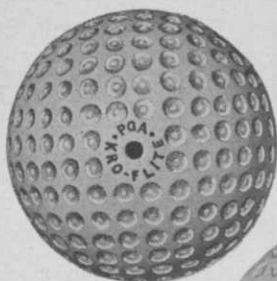
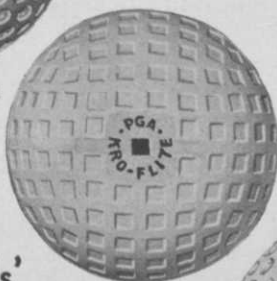


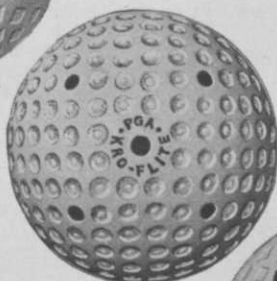
The P.G.A.



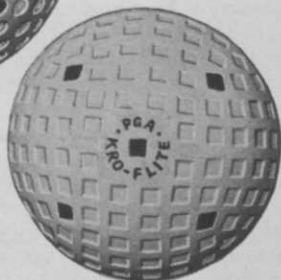
P.G. A. KRO-FLITE
DIMPLE



P.G. A. KRO-FLITE
MESH



P.G. A. KRO-FLITE
DIMPLE
MULTIDOT



P.G. A. KRO-FLITE MESH
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KRO-FLITE

» NEW SIZE «
NEW MARKING

Still
75c.

Sold only in
**Golf
Professionals'
Shops**

MORE GOLF BALL for your money in the 1931 size, but the things that made you like the present P. G. A. Kro-Flite—DISTANCE and DURABILITY—are still to be found in this new ball. There's no more chance of cutting it with a topped shot than there was with the small sized ball. And it's the kind of a golf ball that will travel a long, long ways down the fairway.

Pick up a couple of the 1931 P. G. A. Kro-Flites before you start off again and prove to yourself that this new size ball will travel as far as the present one. They come in either dimple or mesh marking, plain white or multidot.

Professional Golfers' Association of America

Selection Committee: GEORGE SARGENT WILLIE OGG JACK PIRIE JACK SHEA

"Pat's" Outline of Pro Policy —and Some Other Pro Tips

NOT only the professional, but many another business man will find spur to thought in the comment on the soundness of the pro policy of safe and sane selling as laid down by J. A. Patterson, professional at Potrero C. C., Inglewood, Calif.

"Pat" has long had the reputation of being a straight-forward thinker on this subject of pro merchandising and when he lines up the American tendency toward high-pressure selling with the inevitable consequence of a relapse from which many businesses are suffering now, he confirms the logic of the general pro selling practice.

Patterson does not advocate lying down and letting business drift in. Not by a long way. He believes in a fellow keeping his eyes and ears open and hustling. But at the same time, he is dead set against strong-arming the trade into buying the last red cent's worth of golfing supplies. "Find out what they need and then employ the gentle, persistent and effective selling method of suggestion," is the Patterson policy. In carrying out this policy he emphasized the value of the right sort of pro-shop display. By working on such a platform. "Pat" says the pro is giving his members selling service that contributes to the value of membership in any golf club.

Thoughts on the correct policy for today's pro merchandising, as laid down by Patterson, run:

Does your head ever get dizzy from looking at and being mixed up in the speedy wheels, gadgets and whatnots of this two-hundred-fifty-mile-an-hour age in which we live?

Television, radios, airplanes, seaplanes and all the "ahead-of-the-minute" chain lightning methods of the business world are enough to make us old codgers shudder as we try to penetrate the picture of the future.

Yesterday, the whole policy of the business world, from the manufacturer down to the retailer, was high-pressure, speed, "knock-them-down-and-make-them-like-it" stuff, until the whole country was in a

maze of debts so big it seemed that daylight would never appear. Today, the high pressure salesman is muzzled and we are gradually returning to normalcy and new adjustments must be made.

The day has passed (let us hope never to return) when the customer will stand so that his money may be hi-jacked from him without a holler and the policy of the golf professional is no different from that of any other business man in that he must, if he wishes to prosper, "play the game" with his customer, constantly keeping in mind the fundamental principle of true success, Dollar for Dollar value, and, if necessary, just a little bit better than that.

The policy to be adopted by a professional in relation to his club members must, of necessity, vary. No two problems are identical, nor do I believe any fixed rules can be laid down which will govern all cases, but I do believe that if the pro will realize that he is dealing with business men and that they, as such, appreciate sincere effort, he will be successful.

There are a few rules he must watch most carefully. A small representative stock attractively arranged, with each piece of merchandise plainly priced, is a sign of good business and the "friendly" pro is the one who is eternally and honestly interested in his members' golf troubles and successes, and can diplomatically listen to their other troubles without hearing them.

Summing up, the whole secret of business to me is interested service, the right merchandise properly priced plus more service.

YOUNG Jack Fulton, our team-mate, contributes the star boy-scout deed of the day to the pro cause.

Locking up his cigarettes, shifting papers from one pile to another, and giving other evidence of deep thought, Jack unburdened himself thusly:

"Have you ever heard of a pro giving a free playing lesson to each new member of the club? The pro could get a list of the new members as elected and by telephone, in person or by letter (preferably by phone or in person), invite the new member to play around with him some

Build pro prestige and profits with **MINTON** HICKORY SHAFTS

You pros can't escape the fact that your knowledge of clubs has a lot to do with your earning power.

Here's how it works:

At one of the country's most exclusive clubs its famous and prosperous pro was visited by a member whose British branch manager had sent a set of R. T. J. heads. "I want these heads to get the best shafts in the world," the member instructed the pro.

"Hickory, it is then," the pro replied.

"That's fine," was the response, "I want some that's got a different and snappy old-time feel from the 'mine-run' shafts."

Now that member knows he is getting something that can't be had by every Tom, Dick and Harry. The pro's reputation was benefited.

It's no accident that the first three finishers in the British Open played hickory shafts. They know what makes a golf club.

For 25 years MINTON'S have been supplying pros and leading manufacturers with the best in hickory shafts. We can, and do, supply so much of this prime material to people who really know the business of making fine clubs that our business keeps on a steady, growing gait year after year.

We're not begrudging hickory shaft substitutes their business. They're bound to get a good volume from the welcomed annual army of dubs. When the dub graduates into the 15 handicap class, or better, he knows by then the idea of an acceptable hickory substitute is the bunk. Then, by that time he is doing business with a pro who knows clubs and shafts, instead of with some bootleg pro who doesn't know playing equipment and is holding a job just because he will work for less than it costs him to live. MINTON gets the pro, player and manufacturer business whenever any of this trio climbs into the knowing class.

Glad to quote you on any requirement of fine hickory shafts.

T.W. Minton & Co., Inc.

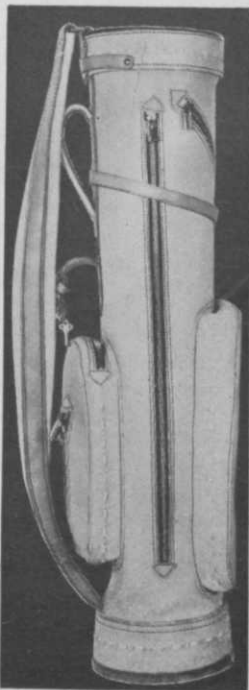
BARBOURVILLE, KY.

TUFHORSE Golf Bags

— putting big money
into live pros' pockets.

Tufhorse is the pros' proffered bag line. In smart design, handsome, sturdy and light material of the highest grade, and in attractive prices, the Tufhorse line gives the pro a bag-selling set-up that brings him business instead of letting it drift into the down-town stores.

Look at the worn-out, antiquated bags in your racks and you'll have the urge to feature the certain selling Tufhorse line.



Check up your bag stock and see that you have a good showing of Tufhorses in your shop right now.

Complete Line includes Golf Bags made from Genuine Pigskin, Walrus, Elkskin, Cowhide, DuPont Fabrikoid, Wexford, English Service Duck and Heavy Canvas—in a wide variety of colors—effective-ly trimmed.

New Photographic Catalog Now Ready for Professionals and Dealers only.

"SUPERIOR" MODEL
Lists \$65.00

DES MOINES GLOVE & MFG. CO.

DES MOINES,

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The Ladies use lots of tees.
Sell them—

"PEG"

REG. U. S. PATENT OFFICE



Colored tops orall White Celluloid

"PEG" is a favorite with the ladies for several reasons.

Made from Celluloid it is clean and pleasant to handle.

Its smooth finish and the bright colors in which it comes make it a real ornament that can be worn with the finest costume. The colors are permanent as this tee is unaffected by moisture.

The shape of **"PEG"** makes it very easy to use. This appeals strongly to the ladies.

Accustomed to shop around for bargains they will appreciate finding 12 of these pretty tees in the package and will come back to your shop when they want more.

As you make a big profit on this tee it will pay you to keep it in mind when a lady merely asks for tees.

The trend is to **"PEG"** the Celluloid Tee that is so easy to use.

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

day soon when it wouldn't conflict with one of the busy days at the club.

"The pro could give them a soft southern line of hooie about how he wants every member to shoot an enjoyable course and get the most in pleasure out of his club membership—being anxious that the new member gets a welcome from each member of the staff engaged for the member's service, and whatever other bushwah along that line that would fit the member's temperament and the club atmosphere.

"Then the pro could tell the member something about playing the course, where the smart places for the member to aim the shots of his game would be, and in general let the newcomer know that he was personally interested in the new member.

"It would help the club a whole lot by having its staff jump right on the job to please the new man instead of the new fellow having to do the customary thing of finding his own way around. And what a grand "in" it would give the pro. If the pro plays smart and doesn't reek with evidence of eagerness to sell the new member something, the rest of it will take care of itself. You can bet that a new member thus welcomed is going to be a steady patron of the pro's, especially if the new member hasn't belonged to a private club before.

It may be old stuff, but I haven't heard of any of the pros doing it; have you?"

The answer was "no." Some of the fellows do take on a new member now and then because the new member has bought a set of clubs, but as a routine policy I don't know of any of the pros that are getting the new lambs in the flock branded on this proper and profitable basis that Jack suggests.

WHEN the newspapers wake up and see what circulation value they are, for the most part, overlooking today by not giving more space to golf news, then the pros are going to profit greatly from increased publicity.

A number of newspaper men in various cities have told us that the sports department telephones were kept busy on the final day of the British Open answering golf fans' questions on how Bobby Jones was faring. The interest was impressive, and although it centered about Jones rather than any single American professional, it did a lot to show the sports edi-

tors that their readers' attention is more on a golf event than it is on the comical and suspicious performances of a couple of lame-brained comical clouters each engaged in hacking out divots below the other bruiser's belt.

Prize fights and ball games get the sport page space, yet golf grows in interest among the class of readers the newspapers are proudest to list as the solvent, spending targets for their advertisers. Seems strange.

In this observer's opinion, the competent newspaper golf writers of the nation could hold a convention in any average sized speakeasy and still leave some room for the establishment's regular trade. A good newspaper golf scribe will carry his burden on the payroll and then show a good profit with his circulation building and desirable reader interest material.

Seattle, Wash.—Ralph W. Kinzer, Washington and Oregon representative for the L. A. Young Co., has moved into new quarters at 919 Second Ave., Room 202, Seattle.



The Silvertown Co., London

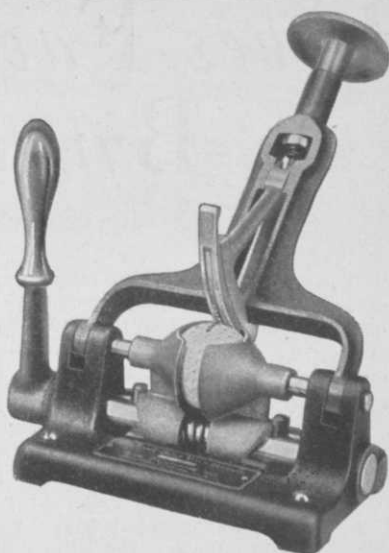
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You save time and money by answering GOLFDOM ads.



The FULNAME Golf Ball MARKER

plus the
FULNAME SYSTEM
of Golf Ball CONTROL

promotes

pleasure in the game
caddy honesty
acceleration of play
and results in
satisfied members

The machine and the plan can be had on terms that should interest every club official as it requires no investment of club funds—can be used with profit by every member—and actually increases the profits of the pro. A request on your letterhead will bring full details.

The Fulname Company

Established 1914

707 Sou. Railway Bldg., Cincinnati, Ohio

Probes Factors in Course Building Costs

By HAROLD D. PADDOCK

THE economy of golf construction is directly affiliated and inherently related to the design of the course in its application to the following contributing factors: character of soil; topography; water availability; possible power location; wood clearings; and highway accommodations.

The first essential in establishing a new course is to secure a desirable property adjacent to highway accessibility. A golf architect should approve the site. Many clubs have unfortunately made bad selections of land, often quite unsuited for economical construction.

Frequently property has been chosen with the price factor the determining element and the actual cost of development for golf never investigated. One may save fifty or a hundred dollars per acre, only to discover that to introduce golf they may have to spend twice that amount for clearing stone or trees and may have to employ a fertility program of considerable proportions, not to mention the consideration of water requirements, a factor of paramount importance.

After selecting the property the developer must decide, possibly in conjunction with suggestions of a golf advisor, this most important question: the amount of money available for golf construction purposes; for the question of costs in construction, primarily, are involved in the origination of the proposition.

Frequently the entire responsibility for the development of a proposed site to golf purposes is referred to a casually selected greenkeeper or professional, which at times may prove a grave mistake. Assuming he may have a conception of how a course should appear when completed has little bearing on his capabilities in attaining the desired results on a technical and economical basis. Promiscuous experimenting and inexperienced manipulation may aggregate costs to a bewildering degree and leave as a token a poorly conceived composition.

Obviously it is rather common for those

so-called experts affiliated with golf to unhesitatingly project their personal opinion, regardless of how well founded, on any and every subject embraced in the curriculum of the pastime. To most of this ilk, O. B. Noer, Wendell Miller, B. R. Leach, Lyman Carrier, Donald Ross, et al., are but mere amateur operators.

Therefore, it is beyond understanding why, in the majority of instances, a committee or developer with several thousand dollars to spend will exclusively consider and act on the opinions of men who portray the fact they are unqualified to pass upon the intricacies of a golf installation, and, further, this observation does not only include many professionals and greenkeepers, but embraces the doctor, attorney, or what have you.

Then why question, by virtue of these conditions, the excessive expense and unsatisfactory results? They all contribute to "construction in relation to costs," due to continuous rebuilding and remodeling.

Most every regime on entering office immediately finds contrary influences at work, frequently generated by the so-called best player or new professional, in a keen endeavor to exploit personal brilliancy. He suggests a complete change of this, that and the other on the course, with the net result that the club ends with a "hodgepodge" that is usually a golf monstrosity and certainly will run up excessive maintenance costs.

Courses Built to Money Measure

One of the most important developments of recent years is the specialist known as the golf architect who by reason of his profession can introduce experience gained in numerous construction operations. An architect is not a luxury. Would you choose a carpenter to design and build a hundred thousand dollar office building because he did a fine little garage job for you?

The golf architect-engineer can design a course to accommodate his client's budget;



VULCAN GOLFERS ARE ENTHUSIASTIC GOLFERS

YOU'LL find every VULCAN golfer an enthusiastic golfer. And such enthusiasm is contagious. It means acceptance which is quickly clinched by a sale, once a prospective buyer hefts and swings a VULCAN. Correct balance, faultless coordination and careful workmanship are deftly combined into what we term "character".

The VULCAN Line offers exceptional value in a wide price range with woods at from \$5.00 to \$25.00 each, or in matched Sets O' Three, and irons at \$3.75 to \$9.00 with three models in matched sets of eight or five. Get your copy of the beautiful, full color 1930 catalog.

The coupon is for your convenience. Vulcan Golf Company, Portsmouth, Ohio.



VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF CO.,
130 Second St., Portsmouth, Ohio.

I want to study your latest catalog. Hurry it along.

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Country Club

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The New Tee...

A TEE that is especially designed for the new size ball and new deep faced drivers.

Plays beautifully with the old ball too, because of its special features.

1. Slightly wider head to provide a larger seat for the ball so that it will not spill off.
2. Slightly longer so that higher teeing is possible and still the tee to have a firm hold in the ground.
3. Slightly heavier stem to grip the ground and make teeing easier.
4. Bright lasting colors and extra size make it easy to find.

1.68 is a sweet tee to play, it feels good in the fingers—just the right thickness and length. You tee just the height you want and it holds.

Retails—25c a Box

REGULAR—red and yellow
CELLULOID—with red top.

Packed 24 boxes in attractive Display Cartons. With an order for one gross or more we send a well built metal

DISPLAY CASE FREE!

Send in your order now.

If you prefer, write for samples.

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125 West 17th St.

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THIRD ANNUAL DINNER
GIVEN BY
CHESTER GOLF GREENKEEPERS'
ASSOCIATION

"Homeward the weary plowman plods his way and leaves the world to darkness and to me." That's still what some of the uninitiated might think of the greenkeeper at sundown, unmindful of the fact that the boy behind the scenes isn't a farmer, but an agriculturist, engineer, soil technologist, director of personnel, hydraulic and drainage expert, master mechanic, landscape artist and heaven knows what all else.

When the Westchester County greenkeepers homeward plod they dive into the p. m. uniforms, sweat, growl and wait another hour until Madame gets set, and then step out to a party like this, their third annual dinner dance.

i. e., in designing and building a golf course there need be no ignorant experimenting, for this profession today is equivalent to any type of architecture and engineering pertaining thereto.

You desire your property improved with a \$30,000 building or perhaps the site lends itself to a \$150,000 improvement; your architect designs in relation to clients' requirements, and the contractor builds according to specifications. By the same token, the golf engineer and architect can function precisely on the same basis.

In the face of the so-called expert's statement that it is impossible to design and construct a golf plant for less than \$5,000 per hole, we can show him twenty or more layouts of eighteen holes that were designed and constructed (inclusive of water lines, pump and motor, bent greens, constructed tees, greens, traps, et al.) for \$30,000, a nine-hole plant for \$10,000, and a national tournament course at \$60,000.

Therefore, the above serves to illustrate the contention there need be no supercilious guessing; a proficient golf architect-engineer can function according to the financial status of his client, and accurately.

A serious condition, however, has devel-

oped through the process of erroneous use of the title golf architect. Anyone of questionable experience can adopt this title and approach a prospective client on the flimsy basis of plagiarism with the attendant dissatisfaction generated through the process of experimentation and lack of fundamental knowledge. This not only distorts installation costs, but involves inferior quality of design and construction.

A national organization of golf architects and engineers might serve to eliminate this parasitical tendency.

To illustrate: A motorist passing a course during the process of construction observed tractors busily engaged completing a green adjacent to the road. Interested, he inquired of the foreman who was responsible for the work. Said foreman, after a moment's hesitation, replied that he was, adding that he always worked with his men for better efficiency.

The motorist, presenting his card, suggested a call at his office. The foreman called and, through misrepresentation, contracted on a percentage basis to design and build a course for the party in question.

This particular nine-hole course proved not only to be entirely out of proportion as to expense in relation to design and con-

at OLYMPIA FIELDS

1 ROYER 4 easily serves COURSES

It's a big job mixing compost at a club with four 18-hole courses, yet this ROYER handles the tremendous volume of materials with efficiency and speed.

Four models. Handles wet or dry materials. Lowest cost per year.

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Now is the time to cash in . . .

The new "LUMINTREE" is as popular in golf circles as Bobby Jones' victory in the British tournaments. Now hot weather makes comfortable golf shoes more important than ever.

To keep shoes in perfect shape and blissfully comfortable there's nothing to equal a pair of LUMINTREES.

Even after 36 holes in the rain your members' shoes with LUMINTREES will dry out in perfect shape—free from cracks and wrinkles.

Features which give the "19th hole" popularity to LUMINTREES

- . . . folding—takes up only a small nook in the travelling bag.
- . . . adjustable in a jiffy and stays firmly in place.
- . . . made of the finest aluminum—light as a feather.
- . . . handy ring for hanging up shoes in locker.
- . . . specially designed ventilating slots.

Send in the coupon today for details of the LUMINTREE Profit Plan which puts a pair of LUMINTREES in every locker and extra money in your pocket.



PAUL & BEEKMAN MANUFACTURING CO.
(Manufacturers of LUMINTREES and Yellow Jackets)
4250 Wissahickon Ave., Philadelphia, Pa.

MAIL TODAY →

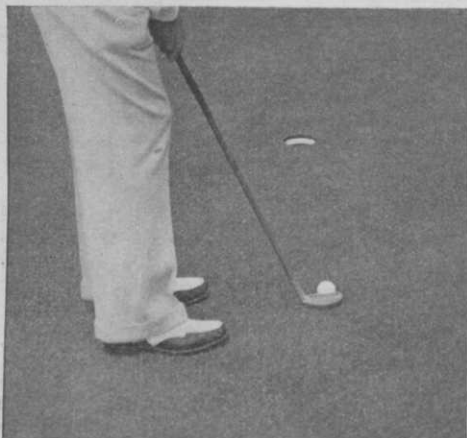
☐ Send me details of your plan to sell a pair of the LUMINTREES to every locker.

☐ Send me . . . pairs of the new LUMINTREE Shoe Trees (\$12.00 a doz.)

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Tell us any idea for making GOLFDOM advertising more helpful.



THE GREATEST GOLF IMPROVEMENT IN YEARS

and the **FIRST Improvement
in Visibility
for the Hole on the Green.**

"Come-Putts"

Reg. U. S. Pat. Off.

A mark to shoot at.

**A clearly visible, sharply defined
hole on every green.**

NOW, for the first time, the indefinite brown hole on the golf green is made definite and conspicuous. With "Come-Putts" the hole can be clearly seen thirty or forty feet away.

"Come-Putts" are white, waterproofed, paper composition rings which fit inside the top of the hole and in no way alter its regulation dimensions. They are bounce-proof and support the turf around the edges of the hole. They conform to the requirements of the U.S.G.A.

Inexpensive, "Come-Putts" may be replaced frequently so as to maintain constant high visibility for the holes.

Golfers everywhere are strong for "Come-Putts."

"Come-Putts"

Patent Pending

Illuminate—Protect the hole on the green.

Reduce the number of putts.

Improve every golfer's game.

Already adopted as standard equipment by many nationally known clubs. Write for samples and full information.

The Chilton Crocker Co.
302 Park Sq. Bldg. Boston, Mass.

struction, but the tractor foreman, having never been a golfer, executed a design in no way related to the accepted tenets of the game—no par-three holes, four par-five holes, and the client, not being a golfer, never appreciated what a serious situation he had until the course was open for play. Now the course will have to be rebuilt—an unfortunate experience with but one consolation, that it was not an eighteen-hole layout.

These statements are not motivated by a vindictive attitude; rather are they the result of observation and investigation.

Therefore, in selecting a golf architect consider the following: What precedent has he established? And by all means make an effort to review some of his operations, being careful to investigate design and construction in relation to costs. Does he know modern and scientific construction based on economy? Does he know maintenance? Does he even play golf? What is his information on soil character; drainage; fertility in relation to particular types of soil involved; irrigation; character of soil in relation to the proper types of grasses to grow? Does he know of soil erosion? Does he know of soil flocculation?

flected in every detail of the operation and construction in relation to costs.

The Construction Cost Problem

How close is it possible to come to standardized specifications and their immediate bearing upon construction costs?

Here we have a subject of wide variation and one apparently impossible to isolate to an even basis of construction cost comparison. Most necessarily the bidders are quoting on different completed operations and the uninformed client frequently is unaware of the existing circumstances. Wherein lies the major differentiation?

Simply this equation: No two golf architects will route a course in the same manner; therefore, we immediately face a constant series of variations.

Then, too, in practically every instance they submit bids only on their specific design. Consequently, how can one arrive at a final judgment equitably? The factors involved in each operation are at wide variance, and the basic motive may be impossible to fathom. One architect may design a course to fit the property, and another may concatenate the routing, following a preconceived plan with minimum regard to installation costs.

Herein, we believe, lies the fundamental reason for a proposed course set up by one