

## At The Golf Show

The new 1936 Ideal "Bulldog" Fairway Mower will be on public exhibit for the first time at the Cleveland Golf Show, February 4 to 7.

We invite you to call at our exhibit No. 20 and 31 and see this newest of all fairway mowers.

**IDEAL POWER LAWN MOWER CO.**

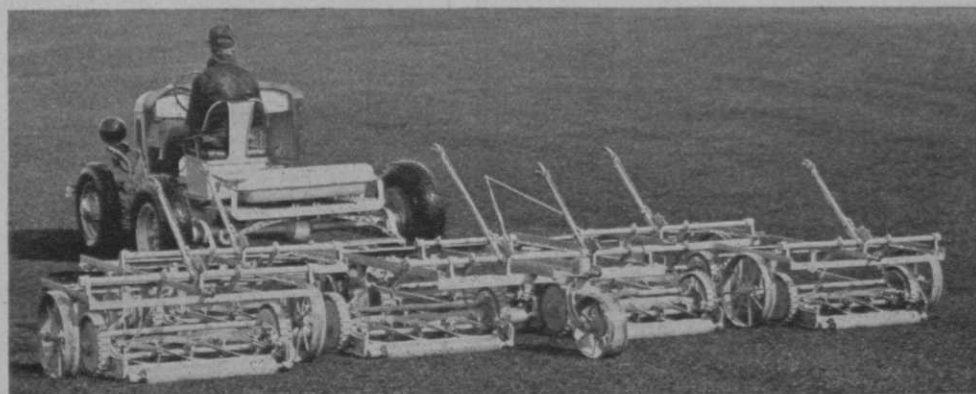
446 Kalamazoo Street

Lansing, Mich.

New York Branch—12 Harrison St., New Rochelle, N. Y.

Canadian Distributors—Aikenhead Hardware, Ltd., 17 Temperance St., Toronto, Ont.

## IDEAL *Bulldog* MOWERS



Thanks for telling the advertiser you saw it in GOLFDOM

## A LIST TO BE PROUD OF

● The following partial list of representative clubs who have installed Skinner Systems within the year 1935 shows clearly that quality clubs choose quality equipment.

### WESTCHESTER HILLS COUNTRY CLUB

White Plains, New York

### SHAKER HEIGHTS COUNTRY CLUB

Cleveland, Ohio

### CHEVY CHASE CLUB

Chevy Chase, Maryland

### MORaine COUNTRY CLUB

Dayton, Ohio

### RIVERSIDE HOTEL GOLF COURSE

Cambridge Springs, Pennsylvania

### UNITED SHOE MACHINERY GOLF COURSE

Beverly, Massachusetts

### YOUNTAKAH COUNTRY CLUB

Paramus, New Jersey

### ORCHARD HILLS COUNTRY CLUB

Nutley, New Jersey

### WYANDOT COUNTRY CLUB

Worthington, Ohio

### FT. WAYNE COUNTRY CLUB

Ft. Wayne, Indiana

### SHARON PARK MUNICIPAL COURSE

Cincinnati, Ohio

### MEADOWBROOK GOLF COURSE

Charleston, West Virginia

### HOLLYWOOD MUNICIPAL GOLF COURSE

Hollywood, Florida

### FORT LAUDERDALE GOLF AND COUNTRY CLUB

Fort Lauderdale, Florida

### LINCOLNSHIRE COUNTRY CLUB

Crete, Illinois

### MEDINAH COUNTRY CLUB

Medinah, Illinois

### SAVANNAH OGLETHORPE HOTEL COURSE

Savannah, Georgia

### HERSHEY COUNTRY CLUB

Hershey, Pennsylvania

### HERSHEY PUBLIC GOLF COURSE

Hershey, Pennsylvania

### ARROWBROOK COUNTRY CLUB

Forrest Hills, Long Island, New York

### GLENGARRY COUNTRY CLUB

Toledo, Ohio

### TROY COUNTRY CLUB

Troy, Ohio



● Our 1936 Catalog and Golf Manual, just off the press, is the most complete and interesting booklet on Golf Course watering ever issued. A card will bring you a copy.

### THE SKINNER IRRIGATION CO.

415 Canal St.

Troy, Ohio

## Championship Golf requires Championship Turf

Send for our valuable  
reference book—FREE

### "GOLF TURF"



These six courses—all scenes of major tournaments—are among those who have recently used our Seeds and Fertilizers. Some have used them for many years, and all know that Stump & Walter Co. can be relied upon for Grass Seed of "Known Quality".

Baltusrol Golf Club, Short Hills, N. J.  
NATIONAL OPEN 1936

Garden City Golf Club, Garden City, N. Y.  
NATIONAL AMATEUR 1936

Canoe Brook Country Club, Summit, N. J.  
WOMEN'S OPEN 1936

Pine Valley Country Club, Clementon, N. J.  
WALKER CUP MATCHES 1936

Oakmont Country Club, Pittsburgh, Pa.  
NATIONAL OPEN 1935

Ridgewood Country Club, Ridgewood, N. J.  
RYDER CUP MATCHES 1935

*Stump & Walter Co.*

Specialists in Golf Grass Seeds, Fertilizers  
and Equipment

132-138 CHURCH STREET, NEW YORK  
(Corner Warren St.)

The F. & N.  
UNBREAKABLE  
"Quintet"  
Fairway Equipment



UNBREAKABLE!

FOR smooth cutting—easy running—trouble-free service—put the famous F. & N. "Fairway" to work on your course.

F. & N. Unbreakable Titan Mowers are designed and built especially for this rugged service. They are the only mowers made using the patented, interlocking frame and cutterbar construction which keeps them in rigid and perfect alignment.

Guaranteed unbreakable.

Gears are Cut from drop-forged steel, heat-treated—and revolve on Hyatt Roller Bearings in a constant bath of oil.

Heavy duty 8 in. reel with six blades made of special analysis chrome vanadium steel, revolving on Timken tapered Roller Bearings equipped with the genuine, patented, self adjusting device—another exclusive feature.

The 17 in. drive wheels are mounted on a double set of adjustable Timken Bearings.

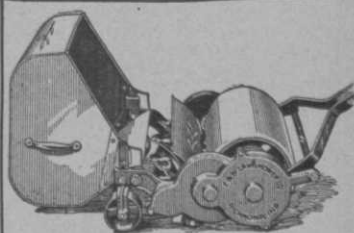
Every part is accurately machined and fitted.

The reels and cutterbars can be removed from the mowers without disturbing the perfect frame alignment—another valuable and patented feature.

The new all-steel gang frame is stronger, lighter, more flexible, more convenient and efficient than ever. It handles mowers in gangs of THREE, FIVE or SEVEN and fits any tractor. Fully guaranteed throughout.

Write for catalogue, special prices and discounts today.

These mowers can be furnished with wide tread Grip-Tite demountable rubber tires at slight additional cost.



The F. & N.  
Putting Green Mower

On smoothest and most velvety greens everywhere you will find F. & N. Putting Green Mowers. Greenkeepers say it is the finest mower they have ever used. Self-Adjusting reel bearings with eight revolving blades—Alemite oiling, etc. Rubber-tired carriage for transporting. Write for particulars and special prices.



They're  
Self-  
Adjusting!

Smooth operation is permanently assured with F. & N. Unbreakable All-Steel TITAN Fairway Mowers and with F. & N. Putting Green Mowers—every one is equipped with the genuine, patented F. & N. Self-Adjusting Device in the revolving reel. No difficult hand adjusting or poor mowing with these.

THE  
**F. & N. LAWN MOWER CO.**  
Richmond, Indiana, U.S.A.  
The World's Largest Lawn Mower Manufacturers

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

# STARTLING NEWS

*FLASH! Kroydon De Luxe Irons,*  
*which formerly sold for \$8.35,*  
*now \$5.50*

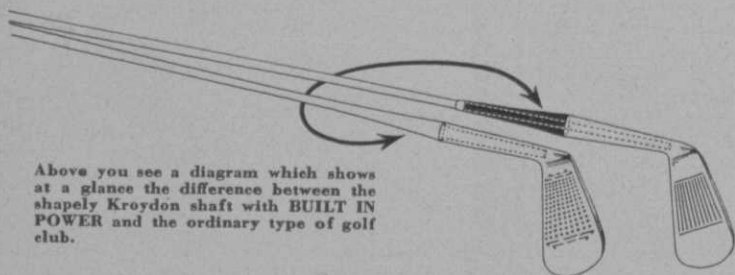
Here is news which you can translate into sales and profits! Now you can offer your customers the same high-quality Kroydon Irons and Woods, fitted with the famous Hy-Power Shaft, at prices that are hard to resist.

Irons that were \$8.35, now \$5.50. Woods that were \$9, now \$7. Think of the extra business these new low prices will bring you!

And have you noticed the sporting writers who are mentioning Kroydon's new ideas in golf clubs, in the newspaper columns? Have you heard some of the radio commentators speak of these advanced ideas over the air?

All of this is just another way of saying that 1936 is going to be a big sales and profit year for the pro who ties up with the Kroydon Line.

For new catalog and full particulars, about this fast-selling quality line, write: The Kroydon Co., Maplewood, N. J.



Above you see a diagram which shows at a glance the difference between the shapely Kroydon shaft with BUILT IN POWER and the ordinary type of golf club.

## COMPARE THESE TWO SHAFTS!

On the left you see Kroydon's Hy-Power Shaft which tapers out to form a big, sturdy, all-steel shoulder where it enters the neck of the club head. On the right is a golf club with a single-taper shaft which has a false neck or enlarged shoulder of celluloid or some similar material. Kroydon's added strength and power are BUILT IN, not built up.



**Kroydon**  
 CLUBS  
 FOR BETTER GOLF

## HIDDEN COSTS

By LAWRENCE S. DICKINSON

Agronomy Department, Massachusetts  
State College

**C**OSTS I shall refer to as hidden are very much in evidence to anyone who is acquainted with the business of producing fine turf for such purposes as golf tees, fairways, and greens. I call them hidden because if the most obvious thing or fact is obscured from our vision or mind, it is, to us, hidden and we are losing the pleasure or profit gained by those who do see.

The object of the green-committee of a golf club is to produce desirable conditions for playing the game of golf. The committee and its personnel must be considered as a manufacturing business having a definite marketable product, and it must be understood that if the product is not satisfactory that club loyalty vanishes and the player seeks another factory for his golf.

In order to get patrons there must be good turf and the raising of good turf requires the immediate management by a single responsible person.

I have studied golf course and fine turf management for many years and have had the pleasure of seeing many of my predictions come true and have experienced the disappointment in the failure of my hopes to materialize. I now venture a bold statement.

### More Care; Less Science

For the next five years the fine turf areas of privately owned golf clubs will need better management and less science. Scientific facts and principles, to be sure,

must be used in the management of golf courses but the present wild uses and interpretations of science must be curtailed.

On golf courses the cost of production is too often considered only in terms of the immediate cash outlay, as the fact of a cash balance or deficit is easily seen, felt and understood. Why it comes about may present somewhat of a problem and much discussion, but it is tangible and therefore comprehended. To the cash cost of production there must be added or credited the effect of any operation on the future cultural condition of the golfing plant. The cash cost may be carefully watched but few clubs pay much attention to the hidden cost of cultural condition, and still fewer clubs realize that these latter costs (or credits) are cumulative and very rapidly so. These costs may be called cultural costs, and it is a sad fact that these cultural costs always change to cash costs if the condition of the golf course is to remain as is.

From my studies and observations I believe that from 35% to 60% of the cash costs of golf course maintenance are from accumulated cultural costs. Better management would have reduced these costs to a normal 10% or 15%.

The hidden costs of production are numerous and each item could be discussed

in detail. I shall merely list those that seem to me as most important and leave the reader to ponder over them.

### Here Are Hidden Costs

1. Present trend of club officials to consider the men in charge of golf courses as mere foremen requiring little other ability than to be able to work and keep their few men at work. This backward trend is a fact though it will be stoutly denied by club officials.

2. Frequent changing of chairmen of green-committees.

3. Annual confiscation of department credit balances to defray deficits by other departments or to pay for some little-needed "improvement."

4. Lack of a definite long-term course maintenance policy and purpose.

5. Belief by club officials (and others) that there is a formula that will produce a panacea for each turf ailment, and insistence that the panacea be used regardless of local factors.

6. Failure to close the course or a part of the course, when play by even a few will cause much injury to the cultural condition of the course.

7. Use of fertilizers regardless of their adaptability to the requirements of the turf or the mechanics of spreading.

8. Failure to consider the source of contamination when trying to control weeds, insects, or disease.

9. Failure to realize that there must be an annual maintenance cost for each new trap, tee, or added "improvement."

10. Casual purchase of materials and equipment, and failure to charge and carry over a depreciation fund for replacements.

11. Habit of following routine in course maintenance, regardless of immediate circumstances.

12. Failure to purchase equipment or materials needed for the economical operation of the course.

13. Misuse and misinterpretation of established scientific facts.

14. Unreasonable demands by influential players and club officials that the course always be in the best condition suited for their particular style of play.

15. Continual making of temporary repairs or corrections and avoidance of a

major operation that would effect a permanent cure.

As these hidden costs are called to the attention of the reader he will say "They are nothing new." That is true and the reason that I am writing this article. These costs were present on the first golf course and will continue to be present on all golf courses. Nothing, or very little has been done by clubs to study these costs and reduce them to a normal amount. Even the depression has not taught clubs any real lesson.

The game of golf in private clubs is no longer a strictly pleasure game; it is a business. A highly competitive business that has to offer better sales arguments than the seasonal sport, fad sport, and the present exploiting of all types of sport from marbles to Alpine climbing. It is a business that must show profit in the form of enjoyable playing conditions and increased cultural value of the golfing plant, and at the same time operate at a reasonable cost.

Trained and experienced men must be in control of golf course operations and the whole conducted as a business.

My experience with golf clubs and the example set by successful courses prompts the writing of this article in place of one on brown-patch, weed control, or crab grass. I am convinced that if business is brought into golf course maintenance that there will be less trouble from pests—animal, vegetable, fungus, insect and man.

Remember that the grass will grow if it can, that no variety of the basic grasses used on golf courses has ever committed suicide.

### "The Haig" Is a Busy Man; Has 120 Matches Signed

**IT WILL** be a busy year for Uncle Walter Hagen. His present schedule calls for playing about 120 exhibition matches between tournaments up to mid-summer.

Walter has been drawing very well in exhibitions at which each of the gallery gets a new Hagen ball when the admission money is laid on the line. The deal is worked out so the pro at the exhibition club does well on the show. For example, at the El Paso muny course, A. S. Valdespino, manager, conducted contests on the hole-by-hole, total, and longest run of consecutive hole guesses.

# TRADITIONS WILT U.S.G.A. SHOWS

By JACK FULTON, Jr.

**H**IDDEN in the formal wording of the annual report of the USGA executive committee, which was read to delegates at the Association's 42d annual meeting on Jan. 11 in New York city, were a number of subjects which give evidence that the rulers are keeping open minds to current trends. For instance, tradition was thrown to the winds in the Championship committee's report when it gave notice that punishment of disqualification might be the lot of slow-play competitors in future USGA championships.

Likewise, the stymie in match play came close to getting the gate, the vote splitting 8 to 5 for retention. If any tournament players of the nation are disappointed at this decision, they at least get satisfaction from the fact that the life of the stymie is still nip and tuck and hence the whole subject will have to be brought up again at some future time.

During the year, the Rules of Golf committee had its usual allotment of decisions to make. Most important was the ruling that the committee in charge of any medal tournament has the right to call off play if the weather is bad. In match play, competitors may take shelter by agreement without disqualification, unless in the opinion of the committee in charge, they unduly delay play.

## Championships Improve Gate Net

The Championship committee reported a gross take of \$40,736.95 from its tournaments of the year. Disbursements amounted to \$17,215.65, leaving net receipts of \$23,521.30. This was considerable improvement over 1934, when the gross was \$35,457.65, disbursements were \$19,216.22, and the net figured only \$16,241.43. Largest gains came from the Open, which in 1934 netted \$7,979 against \$12,492 this year; and from the Women's event, which rose from a 1934 deficit of \$322 to show a 1935 profit of \$1,662. This latter reversal of financial form was the result of scheduling tourney matches in the afternoons rather than in the mornings, the custom heretofore.

From the report of the Membership and Reinstatement committee came less pleasant news. In spite of 28 clubs elected to

Association membership and 23 member clubs reinstated, total club membership dropped from 839, as of a year ago, to 767, due to 61 club resignations and 62 clubs dropped for non-payment of dues. The Association's roster is the lowest in ten years, having declined from the all-time top of 1,154 clubs in 1931. Obviously the continued health of the body demands that considerable attention be given this present year to ways and means of educating clubs to the benefits of USGA membership. With dues only \$30 per year per club, the job should not prove too difficult, once club officials are made to realize what the USGA has done and can do for the good of the game.

## Golf Has Five Law Suits

Morton G. Bogue, general counsel of the association, reported there were but five decisions involving golf reported to him in 1935. Negligence litigation, Bogue reported, appears definitely to be on the wane. The underlying reason is not known; perhaps more golf insurance is being written and the insurance companies are settling these claims out of court.

Most interesting of the year's cases concerns the apparent refusal of a Coast golf club to permit one of its members to resign his membership. It appeared that the plaintiff became a regular member of the club in 1916 and continued as such until the latter part of 1931 when he paid all dues and assessments against him, endorsed his certificate of membership in blank, and tendered it along with his written resignation to the club. His resignation was refused by the directors, who relied on a by-law which read as follows:

"The resignation of any member shall be made in writing addressed to the Board of Directors. No resignation of a member shall be effective until accepted by the Board of Directors, nor shall the same be accepted while such member is in anywise indebted to the Club nor until he has

## AT LITTLE COST

... any club can send its greenkeeper to the NAGA convention, Cleveland, Feb. 4-7, and gain back many times its investment in the late greenkeeping information its man will acquire.

assigned and delivered his certificate of membership. Until the transfer of the certificate of membership on the books of the corporation, or until the date of the expulsion of a member, the record owner of each membership shall be and remain liable for all dues, fees or other charges which have accrued or which may thereafter accrue."

The court concluded that by paying his dues and turning in his certificate the plaintiff had done every substantial thing required by the by-law and that for defendant to hold him as a perpetual member on its mere fancy or caprice would be obnoxious to the spirit as well as to the clear meaning of the statute. The court refused to consider the contention that an assignment of a new candidate for membership was required by the by-law. Accordingly so much of the by-law as permitted the club to deny the right of resignation on the ground that it had merely withheld its consent or declined to make the necessary book entries was held to be invalid because unreasonable and arbitrary.

In a New York workmen's compensation case, a caddie was injured by climbing a tree on the grounds while waiting to be called. He was paid by the members who employed him, not by the club, and that day had not been employed at all. It was held that the claimant was doing something for his own amusement, and hence the accident did not arise out of or in the course of his employment.

Up in Massachusetts, a caddie stood on the first tee, one Monday morning, watching two other caddies who were preparing to tee-off. One of them took a practice swing without looking, and struck the claimant in the head with his club, inflicting injuries to the nose and right eye. It was shown that caddies were permitted to use the course on Mondays.

The court pointed out that the claimant's employment did not require him to be on the first tee and that he was not engaged in any of the duties for which he was engaged. Therefore, since he was injured while waiting for an opportunity to

play golf for his own pleasure, the claim was not allowed.

A total of \$19,660.63 will be available for Green Section activity during 1936. Fifteen thousand dollars of this is the 1936 allotment and \$4,660.63 is unexpended balance from 1935. There may be certain additional funds made available through donations from those not connected with the Association; \$405 was so donated during 1935.

Gross income of the USGA for 1935 amounted to \$47,315.85. Expenses of \$34,683.40, plus a \$82.82 loss on sale of bonds, leave a net income of \$12,549.63 for the year.

## Badminton Boom Going Strong At Golf Clubs

**B**ADMINTON this winter has taken a strong hold at golf clubs. Where there are fairly large rooms with high ceilings the racquet game with the feather duster birdies has been getting a lively play from men and women.

Badminton came into the United States from Canada. It's a cousin to tennis with a court 20 ft. by 40 ft. long and a mesh net 5 ft. high. The shuttlecock, batted back and forth on the tennis plan, is a piece of cork one inch in diameter with a circle of feathers stuck into its top.

One of the attractive features of the game is that experience is not necessary to provide a good workout and fairly close competition although the badminton experts can make the cork birdie do tricks with finesse and control that are amazing to the uninitiated.

With the indoor boost the game has received with golf club members this winter it is certain to get a fine play from club members on their own lawns or at club outdoor courts the coming season when the members want a quick workout.

There is a wide range of cost in badminton equipment. There are complete outfits ranging in price from \$10 to \$22.50 and including from 2 to 4 rackets, net, posts, tape and shuttlecocks. The better rackets in the Spalding badminton line cost \$10 each.

It looks like badminton equipment is due for a pretty fair sale at pro-shops next season, inasmuch as the equipment is an extra-profit line for the pro and does not conflict with his golf interest. Spalding branches will furnish pros with complete details.





# THEY LIKE TO BUY FROM MADISON

By D. SCOTT CHISHOLM

**WHEN** a friend of mine, Roy Kamrar, told me about a Les Madison, a young professional golfer who sends a pamphlet to all his members every month of the year expounding the virtues of his merchandise and telling about his own skill as instructor, I felt I must investigate and report the activities of such an ultra-progressive to headquarters. I concluded that this young man must be the sort of a chap that the others of his profession should hear about.

Some eight years ago I believed I'd discovered the master golf salesman when I ran across Arthur Clarkson, at that time connected with the then prosperous Rancho club of Los Angeles. But that was eight years ago. At that time, be it recalled, Clarkson was tops in golf professional salesmanship and in an article dwelling on his prosperous reign which appeared in *GOLFDOM* around 1928 I believe, I told of how he sold ten sets of clubs and bags to one motion picture director at the healthy figure of \$177 per set. His total sale and check (delivered on the spot, mind you) came to \$1,770.

Few, if any, such sales are concluded today.

## Personal Letters Pay

I found Les Madison in his very attractive shop at the Hollywood CC, about 5 miles or so from the heart of Hollywood, if that hamlet has any heart left. I found this modern Selfridge writing a note to one of his members drawing to his attention a new model of a driver that has just been received from the east. Part of this letter read: "I want you to have the very first club of this design hereabouts because you are a fashion leader and know the value of really fine merchandise and when

the other members see what you are using off the tee, I feel they will get curious."

That simple yet very enticing paragraph told me I had met the salesman superlative. Instead of sitting around his shop waiting for customers, he employed his time writing personal merchandising tips to those of his members who bought most freely from his stock.

At the outset let me tell you that Les Madison is in his early twenties and came to Hollywood from the arid deserts of Arizona some two years ago after serving his apprenticeship under the capable tuition of Lew Scott, one of the Carnoustie Scots. He is a very active member of the PGA and never fails to attend all its meetings in his own section. He plays a sound game of golf and although he has no crowns to his name at this moment, he is quite capable of winning high sectional honors in the very near future. From what I can find out about Madison, he is an excellent instructor and exceedingly popular with his entire membership. The ladies are all with him and can be numbered among his most loyal customers both in his shop and in the matter of lessons.

## Les Says These Sell

I got hold of Les by the shoulders and marched him off to a corner of his private office and I present to you herewith, without any embellishment or fraudulent representations, some of his thought on 12 points that feature modern salesmanship

and management in a golf shop of today:

**COURTESY** by those of your staff to all members—no matter who they may be—is the foremost virtue, reached only by a rigorous training. No matter what the member desires, serve him to the utmost and he will in turn repay you for such courtesies by patronizing your shop when in need of clubs and other equipment. Never say "It can't be done," even if it can't.

**APPRECIATION** is a fine thing to find in a salesman because it endears him to his customer. Try to make each of your club members feel as if they themselves are salesmen for your shop. Make them feel they are helping you out tremendously (which they really are) if they help you sell their relatives and friends around the club some little item they need. This confidence is best won by your members having appreciation in the party of the second part—the salesman.

#### **Neat Shop Brings Visits**

**CLEANLINESS** is, as we all know, next to godliness. And that goes a mighty long way when applied to the pro shop. Your shop and your merchandise **MUST** be as clean as a whistle. Let no dust, loose papers or twine lie around. Many members of my club loaf around my shop just to listen to the conversation.

For your members to loaf around and talk, you must have a clean place for them to loaf. I like to have them in my shop as they are the type of members who tell their fellow members about some new gadget or some new club or bag just received by you from the east. Mind you, I make it a point to try to sell them also. Keep people around and you are bound to make sales.

**PUNCTUALITY** is the very life of a golf professional's success insofar as keeping instruction appointments are concerned. I see to it that I am a minute or two ahead of my appointed time so my member can have no complaint on that score. A minute or two doesn't mean much just so you are that much ahead of time—but a minute or two late may mean serious consequences.

Do not play with anyone on Saturdays, Sundays or holidays. Be found in your shop at such times, ready to pick up any sales that are around. These are the only

times you ever get to see a great number of your members—and their friends. They are all potential customers and you really must not miss a single one—if you would make your shop pay.

**BUYING** merchandise in which you have no enthusiasm is a fatal mistake. Of course you must stock some things that are not of the best so as to meet the demand of all but at the same time you must be enthused yourself to some extent before you buy. You must have confidence in the quality of your merchandise if you are to succeed. And it is a good thing to keep your shop well stocked with fine looking clubs and equipment. An empty-appearing shop is an ill omen for good business and your members will be found going elsewhere for their requirements. But carry no trash. Your members will go downtown for trashy articles.

#### **Keep Stock Fresh**

**OLD STOCK** should be cleared out. I mean things over two years old that are showing shop wear. Sell them for a song. Turn them into cash. Take your loss and get new stock with the cash. Old stock costs you plenty in interest on your investment and ruins the appearance of your shop. Too many pros wait for members to order a set of clubs before they stock them. Have the clubs right there to cinch the "pronto" sale while the customer is hot. Many a good deal is lost forever by the pro saying that the clubs will be in tomorrow. Delay is more fatal than ever in present day salesmanship and that is why you will find my Hollywood shop stocked up to the limit.

**PUBLICITY** by the pro is to be sought rather than turned down and I make sure that I have in my bag the finest and latest set of clubs there is on the market. A journeyman is known by his tools. Have the best and have them polished up to the queen's taste. I feel the pro at a club should set an example and should use the finest of golf equipment he carries in stock. He should change his clubs from time to time as the manufacturers improve their models and thus keep up to date at all times. His clubs and shoes should be spotless every time he goes out on the first tee to play. There is no excuse for a pro appearing sloppy at any time. Look your finest at home and abroad and you'll receive the finest and most desirable pub-