appreciated letters of "good luck" and endorsement. Smaller clubs with only 30 to 50 members also have rushed in their lists.

Pros, managers and greenkeepers are sharply aware that their present and future depends on interest in the game and in the club and are promoting their security by furnishing lists. Some pros, like Wendell Kay of Hyde Park, Niagara Falls, in sending out a business promotion letter to their players, have inserted such paragraphs as:

"I have taken the liberty of placing your name on the mailing list of *Golfing*, a new summer golf publication. Through an arrangement made with the publishers this magazine will be mailed you monthly through April, May, June, July and August without cost to you. I am sure you will find this an interesting magazine."

Kay and his players won't be disappointed in *Golfing* as its editorial plans and

budget assure material from many of the country's leading writers, illustrators and photographers.

Rush in Your List

Clubs that have not already made certain of receipt of *Golfing* by their members are asked to rush names and addresses of members at the earliest possible moment. There will be no expense whatever attached to receipt of *Golfing* and it most certainly will be something of value and interest to the individual and his family as well as being a very logical and timely promoter of club interest and progress in these times when some members may not really know how much they really need golf.

It is especially to the advantage of the professional whose livelihood depends directly on his clubs' advancement and activity to see that *Golfing* gets to his members. Lists received from professionals are certain evidence of those professionals' earnest desire to see that their members enjoy their golf and get full value from their club memberships.

Bargain Day Green-Fees Are Timely Club Idea

I NTERLACHEN C. C., scene of the 1930 Open and a ranking club of the northwest, reduced its green-fees to \$1.50 on Mondays and Fridays this year. Other week days are \$2.00. Monday and Friday play always was light, but the bargain rate worked so well green-fees to August 5 were only about \$600 less than those of 1931.

Same smart idea was adopted by Audubon C. C., a leading club of the Louisville, Ky., sector. Regular week-day green-fees are \$2.00, but on Mondays and Fridays of this year the rate was cut to \$1.00 for guests playing with members. Audubon's green-fee income this year is ahead of 1931.

House income at both clubs is about same this year as last, although sharp reductions in meal prices were made at start of this season. Interlachen reduced golfers' luncheons from 75c to 65c and regular dinners from \$1.50 to \$1.25. Number of meals served in 1932 thus far exceeds number served for same period in 1931.

NEED A GOOD GREENKEEPER?

Write for GOLFDOM'S list of qualified men seeking positions for 1933.

P. G. A. 1933 PLANS

Benefits of Trade Mark Deal and Extension of Educational Work Are Explained

By GEORGE JACOBUS

Pres., Professional Golfers' Assn.
(Winter Address: Kenilworth Lodge,
Sebring, Fla.)

BENEFITS to be derived from the withdrawal of the PGA trade mark do not seem to be clear to many professionals. They wonder just what we are going to receive for withdrawing the trade mark.

The most valuable thing we will receive is full co-operation from all of the manu-



George Jacobus.

facturers instead of from only those who are permitted to use our trade mark. All manufacturers have promised, among other things, stabilization of prices on standard merchandise, which in itself is an important item.

We must all bear in mind that cheap golf clubs and golf balls will always be made,