

Book Review

The Walter Hagen Story . . . By The Haig as told to Margaret Seaton Heck . . . Published by Simon and Schuster, 630 5th Ave., New York, N. Y. Price \$4.95.

The golf pro who doesn't read this rollicking epic of the Great Emancipator leaves himself open to the suspicion he can't read. It's the story of how American tournament pro golf was made big business by the colorful non-conformist who quickly learned that a home club pro job was too tough for him.

After the usual old routine of caddy, assistant and head pro Walter became the first pro to specialize in tournament and exhibition play and made a brilliant success of the job. The money that Hagen made and spent established a new standard for pro fees. On the basis of today's inflated dollar against the value of money when Walter was operating as a player he surpassed the financial scoring of today's tournament stars with a crowded big-money schedule of events.

There is a great deal of lively detail about Walter's earning and spending. He gave his prize money \$375 for his first Bri-

tish Open victory to his caddy. The British Open trips cost Walter about \$10,000 each. Each of them was financed by what he made in the stock market under the guidance of Jesse Livermore. From each of them he got off the ship broke again, but with his services in such great demand he had no difficulty in quickly getting well financially.

The book is jammed with yarns of the exciting, historic and profitable competitive events in which Hagen's personality and performance put pro golf in sports page prominence.

Hagen got a lot out of golf and he put a lot back into the sport and business that gave him his opportunity. It's paid him to continue to play along with his pro comrades. The story of how he happened to get into the club manufacturing business is among the countless incidents he relates. He says: "I feel the professional golfer is entitled to sell golf equipment and knows the needs better than anyone else." That policy has Walter sitting pretty now.

The marvelous job that the late Bob Harlow did in directing the Hagen show when Bob succeeded Dicky Martin as Walter's manager sparkles in Walter's book.

Finest Silver Crab Killer Available

NOTT'S® ARTOX "special"

If silver crab is still a problem on your greens, then you haven't heard the latest news. Because Nott, with many years experience in formulating crab grass and broadleaf weed killers, has now successfully combined "Di Sodium Monomethyl Arsonate" (SODAR*) with 2, 4-D . . . a specific for silver crab and ideal for chickweed, plantain, dandelion, smooth and hairy crab grass.

ARTOX "SPECIAL" comes in convenient, professional concentrate powder form. Mixes easily with water and can be applied with regular spray gun.

Try ARTOX "SPECIAL" at our expense. You and the Greens Committee will be amazed with the results.

For Free sample attach coupon below to your club letterhead and mail.

ARTOX and other NOTT Products available through your Horticultural Supply House.

*Trade Mark pending, permission granted by applicant

NOTT MANUFACTURING CO., INC.

Mount Vernon, N. Y.



NOTT'S ARTOX is also available—powder or liquid, in the "Standard" formulation, specific for smooth and hairy crab grass only.

FREE! Send me free sample and further information on Artox

Name _____

Club _____

Street & No. _____

City _____ Zone _____ State _____