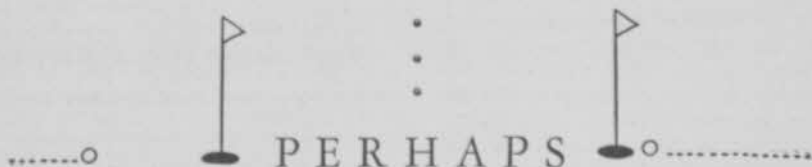


*When you rim a putt you ought to sink*

*When you're short on an approach*



*the reason is*

FINGER  
FATIGUE

AS YOU know, every time you sock a golf ball, the shock caused by the terrific impact of clubhead against ball has to go some place. And if it's transmitted to your hands, it causes "finger fatigue," a scarcely perceptible

tiring of the finger muscles that affects that delicate control of pitch shots and putts, which is so essential to championship golf.

Spalding Irons will never cause "finger fatigue"—and that goes for both hickory and steel shafts! How come? What's the Spalding secret?

In hickory shafted irons, it's mild steel—mild steel heads. Brittle, hard steel would send the shock scooting up the shaft and into your hands. But mild steel—ah, mild steel absorbs the shock of each blow instead of transmitting it to your fingers. Mild steel is used in the irons of every golf star of prominence on both sides of the Atlantic. Mild steel gives the sweet feel that makes a good shot off a Spalding hickory-shafted iron one of the real thrills of golf. So much for hickory-shafted irons.

The steel-shafted iron, however, presented a more pesky problem. The metal-to-metal contact of steel shaft and steel head formed a perfect conductor that carried the shock of every shot right up to the hands—destroying all sweetness of feel. Mild steel alone couldn't counteract that.

So, after two years of effort, Spalding worked out the marvelous new "Cushion-Neck" feature—the exclusive Spalding feature that removes all shock and vibration and gives the steel-shafted iron the sweet feel of the finest hickory.

In these Spalding steel-shafted irons, before the steel shaft is fitted into the hosel of the head, 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.

And Spalding has worked it out so that this rubber cushioning never loses its liveliness. For 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.

Look over your stock. Make sure you're ready to meet the swelling demand for Spalding Clubs. And take out a set of Spalding irons and try them! That little idea of eliminating finger fatigue may win many a tournament for you—and may be bad news to your course record.

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*Spalding*  
KRO-FLITE

GOLF CLUBS

Registered Sets—  
Sold in sets only.



Related Clubs—  
Sold one at a time.

# Typewriter Divots from Pro Pastures

IT LOOKS like the pros could do with a P. G. A. badge that they could carry around as evidence of their membership. The Greenkeepers' association badge was good for free admission at the National Open, but the pros who were not contesting had to pay, even those who had paid entry fee but failed to qualify. It seems to be one of those little things that no one's ever brought up for action.

\* \* \*

Why wouldn't it be a good stunt to allow all former winners of the Open to play without qualifying. The old-timers would get a great kick out of it, and permitting them to play wouldn't unduly congest the field. There's good golf in a lot of them yet, as the veteran Jack White demonstrated the first day. Jack, being a visitor from another land, was in the Open without the necessity of qualifying.

\* \* \*

Larry Striley, pro at the Penobscot Valley Country club, is one of the live boys who make the pro a big factor in the club's success. He has his hand in everything that will do the establishment some good. One of his activities is writing the golf news for the club's paper, *The Tee*, and a very creditable job he does as a reporter. The women of the club recently held an auction to raise funds for a new locker-room and Larry kicked in with a golf bag for the good of the cause. The advertising he got from this gift did his shop business considerable direct benefit.

\* \* \*

Matt Jans, pro at Sunnyside Golf club, Decatur, Ill., is shooting out a letter to his members that may have some ideas in it for the rest of the boys. Here's what Matt writes:

*Have you ever thought of your pro shop as one of the valuable assets of your membership in Sunnyside? I've selected the best stock of golf merchandise it's possible to get. Each club is individually picked over by me, the other merchandise is the finest the market affords. Other experienced pros and guests of our members have told me that the Sunnyside shop is one of the country's model shops in the character of its merchandise.*

*I've always been especially careful in "fitting" clubs to the individual buyers, and that's a highly important thing in buying clubs. It is a service that you get from the right kind of a pro shop, and nowhere else. I stand back of everything I sell, and am handy for you if anything goes wrong with your purchases so adjustment or repairs can be properly and conveniently made.*

*My prices are right in line, too. Considering the complete service I give on each sale, it is really a bargain to buy from the Sunnyside pro shop. My policy is to operate the shop for you so it will be just as much of a benefit and necessity as the dining room, the locker-room, and the showers.*

*Now is a good time for you to make an appraisal of what's in your bag. Maybe other clubs would be of great help in bettering your score. The matched sets have plainly demonstrated what the right clubs will do in improving a game.*

*Better stop in when you have a few moments to spare and talk over your equipment.*

*I'd appreciate very much the opportunity of showing you and the members of your family some of the new clubs for men and for women that I have received lately.*

*With thanks to you for the patronage and support that you have given me, I am,*

*Sincerely,*

MATT JANS.

\* \* \*

Prospects of a big golf show in which the P. G. A., the National Association of Greenkeepers and the Club Managers association will co-operate begins to look very promising. The P. G. A. has been considering holding a convention for some time. Many pros are strongly in favor of such a meeting and Alex Pirie, president of the national pro body, has been studying ways and means of staging such an event. Pirie, Fred Burkhardt, chairman of the exhibition committee of the greenkeepers' organization, and John Morley, president of the N. A. G. A., attended the National Open where the three of them could compare notes on the advisability of a joint enterprise to be held when the time was deemed right. Frank Murray, who succeeded to the presidency of the Club Managers' organization on the death of Barker

**DUNLOP NEWS**

**COAST AMATEUR A TEN-HANDICAP MAN IN TEN MONTHS**  
 Van Johnson, former Princeton football player, developed his 10A handicap in golf under tutelage of Jack Muller, Amerside golf pro at Princeton. Cold by some rounds of 7s. Since won 1st in Amerside on April 27. May 6 and May 9 respectively and with a Black Dunlop golf ball. Left Muller improving Johnson's play in the process. Right Johnson at finish of terrifically long drive. Jack Muller and Johnson compare notes over a Black Dunlop.

**DUNLOP**

75c THE MAXPAR

50c THE WARWICK

\$1 THE POWERED BLACK DUNLOP

GOLF FAVORITE

**P**ROFESSIONALS who desire to honor the winners of tournaments at their clubs may furnish pictures to Dunlop and we will show them in the Dunlop News.

Smith, is a hustling, capable fellow with ambitious notions of achievement for the managers. He is widely known and well thought of by greenkeepers and pros, so that phase of the business would be handled with smooth and effective co-operation.

\* \* \*

The P. G. A. of Southern California now is known as the P. G. A. of the Pacific Southwest, the territory having been extended to include Arizona and lower California. With Leo Diegel down at Agua Caliente the boys figured that a little matter of nomenclature shouldn't keep their old playmate out of the fold and annexed a slice of Mexico to their territory.

\* \* \*

Centralized purchasing has been started by the Western New York P. G. A. Arthur Hellwitz, who writes GOLFDOM from Jack Gordon's golf shop at Buffalo, says: "Due to our buying for cash in large quantities we are able to sell the pro for less than the regular wholesale prices, give him excellent service and still make money on the deal for ourselves. This will keep the golf business where the pro will make his profit instead of the retail stores taking his living away from him. I feel that with these methods and with golf pro co-operation the pro can control more than 75 per cent of the golf business of the country to the satisfaction of everyone concerned."

\* \* \*

A pertinent reminder of the fallacy of generalities comes from Howard Bickett of the Capital City club of Atlanta. Bickett is of the opinion that because some of the boys are being burned plenty by department store competition it is no sign that the whole pro business is shot to hell. He doesn't hold back a bit in stating that he believes the situations frequently are the result of the personal equation. To our way of thinking he hands out some thought provoking dope for the boys in the following paragraphs quoted from a recent letter of his:

"I fully agree with you that the stores are not taking the play away from the pros to a discouraging extent. If a survey were made of the different sections of the country I believe you would find that only in certain cities are the stores getting any appreciable part of the pros' business. If one cared to go into further detail and analyze these cases one is most likely to find the pro is falling down on the job;

literally forcing his members to buy in town if they are to get what they want.

"To my mind what the pro needs is not so much co-operative buying (with all due respect to my good friend Willie Ogg) but co-operative association work. By this I mean having the boys in our association working in absolute co-ordination, not only in living up to our constitution but in their professional ethics and in their organization's control of its members.

"It has always seemed to me that the amount of a pro's sales was an individual matter. It is almost entirely up to the pro whether or not he gets his members' business. I am of the belief that co-operation between the pro and a good reliable store, or stores, in town is a good thing for it not only helps both of them but it keeps them from cutting each other's throat. One of the biggest troubles in the smaller towns, as I view their picture, is the discount business. Everyone is looking for a discount from his next door neighbor and if one tries hard enough he most generally gets such a cut. How some of these discounting stores make expenses, I don't know. For myself, I don't believe in this throwback to the dark ages of merchandising. I won't accept these 'trick' discounts which almost invariably may be viewed with suspicion."

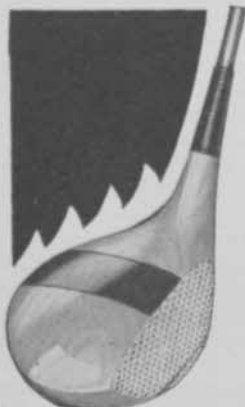
REGARDING attractiveness, it used to be thought that this quality was not really necessary in a tee; that players would go to the tee-ing ground whether it was attractive or not. We know what effect surroundings or environment has on ourselves, when visiting other courses. We know, too, when we go onto a short-hole tee, that it is really unnecessary for such large divot-holes to be there. I should like to see in addition to length of hole and the par-figures on the tee-box, these words, "Tee up your ball; save the turf." I'm certain the majority of players would get better results by so doing.

Some seem to be imbued with the idea that they must take turf with their irons. The wee bit of turf taken "in front" of the ball after a correctly hit iron-shot does not worry the greenkeeper so much. It's when huge cavities are left, and one sees the dried up divots "dead and dying," in front of a short hole tee, that one thinks, is it necessary.—George Allcorn, in the *Journal of the Golf Grnkpr. Assn., England*.

# Announcing for PROS ONLY

a remarkable new line of woods  
built with features originated by  
the early club Artisans of Scotland

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Genuine old-time horn sole plates on the drivers with horn slips under the plates on the brassies and spoons.

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Just the right amount of good old lead weight in the Custom Built Model.

## Pro Model 21 Woods

are made in two styles: CUSTOM BUILT and SPECIAL. Both styles are bench made, custom built, plain face. Special white Indestructo face with special V back weight. The heads are fairly large with bulger faces and can be furnished in either mahogany, natural or silver grey finishes. Shafts are of True Temper or Seamless Drawn Steel, equipped with black calfskin bell top tapered grips.

*Custom—Retail each \$10.00    •    Special—Retail each \$12.00*

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"greatest clubs they ever had  
their hands on."

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When you mention GOLFDOM the advertiser knows you mean business.

# Need More "Opens" to Develop Gallery Habit

THERE is a menace to the future of pro earning power in the failure of the sharpshooting pro stars to encourage "open" tournaments. That opinion has been expressed with growing frequency during the last two years by knowing golf enthusiasts whose sincere friendship toward the pros is beyond question. Further strength is given the belief by statements coming from those who have handled the exhibition affairs of a number of the game's professional stars.

The insistence of a number of the leaders on a guarantee before they will appear in many tournaments already has killed some of the open tournaments that are potentially profitable for the pros and when "Rest in Peace" was posted over those events there also was a wake held for opportunities to establish pro reputations and to develop the habit of gallery attendance by the rank and file golfer. In these days of enlightened business judgment in pro ranks the subject is one to be given serious thought by the large number of pros whose tournament records and performances do not now give them any reason for exacting a guarantee for tournament appearance as well as by the select two score or less who can, with some reason, ask for a guarantee. A performing pro's reputation is based upon his record in approximately ten tournaments a year. That's little enough of a schedule for the pro aspirants to big money. They can look with very dim hope at Babe Ruth's \$70,000 a year. Ruth has well over a hundred chances a year to do something that will warrant his gate value and fatten his reputation. He has created his gallery and made his gallerites habitual camp-followers of his. In view of the astounding growth of golf it would be ridiculous to say that anyway near the limit has been reached in golf galleries, even though the procedure of legging it around the golf gallery involves effort and action to the extent that it seems destined to remain far short of baseball, football and boxing as a gate magnet.

## Create a Gallery Habit

But one thing you can write down in

your little book is that the short-sighted prevailing policy in overlooking the education of golfers in gallery attendance is making the going increasingly tough for those pros who should have high hopes of a mounting income from gallery fees. The Chicago District open, which promised to become a notable feature for the benefit of pro golf, was laid away in rest when the guarantee demands of pro stars became too heavy. The district officials responsible for removing the event from the golf calendar are business men, just as the performing stars, but the association executives were accustomed to taking risks in their business and couldn't see why the pros wouldn't take a chance too. The Wolf Hollow open, once the scene of a historic achievement in golf scoring, was removed from the golf calendar for the same reason. It is no particular secret that at least two more of the events that have done a whole lot to establish pro reputations and earning power and to add impetus to gallery attendance are in imminent danger of being removed from the scheme of things because their sponsors do not see fit to dig up the guarantees demanded by the "big shots."

There naturally are two sides to be heard from. The headlining pro may say, with considerable earnestness, that he has to make hay while the sun shines, he may ask why he should contribute his services freely for the profit of organizations of restricted influence and reputation, and cite the arduous and expensive details of scattered tournament traveling.

These three of the leading points to come up can be handled without difficulty. The sun will shine longer for the pro who is a masterly campaigner when he has more tournament opportunities to add to his fame and to nourish his gate value as an exhibition performer. He shouldn't hop, skip and jump over the country in order to play in the tournaments for which there is a legitimate reason.

There should be a reasonable schedule and itinerary arranged, and the gate, if in excess of the announced prize money, should be devoted to an increase of the

# An Expensive Apology

By THE STEEL TAMERS

**E**IGHT thousand dollars in one periodical; \$4,250.00 in another; \$4,000 in another—not to mention several others ranging from \$2,000 down to \$400. Quite a nice sum to shoot at one time just to apologize for the substitution of Steel Shafts for HICKORY. What a wonderful tribute to HICKORY! And *now*, these "steel tamers" claim, their shafts have no vibration; that *now* they have the sweet feel of fine HICKORY! Shame on you, old S. Ts., for charging \$2.00 more than HICKORY for your substitute which you admit is *now*, for the first time, only as good as the original—HICKORY!

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ALL the lithe, graceful, sweet feeling of youth is embodied in HICKORY. No one, not even our competitors, will deny that good HICKORY is the *ne plus ultra*, the last word, if you please, in Golf Shafts. Steel, in all its attempts at imitation, admits good HICKORY is the standard they are striving to reach.

Dealers or Pros can supply *guaranteed* HICKORY Shafted Clubs from stock on hand or secured from any member of the National Assn. of Club Manufacturers. If further information is wanted, address

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prize money, a sum to the club and possibly some to the P. G. A., on the basis of a mutually satisfactory split. These tournaments could be slated so the boys could make their exhibition jumps in between at a saving of time and expense.

It is the observation of men who have had considerable success in managing top-notch pro performers that the pros fare better when they play for the gate instead of a guarantee. Why shouldn't the same thing apply to the tournaments? The part of the country that is going to keep the boys busy in the summer with exhibition dates hasn't the benefit of the big purses the California and southern business interests put up, but is that any reason why it should be passed up in the promotion of gallery interest? That's what a number of thoughtful and competent students of the situation think. They cite the National Open as a case in point. The prize money for the pros was increased by the U. S. G. A. this year and the chances are that there will be further increases in the years following. It is admitted that the pros "make" the National Open but the event also "makes" the pros. The exhibition dates and the testimonials are the heavy sugar; winning the National Open is just the starter. To a lesser extent would a lengthier list of legitimate open tournaments in the country benefit the pros, but, at that, the value would be considerable. The stars of pro golf have to do their part in waiving the guarantee demands to a reasonable degree. The clubs are not tumbling over themselves to stage tournaments now. The list of applicants for the National Open doesn't show the array of clamoring candidates it used to—not by a long, long way. Booking the exhibitions isn't done with the same old ease, and as a general thing, the exhibition galleries are decidedly smaller. The big boys can do a whole lot to detour these danger signals by easing up on the guarantee requirements and staging a "charity ball" at the right time and place. Rickard made rich men out of many an ambitious boy in the fight field by being smart enough to ballyhoo events for sweet charity's sake and for the good of the cause. The pro aces might, to their good advantage, ponder on Tex's technique.

IT sometimes happens that tees are constructed on sloping ground, which necessitates the making of sloping banks around the tee; and during the course of their life the banks are subject to destruction from various causes and become unsightly and always a source of expense to maintain. This can be cured when the tee is constructed by covering the slopes or banks with wire netting. Lay the netting flatly on the ground and pin it down to the ground with wire pins 7 or 8 inches long made from ordinary fencing wire and made in the form of hairpins. The grass will grow up beautifully through it and the netting is never detected; a scythe can be used without danger, and the banks or slopes are protected for all time.—*From the Journal of the Golf Grnkpr. Assn., England.*

QUITE a large part by weight of all grasses comes from the air, but unless the soil is well managed the grasses cannot avail themselves properly of this food. As the air above poor soils is just as good for grasses as the air above good soils, it is important to feed the poor soils by supplying what is required. This very important substance is called nitrogen. An important factor in the feeding of turf is thorough knowledge of the soils, indigenous growth and climatic conditions. Three greens within a few hundred yards of each other, yet the nature of the soil, aspect and their formation, may be entirely different, and each requires individual treatment. Of great importance is to keep all soils in as neutral condition as possible; either a too-acid or an alkaline soil interferes with the growth of grasses.—*From the Journal of the Golf Grnkpr. Assn., England.*

TO the majority of players the greatest pleasure in the game is to watch the flight and finish of a well-struck ball. Blind holes should be avoided as much as possible; too many make play as if one is playing in a fog.

A raised tee is very useful for this purpose, and especially at the short holes, where all the turf and the bottom of the flag should always be visible so that a golfer can play for the "pin," and not merely for the green.—*From the Journal of the Golf Grnkpr. Assn., England.*





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Applications of Semesan or Nu-Green to the greens quickly kill the brown patch fungi and promptly restore the diseased grass to a healthy condition.

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Examine the greens early each morning for the cobweb-like mycelium

which reveals the presence of brown patch over the spots of grass affected. By applying Semesan or Nu-Green only to the affected areas, control costs are kept relatively low.

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25 lb..... 56.25	25 lb..... 37.50
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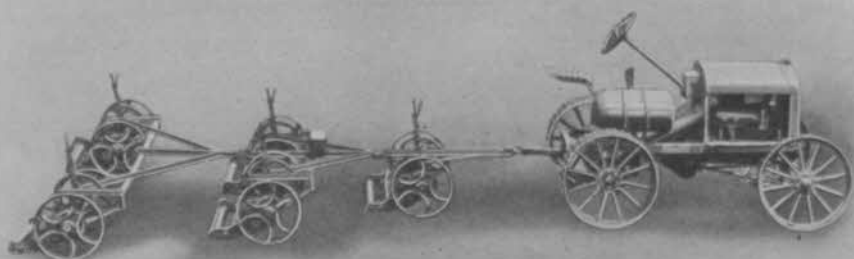
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