

Everything you want for GOLF COURSE IRRIGATION



you get with

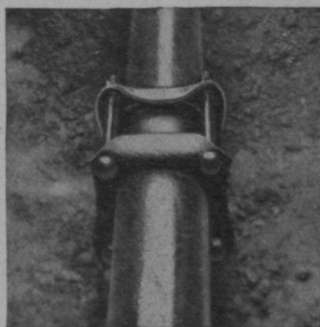
ARCO CAST IRON PIPE

- ✓ Low Cost ✓ Quick, economical Installation
- ✓ A lasting, leak-proof job

NO longer do you doubt that you need fairway watering. You know you *must* have it to keep your club in the first class. Course watering experts will tell you ARCO CAST IRON PIPE has *proved* itself the complete answer to your pipe problem.

ARCO CAST IRON PIPE with special flexible couplings stays leak-proof despite expansion and contraction and soil strain and stresses...first cost is low...amazing speed and economy in installing...CAST IRON'S permanency makes cost per year minimum...no special fittings required...easily removed and re-laid with 100% salvage if you alter course design.

Write today for complete information on ARCO CAST IRON PIPE so you will know about the most satisfactory, economical development in course piping.



Close-up of the flexible joint and Arco Cast Iron Pipe at the Westward Ho Golf Club, Chicago.



FOR THE CLUBHOUSE:

For clean, rust-free water, for every kind of piping, use Arco Wrought Copper Pipe and Wrought Copper Full Flow Fittings. They can't rust, resist corrosion, never need replacing. Easily and quickly installed without major structural repairs necessary.

INDUSTRIAL DIVISION

AMERICAN RADIATOR COMPANY

40 West 40th Street, New York, N. Y.

Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Thanks for telling the advertiser you saw it in GOLFDOM



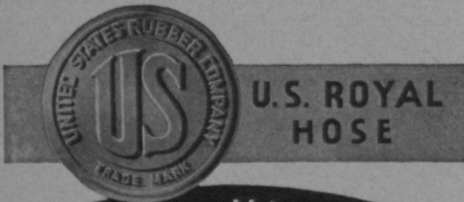
**HOSE
EASILY
HANDLED
TOUGH
EXTRA
LONG-LASTING**

because

**IT'S BUILT EXACTLY
LIKE A TIRE**

● "U.S." Royal Cord Golf Hose is light, flexible and easily handled. It stands up in the hardest service. *It's the ONLY hose built like a tire.* Laminated plies of Royal Cords give it long life — extra strength and resilience. The cover is as tough as the carcass — specially compounded to resist wear, age and weather.

This hose is available in all lengths up to 500 feet, with couplings that are flush with the hose to prevent tearing the turf.



**U.S. ROYAL
HOSE**

**An Outstanding Value of the
United States Rubber Company**

Use GOLFDOM'S advertising pages as your safe buying guide

SPIKE DISC

**LAWN & GREEN
CULTIVATORS**
(Patented)

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

With Two
Handles
\$30.00

Tractor
Model for
Fairways
\$120.00

"Use Regularly," Say
Authorities

TURF MUST BE AERATED

SPIKE DISCS are needed all through the season to prevent hard baked surfaces, to permit moisture to seep in and to hold seed and top dressing. Rollers are needed after winter frosts but spiking without rolling is the answer when the turf firms. No unsightly holes are left to annoy the golfer and deflect the putt.

Details, Prices at your Golf Equipment Dealer or
JOHN H. GRAHAM & Co., Inc., Sales Agents
113 G Chambers St., New York
268 Market St., San Francisco
565 W. Washington Blvd., Chicago
Mfd. by Wilder-Strong Co., Monroe, Michigan

**CUT
MOWING
COSTS...**

with a

**DETROIT MOTOR
SCYTHE**

● Here is the most economical and easily handled cutter on the market

● It goes anywhere, cuts anything, and enables one man to do the work of four or more with hand scythes.

● It has a 36-inch sickle driven by a powerful one-cylinder gasoline motor and is mounted on a free running 30-inch wheel, allowing it to be backed up, pivoted sharply, or tilted up or down slopes similar to a wheelbarrow.

● It is now produced by a recognized leader among mower manufacturers and during over four years of service, thousands of users have enthusiastically testified to its dependability.

Write for prices and Bulletin No. 4

DETROIT HARVESTER CO.
5450 W. JEFFERSON AVE., DETROIT, MICH.

**UNSURPASSED GREENS —
CUTTING FOR 35% to 50% LESS
with the IDEAL POWER GREENSMOWER**

lowers costs. And, this efficient machine is guaranteed to equal or surpass the finest hand work. That insures smoothly-cut greens.

Power is applied direct to cutting reel. This insures perfect work, and prevents scuffing or burning of turf. Now used on hundreds of courses. Operators like the Ideal Power Greensmower. With its patented clutch control, it handles at a finger touch—is untiring to use.

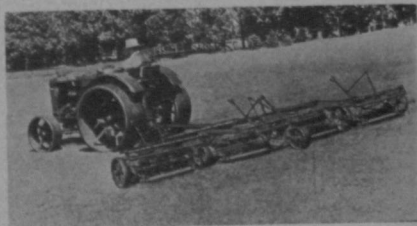
With the pneumatic tired transport cart, it is easy to move from one green to another. Introduced a few years ago, this accurately constructed, rugged and dependable mower has swept into national popularity.



**TWO SIZES
21-inch and
18-inch**

**CLEANER CUTTING . . . LOWER COST
. . . WITH THE IDEAL BULLDOG**

Fast and easy to operate because it's light in weight. Cleaner cutting, because the 7-blade Bulldog units work into hollows and ride smoothly over ridges. The hinged frame allows perfect cutting contact on hilly or rolling courses, for every cutting unit. Write for the complete line up of advantages on this finest of all fairway mowers. Write for details.



IDEAL POWER LAWN MOWER COMPANY

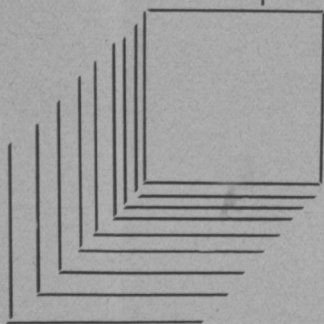
BRANCHES:
161 Vester St., Ferndale (Detroit) Mich.
237 Lafayette St., New York City

446 Kalamazoo Street
LANSING, MICHIGAN

CANADIAN DISTRIBUTORS:
Aikenhead Hardware Ltd.,
17 Temperance St., Toronto, Ont.

14
EAST

JACKSON



The

LYTTON BUILDING

... for years has been known throughout the middle west as the Pros' headquarters for golf merchandise. Long ago they learned that in the Lytton Building they could quickly and safely solve their buying problems. This customers' habit of coming to the Lytton Building first keeps our wholesale golf tenants busy and happy. Located at State and Jackson Boulevard, it is easy to reach by all types of transportation.

If you are planning a Chicago branch or a change in your present Chicago office, let us show you just what the Lytton Building has to offer.

L. E. EATON, Mgr.
Telephone WABash 3477

Reñts are reasonable.

Suits conveniently arranged.

Ceilings high, plenty of windows.

Building immaculately maintained.

Excellent elevator service.

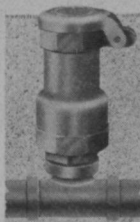
NELSON "STREAM-FLO" Quick Coupling Valves and Sprinklers

For Fairway Sprinkling

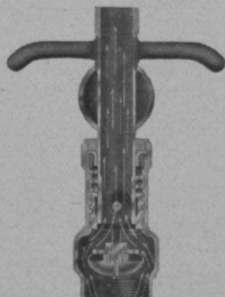
"Stream-Flo" Valves are attached to pipes laid underground. Self-closing caps are flush with the surface.

To the Valve Key is attached a "Stream-Flo" Sprinkling Head. When Key is inserted into the top of the valve, water is released into the sprinkler head for maximum throw. Disconnecting the Key automatically shuts off the water. One man does the work of two or three with hose. Send for special folder.

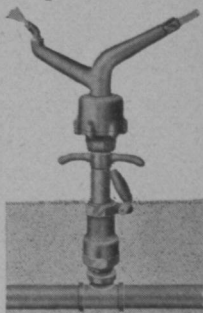
L. R. NELSON MFG. CO.
Peoria, Ill.



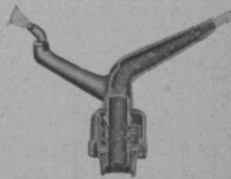
"Stream-Flo" Valve



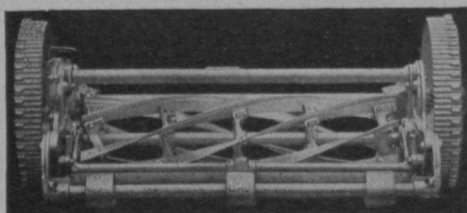
Key inserted in valve. Large "stream-lined" passages allow full flow without loss of pressure. When closed the pressure keeps it closed tight.



"Stream-Flo" sprinklers cover evenly areas 100 to 125 feet in diameter.



"Stream-Flo" Sprinklers are fool-proof, and sure turning. Short, sturdy arms make them easy to handle.



Toro Trojan Fairway Mowers

The 1935 High-Speed Model will do a good clean job of cutting grass at operating speeds up to 9 miles an hour. The Toro 30-inch Super Mower for speeds up to 6 miles an hour. Toro Trojan Mowers are sturdy, light-running, built up to the highest mechanical standards . . . America's finest. Write for catalog.

Toro Manufacturing Co.

3042-3168 Snelling Ave., Minneapolis, Minn.

NOW . . . Greenkeepers are CONTROLLING BROWN PATCH

for **\$1⁴⁵** (or less) per green

We know that the average green can be treated with Curex, for \$1.45—scores of actual cases have proved it—and at least one prominent Eastern greenkeeper, during 1934, had very satisfactory results at only 72½ CENTS per green!

CUREX is the safe, quick, effective fungicide—used in the same dosages recommended for the inorganic fungicides.

PRICES: 25-lb. pails \$ 37.50
100-lb. drums 145.00

CUREX, INC., 521 Fifth Ave., New York City

CUREX continues to be the **LOW COST FUNGICIDE**

Ready Now . . . The 13th Annual Edition
**1935—FRASER'S INTERNATIONAL—1935
 GOLF YEAR BOOK**

The most used Golf Publication in the world
 Answers every question about Golf
 The only 1935 Golf Directory published on this Continent

SUBSCRIPTION PRICE, \$2.50 per copy

- PROSPER Follow the suggestions in the complete 150-page world-wide buying guide section.
 TOURIST GOLF! . . FRASER'S lists the 9,000 clubs throughout the world, showing where visiting golfers are welcome. 200-page section.
 TRADE NAMES! . . FRASER'S only gives the list of all trade names in the golf world.
 RECORDS! Rules! 100-page section.

Free on request to Pros, Greenkeepers, Golf Buying Officials: the 150-page Trade Section from 1935 book

FRASER PUBLISHING COMPANY

Head Office: 112 East 19th Street, New York

Mr. Greens Chairman!

ANTUBE

Gave you the first practical ant control, a one drop ant killer.

Many of your greenkeepers will tell you this is true. We call it to your attention that when he asks for your money to

STOP ANTS

you will know it's
 spent right with



12—NO RISK—\$9.25

If not satisfied with results in 30 days return 11 Antubes and owe nothing.

Thru your own jobber or direct.

Manufactured by

Buckeye Chemical & Specialty Co.
 131 E. 23rd St. New York City

GRASS SEED

of Known Quality

Tested for Purity and Germination

BENT GRASS

Being the biggest supplier of Bent seeds to direct users we are in a favorable position to quote on—

Triple A, Seaside (Coos Co. Strain), South German, Rhode Island, Astoria, Colonial Bent Seed and Washington and Metropolitan Bent Stolons.

"Golf Turf"

9th edition (First Publication since 1931)

A valuable reference book on the making and maintaining of turf of high quality. Sent free on request.

Without obligation we will be glad to help you with any turf problem.

Stump & Walter Co.

Seeds, Fertilizers and Golf Course Supplies

132 to 138 Church Street

(Corner Warren Street)

NEW YORK

50% LESS

for quick,
certain
Brown-patch
control
with Calo-Clor



Five years ago Calo-Clor was making history as the surest, most economical control for Brown-patch. Today you can buy the same officially approved, time tested product for less than half the cost in 1930. No greenkeeper can afford to risk damage from Brown-patch when the cost of a safe, effective fungicide is so low.

Calo-Clor was developed as a result of the experiments of the U. S. Golf Association Green section, and has been used thousands of times during the past eight years by greenkeepers from coast to coast. Founded in fact, and proved by experience, Calo-Clor leads the list of safe, sure Brown-patch remedies.

Your dealer has Calo-Clor in stock.

Second and
Mallinckrodt Sts.

Mallinckrodt
CHEMICAL WORKS

St. Louis,
Missouri

CHANGES in SCORE CARDS

referring more particularly to allocation of handicap strokes and pars on longest holes.

**Were recommended by
the USGA in Jan., 1935**

These, vitally, affect *your score card* if you would have it correct.

Full explanation in our price list in a section titled "Preparation of Copy for Score Cards."

That Happy Combination of Quality and Economy is offered in our

New Broadmoor One-Color Score Card

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

JOHN H. VESTAL CO., Printers
703 South La Salle Street - Chicago

NEW RAIN KING

Throws
every known
kind of spray
over circles
12 to 100
feet



Instantly set to turn as slow as one revolution per minute for good drenching downpour—or faster, for lighter spray on seeded plots, etc. Can't stall on any speed, even on slopes or in high winds. New adjustable 2-jet brass nozzle. Rugged. Substantial. Good looking. Will weather any kind of usage and last a lifetime. New easy-to-move disc-type base. Height 11½ ins. Made and guaranteed by Chicago Flexible Shaft Co., 5512 Roosevelt Rd., Chicago, Ill. 45 years making Quality products.

Sold by All Golf Course Supply and Wholesale and Retail Hardware Houses

Is **THIS** Golf?

"OUT" in 31

"IN" in 33

TOTAL

64!



Bill Mehlhorn made this low score recently in the Miami Open,

"Those new Heddon Shafts certainly have the added punch and bring back that 'sweet feel' of fine hickory." **BILL MEHLHORN**

Added action here, plus that fine Hickory "feel"

Using

Heddon's New Steel Shaft

The lowest round this year in a tournament of prominence, and over a standard course.

Sold only in the highest grade Clubs—a mark of Quality

Featured in
HILLERICH'S &
BRADSBY CO.
Professional Line

"THE
HEART
OF THE
SHAFT"

Greater
resistance near
impact point—
more power

Heddon DOUBLE-WHIP Shoulder

The Shaft is the Heart of the Club, and the Heddon Double-Whip Shoulder, the Heart of the Shaft.

"**HEDDON**" a name famous for Quality for over a third of a century, and well known to Sportsmen

Send for Descriptive Circular

STEEL GOLF SHAFT DIVISION

James Heddon's Sons • Dowagiac, Michigan

Use GOLFDOM'S advertising pages as your safe buying guide

RELIEF

77B and Self-Aid Renew Club Life

By HERB GRAFFIS

NO ONE has been able to give a valid reason for the delay of golf clubs in readjusting their financial foundations to changed conditions. Railroads, other business enterprises and real estate ventures went into receivership when the boom blew up, but golf clubs until the past six months kept stalling off wise and urgently needed revisions.

Possibly the hope of each administration that drastic readjustment could be avoided until a new administration was elected had something to do with the delay.

Those clubs that were forced into foreclosure, to emerge as fee courses instead of private clubs, often have not proved to be the great bargains the foreclosers expected. Competition within the fee-course business and between privately owned fee courses and municipal courses, generally leaves very little for carrying charges under the murderous rate-wars of the last few years, and maintenance budgets necessary to keep the courses attractive have been out of the question.

Possibly the news that fee-course operation was no depression gold mine brought about a more elastic and patient attitude on the part of golf club security holders and permitted more latitude in a sound, longer term plan of getting the out-of-luck clubs in good shape again. Unquestionably, too, section 77B of the Federal bankruptcy act, to which club attorneys have turned for help, has been a great aid in getting the clubs' squared away for the new day.

It appears in some of the metropolitan districts that the situation of the private clubs is much brighter than it has been in years past. Reduction of fixed annual charges is making it possible for clubs to operate profitably without inflation in the membership roster limits. You can take the Chicago district as a fair example of how the waiting list days may return when the clubs are able to ease the strain of boom-time schedules of fixed charges.

In 1926 the average authorized membership of private clubs in the Chicago district was 250 as a limit. When the club house was thought to need extension or the course was considered to require remodeling, additional memberships were authorized to defray capital expense. It was easier to authorize new members than to get them; thus the clubs got in over their heads. In four years the average private club found that it had authorized 300 members, at around \$1,000 apiece for the new members' initiation. But the club was lucky if it had 260 members, and the \$40,000 deficit in initiation fees, together with the shortage in dues and house revenue expected from the newcomers, provided the misery for directors' meetings.

If golf club membership limits were returned to the reasonable figures set before the clubs became overly optimistic, there should be—according to a conservative estimate—around 3,000 on the waiting lists of private clubs in the Chicago district today. With financial readjustments finally being accepted and forced on golf

clubs, the trend toward smaller memberships of active members at reasonable prices already is definite. This looms up as one of the very sweet uses of adversity to golf clubs.

In getting a picture of what golf clubs have experienced in readjusting, GOLFDOM has obtained statements from clubs that either have successfully gone through the change or are in the middle of revision with bright promise of success.

Details of some of these cases are given here and will be continued in an early issue of GOLFDOM. Names of clubs are deleted.

Here are some reorganization facts on a club that was among the first to file under section 77B, as given by its attorney as follows:

Better Than Some Stocks, At That

Our club had been gradually getting into an increasing debt for the past five or ten years. When the membership began to decrease in the last three or four years and our revenues were consequently less, it was a struggle to operate on our current receipts. Finally we came to the point where despite a 50 per cent increase in members in 1934, we still had difficulty paying operating expenses and trying to catch up some old debts.

In line with other business structures, we deemed it not only proper but essential to our very existence to re-align and reconstruct our corporate existence; we, therefore, filed a petition in the Federal Court, which was duly approved. We then filed a schedule and plan proposing to issue to each stockholder a similar share of stock, to pay all of our secured creditors in full (about \$35,000) and having previously carried 6 per cent interest, we secured an agreement to renew the indebtedness at 3 per cent for a short period of years.

We then proposed to cancel entirely \$18,000 worth of certificates held by our members which were taken out about ten years ago and were non-interest-bearing, secured by deed of trust on the land, which, in reality, constituted a third mortgage. This, we proposed to cancel without paying anything therefor. Lastly, we proposed to pay our unsecured creditors 10 per cent on the dollar, divided into two payments over a period of eight months.

We think that we will have no trouble at all securing two-thirds consent of all creditors, unless it be the last named, who are the general, unsecured creditors. If our plan is accepted by that proportion of each class of creditors, the Court will turn the property back into our hands and we will have had an immunity bath, as it were, and be on a much sounder operating

basis and in a position to go ahead in a good, healthy condition.

No Bankruptcy Here

A western club case was handled by obtaining cooperation of the bondholders, and without interrupting operation of the club or destroying nucleus of private club membership around which a logical new plan was built.

This affair is described by its prime-mover as follows:

In December, 1933, our club had an indebtedness of \$190,000, including \$148,000 of mortgaged bonds and \$23,000 of unsecured notes. The membership, and consequently the income, was reduced to such a point that the club was not paying operating expenses, and taxes, assessments and bond interest were delinquent.

There were approximately 55 bondholders. I persuaded six of the bondholders to act as a committee and presented to the club and the bondholders a plan of reorganization under which bondholders would turn in their bonds and accept stock in a new golf club instead, the old club to convey to the new club all of its properties, thus obviating foreclosure and/or receivership.

It required several months to convince all of the bondholders of the merit of the plan, but it was finally done, and the new club was incorporated by the bondholders as a non-profit corporation, but with certificates of stock; by-laws provide that dividends not exceeding 5 per cent shall be paid from net receipts and additional earnings shall be used to retire the stock. When the stock is retired, ownership of the club will revert to those members of the original club who are still members of the new club in good standing.

The functions of the club were not interrupted and the membership has been substantially increased. By the grace of the bondholders, noteholders were given stock in the new club to the amount of their notes for the reason that the majority of them were members of the club and their goodwill was desired. While the stock of the new golf club is owned by the former creditors of the old club, it is under conditions which secure to the playing members a continued operation of the club with no problem of management or financing.

Members of the club who were not bond or noteholders have no proprietary interest, but, nevertheless, enjoy the same club privileges as before. The Board of Trustees was, of course, elected from the stockholders (former bondholders) and is headed by a Chairman and all officers of the club are members of the Board. The officers include a president, who is really president only of the membership for golf and social functions.