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a  
Honey*

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again makes an outstanding contribution to the industry, introducing a ball with genuine "Honey Center."

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**ONLY HONEY** is used for Hagen centers. Its high specific gravity makes addition of any weighting element unnecessary.

**NON-EVAPORATION** of the honey gives constant and uniform performance under all conditions.

**ELIMINATION** of any weighting element in the center fluid produces perfect balance.

**YOU WILL** be wise to ride the crest of the wave to larger profits with the 1934 Hagen Ball.

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**WE PREDICT** that the Hagen "Honey Center" is going to be one of the largest sellers on the market this year. For balance—accuracy on the greens and in flight—elasticity and resiliency—it has no peer. On every golf course in America you're going to hear the Hagen slogan "It's a honey." Write for complete details covering the Hagen sales set-up for your territory.

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# If you're new on the job as green chairman

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## ROYER COMPOST MIXER

Expert observers of golf course conditions report that inability to provide proper and adequate compost was a major shortcoming in 1933 greens maintenance work.

Your greenkeeper knows that you need a Royer. He must have "been around" and seen what other courses have saved in costs and how their greens have improved with Royer-made compost.

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### The Royer

—makes compost using ALL the raw materials . . .

—handles lumps or sod; wet or dry—speedily . . .

—mixes and delivers compost of the finest uniform grade as fast as two men can feed the hopper.

Complete details of the Royer Compost Mixer will be supplied by the leading supply house nearest you.

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FOUNDRY & MACHINE CO.**

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Poor turf condemns itself so completely that even if you have an excuse members won't listen.

## PREMIER POULTRY MANURE

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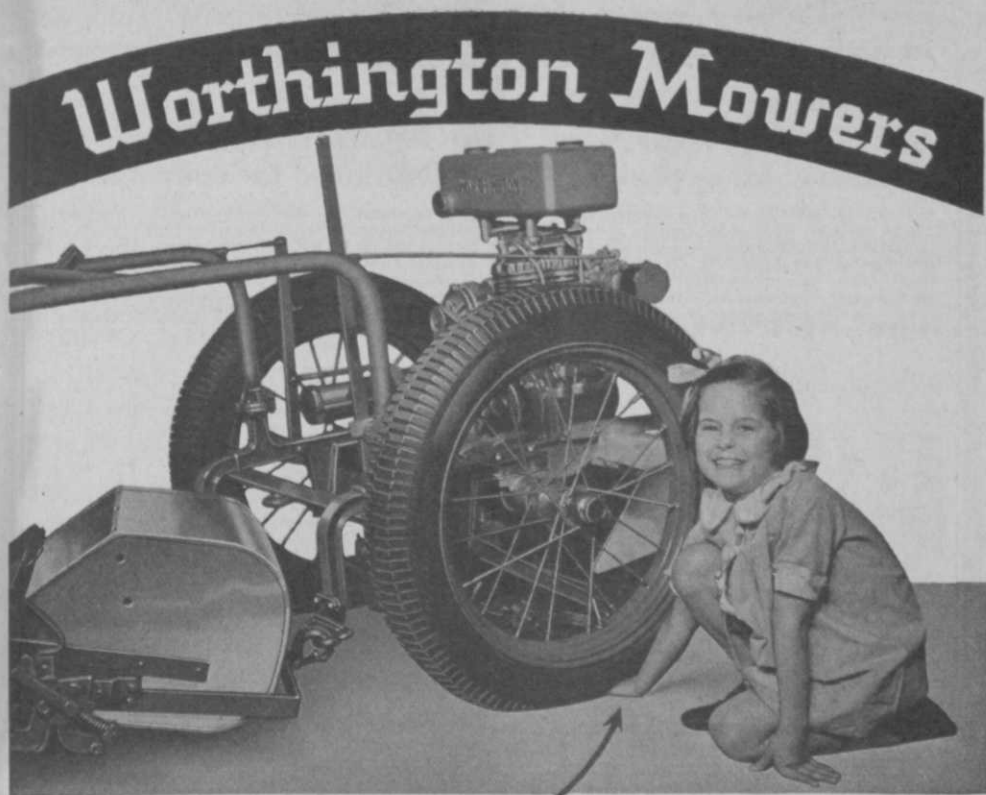
These practical experts place their reliance on Premier Poultry Manure season after season because they know its certainty as a natural grass food.

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*Write for name of your nearby dealer.*

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



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**J**UST naturally I wouldn't have been willing to let the low inflation tires of these wheels run over my kiddy's hand, unless I knew they would not hurt her in the least.

So honestly now, how much packing do you really think one of these Scout Overgreen Mowers of ours does? The truth is they actually pack less than hand mowers. Pack less. Do a better job, in one-third the time.

They will cut 1,000 square feet per minute. That means 18 greens in 5 hours. Often less. If you have 3 men cutting greens now, you can take two of them off entirely and set them at other work. The one man with the Worthington Scout Overgreen Mower will do the work of the three. Not

only do it, but do it better. Do it in 5 hours, as I just said.

We don't ask any club to buy a Scout Overgreen. But you can lease one, and then pay for it *with the savings* it makes. If it doesn't save anything, you don't pay anything. We just come and quietly take the annoying thing away, and you put back the three men with their 3 hand mowers. Put them back, and take 20 working hours to cut the greens. Twenty hours, as against 5. Of course, if you don't want to save any money for your club, this Scout Overgreen Mower of ours just won't mean a thing. So there's really no use urging you to send for full particulars. However, if you should like to know, we will do our part.

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SYSTEM  
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**"SPECIALIZED IRRIGATION" . . . the results of a quarter century of experience are available to your club.**

Golf course watering is not a simple task if you expect results. Long experience in watering and "Specialized" equipment is required. Skinner, the Pioneer and Leader in "Specialized Irrigation" offers unequalled equipment, long extended experience and unquestioned reliability.

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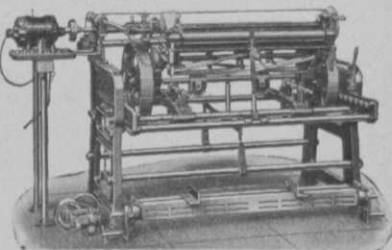
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Plan your improvements while present low prices for STANDARD EQUIPMENT are offered. Now, more than ever before IT PAYS TO STANDARDIZE ON STANDARD for there has been no price increase on the Standard line (with exception of Flags), and all orders received this month will be accepted at present prices. Latest design—finest workmanship.

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**SHARPEN YOUR MOWERS**  
on the  
**PEERLESS, JR.**



A real mower sharpener that meets the demand for a high-grade sharpener at an unusually low price. Grinds all makes of power mowers and tractor units with blades up to 36 inches wide, as well as putting green and hand lawnmowers, without removing wheels or reel knives. Equipped with conditioner for "lapping in" with emery paste. Free descriptive folder and prices sent upon request.

**THE FATE-ROOT-HEATH CO.,**  
434-470 Bell St. Plymouth, Ohio

Thank you for telling the advertiser you "saw it in GOLFDOM."

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*that mean thrifty upkeep!*

Start with a better course and you're headed for a better season . . . and a thriftier one, with these proven supplies and equipment from the world's largest source of supply.

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THE WORLD'S STANDARD IN GOLF MOWING MACHINERY

### FAIRWAY GANG MOWERS

The new Convertible MULTIGANG cuts a 16-ft. swath. All Worthington units are interchangeable and frames convertible. The seven unit MULTIGANG may be converted into a five-unit Quintuplex or three-unit Triple.

### THE SCOUT OVERGREEN

Cuts 1,000 square feet per minute with ribbon effect or in circles.

### THE LAWN TRACTOR

Shortest, lightest and most flexible golf tractor made.

## SUPPLIES and EQUIPMENT

### GRASS SEED

*Quality high—prices low*

Kentucky Blue Grass  
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*Selected from experience for efficiency*

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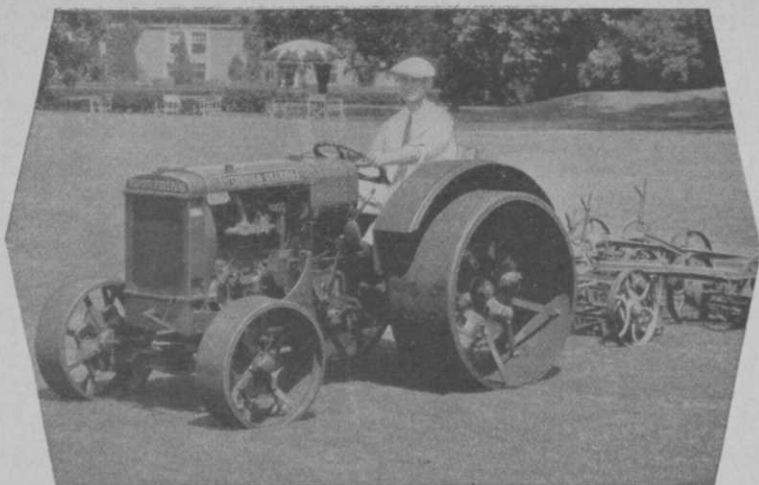
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## J. OLIVER JOHNSON, INC.

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Phone Monroe 6580



John MacGregor, Greenkeeper at the Chicago Golf Club, Wheaton, Ill., on the new McCormick-Deering FAIRWAY 12 Tractor.

8¾-foot turning radius. Speeds: 2½ to 10¼ m.p.h. Remarkable fuel economy.

## Be Sure to Investigate INTERNATIONAL HARVESTER'S *New* GOLF COURSE TRACTOR

**T**HE New McCormick-Deering FAIRWAY 12 Tractor—just announced by International Harvester—is the ideal power for golf course maintenance and construction. Exceptional fuel economy is one of its most important features, making for low maintenance cost on the course. It is light weight, and has a range of speeds from 2½ to 10¼ miles per hour, controlled by foot accelerator and hand throttle.

Generous use of *ball and roller bearings* in the FAIRWAY 12

makes it easy to operate and control. With a turning radius of 8¾ feet, it is able to turn short, work in close quarters, and cut close to shrubs, fences, and other obstacles.

This tractor is regularly equipped with steel wheels and wide tires on front and rear wheels which act as rollers for the turf. Low-pressure pneumatic tires are available if desired. Ask the nearest Company-owned branch, or McCormick-Deering distributor or dealer, for further information on the FAIRWAY 12.

INTERNATIONAL HARVESTER COMPANY  
606 S. Michigan Ave. OF AMERICA Chicago, Illinois  
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**The Golf  
Tractor**

**MCCORMICK-DEERING  
FAIRWAY**

If you don't see what you need advertised in GOLFDOM, write us.

# Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 8

FEBRUARY, 1934

No. 2

## Clubs Riding Deadhead Are USGA Financial Problem

By HERB GRAFFIS

**A** NNUAL REPORT of the executive committee of the USGA must have caused Herbert Jaques, president of the association, to repeat Hamlet's moan: "*The time is out of joint; O cursed spite, That ever I was born to set it right!*"

But Jaques is a hard and able young man to whom the tough problems of golf are no novelty; he was chairman of the Implements and Ball committee when the heavy matter of the lighter ball was laid in his lap. Having worked that out to general satisfaction, destiny seems to have picked him to solve the critical membership and financial problem revealed by the 1933 report. Herb, as conductor of the tour, is puzzled by so many passengers riding deadhead. He can't toss the vags out on the roadbed as is the customary practice when wayfarers want to ride but won't pay.

Three hundred and thirty-six golf clubs resigned their membership in the association during 1933. By selling securities at a price of \$19,061.15 and after paying off a loan of \$15,000, the association operated so its surplus at the end of the fiscal year was \$37,349.54. The USGA surplus on November 30, 1930, was \$114,406.44. Operating loss for 1933 was \$6,932.60.

Let's reflect on the last of the circus years when the Jones finale brought up the tournament income of the USGA to \$53,432.30. We can take 1930 (with the exception of

tournament income) as something like a normal year because the effects of the depression had not been generally and severely felt by golf (with the marked exception of the shrinkage in value of USGA security holdings). Here are some comparative figures:

	1933	1931	1930
Dues .....	\$22,140	\$31,080	\$31,800
Entry fees .....	9,000	9,940	7,865
Admissions .....	12,031	20,140	53,432
Total .....	\$43,171	\$61,160	\$93,097

There is a drop in 1933 income of about \$50,000 from 1930 and \$18,000 from 1931. The increase in entry fees is due to the sectional qualifying expansion of the amateur championship. To the 1933 income is added a net of \$1,361 from the advertising in the programs at the Open, Amateur and Women's championships.

Now for a comparison of major expenses:

	1933	1931	1930
Administration ..	\$16,786	\$28,513	\$24,048
Green Section ...	26,256	44,032	44,918
Total .....	\$43,042	\$72,545	\$68,966

It took a year for the USGA to find out what the departure of Jones meant to the championship gates (of which the USGA got 50% of the net) but since the whole country took more than a year to realize



that Santa Claus had been shot, no one can criticize the \$11,000 excess of major expense items over the major income items in 1931. By 1933 the USGA was strictly on a cash-and-carry basis, with all charge accounts closed out.

But now comes the tough part. Expenses of the New York office have been cut down to the point where another dime hacked off would be serious and Green Section operations have been curtailed to a degree that is dangerous in these critical times for course maintenance.

### Section Bows to Funds Famine

The Green Section during the depression has given vital help to the golf clubs. Many of the clubs that used Green Section findings in saving themselves from costly and lasting mistakes, and in effecting sound thrift in their maintenance expenses, didn't contribute a penny to the USGA income for Green Section operation. They apparently think all the USGA has to do for dough is to wave the wand over a silk hat and out comes the American flag, a Belgian hare and \$100,000.

The greenkeepers, poor devils, have a close-up on the value of the Green Section's work. Four years ago there were many greenkeepers whose attitude toward the Green Section was one of suspicion, if not of outright contempt. They regarded the Green Section as a crew of high-falutin', scientific guys who didn't know what the hell the score was on actual dirt and grass. When the pinch came and course budgets were cut in a couple of years from 30 to 50 per cent and the harassed greenkeepers had to exercise superhuman ingenuity to keep the courses from deteriorating tragically, they found out that the Green Section was a keystone in American golf.

The Midwest turf garden at the Lasker Mill Road farm will cease firing this year, in the battle against course maintenance problems, the Green Section *Bulletin* discontinued and the activities of the Section otherwise curtailed drastically, unless money is made available.

### Need Cash for Walker Cup Team

The USGA not only hasn't got the money it would like to devote to the Green Section, but it has another drag that it can't escape this year. The Walker Cup matches will be played in England. The last time we sent a team across it cost the USGA \$9,511.79. Rate of exchange and recently increased trans-Atlantic travel costs will make the rap plenty this year.

What can the USGA do about its financial plight?

Not a thing, unless the golf clubs of the country bat up and lay their dough on the line as members. The club has to be pretty badly off that doesn't get far more than the cost of its USGA dues in the definite value it receives from Green Section service. Dues are only \$30 per club.

The critical situation is one that calls for attention and action by the boards of all non-member clubs at their next meetings.

Other high-spots of the executive committee's report for 1933:

Changes in rules of golf already approved by the R&A went into effect January 1, 1934, in the U. S. USGA suggests that clubs secure from the association, at 110 E. 42d St., New York, copies of the revised rule book for distribution to members. Prices will be sent on request.

USGA's share of the Open championship gate in 1933 was \$3,713 under the 1932 take, and the Amateur gate cut to the USGA was \$2,631 under 1932. The good news came from last year's Women's National, which brought in \$2,407 to the USGA. This was far in excess of USGA Women's National revenue in any previous year. Tip-off to what an attraction this championship is becoming lies in the fact that all play with the exception of the last day's 36-hole final, is in the morning. USGA courses and dates for 1934:

*Amateur—Country Club of Brookline—Sept. 10 to 15.*

*Open—Merion Cricket Club—June 7, 8, 9.*

*Women's—Whitemarsh Valley C. C.—Oct. 1 to 6.*

*Public Links—Pittsburgh Muni Links—July 30 to Aug. 4.*

*Women's International—Chevy Chase club—Sept. 22.*

*Walker Cup—St. Andrews—May 11 and 12.*

Longer session for the Amateur means that the first day there will be 52 18-hole matches with 76 players drawing byes. The 52 winners and 76 bye players go into 18-hole matches the second day. There will be two 18-hole rounds on the third and fourth days. Semi-finals and finals will be at 36 holes. Ex-champions "in good standing" are assured of places in the amateur championship field.

The USGA reported 855 member clubs as of Nov. 30, 1933.

No important matters were put up to Implements and Ball committee for decision.

"See All"  
 "Hear All"  
 "Say Nothing"  
 "DO SOMETHING!"

## POLICY PUTS CLUB OVER

By CHARLES P. BETSCHLER

**T**HIS YEAR I haven't been able to get around much, being nailed right to the job by our own problems, but nevertheless I'll risk the guess that there's only one reason for 80 per cent of the country clubs that are in trouble being in that condition.

That reason is incompetent management. This starts right at the top. When it goes down the executive and operating roster it is the fault of the man at the top. I have yet to see a pro, greenkeeper or manager who was due for some rightful criticism of his shortcomings, who was altogether to blame. The fellow who gave the unsatisfactory man the job was the real cause of the trouble.

Many of the clubs that aren't in good shape are suffering from the evils of yesteryear, but it's not an unbeatable job to pull these clubs out of their uncomfortable



Charley Betschler, "the works" at Rodgers Forge.

position and put them back on a strong basis. That is, it isn't an unbeatable job if the man who is responsible for it knows the golf business and has the time to devote to the job. The mystifying part of the golf club picture is that a man who doesn't know much about that somewhat complicated job of running a golf club is elected to a position that requires so much of his time for handling club matters that he can learn only from painful and hasty experience while he's trying to keep his own private business affairs running.

I've seen enough of that to have a deep sympathy for the business man who is elected a golf club official and also seen enough of it to believe that the golf pro who is a real business man, experienced and gifted with the capacity for learning, can run a golf club so it will be handled right.



This clubhouse at Rodgers Forge calls for no red ink in the annual operating statement.



Inviting, simple and neat, the Rodgers Forge porch becomes a favorite spot for lunch and lounging.

Maybe because I play pretty fair golf I would come under suspicion as not being good for much else. I have won the professional championship of Maryland four times, the Maryland Open championship once and tied for it another time. I have six course records and have made five holes-in-one.

But playing golf is only one angle of the business I am in; the golf business. Inasmuch as I am in the golf business I made it my job to get my bearings on each department of the club. So, when the chance came to lease the Rodgers Forge club from the Roland Park Homeland Company last April, I went to it in confidence, notwithstanding the discouraging comments of some of my friends.

Rodgers Forge club came through 1933 in grand shape although the year was disastrous to many clubs and there may be something in our experience that will help other enterprises, so I'll hit our high spots.

I had to change from being only a pro into being a pro, all around business man, president of the club, and every other titled position in which there was plenty of work and worry. What saved me was getting around and keeping in close touch with all the members and prospective members and to give all the members what they wanted. What they thought they wanted wasn't the same as what they

really wanted until after I had talked things over with them.

Our policy was: "See All; Hear All; Say Nothing; and DO SOMETHING!" it worked out. Right now we have more than 300 members who are enthusiastic and interested in their club.

One of the first things we did was to put the club on a cash basis. We cut our overhead, took discounts, and eliminated loss on bad accounts.

Half of our battle was fought and won before the season started. I picked the right employees; instilled into them the idea and details of cooperation and interest in the members' enjoyment and value from the club.

Because we have operated at an extremely low membership fee, many thought we would be "hanging out a crepe" since it is the policy of the club that there will be no extra assessments to the members. Others thought that a club could be operated but that necessary improvements would be impossible.

Our club house stands today in the best condition it has been in for a great many years. Two new bars, equipment, furniture, drapes, new dance floor, and all the things necessary for rehabilitating a club house have been installed.

We stress our golf course and have improved, reconditioned and rebuilt greens. We spent thousands on the course alone