

"8. Sweep thoroughly with a large carpet sweep.

"Green is now ready for play.

"The upkeep of our sand greens is extremely simple and consists of merely putting on sand or oil as required. We find here that a treatment about every two weeks during the hot weather keeps the greens in good condition. If wind or rain has taken sand off the greens, new sand of the necessary amount is evenly put on, oil being then sprinkled on as above. For upkeep, a quarter to a half barrel of oil per green per application, is sufficient.

Sand and Slag Used

"At Anaconda we have been experimenting for some time with materials for sand greens and now put on a combination of sand and slag. The slag would not be available at many places. This slag is the waste product from the smelting furnaces of the Anaconda Copper Mining company, and as it leaves the furnaces in a molten stream, is dropped into jets of high pressure water, which granulates it. It is then sluiced to a dump. It contains

18% to 20% iron and is, therefore, much heavier than sand.

"We must use 70% sand and 30% slag which has been screened through the same screen as the sand. This makes a fine green and stays in place better than straight sand.

"We have been constantly experimenting with different types of sweeps and have finally adopted a sweep, a sketch of which accompanies this description of our methods. We feel this is far superior to any we have tried. It sweeps well and is light and can be handled easily by women and children, and can be left standing in the cup, whereas a heavy sweep, if left standing in the cup, destroys the cup or its setting.

"I might add that our greens have been the best this summer since the course was built.

"We have had the state tournament at Anaconda twice since installing 18 holes. The card for our course was originally copied from the card used by the Old Elm club at Chicago."

Good Sportsmanship and Darned Good Profits



It is good sportsmanship for the Pro to push the sale of Morley Yello Tees—

Because the Morley Yello is the tee that does not and cannot injure the Golf Club's expensive lawn mowers.

And it is also good business common sense for the Pro to push the Morley Yello Tee—

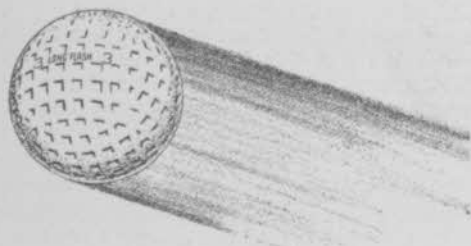
Because he will find that Morley passes along to the Pro a larger profit than he gets on any other high quality tee.

Write to Yello-Tee Division of the
MORLEY BUTTON MFG. CO.
Statler Building Boston, Mass.



MORLEY
yello
TEE

Hit it, Gentlemen, and watch it SAIL!



THIS grand ball—the Long Flash—is guaranteed for 90 holes (against anything but loss). But how it skips, and wings along. It's got lots of distance built under its tough old hide. Hit it, gentlemen, and watch it sail down the fairways. Tap it, gentlemen, and see it roll true to the pin.

75 cents



The LONG FLASH

JOHN WANAMAKER

Wholesale Golf Distributors

NEW YORK
CHICAGO

BOSTON
MEMPHIS

PHILADELPHIA
LOS ANGELES

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Pro's Selling Problem Monopoly

"FAREWELL to the Shopkeeper" is the title of an article in a recent issue of the New Republic, in which the author says "The main advantage of the chain store lies in its ability to eliminate in one form or another the appalling economic waste which has characterized retail distribution by small, independent units."

But, as is usual with a lot of the high-powered articles on merchandising—painting gloomy pictures for the little fellow because of chain store savings passed on to the customer—there is another side. "The major part of the chain stores' winnings has thus far gone into profits and expansion," the New Republic article concludes.

Comparing the pro's merchandising set-up with that of the average small retail merchant in other lines, it is very apparent that he has far less to fear about his selling future than other retailers.

The pro's principal problem is concerned with personal development in merchandising and he can focus on getting the answer to that perplexity instead of worrying about being ground down and smothered by economic developments, such as the chain store growth, now causing acute agony to smaller retail establishments in the grocery, drug and other fields.

"We Are Lucky"—Same Pro for 20 Years

By AARON J. JONES
President, Idlewild Country Club

Al Naylor has been at the Idlewild Country club (Chicago District) for 20 years now, and his president pays him the following tribute on his twentieth anniversary.

What the Idlewild president says about Naylor should inspire many a young pro to get started right in his career.

SOME clubs are lucky in different ways but Idlewild is one of the few clubs that has been lucky in picking the proper professional.

I wonder whether Al Naylor thought he was going to have a steady job when he

Nifty and Neat—But Not Gaudy

Two examples of club interiors that show where good taste figures instead of heavy investment of money. The upper illustration shows the lodge at Club Rio Del Mar, and the lower the lounge at Nippersink.





... YOU'LL UNDERSTAND

YOU will spot the character in a VULCAN club the instant you pick it up—and you'll quickly sense your possibilities for profit, selling clubs with such evident superiority in modeling, workmanship and finish.

Then, when you have studied VULCAN'S plan for co-operating with the Pro you'll understand why so many are getting in line.



Write today for our 1928 catalog and complete information.

VULCAN GOLF COMPANY
Portsmouth, Ohio, U. S. A.

VULCAN
Clubs of Character for Every Golfer

Please mention GOLFDOM when writing advertisers

started twenty years ago. He is the only pro the club has had. The members all call him by his first name.

During the entire twenty years I never heard one member say, "Let's get a new pro." He is loved by all. Anyone would go out of their way to do Al a favor. Why?—I guess it is his genial nature, always pleasant, never gruff; he is a good listener; knows golf and mainly knows what care a club needs.

Because Idlewild is one of the best courses in the district, Al must be given all the credit. He is always planning new improvements to better the course.

As to Al's business qualifications, I think they are as good as the average pro. It has been good business for Idlewild to retain him the past twenty years and I hope it has been as good for him,—with a wish the partnership continues as long as possible.

So I say we are lucky.

Movies Big New Aid in Golf Instruction

THERE are two angles to the marked success experienced with the motion picture camera in golf instruction by Wm. C. Jackson, pro at the Camargo club, Madeira, O., and president of the Greater Cincinnati P. G. A. One phase is the distinct and quick improvement in the game of his pupils; the other the increase in lessons.

Jackson, who is one of the successful trail-blazers in pro golf, so far as motion picture camera instruction service is concerned, passes the story of his method along in the following words:

Jackson's Story

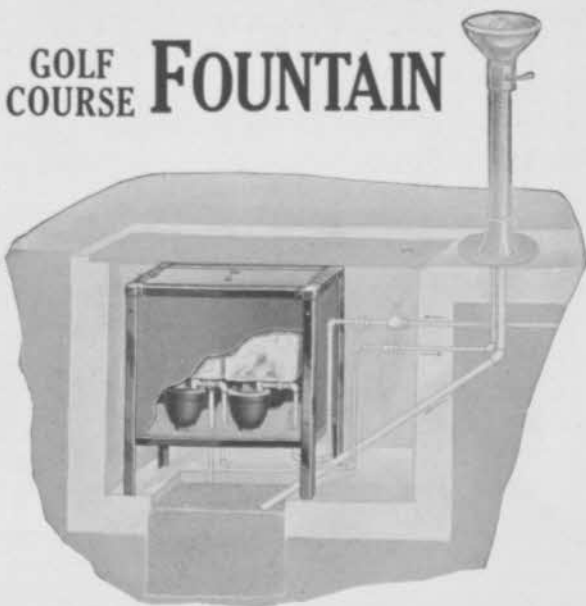
"I had a small machine for which I paid about \$180 (second hand). It would throw pictures on a sheet. Could be speeded up, slowed down or stopped at any point.

"I signed up a class of 20 for five lessons each at \$6.00 per lesson. The first three lessons I gave without the camera. On the fourth and fifth lessons I took pictures of the pupils, under instruction, playing an iron shot and a wooden shot. I then took the same pictures in actual play on the course. This to show him how under stress of play he would not do the same as while under instruction.

"I would then explain the importance of perfecting his game through instruction and practice rather than playing.

PHILLIPPI GOLF COURSE FOUNTAIN

--the completely satisfying answer to your need of cold, crystal-pure drinking water.



THE first cost and the operating cost of the Phillippi golf course fountain is such that every good club can afford this needed utility.

A piece of ice lasts two or three days. The cooling element is contained in a concrete pit and the water does not at any time come into contact with the ice. The water is cooled by agitation, meaning speedy

action and thrift in ice consumption. The pedestal bubbling fountain with vitreous china bowl is 36 inches high.

It is easy to keep the Phillippi iced. The ice capacity is 100 lbs. and the chamber is kept air-tight.

Write for complete details of the Phillippi today so you can have installations operating at your course before the hot weather arrives.

READING FOUNDRY & SUPPLY CO.

522 Chestnut St.

READING, PA.

*Makers of a
Complete Line of*

PHILLIPPI COOLERS and FOUNTAINS

for Special Requirements of

GOLF COURSES -- RESTAURANTS -- OFFICES -- FACTORIES

Greenkeepers need



A Special Hose for Golf Courses

FREE SAMPLE of this "U. S." Royal Hose sent on request. Look it over before you buy this year's supply of water hose. It will be the most economical hose your club has ever bought.

THE PRICE:

in lengths up to 500 feet, uncoupled, double braid

$\frac{3}{4}$ inch \$.18 per foot

1 inch25 per foot

For working pressure over 100 pounds triple braid is recommended.

'U.S.' ROYAL

this Water Hose

*It is built for
Golf Club Service...*



HOSE used on golf courses gets far more frequent and harder use than ordinary garden hose. Handled harshly, pinched by tractors, scuffed by mowers—such treatment demands a *special* hose.

"U. S." Royal Hose for Golf Courses is a master-piece of hose building. Designed and built specially and specifically for Golf Club service. The tough maroon rubber cover resists abrasive wear—plies of sturdy braid firmly anchored to each other by resilient rubber—gives you a hose that will last for seasons if properly cared for.

Note the distinctive marking—the "U. S." Label, and the bright orange band encircling the hose every fifteen feet. This means that "U. S." Royal Hose is sold *only* to Golf Clubs and any hose so marked in private use you can spot as stolen property.

*Let us send you a sample of
"U. S." Royal Hose for Golf Courses*

United States Rubber Company

1790 Broadway



New York City

HOSE for Golf Courses

Walter Hagen says

"THE other day Westbrook Pegler said that I'd sold my name for use on a golf ball. Westbrook didn't tell you the half of it. Of course he didn't know of my interest in the L. A. Young Company and that it wasn't a case of selling my name at all. Also he didn't know that the ball he referred to is not just a ball with my name on it and that there is no other ball on the market like the Walter Hagen ball.

I have designed this ball for my own personal use because I wanted not only a long accurate flying ball but a ball that responded properly on approach shots and on the putting green; also, a ball with these qualities that would take punishment.

If you have ever played the Walter Hagen ball you know that we finally got what I was striving for. *And that's why the ball bears my name.*

Last season I won both the Western Open and the Professional Championship with this ball. (Mr. Pegler please take note) and I hope to win the British Open again with it this month.

One thing sure, if I don't win I can't blame the ball.

Keep your eye on the Hagen Ball—it's bound to be one of the biggest selling seventy-five cent balls in your shop."



Walter Hagen
GOLF EQUIPMENT
Made by The L. A. YOUNG COMPANY
DETROIT · MICHIGAN

"Then at the end of the course of five lessons I had the whole class, plus all the club members who desired to attend at \$2 a throw, attend a show in the club dance room.

"Almost the entire membership attended. In addition I had pictures of Bobby Jones, Hagen and several others, taken at the National Open.

"I then gave a lecture, explaining the faults of the pupils and comparing them with the stars, while showing the pictures.

Psychology Helps

"The psychology of the thing is that every person likes to see pictures of himself; that the other members get a big laugh out of the contortions of their buddies and that after the meeting the whole membership wanted to take lessons."

Bill Jackson is one of the pros who is using his skill to advance his own interests and to set a pace that will speed the progress of a lot of the fellows who are enough on their toes to help themselves progress. The foregoing sketchy outline of his plan gives a vivid indication of possibilities to any pro who will exercise constructive imagination. Bill himself says on motion picture golf instruction, "The darn thing is unlimited if handled right."

Player's Experience

For the very valid reason that he is secretary of Bell & Howell Co., motion picture camera makers, and a fellow who is interested in bettering his game, C. A. Ziebarth has done some very significant work in motion picture instruction.

Relative to his experience with the movies in improving his golf, Mr. Ziebarth tells GOLFDOM:

"I might start by advising that during 1927 I reduced my handicap at the Wilmette Golf club from 18 to 9. This may sound strong, particularly when considering that I had been playing around 100 for several years. Dave Pattullo, pro at Wilmette, will confirm these figures.

"Before taking moving pictures of my swing I had played golf for about five years. I had taken instructions from some of the best professionals, but the best I could do was to shoot around 100. It seemed to be difficult at times for me to understand just what the professional wanted me to do, and then again there would be times when I thought I was carrying out the instructions, but they would say I was all wrong. My inability

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to grasp their idea, together with the simplicity and economical operation of the Filmo Super-Speed camera, prompted me to try motion pictures. However, I did not seem to find time to do much with pictures until about the middle of the season of 1926.

"By the close of the season in 1926 I had obtained moving pictures of several of our best players, and compared them with pictures of myself. It was very easy for me to see why I was not getting results. I will not mention all the numerous mistakes I was making, but will give those I think most important. I found that I was pushing the club back instead of swinging it, and was starting the club with my hands on the down swing instead of with the body and arms. As I particularly noticed in the films of Bobby Jones and Walter Hagen, and other good players, the start of the swing instead of with the body and arms. I further noticed that instead of having my left arm straight and straightening the right arm at the time of impact with the ball, I was bending my elbow. This seemed to be the cause of half topping balls. I also noticed that I did not come through with my weight at the right time, sometimes finishing with the weight on the right foot instead of the left, and I had a very short follow through. Also, I was looking up too quickly.

"As mentioned, I had been taking instructions from time to time from some of our best professionals. Some of them had told me about the same things that I noticed in the motion pictures, but it seemed to be more or less difficult for me to understand them when they gave advice as to how to correct these difficulties. However, when I saw the faults in pictures, it seemed to be easier to understand why these were giving me trouble.

"I then started to work on this system of using pictures in earnest during the winter of 1926 and 1927, taking pictures outdoors occasionally when the weather would permit, and practicing in nets indoors. Early at the start of the season in 1927, the Bell & Howell company made a golf instruction picture of Joe Novak, and this gave me further opportunity to compare my swing with that of Novak.

"About the time the golf season got well under way, I found I had improved my game considerably, overcoming most of the serious difficulties.

"Up to this time I had not showed my pictures to any professional. Now I felt that I was getting to a point where the opinion of a professional was desired. Several different scenes were shown to



Fulname Golf Ball Marking

- ¶ Speeds up the game.
- ¶ Prevents mistakes.
- ¶ Stops golf ball bootlegging.

It is

- ¶ An invisible chain and padlock on every player's ball.
- ¶ Indispensable to membership good will and club morale.
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- ¶ A permanent imprint that lasts as long as the ball.

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Under the simple conditions, easily met by any club or pro. Write today for full details of our offer.

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So. R'way Bldg., Cincinnati, O.

If there be among you a single Professional who does not yet know the Zip-par Golf Ball, let him speak up and we shall be glad to send him sample and sales plan. Allied Golf Company, 3017 Carroll Avenue, Chicago.

Novak, and he saw where I was still making slight mistakes, which he had not noticed when playing with me. The most important of these was cutting under the ball. One of my troubles had always been shooting all my iron club shots too high, and thereby of course losing distance. My mashie shots would go as high as the average mashie niblick, and No. 3 iron as high as the ordinary mashie shot. I had asked the advice of several professionals as to how I could overcome this, but they did not seem to do me any good in this respect, and it was not until I showed these pictures to Novak that we decided the cause for this condition.

"The pictures showed that shortly after impact with the ball, instead of the right hand starting to turn over the left hand, the right hand went under the left. This action picked up the ball, instead of going through it. I evidently had been doing this ever since I started to play golf, and I found it was very difficult to correct. In fact, to date I have not entirely overcome it, but the condition is greatly improved.

"Owing to the speed of the golf stroke, I have always questioned the ability of a professional to see just what was going on. I always felt that they base their opinion chiefly on the results of the stroke by watching the ball, and diagnosing the case in this way. I feel quite sure that the several professionals that I consulted did not know the cause for my shots going so high, as the action took place at the fastest part of the stroke and it was impossible for the eye to see it.

"I believe that motion pictures will improve anyone's golf game. I suggest having slow motion pictures taken of your golf stroke from three different angles—one view from the front, one from the side (that is taking the picture towards the line of flight), and the third from the back. Compare these pictures with the instruction golf pictures by Novak or any good professional, or show the pictures to a good professional and have him point out where you are wrong.

"I do not try to imitate the swing of a good golfer. I just work on the fundamentals. Working on one thing at a time, I keep at this until it is mastered. Then I take up another part of the swing which needs attention, and after two or three points have been thoroughly covered I have someone take some pictures, and in this way check up on what has been accomplished. I am sure this method will give anyone a clear conception as to how the golf stroke should be made, and improve his game."