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Bentex Merchandising
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You need not invest either time or money in the Bentex Plan. Marketing Bentex through the pros puts you in a position to recommend the finest duplicate of outdoor putting surface to your members (something you would be glad to do without compensation), and cash in on the profits. Get the proposition now while it is in your mind.



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Bentex is a new, modern, and extremely practical putting surface for indoor practice that will improve anybody's game. It offers the same resistance to the rolling ball as does Bent grass greens. Contains a sunken cup of standard diameter, and movable contours that give endless variety to put-

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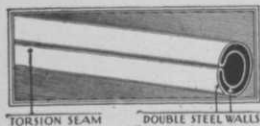
Bristol, for the first time, adds *torsion* to the steel golf shaft. Torsion, the natural shock absorber. Torsion, which swallows up the stony hand shock on every shot, wood or iron. Torsion, in addition to the many other virtues that have made Bristol Steel Shafts famous.

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To test a shaft for 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, just as in fine hickory.

Clubs of your favorite make are now fitted with Bristol Torsion Steel Shafts, McGregor, Spalding, Wilson - Western, Hillerich & Bradsby, Kroydon, Vulcan, Great Lakes, Butchart - Nicholls and others. Try one out on the fairway, for distance, direction and feel.

Write us a post card for the current issue of "*Bristolite*," our newsy publication of golf gossip. The Horton Manufacturing Company, 187 Horton Street, Bristol, Connecticut.



When you buy a golf club, iron or wood, look for the Bristol Torsion trade mark and the open torsion seam that makes torsion possible. Double steel walls give greater strength and power without adding weight.



BRISTOL

Torsion

STEEL SHAFTS

ALLAN LARD - PATENT PENDING

originated in California where the aridity of soil and climate and the genius of Joe Mayo, Pebble Beach greenkeeper, combined circumstances to produce the first effective installation of all-hoseless fairway irrigation—hence the name "California System."

The outstanding characteristics of the hoseless system are: first, perfection of coverage and, second, low cost of operation as compared with hose systems. These systems are not common east of the Sierras, not because they are not needed, but because they are not understood.

Portable Sprinkler Type

At this writing all of the hoseless systems, with one or two exceptions, are of the portable sprinkler type—that is, the fairway outlets are quick connecting and are used in connection with sprinklers which are attached to quick "couplers" which are inserted in the "snap valves" as needed. (Note: The earlier California systems use ordinary pipe outlets).

Individually Controlled Valves

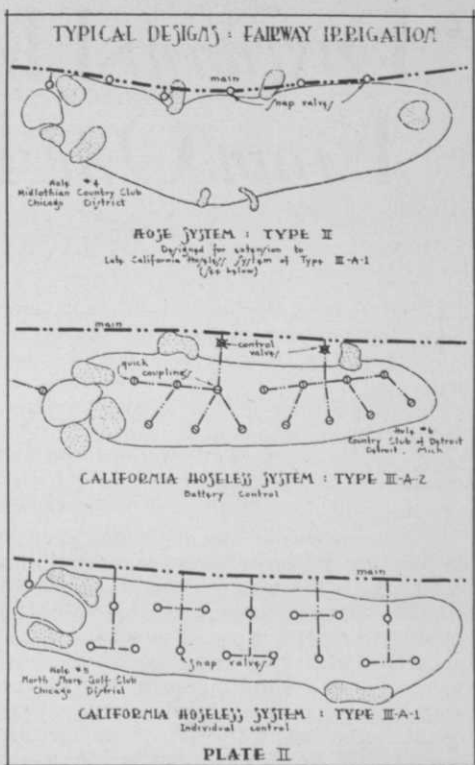
The more recent of the hoseless systems use a type of snap valve in which the insertion of the sprinkler coupling into the valve automatically opens the valve and permits the water to flow. This system can be seen in operation almost anywhere in California and at the North Shore and South Shore Country clubs, Chicago.

In operating these systems, the greensman starts out with a load of sprinklers, attaching them where needed. When all are attached he starts over, removing the sprinklers and moving them to further locations in rotation. He does not get wet, because the sprinklers throw only one or two streams, revolving so slowly that he can keep out of the way. The distribution of water is more uniform than can be obtained from the use of portable hose sprinklers. Plate Two (bottom) illustrates a fairway of the North Shore Country club, Glenview, Ill., showing the arrangement of the outlets.

This type of system is good but not ideal. The outstanding characteristics of the individually-controlled, portable-sprinklers-fixed-outlet system are first, good water distribution and, second, low cost of operation compared to hose systems, also the certainty with which the greenkeeper can place water exactly where he wants it.

Battery Controlled Hoseless Systems

Battery control, while considered by some owners to be better than the indi-



vidual control system, is the forerunner of the latter method. In the battery method, each fairway group of from three to ten outlets is controlled by a valve in the lateral and near the main. The water is *not* turned on by inserting the sprinkler in the coupler. The hand valve in the lateral turns on the water for the entire battery of sprinklers at one time. The sprinklers are of the same kinds as used in the individual system and are handled in the same manner.

The main advantage of the battery method is that it is trouble proof. The fact that all of the outlets in the battery must be used at once is an apparent rather than a real disadvantage.

This system has all the advantages of the individually controlled sprinkler system, plus the outstanding advantage of freedom from trouble. It requires the least care and attention of all fairway hoseless irrigation systems except the underground or concealed sprinkler systems.

Next month, this series of articles on watering will be continued.

"Discount Hound" Banished From One Pro's Troubles

By JACK FULTON, Jr.

THE longer one studies pro golf merchandising the deeper becomes the conviction that it is a fine business with its shortcomings being more the fault of the man than of the business. These days when most business men are crying tears as big as 90 watt Mazdas, the golf business is better than ever before, according to 8 out of every 10 good professionals.

However, there is one disturbing element in the pro business these days providing good reason for worry. That is the pernicious practice of "buying at wholesale," the false alarm effort at thrift now raising hell generally with retail business. Pros have plenty of this chiseling of a few nickels and dimes done mainly by members who don't realize what the pro is up against, but who fall for the discount lure in a way that flattens out pro profits. The pro still can control this "wholesale" urge if he gets busy and uses his head. If he lets it go he is bound to become miserably S. O. L.

As an example of what can be done by this unrestrained bargain hunting for discounts we can take as an average of current retailing the case of a tire dealer in Pittsburgh, with whom this writer talked a few weeks ago. The fellow had a fine looking tire, battery and car lubrication station. The investment was such that each detail of the operation was required to make money. The dealer said, "Last year we did \$150,000 worth of business and just a bit more than broke even. Everybody seems to be getting tires at 'something off' these days and the profit is so cut that I reckon if we figured closely our actual cost of doing tire business we'd show we were selling them at a loss. It's the dealer's own damn fault, too. It started a few years ago when dealers started offering a little cut here and a little cut there and the competitors decided they'd meet the discounts just to keep the original price-cutter from getting the business. It didn't take long for the retail tire price schedule to be wrecked."

The pro today is one of the very few small retailers who is maintaining prices, and on this basis deserves the utmost in support and development from the manufacturers. It's the manufacturers in the long run who have to harvest the bumper crop of woe that sprouts from a break in the retail price structure. All a golf goods manufacturer has to do to be impressed with the necessity of encouraging this price maintenance policy of the pros is to talk to manufacturers in other fields and hear their tales of trouble. Then there'll be one speedy and earnest rush to play ball 100% with the pros.

At present there are many professionals who have the locker-room brag of discounts quieted down to a very low and apologetic whisper. In diplomatic fashion they have shown the former victims of the mania for "five off" the error and unsportsmanship manner of their ways.

Pro Maintains Right Price

Professionals who may think that this achievement is a will-o'-wisp are invited to discuss the situation with Eddie Gayer, pro at Twin Orchard. Twin Orchard is one of the younger clubs of the Chicago district. Its membership is entirely Jewish and includes some of the liveliest wholesalers in the midwest. Beyond much doubt any of these members can buy practically any brand of golf merchandise at a discount, in some way or another. This is a situation that would cause most pros to throw up their hands in despair. But Gayer maintains that not 2% of all the golf merchandise used by his members is bought at a discount. That is a fine tribute to Gayer's selling eloquence and logic and to the sportsmanship and good business acumen of the Twin Orchard members. One of the active golfers at Gayer's club is a prominent figure in the retail sporting goods industry. Every nickel's worth of golf goods he buys comes from Gayer's shop. That's the world's record, we think.

STEPS

TO SHAFT SUPERIORITY

Steel Golf Shafts vary in type, quality, performance and "feel"—the same as hickory shafts . . . The same careful discrimination, therefore, should be used in selecting a steel shaft as in selecting a hickory shaft.

The True Temper Shaft, is without question the most popular shaft obtainable today—for two distinct reasons:

First: It has to an unequalled degree, that vital "feel" without which no golf club is satisfactory. It is formed with a STEPPED taper. The steps help absorb the shock . . . they give greater flexibility . . . with equal strength and weight.

Second: The True Temper Shaft is made from a seamless tube of super alloy steel—the finest steel that can be obtained for this use. This gives greater strength.

The True Temper Shaft, therefore, excels in distance, direction, durability . . . Try it and you will want no other.

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**HOL-HI**

The goods and the Advertising

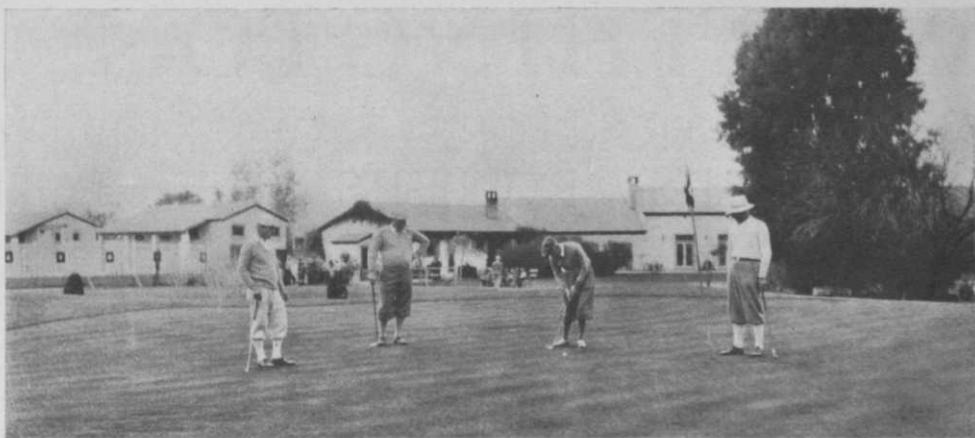
Merit plus publicity makes sales. Wilson offers you both ▼▼ the finest equipment ▼▼ a powerful, continuous advertising campaign to tell the story ▼▼ More than four million copies of national magazines are circulating through the country every month spreading the news ▼▼ The golfing public is reading, talking, buying and playing Wilson equipment. Be sure you have what they want.

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Ninth green of Phoenix (Ariz.) C. C. where Dr. Kimball Bannister of the home club won the 16th annual amateur championship of the Southwestern Golf association. The new champion is at the left of the foursome.

In explaining how he has secured this support from his members Gayer says:

"When there used to be a lot of business lost on account of wholesale buying by members I would look for a chance to talk things over with the misguided member. I went after his business at list price on a strictly business basis.

Talk It Over With Member

"I'd ask, first of all, what he was saving in the course of a year? We could figure it right down to the last dime and the amount would be somewhere between \$10 and \$20 a year. Then I'd say, now let's look at the clubs you got 'wholesale.' I could point out innumerable details of misfit jobs with which the player stepped on the first tee with a seven or eight stroke unnecessary handicap. Any of the fellows can do that, if they know what they should know about club construction and proper fitting of the clubs to the players. You can figure out that these strokes mean paying off to the others in the foursome, and an eventual replacement by the right clubs, so the player really is out of money when he thinks he has put over a fast one in buying at wholesale.

"There was no use scolding fellows who hadn't bought from me. They belong to the club and pay their dues so they have a right to my personal attention just as much as any other member, although it's human nature for me or anyone else to give his best customers the utmost in personal service. By showing these strays some attention, helping them with little tips on their games and playing around with them

Sunday afternoons instead of doing like a lot of pros, playing with the same old bunch of low handicap men, I got on their good side. They learned to have confidence in me and would take my word on their purchases instead of thinking that I was actuated solely by mercenary motives.

"To get business and fight competition to a standstill you have to make your members happy. You can't do that unless you know them and go out of your way to show them some thoughtful personal attention.

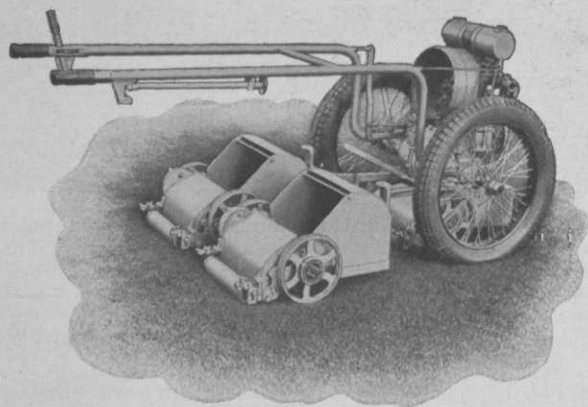
Members Make Merchants

"You hear so many pros say that jobs with Jewish clubs are the best jobs in golf and you'd think it was just because the members are good spenders and usually very well to do. That is only part of the answer and a very small part too. The real answer is that the members are good business men whose interest in business is as much a sporting interest as it is a money-making proposition. They play business as a game and being in this atmosphere the pro at a good Jewish club is made a first class merchant by his members if there is any sort of stuff at all in the pro.

"You take any problem in pro merchandising and if the average pro would give it as much thought as he would to ironing out some fault in his own golf game, the answer to the problem would be forthcoming quickly. This discount mania can be whipped without much trouble if the pro will enlist member support on a fair face-to-face business basis."

WORTHINGTON M

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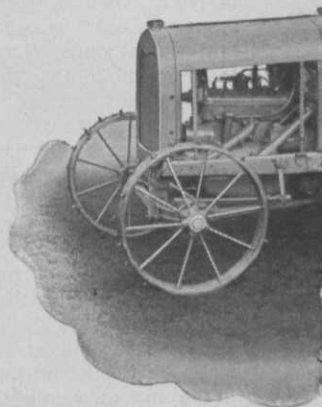
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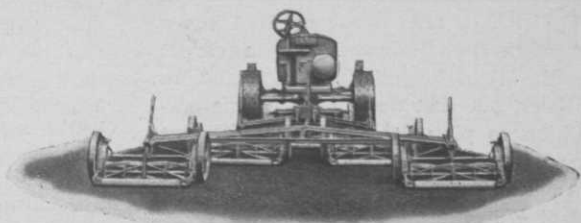
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Wandering Golfer Surveys the Pro's Business Ways

By HARVEY KENDRICKS

HERE is an article written by a traveling salesman for a carpet mill. He is a golfer of only medium ability, but that doesn't cramp his ambition to play at least 1,000 different courses before he gets too old to wield a putter. At last report he had shot 476 different layouts.

Having visited so many clubs, Kendrick has had plenty of opportunity to observe the ways in which the various departments of a golf organization are run, and while this is his first attempt to pose as an authority, his analysis of what a professional should be carries considerable information for the pro interested in checking up on his own rating as an A-1 operator.—Editor.

I was about six years ago I started collecting golf courses. By that I don't mean I buy them, or anything like that—simply, the nature of my work takes me to a great many cities each year and I have made a hobby of seeing how many different courses I can play over before I get too old to trudge 18 holes.

I have played courses that were manicured and polished and groomed like the hands of a violinist, and courses that were nothing much more than nine tin cans spotted around a stubble field; courses with clubhouses more ornate than Roxy's movie hut in New York City, and courses without a building anywhere on the property; layouts where you had to be a millionaire to belong, and clubs where the mere possession of a cracked-shafted niblick was the open sesame to full course privileges.

Naturally, these wanderings of mine have given me a well-rounded education in the principles of running a golf club successfully, since the member who is my

host in each of my various games invariably outlines in considerable detail the features that make *his* club the best in that part of the country, and leads me on a personally conducted tour of the clubhouse, the locker-room, the pro-shop, and what have you.

In the pro-shop we generally chat for five minutes or so with the golf professional, and after we leave him, the proud member tells me all about his good points, and sometimes his weak ones. So I've gotten to know just about all there is on the *surface* of a pro job from the members' standpoint and I think, if my golf game was only better, I could give up peddling carpets tomorrow, turn pro, and do a pretty good job of it. At least I could fool the members for quite a while into thinking I was the genuine article.

Of course, I wouldn't be a real pro since I wouldn't know how to teach or make clubs or even what sort of a brassie is most suitable for a portly member with a pot belly and a rusty-gate swing. But, believe me, I could manage the details of *acting* like a 100% pro—and here's what I'd do.

First of all comes personal appearance. I'd make it a point always to be just a little better dressed than 90% of my members. I'd wear good-looking knickers, sweater and stockings, with polished sport shoes and a clean, unwrinkled shirt. To complete the ensemble I'd be clean shaven and let the sun get at me until I was well tanned up. And I'd try to keep my hands from looking like a ditch-digger's.

In the matter of behavior, I'd be mighty careful to stick close to the shop when not giving lessons so as not to miss any member who wanders around to buy something from me. I'd take an occasional Monday off and maybe one other morning a week, but the rest of the time I'd be on the job.

And I'd keep out of the clubhouse, especially the locker room, except when on business. I've seen plenty of pros who seemed to get a big kick out of loafing on