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. . . new in principle . . . new in design . . . the first steel shaft that achieves the sweet, cushioned feel of finest hickory by actually duplicating hickory torsion!



HERE, for the very first time in the history of golf, is a steel shaft that exactly duplicates the cushioning torsion of finest hickory—yet retains steel's proven advantages! The shock of impact is absorbed by the new Bristol TORSION Shaft. Stinging iron shots—the last objection to the steel shaft—are now out of the picture forever!

Torsion is the twisting (not bending) of the hickory shaft which occurs when the head impacts with the ball. You will not find this "hickory" torsion in any steel shaft except the new Bristol TORSION Shaft.

This torsion is the very feature which the masters of the game tell you "cushions" the iron shot, giving you a "sweet" feeling ball.

Here, now, is a steel shaft with the exact "feel" of the rarely found perfect hickory shaft, plus the power, strength and precision of steel.

In design and construction, Bristol TORSION Shafts are unlike any other steel shaft ever made. This new shaft has double walls with a "torsion" seam that extends its entire length. You can actually feel the torsion. Grasp the shaft as it is held in the illustration. As the club head is turned, the shaft yields slightly to the twist, and springs back the moment force is released. Any other steel shafted club is stiff, rigid. When the club head hits the ball, the



Feel the slight torsion twist in hickory and Bristol Torsion shafts. Ordinary steel shafts are rigid, unyielding. Only the Bristol Torsion Shaft gives hickory's "sweet", cushioned feel.

shock travels up the shaft into the fingers like electricity running along a wire. The torsion, in fine hickory and in the Bristol TORSION Shaft, completely absorbs this shock or vibration.



Cross-section showing improved torsion principle of construction—double walls, torsion seam.

WRITE for your free copy of the latest issue of "The Bristolite" with full details. Let us know if you should have any trouble getting this new shaft through your regular channels. THE HORTON MANUFACTURING CO., 188 Horton Street, Bristol, Conn.

BRISTOL Torsion

STEEL SHAFTS



Seventy-two cottages like these lure Olympia's members to become all-summer residents.

HOW SUMMER COTTAGE COLONY Boosts House Business FOR OLYMPIA FIELDS, CHICAGO

By JACK FULTON, Jr.

UNIQUE among private country clubs because it was the first 72-hole layout in the world and because today, fourteen years after its founding, it is, to the best of this writer's knowledge, the only completed project of that size, Olympia Fields C. C. in the Chicago district has furnished many an interesting golf business story.

The reason for this lies in Olympia's magnitude. Its clubhouse alone cost more than \$1,000,000. Its annual operating and administrative expenses exceed \$250,000, and its income from dues, departmental operations and the like must not, if the club is to avoid assessments, fall below that figure. Consequently Olympia Fields does a great deal of pioneering in modern methods of club operation.

Because Olympia lies 26 miles outside Chicago, one of its major problems has been to attract members to the club during the week and thus assure economical operation of the various departments. There is no problem on week-ends when members have plenty of time to make the 26-mile jump from town, but it is another

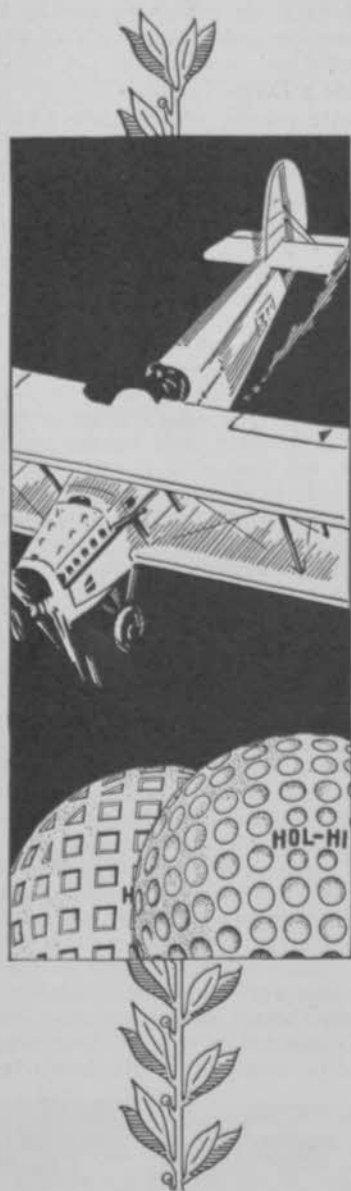
thing to lure them out after work, unless, somehow, the members and their families can be interested in staying overnight, or better yet, can be interested in the idea of living at the club through the summer. Only then can the club's departments, in particular the dining-room, operate on an efficient and economical basis.

It is to the credit of the past and present governing officials of Olympia that this problem has been most successfully solved. Olympia's dining room does an annual business of \$165,000, fully half of which is taken in during the week. While no definite figure are available, Col. C. G. Holden, manager of the club, estimates the average number of meals served each week day (Monday to Friday) at not less than 750! That's a lot of meals for a club 26 miles removed from a city. How does Olympia do it?

Many Rooms Specified

First of all, at the time the club authorized the architects to design its permanent clubhouse (it went along eight years with a temporary structure) free rein was given in all but one particular—there

ANNOUNCEMENT



Wilson-Western Sporting Goods Co. takes great pleasure in announcing that

Mr. Joe Guisto

competing upon the Lake Chabot Golf Course, a municipal course at Oakland, California, has been declared the winner in their National Hol-Hi Driving Contest held May 11th to 18th, inclusive, of this year.

A DeHaviland Moth Aeroplane, the prize for this event, has been awarded to Mr. Guisto.



The two hundred and fifty dollar cash prize going to the pro upon whose course the Hol-Hi Plane was won goes to

Fred X. Fry

of the Lake Chabot Golf Course at Oakland, California.

Mr. Fry also wins the one hundred dollar prize for having the greatest number of contestants on any one afternoon.



The one hundred and fifty dollar prize going to the pro having the greatest number of contestants in the Hol-Hi Driving Event for the entire week was won by

Clarence Hackney

Professional at the Northfield Country Club, Northfield, New Jersey.

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Canvas houses, like the upper view, have given way to modern wall-board cottages, shown below.

must be ample accommodations for members desiring to stay overnight, or all season. So the architects used the entire second story of the low rambling building and the tower which dominates the structure for single and double sleeping rooms, 79 in all.

These accommodations have proved extremely popular with the members and each year sees over 50 per cent of the rooms engaged for the season. All vacant bedrooms are quickly gobbled up on Friday and Saturday nights by members anxious to stay over the week-end. Translated into terms that warm the House Chairman's heart, these resident members and their families mean at least two meals a day, seven days a week in the dining-room, assure that a full staff of waiters and a complete kitchen crew can be kept busy all week long, and that the number of extra employees needed to meet the week-end peak-loads is very small compared to what it would be were these everyday residents not on hand.

The season occupants of the sleeping rooms, however, cannot account in full for

the remarkable number of meals Olympia serves each day, and it is in fact another adjunct of the club that makes up the balance. I refer to Olympia's "Terrace Colony," a cluster of 72 small, one and two-room cottages owned and erected by the members in an oak grove slightly removed from the clubhouse on plots leased to the individual members of the club.

750 Meals a Day

From this colony, which itself returns a pleasant profit each year to the club, come the balance of the "residents" who fill the dining-room and permit Olympia's departments to operate at comfortable volume.

Of the average week-day volume of 750 meals, possibly 250 are accounted for by members who do not live at the club, but merely have come out for a day of golf. The other 500 meals are eaten by the resident members.

Olympia's Terrace colony is so extraordinary as a country club feature that a rather full description of it will be given in this article in the belief that, with the present tendency of clubs to move many miles from the cities from which their membership is drawn, it will very frequently prove exceedingly hard to attract their members save on week-ends unless some way is found to hold members overnight. The cottage colony scheme, as has worked out so successfully at Olympia, can easily be copied by many clubs to their obvious financial benefit.

The colony had its beginning some ten or eleven years ago when a small group of Olympians, annoyed at the necessity of the long 26-mile pilgrimage to Chicago on Saturday evenings only to turn around the next morning and come out again, decided to purchase a number of 10x12-ft. canvas houses and erect them under the trees somewhat removed from, but convenient to the temporary clubhouse. Within a few months, before the season was over, the colony had grown to over thirty tents.

The arrangement was really ideal. Other



There are 79 sleeping rooms in Olympia's massive clubhouse.

Spalding

HAS TAMED THE STEEL SHAFT

now, IT HAS NO VIBRATION

now, IT'S A GREAT SHAFT FOR IRONS

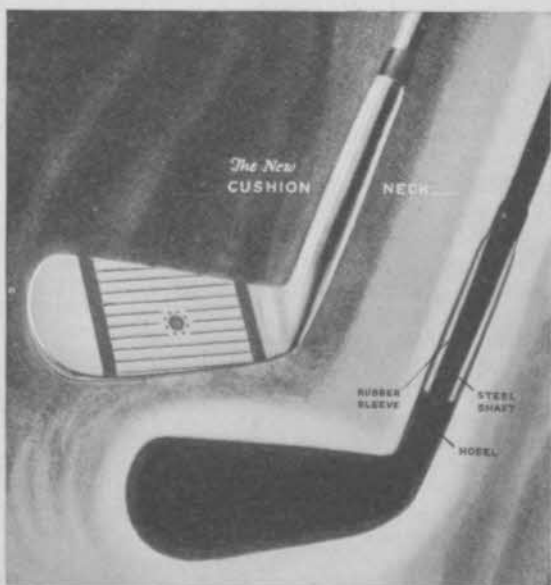
now, IT HAS THE SWEET FEEL OF THE FINEST HICKORY



THE steel shaft was the Jekyll and Hyde of golf. In wood clubs, it felt very sweet. But in irons, it felt very sour. In woods, thousands of golfers found that it gave them straighter shots. In irons, it brought them nothing but disappointment.

Spalding realized that in irons, the metal-to-metal contact of steel shaft and steel head was the root of the evil. It formed a perfect conductor that carried the shock and vibration of every shot up the shaft and into the fingers, destroying all sweetness of feel.

So Spalding worked out the exclusive new "Cushion-Neck" that insulates club head from shaft—completely eliminating all vibration—giving you the first steel-shafted irons



to have the sweet feel of the finest hickory.

At no place in these remarkable new irons does the steel shaft come in contact with the steel head. For before the shaft is fitted into the hosel of the club, it is enclosed in a cushioning sleeve of lively rubber. Vibrations can no more pass through this rubber sleeve than can electric current pass through the rubber insulation on a wire.

Then the rim of the hosel is crimped around the rubber, sealing out the air forever—retaining the liveliness of the rubber for the life of the club.

The "Cushion-neck" is the latest of a long line of Spalding contributions to golf. Try it as soon as you can get your hands on it. Lay into a ball with it, and ten to one you'll get one of the greatest thrills you ever got out of a golf club.

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than the original investment, for the canvas house and such simple furnishings as were necessary, there were no expenses. A member kept his clothes in his clubhouse locker, did his dressing there, used his tent only for sleeping, which because essentially in the open air was much cooler and more comfortable than attempting rest at home in the sun-baked city. Conveniently near, in the clubhouse, were all the comforts of home.

By the middle of the following season the colony had grown to over 75 tent-houses and this growth continued until at one time there were more than 150 of these individually owned cottages. The original oak grove could not contain all of these and a second colony, popularly referred to as the "Gold Coast" sprang up across the way.

Growth Forces Regulations

When there had been only a dozen or so cottages, the club gave the colony only tacit recognition, but when the number increased to a sizable settlement, it was forced to step in, establish rules and regulations to control the erection and maintenance of the tents and the privileges of the residents; it had to build paths through the colony, hire a night watchman, do a certain amount of landscaping. All of this cost money and so, in spite of the fact that the club was profiting indirectly through the increased business in its departments, it felt justified in asking the colonists to pay for these improvements and they were assessed 25c per sq. ft. per year for the area actually covered by their tents. Since the average size was 9x12 ft., this brought in to the club about \$30 per tent, or \$4,500 total per year for all 150 cottages.

Terrace Made Permanent Fixture

The arrangement was very satisfactory. After the cost of the improvements and the watchman's services had been taken care of, there still remained a small profit for the club; and the members felt that \$30.00 was a small price to pay for the privilege of living in the country for the summer season.

However, as each season passed, the realization became stronger and stronger that the colony, with its canvas houses, was not a thing of beauty, or an adjunct that could in any way be considered permanent. No amount of landscaping could hide the weather-beaten appearance of the cottages after two or three years of exposure to the rain and sun. In addition,

with the houses averaging not more than twenty feet space between them, there was no denying that a fire hazard of considerable moment had been created, particularly in the fall when, on snappy evenings, nearly every tent had an oil-heater in operation to keep out the damp. Either the colony had to be done away with, or some way had to be found to improve its appearance, and put it in keeping with the general beauty of Olympia's grounds, and at the same time do away with the danger of fire.

Accordingly it was decided by the Terrace Committee, which by this time was just as permanent a part of the club organization as the House Committee or the Green Committee, that beginning the following season canvas houses would no longer be permitted in the colony and that semi-permanent, fireproof cottages of wall-board or stucco construction, with fireproof roofs, would be the only type of structure permitted. To prevent an unofficial sort of race between the site owners to see which could erect the most elaborate home, the cottages were limited in size to a maximum of 368 sq. ft., including porches and overhanging eaves, and limited to one story in height. These requirements effectively held the structures to two 12x14-ft. rooms, with 32 sq. ft. left over for a front porch and the overhang of the eaves.

As can readily be understood, a number of members, not willing to invest the \$500 to \$2,000 or more these substantial little homes cost, gave up their tent-sites and the number of cottages under the new "building code" dropped from the heyday number of 150 to the 72 in existence today. This made for less crowding, greater privacy and a far more orderly and pleasing appearance to the colony as a whole.

Harmony Through Supervision

Another ruling enforced by the committee was that the plans for all cottages must be submitted to it for approval before construction commenced. As the club architect was made a permanent member of the committee and any modifications in the plans recommended by him were essentially obligatory, the homes in the colony today present a general uniformity and fitness to the surroundings without in any way losing the charm of individual design.

September GOLFDOM will tell how Olympia's "Terrace" is run today.



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75¢THE "BLACK"
DUNLOP**\$1.00**

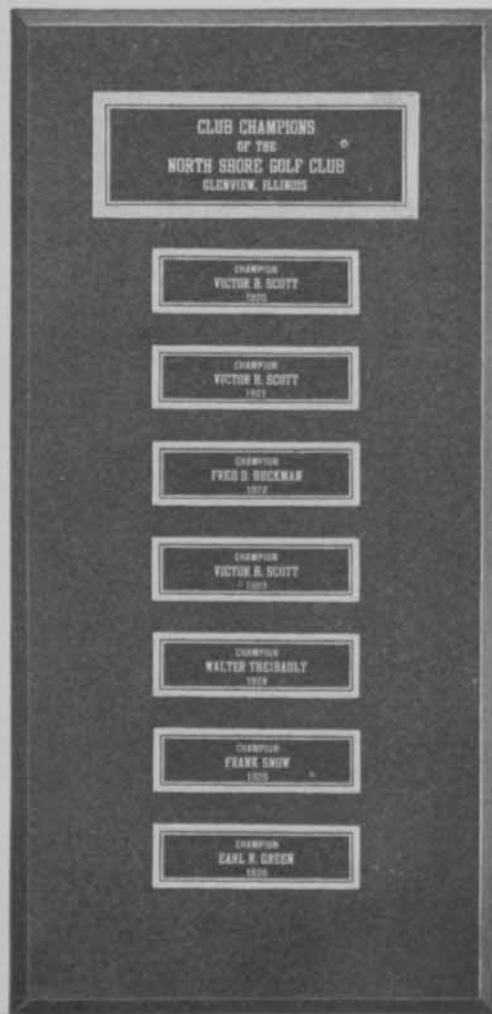
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Manufacturers of Jewelry

31 North State Street CHICAGO

Fall Construction Work Is Important

By PETER STEWART

*Greenkeeper, Lake Shore C. C., Sec. Midwest
Greenkeepers' Ass'n*

MY chairman and myself have gone over the golf course and we have decided to do quite a lot of changing this year. We intend to build three new greens and also revet quite a few traps. I took notes of all the work that is to be done and am drawing up the plans for the greens, including elevations and traps, making clay models which I will submit to my chairman for his approval.

Having so many greens to build it is necessary to get quite an early start because in building new greens it is important to get the greens shaped up with loose soil before frost comes.

I have seen quite a number of greens, tees and traps that have been built in the very late fall when the ground was frozen. Large pieces of frozen earth were put in the greens, then a few nice days come along and we have our greens practically finished, except for sodding or for seeding, whichever it may be. We then say, "Let's go and have this one sodded." We think we have a beautiful green as it looks fine, but in the spring of the year we begin to see depressions in the green. This is caused by the frozen pieces of earth settling down after the frost has come out. Then what happens? We have been very disappointed by not getting an early start or letting it go over till the following spring till the frost is thoroughly out and the ground settled.

After the green has been built to the rough grade there is the preparation for seeding and sodding. It should then be tilled and, also, it is very necessary that the green have good surface drainage. The top soil should consist of at least 6 to 8 ins. of good loam. Then add sand at the rate of 5 cubic yards per 1,000 sq. feet and 1 cubic yard of well rotted barn-yard manure per 1,000 sq. feet—all well disced together. This should be kept well disced every 3 to 4 days to keep down weeds, then immediately before seeding the green should be "hand raked." The same applies to a sodded green.

On our course we have some very beautiful traps but, from the golfers' standpoint, they do not penalize a bad shot that may happen to run through, so therefore, we have decided on revetting this fall.

When your course is crowded
sell—

"PEG"

REG. U. S. PAT. OFF.



There are a great many devices on the market, all entitled to be called Golf Tees.

There is a time and a place where most of these can be used, but when it comes to teeing up a Golf ball QUICKLY and EASILY, we recommend "PEG," and hundreds of thousands of good Golfers say, Amen.

The head is shaped to fit snugly between your fingers and thumb. The result is, you automatically tee up straight, and the ball stays there until you are ready to "spill" it.

It saves your TIME—and TEMPER.

Should you "spill" your tee as well as your ball, you find it easily, because "PEG" is made from Celluloid, and retains its bright color.

This color is either all White—a very practical tee, or White stems with Assorted Colored heads—a very pretty tee.

They are put up one dozen boxes to the display-carton. Put a box of each on your show-case, and watch them sell.

The trend is to "PEG." Ask for it by name. The leading Jobbers can supply you.

GRANBY MFG. CO., Inc.
KEENE, N. H.

Now—

HICKORY GOLF SHAFTS

Accurately TESTED
By MACHINE

Illustration
shows machine
in operation



Buyers know what they are getting
—No Guesswork

WITH the recent approval by the U. S. Bureau of Standards and the National Association of Golf Club Manufacturers, at Columbus, Ohio, of the Standard Testing Machine and Standard Pattern and Sizes, HICKORY Golf Shafts can now be selected with the same certainty and accuracy that one selects grades of cotton, lumber, grain, or any other commodity.

Certified Golf Shafts Promote Confidence

Conforming with Standards adopted all shafts emanating from members of the HICKORY GOLF SHAFT ASSOCIATION will be Certified with the respective grades G, O, L and F.

With the signal advantage gained by this progressive step the HICKORY Golf Shaft is today in stronger position than at any period in the history of this ancient game.

Write for STANDARDIZATION pamphlet—
full of interesting information.

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GOVERNMENT AIDS SHAFT MANUFACTURERS

Establish Hickory Shaft Code

AT VOLUNTARILY CALLED MEETING

IN accordance with the action of a general conference representing the manufacturers of hickory golf shafts and golf clubs, distributors, and others interested, held in Columbus, Ohio, June 14, 1929, the Department of Commerce submits for approval of the industry the following Recommended Commercial Standard for Hickory Golf Shafts.

I. Scope

1. The specification herein given is for semi-finished hickory golf shafts, known in the trade as "B" form shafts for iron headed clubs. It covers:

1. Size and general requirements for quality.
2. Grades based on a mechanical test.
3. Methods of testing.

II. Material and Workmanship

2. All shafts shall be made from tough, resilient, high-grade hickory that is free from knots, checks, worm-holes, and other injurious defects. They shall be smooth, clean, and of good workmanship.

III. Detail Requirements

3. *Dowels*—Dowels shall be turned from straight-grain "squares" to a cylindrical form which, when seasoned to a fully air-dried condition of approximately 15 per cent moisture content, shall be not less than 15/16 inch in diameter.

4. *Shafts*—Shafts shall be turned from dowels that have been thoroughly seasoned to a moisture content of not less than 5 per cent and not more than 10 per cent, based on the dry weight of the wood, and

averaging approximately 8 per cent, and shall conform to the dimensions shown in Figure 1.

5. *Tolerances*—A plus tolerance of 1/64 inch in diameter will be allowed in not more than 25 per cent of the shafts of a given lot, while a minus tolerance of 1/64 inch will be allowed in any number.

6. *Straightness*—The axis of the shaft shall at no place in its length be more than 1/4 inch from a straight line connecting the axis at the grip end with the axis at the smallest diameter.

7. *Grain*—"Goose," "Owl," and "Lark" grade shafts shall be reasonably straight-grained for at least 20 inches from the hozel end.

8. *Stiffness*—Shafts shall be graded in accordance with Table I.

Table I, below, shows standard grades of hickory shafts for iron clubs:

IV. Methods of Testing

10. *Size*—Before grading, the diameters of all shafts shall be measured with steel snap gauges.

11. *Grades*—For grading shafts, the machine shown in Figure 2 or its equivalent shall be used. The shaft is placed across the fulcrum with its hozel end under the stationary hook and the handle end resting free beneath the sliding hook, which is moved downward by foot or hand power, engaging the shaft and bending it until it comes in contact with a stop block. The load indicated by the scale is the actual