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GOLFS MARKET PLACE

George Herrmann, treasurer of L. A. Young Golf Co., well known and mighty well liked by pros, is recovering nicely from the illness which has confined him to his bed for the past six months. George figures just because a fellow's in bed is no reason he shouldn't do a little work, so each day he handles a certain

interfere with shots. We also planted shrubs around a rock garden adjoining our attractive swimming pool and children's playground.

The members get an extra added enjoyment from their club when the greenkeeper is keenly conscious of opportunities and responsibilities as a nature artist. There are pictures in golf courses that are groomed with expert and feeling care, even though the artist may be a fellow with sweat showing through a soiled blue shirt and, at times have on his lips words that strictly union poets would rhyme with lamb and dell and rich.

Pros Must Follow Thru
(Continued from page 18)

when members were going away on vacations. Then he'd sell them new sets of clubs and a bag and balls for their vacation use so they'd proudly carry the new equipment wherever they happened to go on vacation journeys as identification of an up-to-the-minute golfer.

"I've been reading what pros have had to say about Horton Smith's idea in GOLFDOM of increasing pro income by setting a quota of play by months 10% higher than last year," remarked this prosperous professional, "and I think it's a cinch for the boys to do that by having a par of last year's figures to shoot against. I do know from my own experience the pros will increase their sales a lot more than 10% if they will get it into their heads that they have to sell all during the season and not slow up after a brisk display of pep during the season's earlier months.

"One little thing that has meant millions of dollars to the pros and to golf clubs is the way that greenkeepers have adopted the practice of keeping the fall leaves pretty promptly cleaned up so players won't be discouraged by lost balls. However, if the pro is going to depend on the greenkeeper instead of himself for keeping pro-shop business active until frost, the pro will be out of luck."
amount of correspondence and passes on credit matters as they come up.

Because of his improvement, George's friends expect to see him up and around again very shortly.

Wilson Sporting Goods Co. now is making Willie Hoare wood clubs, sale of which will be confined to PGA members. Hoare, veteran pro who has been ill for the past two years, worked out the design together with Wilson field and factory men. Hoare has a royalty interest in the club sales.

Heine Sick, Crystal Lawn pro, who caddied for Hoare some years ago, bought the first set out of the factory.

Lloyd Gullickson, Worthington Ball Co. staff, introduced Babe Ruth to the new Worthington Sweet Shot ball at the start of the season. The Bambino acknowledged the introduction with a 73, which was very contenting until he looked at Lloyd's card. Gully had hammered the Sweet Shot around in 63 for a new course record at the Jungle club, St. Pete.

Gene Kunes, 1935 Canadian Open winner, now is with Crawford, McGregor & Canby as playing representative and taking an active part in the Philadelphia sales activities of the company, when his club duties permit.

Marinette Knitting Mills, Marinette, Wis., figure they have knitted golf dresses that will increase women's play in wet weather. The Marinette garments are Neva-Wet processed, which makes them water and moisture repellant, and resistant to perspiration, spots and stains.

L. A. Young Golf Co., Detroit, Mich., presents an attractive array of counter display cards, wall posters, and folders for the promotion of Walter Hagen golf clubs and golf balls.

At the top, left, of accompanying illustration of these pro helps is a card reciting Hagen's phenomenal record in competitive golf. At the top, right, an imitation Neon-effect sign makes the word "Hagen" shine out in a bright red luminous effect.

The counter card in the center features the new Hagen Spiral Grooved Steel Shaft. Two counter displays or window cards feature the American Lady woods and irons. The small folder shown in the center of the illustration "A Few High Spots from the 1936 Walter Hagen Line" is designed for counter distribution in the pro-shop or for mailing to members with their monthly statements. The booklet at the bottom, "The Hive of the Hagen Honey Center" shows various photographs.
of progressive steps in the construction of the line of Hagen golf balls.

Not shown in the illustration is a simple instruction booklet for the purpose of arousing interest in pro lessons. It's called, "Golf Clubs and How to Use Them, By Walter Hagen." The price of the booklets, which may be enclosed in club mailings, is two cents each in any quantity, plus a $2 flat charge for printing the pro's advertisement, with any desired wording, on the back cover in quantities of 100 or more booklets.

Lou deGarmo, Rockefeller Center, New York City, a pioneer in the publicizing of golf and sporting goods products, has been signed as advertising counsel by the Pedersen Mfg. Co. DeGarmo has directed the activities of such outfits as Acme Apparatus, Smith & Wesson Firearms, Montague Rod
& Wheel, Wilson-Western Sporting Goods, Wanamaker, and the Acushnet Process Co. The Pedersen Manufacturing Co. fathered the Limbershaft, and the Pedersen boys themselves are expert practical clubmakers. The entire output of their factory is sold exclusively through pro-shops.

An interesting, informative booklet on swimming pool construction and operation may be had free from Portland Cement Assn., 31 West Grand Ave., Chicago.

The first man, perhaps, to make the golfing citizenship "300-yard-drive" conscious was Charley Hall of Birmingham, Ala. Later on the feats of Cliff Spencer, slender Baltimore professional, gained wide attention; then Clarence Gamber of Detroit. And then along came Jimmy Thomson of Buckwood Inn and Lawson Little.

So fantastic were some of these early tales of gigantic hitting, and so receptive the ears of ordinary links mortals who thrill at the feat of a 150-yard drive, fear gripped many officials, particularly in clubs that were on the "short side." Unless something was done to check hitting, they thought, their layouts would become obsolete since some of these big hitters would be turning 400 yard holes into mere pitch shots.

The upshot was that, partly in response to this belief, the USGA did away with the old 1.61-1.62 ball and replaced it with one whose dimensions are now 1.62 maximum weight and 1.68 minimum diameter.

Despite this curb we still hear stories of prodigious driving and some of them at least are founded on fact. Today there is little doubt but that Thomson is the longest hitter in the world, capable of slashing out drives of 300 yards and more.

Thomson, however, is the exception rather than the rule. He hits a golf ball just about as far as it is humanly possible to do so and he is a good fifteen yards longer than Little who, in turn, is approximately fifteen yards longer than the next-longest hitter.

Even Thomson's hitting would seem puny compared to that of a patented driving machine developed and owned by the Acushnet Process Co., of New Bedford, Mass. This machine, part of an exhibition caravan which is now touring the country,

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Chicago district. Snook will make headquarters at 238 W. 111th St., Chicago; telephone, Pullman 3420.

Jolly has been making a swing around the Chicago, Milwaukee, Detroit, Cleveland and Buffalo territories and reports another golf boom is beginning. Colonel sales have hiked substantially.

J. Oliver Johnson, Inc., 956 W. Huron St., Chicago, offers a new lawn post, Duropost, that is proving popular with builders and architects. Construction per-
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An Opportunity to buy a fully equipped ‘golf club making plant’ (formerly owned by the Schavolite Corp.) is now open to any golf professionals or others. This is an invitation to anyone who may be interested, to communicate with Jack Ross, The Creek, Locust Valley, Long Island, New York.

Man of highest qualifications in experience character, performance and personality wants situation as manager of club in small town or resort. 17 years with present club starting as caddie master, then locker-room steward and now manager. Club’s financial position reason for change. Highest reference. Address: Ad 602, Golfdom, Chicago, Ill.

Scotch-born Pro-Greenkeeper with over 25 years experience would like to contact year round job. Thorough knowledge of grasses, soils and course upkeep. Fine record as instructor. Could take management of club as wife is experienced cateress. Excellent references. Will go anywhere. Write: R. B. P., 1419 Columbia Road, N. W., Apt. 24, Washington, D. C.

Greenkeeper now open for position with up-to-date club. 21 years experience, first-class maintenance at minimum cost. Married. Will go anywhere. Excellent references. Moderate salary. Address: Ad 504, Golfdom, Chicago, Ill.

Wanted—Practice golf balls, Jimmy’s Driving Tee, 6290 Excelior Boulevard, Minneapolis, Minn.

Golf Course Wanted—I wish to purchase, or lease for long term, nine or eighteen hole course. Write for details. Address: Ad 500, Golfdom, Chicago, Ill.

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