

Powerful Shockless Strokes!

with the world's only

FULL-TORSION Steel Shaft

THE last fault has been removed from steel shafts. There's *torsion* in the new Bristol Torsion Steel Shaft. *Full torsion the entire length of the shaft.*

When you take on these sweet feeling shafts you're done with stony, finger-stinging shots. Every particle of shock is swallowed up by torsion. Always the same, dry or damp, first or eighteenth tee.

What's more, you'll find more punch in the Bristol Torsion Steel Shaft; an added "kick" behind your shots, wood or iron. Try one. *Feel* the power-giving torsion you never felt with old-fashioned, torsionless steel shafts.

You can't possibly weaken this astonishing new shaft. Blow after blow, day after day, year after year cannot diminish its punch. It's made only of high carbon "spring" steel.

Make sure it's a Bristol Torsion Shaft. Look for this label and the open torsion seam.



TORSION SEAM

DOUBLE STEEL WALLS



TEST THE TORSION

Grasp the grip tightly in the left hand and twist the club head with the right. Feel the slight torsion twist and immediate rebound in the Bristol Torsion Steel Shaft . . . The only steel shaft with full torsion. What a sweet feel! What endurance! Use them in both iron and wood clubs.



Try one on the fairway for distance, direction and feel.

All the leading makers of clubs now use the Bristol Torsion Shaft in their best clubs, but in ordering be sure you specify that you want it. It is as different from other steel shafts as day from night.

If you are not receiving regularly our newsy golf publication, The Bristolite, write us today. The Horton Manufacturing Company, 1812 Horton Street, Bristol, Conn.

BRISTOL *Torsion* **STEEL SHAFTS**

ALLAN LARD
PATENT PENDING

TELL SUCCESSFUL METHODS OF Bermuda Grass Care

—WATERING SCHEDULE IS IMPORTANT

BERMUDA grass is the most commonly employed turf for Southern golf courses, and it is surprising, in view of its universal use, that so little has been published on the technique of cultivating and maintaining this grass. Accordingly, when GOLFDOM recently received an inquiry on how Bermuda grass greens should be built and maintained, it was necessary to appeal to a number of Southern greenkeepers for their methods.

Specifically, GOLFDOM'S correspondent asked for information on the following items:

1. *When should Bermuda grass be sowed, and when fertilized?*
2. *What sort of top-dressing should be used, and how often should it be spread on the green?*
3. *Should Bermuda grass greens be watered, or will the matting form a good enough cushion to hold the ball?*
4. *Does it harm the greens to play on them all year?*
5. *Will a filler of bluegrass or fescue make the greens less jumpy for putted balls?*

GOLFDOM would like to hear from greenkeepers on the general subject of Bermuda grass greens and will welcome any advice its readers can contribute.

H. C. Hackbarth, at the Country Club of Little Rock (Ark.), in answering the first question above, says he sows Bermuda seed in the spring. He explains that "Bermuda is a tropical grass and the seed does not germinate until the ground becomes warm. This can best be judged by the water coming from hydrants, which if when drawn has no decided chill, indicates that the earth has warmed up to a certain extent. I have found the most suitable time in this section for sowing Bermuda to be between April 15 and May 10. The best chemical fertilizer to be used as a stimulant is composed of 75 per cent sulphate of ammonia and 25 per cent acid phosphate—this to be applied at the rate of about 35 lbs. on a green 60x60 in area."

Hackbarth's topdressing is composed of

2 parts loam or top-soil and 1 part sharp sand. He sows it at the beginning of the growing season and repeats each six weeks until the end of the playing period. The top-soil furnishes the necessary plant food and the sand tends to aerate the soil.

"Watering," says Hackbarth, "should be done regularly in order to keep greens moist. This should be done after sundown during the dry season—each green to be watered thoroughly every third night. A thorough watering at regular intervals is much better than watering slightly each night." The greens of the Little Rock Country Club are used practically the year round. When the Bermuda becomes dormant in the fall, the fronts of the greens are sowed in winter grass, equal parts of Redtop and Kentucky bluegrass at the rate of approximately 30 lbs. to a 60x60 green. Temporary greens are used only when heavy frost renders the regular greens too soft.

Topdressing is suggested as the solution to the irregular putting surface to which Bermuda greens tend.

George S. Turpie, pro-greenkeeper, at the Audubon Golf Club (New Orleans) has also favored GOLFDOM with a description of his Bermuda technique. His answers are the same as those furnished by Hackbarth, with the exception that Turpie uses 2 parts of rotten cow manure and 1 part river sand as the ingredients of his topdressing.

Chicago, Ill.—Lee B. Vastine, 175 W. Jackson Blvd., was elected president of the Chicago Daily Fee Golf association, an organization of 14 of the privately owned pay-as-you-play courses in the Chicago district. Good business for the year was reported with about the only prospect of misery in sight being the local tax situation.

TURF grasses are naturally lovers of temperature and cool climate, and it is a fact not generally recognized that the farther north one travels, the finer the wild grasses become in texture.

Be Logical In Building Your Turf

Millions of dollars have been wasted in trying to develop good turf on golf courses by hit-and-miss, rule-of-thumb methods. Constant change in plans is expensive and disturbing, and what is more serious, prevents the development of the kind of turf that is demanded in this day of keen competition among golf clubs.

Follow a Definite Program

Chart your course before you start, then follow it religiously. There is no reason why you cannot do this; the advantages are obvious. Every bit of work done counts—no lost motion, no expensive experimenting, no wasted time and money. Above all, there is certainty that permanent results will be accomplished in the shortest possible time.

Base the Program on FACTS

That is easy to say; but before you can proceed you must *have* the facts. The only way to determine them is through a systematic survey, made by specialists who *know* the requirements underlying good turf and how to meet them. Such a survey reveals secrets of the soil which no one is smart enough to discover just by looking at it or even by working it for years, but which *must* be known if the best turf is to be grown.

Prepare NOW

A logical continuous development program is less costly than sporadic efforts at turf building. The sooner it is started, the greater will be the saving and the quicker will expected results be secured. Arrange now to have the Wendell P. Miller organization make the survey and lay out the work to be done. The low cost of this service will surprise you.

Our booklet gives all details. A word from you will bring it.

WENDELL P. MILLER *and Associates*

105 W. Monroe St., Chicago

85 E. Gay St., Columbus, Ohio

Consulting Engineers

— Golf Course Specialists

Some Slants on Successful Methods of Prosperous Pros

By Herb Graffis

In department harmony lies the foundation of successful management of a golf club and it is interesting to see how this harmony is developing. The old talk about the pro, the manager and the greenkeeper having the axe out for each other is dying down swiftly to the credit and prosperity of all concerned.

At the Atlanta convention two casual instances showed how the wise pros and managers are standing together today. When the boys were at the Capital City club, Howard Beckett, that club's pro, proclaimed the abilities of the club's manager, W. P. Timmie, and on numerous other occasions boosted the stock of the able young fellow who manages the house department of the Capital City country and city clubs. "Doc" Treacy, pro at Woodmont in Milwaukee, also got talking about managers and set up Woodmont's manager, C. W. Braun, as an ace of aces. Doc told of a member ordering a turkey dinner party from Braun by telephone late one afternoon, "if it wouldn't be any trouble." Braun assured the member it was easy, but as a matter of fact, he had to dash ten miles into town and dig up some Al birds, rush back, have them prepared and ready for service when the diners came in. A hell of a lot of trouble and interruption of the schedule, but the member never knew it. It's Doc's idea, as a veteran observer of golf club operations, that a manager who combines knowledge of the job with a temperament that is unruffled in any emergency, is a jewel for a club. That's the kind of a man, he stated, his team-mate Braun is.

The dope is not untimely with this spirit of peace on earth coming around for its annual and all too short period of prominence.

Not in this world will the pro sell 100 per cent of his members, says Jack Patterson, veteran pro at Midlothian, so there's nothing to be discouraged about if you can't get them all to trade with you. Jack

is of the opinion that every pro can profitably check-up at the season's end, on the per capita volume of his business with the members. Then the pro can see from his records who was buying less than the average, and who more. Some study of these figures and the reasons behind them, give a good basis for the succeeding season's operations.

Patterson figures that he does steady business with 80 per cent of his members, and in talking things over with successful men in the retailing field who are members of his club, Jack says they regard his figure as an exceedingly high one. Active accounts to the extent of 80 per cent on any merchant's books, these other retails remark, is a wonderful showing. Ordinarily, in retailing business, they say 40 per cent is high.

John Inglis, pro at Fairview, can speak with authority on pro business activities for Johnny has been strong in this matter of pro selling for a long time. He maintains that the secret of successful selling in the pro shop is so simple that it's no secret at all. It's noticing the members. If you show a genuine interest in your members your sales will benefit, for any purchaser prefers to do business in a place where he is recognized as "somebody."

Johnny believes that a lot of the boys may be inclined to overlook this important and elementary factor of addressing each customer by name when he or she comes into the shop and showing enough recognition of their position as good club members to warm up the players toward the pro. Any other retailer whose salesmen could address the trade by name would capitalize this strongly, Inglis maintains, and he's right.

Eddie Gayer, who divides his pro working time for the year between the Los Angeles and Chicago sectors, has a policy of playing every Sunday with a different

"I will"

Chicago's slogan, is the spirit that has made the Chicago district one of the garden spots of pro profits.

The four Chicago district pros whose shops we show this month are the Veteran Jim Wilson of Ravisloe, Jim Weager of Edgewater, Al Lesperance of Westmoreland and Maurie White of Woodmar. Each one of the four is a talented and successful go-getter in increasing shop profits by supplying members with golf goods of known quality.

We are happy to present this quartette of Chicago district substantial pro business men as representative of the high standing of the Hagen Ultra line's clientele.



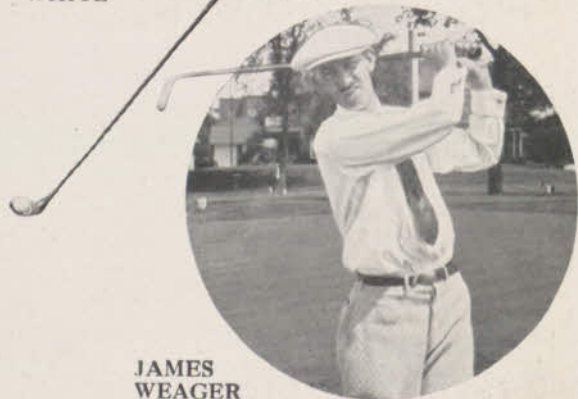
JAMES
WILSON



AL
LESPERANCE



MAURIE
WHITE



JAMES
WEAGER

Walter Hagen

[[No. 13 of a Series appearing
in GOLFDOM, "The Business
Journal in Golf."]]



Jim Wilson rocked golf's cradle in the Chicago district. For almost a quarter of a century he has studied and profitably supplied the golf goods needs of his members. His shop is a shrewd blend of strictly pro shop atmosphere and the new ideas that keep sales pepped up.

Jim Weager's shop at Edgewater is on the highest priced strictly golf realty holding in the Chicago district. With limited space he skillfully devotes every square inch to merchandise that moves quickest because it's most popular with his members.

"SELECTION of clubs a pro carries for his members has a lot to do with business reputation and results. offering Walter Hagen clubs to my bers I am satisfied that their workship and design reflect credit to my c of merchandise."

JAMES WILSON,
Professional,

Ravisloe Country Club, Homewood,

"THE Hagen line has been very sucful with me. My members like merchandise. The displays are great a help to make sales easy. The protection Hagen goods carry with them certain should be appreciated by all professionals."

JAMES WEAGER,
Professional,

Edgewater Golf Club, Chicago, Ill.



1987
FETER



NY pro can conscientiously recommend Walter Hagen Golf Equipment to members. The service on stocks and special orders I always have is excellent. This is an important factor in the professional's selling activities."

AL LESPERANCE,
Professional,
Westmoreland Country Club,
Glen View, Ill.

Al Lesperance's busy shop is located right at the first tee where members are in a hurry, always. He knows from experience the necessity of presenting the merchandise and display that makes players stop, look and ask.

TAKE pleasure in recommending the Hagen line of golf equipment to my members because I feel the merchandise is beyond question of the finest construction and design. This, combined with the attractive display material, makes the Hagen line an excellent leader. The Hagen Ultra line and the quick service by the factory, have been important factors in my sales increase."

MAURIE WHITE,
Professional,
Woodmar Country Club, Hammond, Ind.

Maurie White, a live young man at a live young club, shows masterly salesmanship in his bright shop by featuring the golf merchandise with the right appeal, both in looks and quality.



Sky-pieces AND Golf Clubs

EVERYBODY knows Stetson hats. They're sold by high class stores everywhere. So are those of Dobbs, Borsalino, Dunlap, Crofut & Knapp, Mallory, Knox and others.

Nine chances to one you are wearing one or the other of these brands right now. And when the salesman behind the counter handed one of these lids to you for your inspection you looked at the well-known trade-mark in the band and never batted an eye when he casually remarked, "That model is ten dollars." You didn't question the price or the quality. You knew the price was standard and the quality was of the highest—and you walked out with the new sky-piece on your head and with that pride-of-ownership feeling. And you probably consumed not more than five minutes in the whole deal.

Now, that same haberdasher probably offered you a fine-looking hat, bearing only his own private brand—and the chances are, at two dollars less than the nationally-advertised hats sell for. The salesman may have even informed you

that it was made by the makers of the nationally-known hat, especially for them, etc.—but you probably were in a hurry and didn't have time to listen to the salesman's story about their own brand hats.

That was to be expected, for most of that haberdasher's sales are in the nationally-advertised hats—without those hats he wouldn't really be in the hat business. If he didn't carry a high grade, nationally-known hat, we'll bet you wouldn't even go near his hat department.

Hat, shoes, shirts, tooth paste, shaving cream, or golf clubs—it's the same story. The profits come from the articles that have national consumer acceptance. Without them, no retailer can succeed, for it's *turnover that counts*—not profit per unit.

Don't be misled by the time-worn sales arguments about more profit in no-name and private stamped merchandise. Ask the pro who displays and sells Hagen trade-marked clubs in his shop—he knows.



ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny
LOS ANGELES, 730 S. Grand Ave. SEATTLE, 912 Western Ave.

foursome at his clubs. In this way Ed gets in with all of his members and paves the way for a lot of shop business. Eddie makes these Sunday foursomes a selling proposition rather than a gambling operation.

He is of the opinion that the pro is better off when he spreads his playing visits around like this rather than shooting with the same bunch, and his sales records confirm his belief. When the members want to gamble he lets them suggest it. He counters with a proposition that his time is worth \$10 an hour and he'll gamble that against the members' dough, so it will be \$20 or nothing for Eddie. In effect the round is a playing lesson and the members don't have the notion that he is sharpshooting for their jack. The policy has meant a lot of shop sales and a lot on instruction sales for Gayer.

Agua Caliente Sets Stage for \$25,000 Event

ART SWEET, golf editor of the Chicago Daily News, and one of the few golf editors who can play without eloquent and appropriate apologies, diverts the attention of GOLFDOM'S editor from the serious matter of failure to receive Mr. D. Scotty Chisholm's souvenir program of the national amateur, by comment on Agua Caliente. This is the spot where the emi-

nent "Elbows" Diegel holds forth and where the pros will tear each other to pieces next January for the first \$25,000 pot in golf history. Certain references in Art's yarn indicate that a record gallery will be in the vicinity of the pro stars.

Mr. Sweet's apoplectic Corona informs the planetary system:

After the amateur up at Pebble Beach where Scotty Chisholm kept all of us visiting firemen talking to ourselves for a stretch of ten days I had to get away for a vacation so ran on down to San Diego to visit a brother who has developed into one of the usual type of Californians—talking weather and climate all the time. While at Pebble Beach Leo Diegel told me to be sure and run down to Agua Caliente and look over the place, telling me to look up Harry Pollak, the genial publicity man of the place. I did and Harry fixed it up for us to go down for a week end.

They are making great plans to entertain the boys down there in Mexico January 14, 15, 16 and 17. To those hombres (Mex.) \$25,000 means nothing when they want to put over something well worth while. They do things in a big way in that section of the country and out there the names of Wirt Bowman, Baron Long and Jim Crofton mean something. They are keen for this open tournament and although only Long of the trio plays golf the others know what it means in the realm of sports today.



This is the ninth hole of Agua Caliente. It's a 200-yard par three, seen from the tee. Looks simple in the picture, but it's different with \$10,000 first prize at stake.

Looking over the entire course from a vantage point of the second tee one's practised eye can visualize a great layout now rapidly shaping itself into a real playable golf course. Every green is already in and up with a fine strain of bent already making a putting surface that could be played on right now. The fairways of the first nine are already seeded and up while the second nine was being seeded the week I was there. To us, used to the method back in the middle west and the short growing season, it looked like an impossible task to get such a course in condition in time to play in five months. But Billie Bell says, "It's easy. Everything will be in top shape for the boys when they come out." After looking at a few of the fairways that had been in only three weeks we had to agree that it might be done.

Race Course Into Shape

When the entire sprinkling system is on the course looks like a geyser location with hundreds of fountains playing all the time. They are giving the fairways lots of water and putting on a special fertilizer to bring the grass up in short notice. They must work fast and they know it but they are going at it in a systematic and scientific way and are getting real results. Water, sunlight and fertilizer make a golf course in no time out that way.

The course itself is over gentle rolling land with a few canyons tossed in for good measure. The yardage is 3370-3275—6645 with a par of 36-36—72. And it will be nothing easy. Bell has done a fine job of fairway and green trapping and the boys will have to steer 'em straight to score down there.

There Must Be a Catch, Somewhere

But even if a fellow doesn't cash in on one of the big prizes he will never forget the trip to Agua Caliente. It's America's playground and that without a question. And America's playground plus the fact it is over in Mexico where—oh, well. No fooling, with Muenchener, Wurtsburger, Culmbacher and Pilsener jumping up at you over a real nice bar—with luncheon served under the Spanish patio—with strumming of guitars and the singing of a beautiful Spanish senorita from the balcony above—with the waiter asking you what wine you would have—it's something. And any golfer, gallerite or pro who misses that tournament will never get over it.

How I Make Successful Use of Sulphate of Ammonia

By LEWIS M. EVANS, *Greenkeeper,*
Cedarbrook C. C. (Philadelphia)

IN the spring, just when grass starts to grow, I dissolve 20 lbs. of sulphate of ammonia in 150 gal. of water, and apply this quantity on greens of about 7,000 sq. ft. I also use the same amount of sulphate and water on tees and approaches, using the entire amount on the approaches and as much of the liquid as the tee requires, according to its size. During April and May I apply sulphate every two weeks, using 12 lbs. of sulphate and 150 gals. of water on greens, approaches and tees. During June, July and August I use 6 lbs. of sulphate (same amount of water) about every three weeks. Do not apply within ten days of applying any of the mercury solutions.

Personally I prefer liquid applications as it reduces the possibility of scorch. Apply either early in the morning or early evening or night; I much prefer the latter where it can be so arranged. I have never seen a case of scorch from night applications if the amount used was within reason. Be sure your ground is moist when you apply it and you will get real benefits. Never apply ammonium sulphate where the ground is dry.

Now as to fairways. I prefer two applications, one in early April and the other early May, at the rate of 75 lbs. of sulphate to the acre mixed with coarse sand and apply with a lime spreader. The sand will run about 800 lbs. per acre. Apply when ground is moist and weather threatening. You can apply the 150 lbs. per acre in one application should you so desire, but I prefer to make it in two.

As a final caution in this dry application, be sure your sulphate is free of lumps.

LINCOLN AND TWEEDIE

PROMOTED BY SPALDING'S

Chicago, Ill.—C. S. Lincoln, formerly vice-president in charge of the western division of A. G. Spalding & Bros., has been elected to the executive committee of the company, with headquarters at New York. Mr. Lincoln continues as a Spalding vice-president. Douglas Tweedie, for some years western division manager, takes Lincoln's place as general manager of the western division.