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FOR 100% TURF

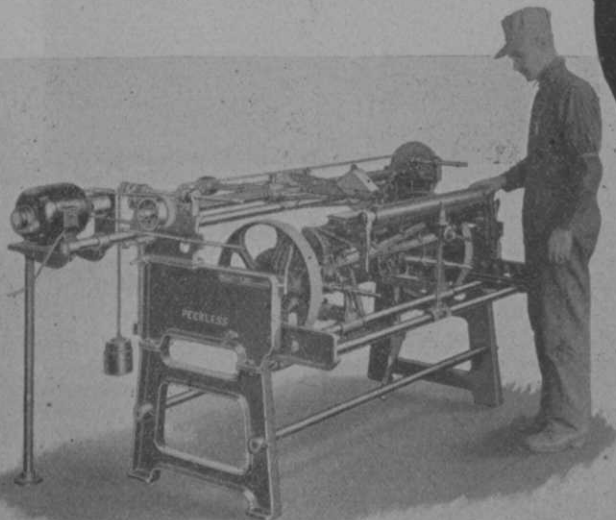


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The Silver King is an ideal Golf Course Tractor designed to take care of every service required for complete turf maintenance. Features include: low first cost, economy of operation, high speed, unusual power, low pressure tires or wide roller type wheels as desired, light weight, four speed transmission, 2 1/4 to 25 miles per hour. Free catalog and prices upon request.

SILVER
KING
TRACTOR

PEERLESS
MOWER
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The
PEERLESS
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Sharpener will keep your cutting units sharp and your turf looking its best the year around. It's simple to operate, sharpens in half the usual time and handles all types of power mowers and tractor units. Made in two sizes—for blades up to 36" or 42" wide. Reconditioner for "lapping in." Free catalog and prices upon request.

Send Post Card For *Free Catalogs*

THE FATE-ROOT-HEATH COMPANY
1137 BELL ST., • PLYMOUTH, OHIO

Speed up play

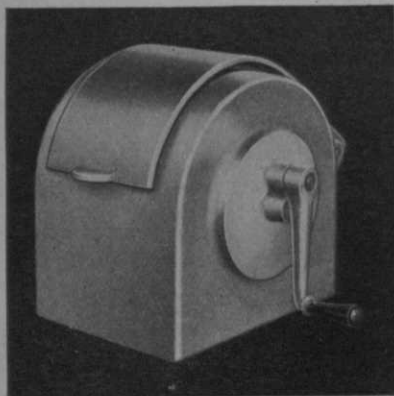
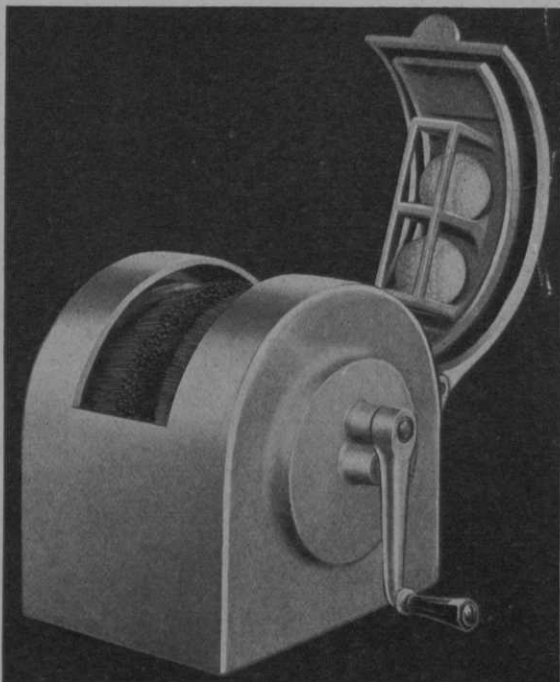
2

...WITH ALLIED BALL WASHERS

■ Plan now for increased patronage next year—by making provisions to speed up play with the new *Allied 2 Ball Washer*. With it, you will enable players to wash one or two balls at a time *without splashing* . . . will get them off the tee more quickly, and around the course more rapidly.

An entirely new principle makes it possible for this splash-proof, rust-proof washer to bring you these advantages. Two oversize brushes, encased in heavy cast aluminum to rotate in opposite directions, wash off all dirt . . . actually scour the balls clean without affecting their finish.

Allied 2 Ball Washers have been tried and proven under most severe conditions. Tests covering thousands of revolutions convincingly prove that they will not remove paint. Send QUICKMAIL coupon No. 4 for complete details and prices.



Costs less in the long run!

Despite substantial construction . . . body is heavy cast aluminum, brushes have genuine palmetto bristles . . . *Allied 2 Ball Washers* are NOT expensive. Low cost puts them within reach of both private and public courses. Once installed, elimination of upkeep saves you money year after year. Send QUICKMAIL coupon No. 4 today for prices!



ALLIED GOLF CORP.

MANUFACTURERS OF

CLUBS . . . BAGS . . . BALLS

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Tomorrow...and years from now—
**THEY'LL HAVE HIGH
 SPRINKLER COVERAGE HERE!**



**J-M TRANSITE PIPE on your irrigation system means
 delivery capacity stays up... pumping costs stay down**

ON THE GOLF-COURSE irrigation system being laid above, internal corrosion will never decrease efficiency. That's because J-M Transite Pipe, an asbestos-cement product, is being used.

Mineral in composition, this modern material assures permanent freedom from the internal corrosion that soon forms inside ordinary pipe. Hence, Transite's initial high delivery capacity—and the resulting high sprinkler coverage—continue undiminished through the years. And pumping costs remain at an absolute minimum.

Then, too, Transite Pipe is strong, exceptionally resistant to corrosive soils and in-

herently permanent in character, thus providing an unusually high degree of assurance against maintenance expense.

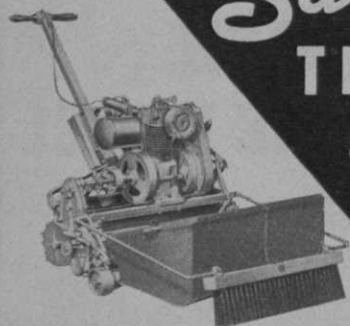
Golf courses throughout the country have found that irrigation systems cost surprisingly little when Transite is used. Because of the simple assembly method employed, installation is a rapid affair, easily and economically done with unskilled labor.

Why not write now for all the details on this modern, money-saving water pipe? Send for our Transite Pipe brochure. Address Johns-Manville, 22 East 40th St., New York City.

Johns-Manville TRANSITE PRESSURE PIPE

THE MODERN WATER PIPE FOR GOLF-COURSE IRRIGATION SYSTEMS

Save MORE THAN
THEIR COST
*in a single
season*



PUTTING GREEN MOWER

This mower has reduced cutting costs as much as 50% for hundreds of golf courses. Does the work of two men operating hand mowers. It picks up matted bent, cuts it and brushes green in one operation; aerates turf, works in compost, brings new health and perfection to greens. All gear transmission enclosed in oil bath. Write for complete details and proof of performance.

THE "STURDEX"

A sturdy, light-weight mower that fills the gap between putting-green and fairway mowers. Cuts traps, bunkers, tees, hillsides, edges of greens and club-house lawns. Has ample reserve power for cutting tough, weedy grass, even on steep grades. Operates in close corners, about trees and other obstructions. Complete information mailed upon request.

New and entirely different

FAIRWAY MOWER

will be displayed at February Golf Show

WAIT—Inspect the Jacobsen Fairway unit before buying.

JACOBSEN MANUFACTURING CO.

734 Washington Avenue, Racine, Wisconsin

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JACOBSEN POWER MOWERS

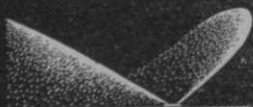
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STEEL

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... for
Golf Course

IRRIGATION



Blazing sun and trampling throngs may punish the greens and fairways today . . . but they will be fresh as Spring tomorrow. Modern sprinkling systems now enable one attendant, in the evening, to revive the turf with a plentiful supply of water. Sprinkling systems that employ COP-R-LOY Pipe have proved their dependability . . . and their soundness as an investment that stretches the first expenditure far into the future. Wheeling Steel Corporation, Wheeling, West Virginia.

COP-R-LOY *Pipe*
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IT'S WHEELING STEEL



KROYDON

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1938

The NEW Kroydon Line for 1938 is a dandy. Complete in every detail. Profitably priced. Nationally advertised.

In addition, there is the Kroydon complete unit. An idea that is making *new* pro sales right now. Has already taken in a big way. Retails \$75 to \$150. Immediate delivery. Write or wire for photos and details. THE KROYDON COMPANY, Maplewood, N. J.

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CLUBS

WITH THE NEW HY-POWER RHYTHMIC SHAFT

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ROLL CALL

*... of the progress of golf in
1937 and its promise for 1938*

HERE'S the story of 1937 in the golf business, together with those business lessons and reminders of the season that foremost authorities in every phase of the business consider most useful for reference when establishing 1938 operating policies.

This survey of the golf business situation, in the opinion of experienced golf club officials, constitutes a series of valuable guide posts to be observed by incoming administrations of golf clubs. To those who cooperated in supplying data the thanks of the golf field and of GOLFDOM is most sincerely given.

Highlights of the 1937 developments were:

Membership increase that returned waiting lists to clubs;

Play increase of approximately 18% in number of rounds;

Lengthening of season in northern and central states to offset rainy weather;

Increase in club bar revenue helping to offset advances in food costs;

Golf club buying on active, but conservative financial basis;

Increased labor costs bringing serious problems to greenkeepers and managers;

Hot, humid weather troubles in course maintenance;

Pro instruction of juniors at schools and clubs accounting for biggest year golf has had in introducing youngsters to the game;

Federal Trade Commission complaint against PGA and Ball Manufacturers' Assn. ending attempt to solve ball merchandising problems with PGA ball deal;

Club interest in building modern pro-shops;

Heavy increase in practice range patronage;

Manufacturer-pro inauguration of golf promotion plan.

Following are reports from club presidents and secretaries, from pros and greenkeepers, and from greens supply dealers commenting on conditions in their districts.

NEW ENGLAND

New addition to locker-room; on second floor new locker-room for women and on ground floor new pro-shop. Cost, about \$21,000. Completion of 10 year campaign for modernizing course and operating facilities. Bad season for dollar brown-patch with consequent increase in preventive and treatment costs. Weather also probably responsible for manure beetle trouble. Greens spiking and arsenate of lead to combat manure beetle; fairways slightly affected.

Club's own sand pit is exhausted, hence sand replacement of trapping on 27 holes is becoming an appreciable expense. During past 5 years more than 90 traps have been taken out without changing famous championship character of course. Brookline has been in black figures all through depression so has not been forced to spend heavily in 1937 for restoring clubhouse and course to good condition. Play same as 1936. Club operating plans are made on long term basis with results that highly

• NO MORE GOLFDOMS UNTIL JANUARY •

In accordance with our annual custom, there will be no issues of GOLFDOM in the months of November and December. The next issue of this magazine will be dated January and will reach readers on or about January 5th, 1938.

endorse this policy as wise change from one-year plans of most club administrations.

• *Harold W. Pierce*

Another prominent N. E. club, tells a significant story of revival. The club prefers that its identity not be revealed in this instance but furnishes the information as an illustration of what has been done by exclusive clubs that were hard hit by the depression.

Our club started in 1926, buying 800 acres and building 18-hole course and clubhouse for \$500,000. Money was all borrowed from members. Interest has been defaulted now for several years. Membership dropped from about 550 to 250 but it is now back to over 400, mainly as the result of an organized drive for new members in May of this year, which resulted in 102 new members and an increase in income of \$10,000 a year, due to the efforts of about 100 members who attended 6 dinner meetings and by those meetings were inspired to go out and make a real solicitation of desirable members after these prospects had been passed on by the membership committee. At the start hardly any of us thought that we would get over 25 new members by this method but we actually got 25 old members to rejoin and found a large number of men who had stopped playing golf during the height of the depression had not been inspired to take it up again. We also found many newcomers in the district who had actually not been invited to join any club.

Put in a complete fairway watering system with our own wells and pumps, and as a result have real fairways, which we have not had in the past. We have instituted free golf tournaments, which have increased the competitive play greatly.

We are now about to go through a financial reorganization in order that the club may have the benefit of a sound financial situation. Probably the best that we can do is pay about one-quarter of the amount of interest that is really called for by the original bonds.

There has been talk of a swimming pool which most everyone thinks would be a paying proposition and offer additional inducement for the youngsters to use the club. We are also considering changing all the grass on our greens to velvet bent,

from the Metropolitan bent on which we have had to spend about \$1500 annually for topdressing in order to keep the grain at minimum. Our experience is that with velvet bent we would not have to topdress more than twice and would have a more accurate putting surface at all times.

There is a real need of golf committees in all clubs making more of an effort to stimulate competition and play, as there is real competition in a recreational way in our vicinity with yachting, horseback riding, tennis, etc. Cannot say there has been much increase in the play at our course this year, which may be due to an unusually hot summer. Municipal courses are doing a large business in this vicinity, increasing the number of golfers substantially.

Clubs that have weathered the depression in this vicinity are in good shape financially and will make substantial progress next year.

• *Name Withheld*

Country Club of New Bedford (Mass.) is finishing a prosperous year. Our membership, all classes—was 359 last year and this year is 374; most increase has come in the active membership.

We have, during this year, made considerable improvements in our clubhouse by changing from coal to oil heat, repainting and refurbishing the locker-rooms, etc. There has been little change in the golf course itself.

While we have had increased membership, at the same time it has been necessary to raise the pay to laborers, largely on account of the Social Security Act.

This year's State amateur champion, David Whiteside, comes from our club and that fact has given considerable enthusiasm to the golfers in this neighborhood.

Our invitation four-ball tournament in August was a very great success, both from the social and the golf side.

• *Hart Cummins,
Sec.-Treas.*

Estimated income from the Rutland (Vt.) CC for 1937 is between 10% and 15% in excess of that for 1936. The membership, insofar as number is concerned, is 321 as of Sept. 1st, this year, compared with 319 the same date last year. The class of membership, however, has changed

substantially, there having been resignations from quite a few members who pay relatively low dues and the additional members are mostly of a class paying the highest dues.

Future prospects of our club appear to be very satisfactory. We are planning on spending several thousand dollars this fall and next spring in reconstructing the men's locker-room and attendant facilities.

Other clubs in this district I assume are in satisfactory condition, as the tourist business through Vermont this year has been relatively heavy.

C. H. Maurice,
Pres.

NEW YORK METROPOLITAN

Satisfactory collections indicate healthy financial condition of clubs. Present figures rosy and in course equipment business would be acceptable for 1938 and 1939. Present stock market situation has depressing effect on N. Y. golf club business. Number of clubs at present allows for increase in players. Sales of course maintenance equipment and supplies far in advance of last year, due to essential replacements and conditioning, as well as to general improvement in business conditions earlier in the year and several years' work of golf clubs in getting themselves into sound financial shape.

Portion of recent increase in supply business due to lead arsenate orders to control Jap beetles. Irrigation equipment sales retarded by wet early summer.

Buying trends include:

Increase of annual fairway fertilization programs;

Increase of high organic nitrogen content fertilizer use;

Increase in bent seed for repairing severe attacks of brown-patch—also appreciable increase in fairway seed sales;

Extensive replacement of worn and obsolete maintenance equipment, spurred by sharp rise in labor prices which has forced more and faster mechanical work on courses.

Arthur D. Peterson

Pro reports indicate play increase of from 15% to 20% over 1936. In playing about 30 different courses in this section I have found them in very fine shape considering adverse weather conditions. Some greens in bad shape due to soil binding into a caky crust on top of greens. Frequent spiking and topdressing of powdered peat moss, I have found, corrects the condition.

Pro business in NY metropolitan district suffering from cut-price store competition which I estimate costs pro about 25% of his legitimate business. Can't blame members for buying 75-cent standard brand balls at cut prices, but am convinced change in certain practices of manu-



When fire destroyed the clubhouse of Tam O'Shanter CC (Chicago district) last fall, the club promptly laid plans for a replacing building. Here you see it as recently completed; its interesting site is along the upper reach of the Chicago river.

facturers would stop this price cutting which threatens continuance of 75-cent retail ball price in this district and serious loss to manufacturers as well as pros.

New lines of golf merchandise look better, especially bags. Smartest idea I've seen in 1938 lines is detachable back pocket that can be used as carry-all bag.

Pro work in Westchester County has been responsible for increase in play, especially among women. A schedule of 25 events in which men and women amateurs participate has been responsible for arousing amateurs' interest in their scoring, hence more business in lessons and equipment for pros, and more patronage at clubs.

Adoption of plan to have pros attend monthly board meetings at their clubs has been profitable for clubs this year and deserves extension. Pro is in constant contact with club members and can inform and advise board, also receive information to help him promote general satisfaction of members and improvement of operating conditions within his province.

George McLean,
Grassy Sprain GC

Almost every club in NY Met district has done better this year than last, according to pro business indications. Teaching is up 25%. Ball sales better, altho store competition menaces future of 75-cent standard brand balls, some of which have been sold for as low as 48 cents. PGA ball has helped meet this competition. Many players changing from cheap balls also accounts for pros' business improvement. Club and bag business has been fair; again store low prices on inferior goods cutting into pro volume.

Pro merchandising situation becoming a matter of concern to informed club officials who now realize that the amount and na-

ture of pro service required at a first class club calls for assurance of pro income earned by such service.

At some clubs a pro can only get from 20% to 25% of his members' golf merchandise patronage, yet members expect service that demands the pro hire an assistant and end every year losing money.

The average golfer knows little, if anything, about golf merchandise values and increases his golf cost by indulging in wasteful so-called bargains. As a member of a good club with a good pro he is entitled to shopping protection which the pro can supply. However, only a few members realize that.

If club officials would take action in this matter and so direct their members that a pro could be assured of the bulk of the club members' business in clubs, balls, bags and other golf equipment, the pro would be in a much better position to improve his service facilities for the good of the club and his members, and—with the larger volume—would be able to reduce prices.

As the condition now exists, club official oversight of this matter is curtailing pro ambitions to increase their duties to clubs. Most pros go to club jobs expecting shop service profits will give them a reasonable living for themselves and their families, but with club members uneducated to traditional and basic factor, I am convinced that the net pro income for the U. S. during 1937 was still so low it constituted a danger to the future of golf.

The matter is one that should be discussed between every competent and considerate club official to whom the pro is responsible, and the pro, as a highly important phase of 1938 club plans.

*John Inglis,
Fairview CC*

Membership larger with indications pointing to a substantial increase by opening of 1938. Installed fairway watering in time to show great benefits when late summer drought hit. Considerable damage from brown-patch and Jap beetle in district and greenkeepers and chairmen busy with all scientific preventive methods, plus prayers.

Completely remodeled 3 holes and are having Robert Trent Jones design further course changes for modernization.

*Leonard Tingle, Green Chmn.,
Garden City CC*

CENTRAL NEW YORK

Golf courses in this district all have been in wonderful shape due to the frequent rains. On two or three of the courses, I have never seen the fairways so luxuriant as they have been during all this season.

As a result of this condition, golf play-

ing has come up about 25% over 1936. I can safely say I have never before seen so much enthusiasm in golf in this district.

All the clubs are in better financial shape than they have been during the last five years. Most of them are closed memberships. They are all talking sprinkling systems, and two clubs are installing these this year. As far as our club is concerned, we are planning on the installation next year.

All in all, this 1937 season has been a great one for golf, and it seems to me to prove that greener fairways and better greens create golf interest in a multiplying ratio. At any rate, this is true in this district.

*Nelson G. Corkhill, Green Chmn.,
Irondequoit CC*

Most of the clubs in this district are looking forward to a fine year in 1938 and are contemplating buying more equipment and supplies than they have for some time.

*T. C. Robinson, Sec.-Treas.,
Golf & Tractor Equipment Corp.,
Syracuse, N. Y.*

PHILADELPHIA

Llanerch CC activities have progressed very favorably since the early part of 1936. A membership drive started in February, 1936, secured 100 new selected members. Our club at the end of fiscal year 1937 was nicely in black figures after we had spent considerable money and effort in improving our 27-hole layout, which we feel is one of the best courses in this district. That opinion is shared by many golfing enthusiasts. Club is very fortunate in having a competent staff of officers and directors who are active and successful business managers.

My personal observation of other clubs in this district leads me to believe that golf is continuing to grow and I am pleased to note the number of juniors who are making their initial appearance in this very substantial pastime. Golf is no longer a rich man's game, but can be enjoyed by everyone.

*John P. Frazier, Pres.,
Llanerch CC*

Conditions in the Philadelphia district as reported by course supply dealers reveal a satisfactory financial situation which has settled some old accounts. Decided trend of club buying on quality basis.

Some dealers in this and other sections commented on greenkeepers entering retail seed business selling to members and capitalizing on prestige as men responsible for well kept courses. Seed dealers claim division of greenkeepers' attention will not be profitable to greenkeeper, but

(Continued on Page 56)