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SEVERAL weeks ago there was a fire in the Spalding Factory at Chicopee. It was only a small blaze, not important enough to write an advertisement about. BUT . . . .

Some strange stories have been spread to the effect that the Spalding plant was gutted—that Spalding was forced to have other manufacturers make balls for them until their own plant could be put into operation again.

So, in fairness to our good friends and customers, we want the truth to be known. The fire was a trifling one. Only a little raw material was spoiled. Production was held up for only two days.

But not a golf ball was touched. And our factory shipments continued without the slightest interruption.

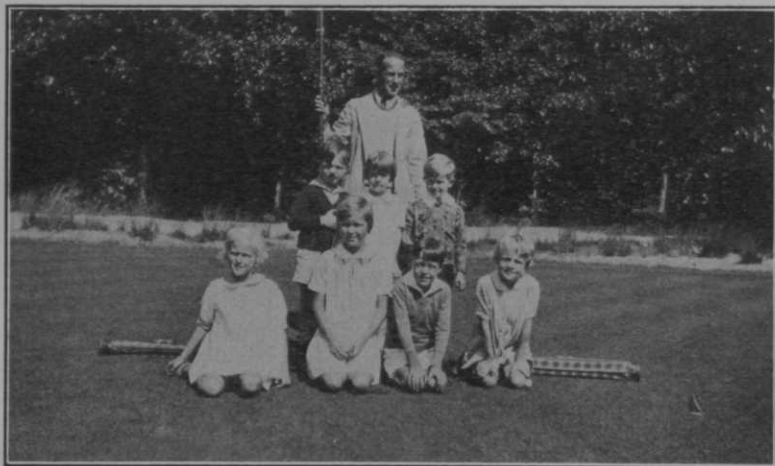
We promise that any golf ball order you put in will be filled as promptly as if there had never been a fire. It'll take a lot more than wild rumors to head off the ever mounting business on Spalding Balls.

*A. G. Spalding & Bros.*

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Dave Brown  
and some of  
his young  
pupils

sistant pro at Flint (Mich.); pro at Long Beach (Ind.) for four years, and is now beginning his fifth season at Grand Beach.

#### Instruction Dave's Business Basis

So Dave Brown has a background that has made him an excellent instructor. He makes a deliberate analysis of his pupil and has a distinct faculty for imparting knowledge to the one receiving instruction.

He will take the greenest of the green, stand them in the hot sun for half an hour making them like it, and at the end of that time they have really learned something. They know it, too, and are impatient for the next lesson. Dave will just as easily take a seasoned player and in a few moments' time tell him what his fault is that has raised his score of late. Then he'll iron out the trouble.

So it wasn't long before Dave had his hands full as an instructor. From morning till night he would stand giving lessons, one after another, his eagle eye catching every false move of the pupil, his inimitable Scotch-accented instructions voiced with sincere, understandable authority, "sinking in" and imbuing the pupil with an ability to grasp and put into effect his teaching.

#### Free Lessons to Kids

Soon Dave was giving *free* lessons to the kiddies, every Monday morning, and it was a remarkable sight to see youngsters of seven, eight and nine years, using woods and irons with actual ability.

Every Tuesday, the Grand Beach Ladies' Golf and Social club would run a tournament of different nature. Here, again,

Dave was Johnny-on-the-spot, officiating and showing a genuine interest in the progress of the players.

What, then, was the effect of all this?

It was this: the creating of a sound confidence, appreciation and admiration on the part of the club members for their pro, which led them to more faithfully support him; to believe in his judgment; to see the advisability of allowing *him* to outfit them with properly sized and balanced equipment rather than to haphazardly purchase here and there.

And Dave's methods double-clicked. The renown of his popularity became widespread and rapidly, transient and hotel players came to depend on him, too. They now know the economy of forsaking the cut-rate, "sale price" equipment in the stores and they allow Dave to equip them with the proper tools.

After all, Dave Brown simply sold himself. Using good business judgment and common sense tactics, he went after a situation that, while showering the club and Golfmore hotel with plenty of business, threatened to starve *him* out.

But he whipped it!

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Pro and greenkeeper with outstanding success as manager of daily fee and semi-private courses is available for new location, having just completed job of transferring a public course into private term membership club. Experienced, sound business man. Excellent instructor and conversant with all phases of course operation. Highest references. Address: Box 31, % Golfdom, Chicago.

# PERFECTED

TO REDUCE

## Wrist Fatigue

Those shots that you miss toward the end of the round—shots that ought to be easy—are the penalties exacted by wrist-fatigue •• penalties that hurt the crack golfer as well as the rank and file of the "once a week" army. ♡ Wilson has the cure. Entirely new. Entirely exclusive. Steel-shafted, matched irons—with blades of stainless steel or rustless chromium plate •• graded to the ultimate fraction of correct pitch—perfectly matched in weight and balance. ♡ But to the known advantages of steel-shafted clubs, Wilson has added an ultra-modern improvement. It is a marvelous method of cushioning that keeps the wrists comfortable right through to the 36th hole. ♡ An exclusive Wilson feature does it

—an original method of anchoring the shaft in the hosel through a protective bushing of balata. ♡

Ask your professional to show you.



STEEL SHAFT  
MATCHED SET

CHAMBER

CLUB PROXIMAL

SH

ANCHORING BUSH

BALATA

BUSHING

ASTUTY

STANDARD

**Wilson**  
GOLF EQUIPMENT  
WILSON-WESTERN SPORTING GOODS CO.

FOOTBALL . . . BASEBALL . . . BASKETBALL . . . TENNIS

## PERFECTED... for player... for "pro"

A golfer buys new clubs to improve his game. A "pro" sells new clubs to increase his income. Either way, these new Wilson steel-shafted irons are 100 per cent right ♡ ♡ The steel shafts are cushioned with a balata bushing to save the player's wrists ♡ ♡ They are riveted in the hosel so that if ever occasion for re-shafting should arise, the "pro" can do the work in his own shop ♡ ♡ in a few minutes ♡ ♡ and pocket the profit. Do you sell Wilson equipment ?

WILSON-WESTERN  SPORTING GOODS CO.

New York . . . Boston . . . Chicago . . . Los Angeles . . . San Francisco

The advertisers pay for your GOLFDOM; deal with them.



Clubhouse of the Trumbull Country Club

## Warren, O., Averages Course Costs for Five Years

WARREN, O., shows interesting five-year averages of course maintenance costs in a statement supplied by T. G. Dunham, business manager of the Golf Land Company, which operates the Trumbull C. C. at Warren.

Of this statement, Mr. Dunham says:

"The following figures represent the average expenditure per year for a period of six years of the Trumbull C. C. course, which is a full 18-hole course and also includes a 19th green for putting practice and a 19th fairway for practice. These accounts have been kept in a similar manner for the years ending September 30, 1924, 1925, 1926, 1927, 1928 and 1929, so that they give a pretty accurate statement for cost of an average golf course in this section.

"Our golf course is rolling and has one lake hole and hazards in way of ditches and traps around the greens. We have never paid over 50c an hour for common labor, and the items include all charges for labor put on that particular work. The items explain themselves with an exception perhaps of "Golf Course Improvements," which means new work such as building tees, traps, etc., "Golf Course General," which means work on the course or around the property not really golf course construction or upkeep.

Average per  
Year 1924 to  
1929 Incl.

Seeds and fertilizers.....	\$ 733.62
Golf course improvements.....	612.39
Compost .....	711.08
Golf course general.....	709.10
Greens .....	3,723.33
Fairways .....	1,111.93

Rough .....	491.12
Tees .....	318.18
Repairs machinery.....	197.99
Tractor and mower parts.....	435.73
Gas and oil.....	542.93
Road account.....	133.63
Water system.....	51.85
Tennis courts.....	105.33
Greenkeeper .....	1,956.66

\$11,834.87

Tools and machinery..... 855.33

Total ..... \$12,690.20

## Volume Brings Profits to Hoosier Club

HOW volume shows the way to profit in a golf club house operation is brought to light in the figures of the Tippecanoe Lake C. C. (Ind.). The club has been paying special attention to making the clubhouse a popular place of entertainment, as well as a first class food service establishment. Particularly in the 1927 deficit was the expense of this work of expanding the facilities noticeable.

In the following figures, note the reducing proportion of disbursements to receipts over the period of four years, with the exception of 1927, which was heavy in capital expenditure.

1926—

Receipts .....	\$ 9,286.29
Disbursements .....	11,598.23

1927—

Receipts .....	\$12,983.75
Disbursements .....	19,416.81

1928—

Receipts .....	\$13,991.07
Disbursements .....	13,924.21

1929—

## Diegel Will Take 53 Clubs to England

New York, April 25.—(AP)—With two big bags fairly bulging with golf clubs, Leo Diegel, professional champion of the United States, was busy today preparing for a visit to England and another try for the British open championship.

The unorthodox golfer who finished third in the last British title event was stopped long enough for a few questions.

"What do you think of the removal of the British ban on steel shafted clubs?"

"Not interested, I don't use them."

"What do you think of the larger and lighter ball against the smaller and heavier?"

"One ball's as good as another if

## Club Sales THRIVE

*for the Pro who  
"Knows His Stuff"*

Choice of Hickory Shafts is the sure sign of a pro who knows good clubs.

In recommending Hickory you make it plain that you understand the club situation, instead of laying yourself open to sales competition with the characterless job lot product of the department stores and other uninformed retailers.

From Coast to Coast pros' shops famed for their clubs make a profitable feature of Hickory Shafts.

Dubs and stars alike are in the hands of the pro for guidance as to choice of best playing equipment. History of the "Royal and Ancient" game, the preference of champions, his own experience and comparison, tell the thinking pro that there is only one real choice for golf shafts . . . finest Hickory. And that all other material is ranked by its approach to the life . . . the wear . . . the power . . . the balance . . . of prime Hickory, such as sold to the pro trade and to leading manufacturers by members of the Hickory Golf Shaft Association.

Prove your skill in your profession, by recommending for the betterment of your members' games, "HGSA" Hickory Shafted Clubs. In this way you are certain to retain and extend the pro's prestige in golfdom.

# HICKORY

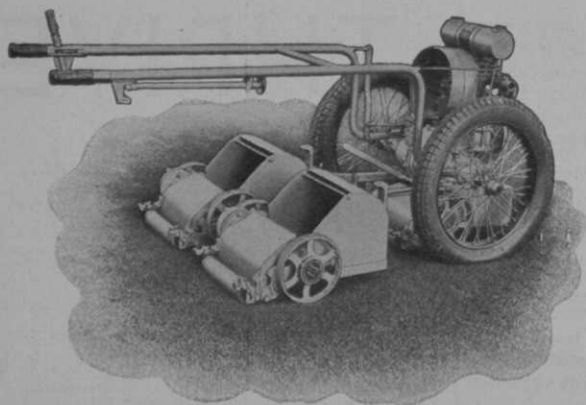
*nothing but  
finest hickory  
for pros who  
know!*

Knowing what's best for playing is what makes you stand strongest on your job.

**HICKORY GOLF SHAFT ASSOCIATION**  
P. O. BOX 1114 ♦ ♦ MEMPHIS, TENNESSEE

# WORTHINGTON

LAWN TRACTORS—LAWN MOWERS  
MOWERS—ROLLERS—TEE STANDS



## THE WORTHINGTON "OVERGREEN"

**Combination.** Two distinct elements—a complete tractor and complete gang mower.

**Tractor.** Engine of world-wide reputation for reliability. Drives through an automobile differential. One clutch only is used.

**Tires.** Rubber pneumatic. Partly deflated. Forms a soft pad which adapts itself to every undulation or irregularity of ground surface, and leaves no impression on the most sensitive surface.

**Mower Gang.** Three units, each 13 or 18 inches wide. Entirely separated from the tractor. Each has independent rising and rocking motion.

**Combined Swath.** Thirty-six or fifty inches.

**Work Accomplished.** Finishes an average green in less than ten minutes. Perfect surface guaranteed.

Price, complete, 50 inch cut.....\$425.00

## THE WOR LAWN

Engine, For

**Short Wheel Base.** Turns  
**Minimum Weight.** 1000  
the turf.

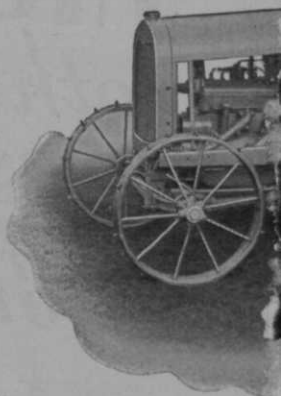
**Abundance of Power.** 23  
Worthington gang mow  
ting, on any golf course.

**Unequalled Speed.** Safe  
hour.

**Lighting System.** Enable  
at night.

It has become the stand  
most clubs, parks, and p  
Fully guaranteed.

Price—Model T (Starter and  
Price—Model A (with self-s



## Main Office and Factory

**Branches:** Chicago Office and Warehouse:  
517-21 So. Laflin Street

Boston:  
1 State Street

Monte  
132 St. Peter



# MOWER COMPANY

POWER and HAND PUTTING GREEN  
-TEE MARKERS—BALL LOCATORS

WORTHINGTON  
TRACTOR

Models T or A

radius of seven feet.  
lands. Prevents injury to

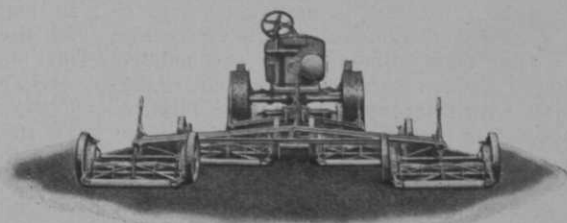
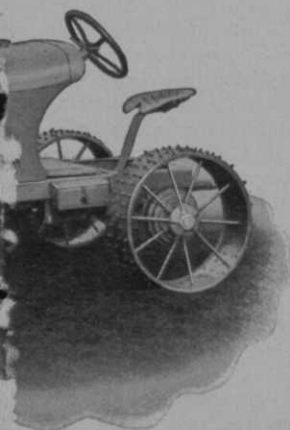
urse. Guaranteed to pull a  
any hill that requires cut-  
America.

operated at ten miles per

erator to cut the fairways

lawn tractor of the fore-  
ate estates of the country.

nts extra).....\$496.00  
er).....\$650.00



## THE WORTHINGTON TRIPLE AND QUINTUPLEX AND "MULTIGANG" GANG MOWERS

*Have revolutionized* all former practice in lawn and golf course mowing.

*Mower Units.* Unequalled simplicity, lightness and strength.

*Bed-knife Regulation.* By means of a thumb-nut. All wrenches discarded—only the fingers used.

*Housings.* Absolutely tight. Splash lubrication.

*Fly-knife Reels.* Seven bladed. Noiseless in operation. Self-sharpening. Unequalled strength.

*Bed-knife.* Special alloy steel.

*Gang Frames.* Indestructible. Great strength combined with lightness and flexibility.

*Width of Swath* Triple, seven feet. Quintuplex, nearly twelve feet. Multigang, sixteen feet.

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Price—Triple Tractor Hitch.....	\$360.00
Triple Horse Hitch .....	\$385.00
Quintuplex .....	\$610.00
Multigang .....	\$860.00

Stroudsburg, Pennsylvania

Cleveland:  
Hippodrome Building

San Francisco:  
52 Beale Street

New York:  
11 East 44th Street

Tell us any idea for making GOLFDOM advertising more helpful.

# Pioneer of Movie Teaching Tells His Experiences

AN INTERVIEW WITH HOWARD BECKETT

**L**IVELY interest in motion pictures as an effective means of golf instruction has been stirred up by the publication of George Sargent's article in GOLFDOM with reference to what the P. G. A. is doing in getting studiously shot master-pictures of the stars as a basis for more resultful teaching.

In view of the wide extent of this interest it is helpful for the professional to hear from Howard Beckett, professional at the Capital City Club, Atlanta, about his experience with movie instruction. Howard pioneered in this work and brings out the point that selling the undoubted value of this instruction to the members is one of the difficult jobs that must be done. O. B. Keeler interviewed Howard in the summer of 1924 on this movie instruction and here is how O. B. quotes Beckett:

## Starts with Self.

"One of my first subjects was myself. I was not satisfied with the way I was hitting the ball. While I was learning how to use the machine I got a man to take some pictures of me. I found out right away what was wrong. I was letting my hands fly out as the club started down.

"One woman pupil admitted to me that before she saw herself in the movies she never had known what the instructor meant when he told her she was jumping up and down while hitting the ball.

"I didn't know anybody could perform that way in a golf swing," she confessed.

"I have about concluded that all people who play golf have a mental image of how they look while swinging. Rather, it is a picture of how they want to look, very likely founded on the memory of how some good player looked. Not many will admit this, and perhaps most of them really are not conscious that they have such a visualization. I think one reason why most pupils are so set in their way is because their style, good, bad or indifferent, is based on a mental image, objective or subjective, which they regard

as themselves in action. The teacher may tell them over and over again that this or that detail is wrong; but the picture persists and they can't see what is the trouble.

"Now, if the pupil can be shown himself on the screen, actually making a shot, with the fault exaggerated by slowing the action, his mental ideal image is likely to get a jolt—it may even be shattered permanently."

Beckett did some local advertising on motion picture instruction and got lots of publicity on it, short-lived but still so far-reaching that the Prince of Wales had some pictures of himself taken for golf instruction. Even the newspaper paragraphers and editorial writers took up the subject, one scribe forecasting, "the golf enthusiast of the future may be heard boasting: 'I perfected my drive on only 20,000 feet of film.'"

## Needs Pro Push.

The Capital City club professional in commenting on his six years' experience with movie golf instruction clearly reveals the need of concerted pro action in getting some standard practice for all professionals in this work and giving it the persistent national publicity it needs so it will be accepted by the public as the pros' construction of a royal road to golf. These two purposes the P. G. A. has in mind according to the Sargent statements in GOLFDOM. Movie instruction is planned to be the big feature of the Pro Business conference to be held at Columbus, O., early in 1931.

Howard tells GOLFDOM: "while everyone realizes golf instruction with the movies is a wonderful thing I must say that I have not yet been able to put it over in the manner that it warrants. To my mind it is the soundest way for anyone who really wants to learn to play the game. I don't believe there is an average golfer who knows how he looks when he swings on the old apple, and if he could see a motion picture of himself, and have a pro go over it with him, he could almost





## WITH SCHAVOLITE— THE LATEST GOLF SENSATION



Here is the ONE outstanding innovation of the year in golf clubs . . . the ONE club that is different . . . the ONE club scientifically designed to add ten to forty extra yards per stroke. By every known test Schavolite has proved that it gives this Super Distance.

Schavolite is the Golf Club with the Composition Head . . . moulded under tremendous heat and pressure . . . containing a proportion of rubber . . . with the weight thrown forward to the hitting surface.

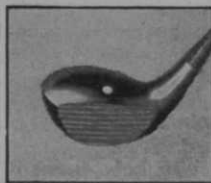
Officially approved by the U. S. Golf Association . . . impervious to moisture . . . fully guaranteed against breakage. Equipped with True Temper Steel Shafts . . . in three attractive finishes.

Matched sets of Driver, Brassie and Spoon, for men and women, retail at \$37.50. Single Clubs, \$12.50. Putters, \$10. Also models for left-hand players.

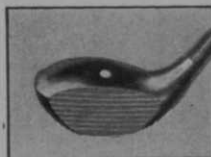
Get behind these clubs. Take advantage of the full page advertisements appearing in leading golf magazines. Golfers will buy these moulded head clubs where they would buy no other form of additional equipment.

You should know all about Schavolite. Write today for full information.

SCHAVOLITE GOLF CORP., 16 N. 45th ST., NEW YORK CITY



Eagle No. 103. Driver—Brassie—Spoon. A medium wide face model, similar to the Bap design, medium lie, all weights—12 ounces and upwards. Also Women's Clubs in this model.



Condor No. 104. Driver—Brassie—Spoon. Large head, deep faced model, medium lie. All weights—12½ ounces and upwards.



Super—Resilience . . . not possible with wood . . . is the answer to Schavolite Super-distance.

# SCHAVOLITE

*Moulded Composition Head*

# GOLF CLUBS

**SUPER DISTANCE . . . SCIENTIFICALLY**



Alex Pirie, P. G. A. chief, films Herb Graffis on GOLFDOM'S roof garden, diagnosing reasons for scribe's comical scores

correct his own faults. I always have felt that the day is coming when this movie instruction would be a great thing for the game. Naturally it is good news to me to see that my opinion is being confirmed by the present interest in the subject.

"One of the developments that I am confident will be hastened by use of the movies in golf instruction is a standardization productive of much better scores. Study the swings of all the leading players and you find that the movement of the hands, the pivot, and the position of the club is the same going back and coming down into the ball in every case. It is the easiest swing imaginable and the hardest thing about it is to get the proper timing. This can only be acquired with practice. I have increased my lessons 100 per cent and turned out some fine players by explaining this swing to the pupil. After he gets the feel of it and is conscious of being on the right track, he is anxious to keep on until he has this right swing set in his game."

## Unique Point Event Popular on Petaluma Schedule

JOHN CAVANAGH, club captain of the Petaluma (Calif.) G. & C. C., has figured out an event new to the calendar of his club and which proved so interesting it is being featured during the rest of the Petaluma schedule. Henry Benton, sec-treas. of the club, tells about this novel tournament saying that it had its incep-

tion in the necessity of giving all members an equal chance at four prizes of unequal value, donated by one of the members. A special score card was printed, on the face of which were columns for "award" and "penalty" in addition to "hole," "par" and "score." Par on the Petaluma course runs: 435-434-345—435-434-345.

On the back of the score card were printed the following rules for the tournament:

*Course rules must be followed. All holes must be putted out.*

*Players are divided into four flights, according to their regular handicaps.*

*1st Flight—Players from scratch to 12.*

*2nd Flight—Players from 13 to 16, inclusive.*

*3rd Flight—Players from 17 to 20, inclusive.*

*4th Flight—Players from 21 to 24, inclusive.*

*Each player must keep his score for each hole and have his card attested by a companion player.*

*The awards and penalties as noted below will determine the winner of each flight. The golf score will have nothing to do with winning a flight.*

*A player who pars the 1st, 3rd, 4th, 6th, 8th, 9th, 12th, 13th, 15th and 17th holes will receive an award of Five (5) points for each one of those holes he pars.*

*An award of Ten (10) points will be given for a par on each of the 2nd, 11th and 18th holes.*

*If a player does not par any of the above holes he will not receive a penalty for failure.*

*A player who does not par the 5th, 7th, 14th and 16th holes will be penalized Ten (10) points for each of those holes not parred.*

*Failure to par the 10th hole draws a Five (5) point penalty.*

### EXTRA AWARDS

*For a Birdie—15 points.*

*For a Eagle—25 points.*

*For a Dodo—50 points.*

*A player making a birdie, an eagle or a dodo on a hole for which there is an award for a par will receive credit only for the higher award.*

*After the winner of each flight is determined, the one who has the best net golf score (actual score made, less his handicap), will get first choice of the prizes. Second best, second choice; third best, third choice, and fourth best, the remaining prize.*

*All cards must be turned in immediately after completion of 18th hole. Players will keep golf score only. Official scorers will compute awards and penalties.*