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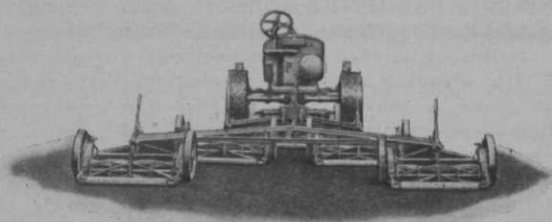
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How Movies Can Aid Pros to Correct Pupils' Games

By A. T. PACKARD

GEORGE SARGENT'S article in April GOLFDOM marks a definite and radical departure in the teaching of golf. His standing as a professional will make many a convert and he will find willing sponsors among golf writers and others who have long made an intelligent study of motion pictures of golf experts in action.

Reduced to its elements, George favors the careful study of the motion pictures of experts in action, followed by a like intelligent study of his or her own pictures. The study of the pictures of experts will give a composite picture of how the experts get results and the study of one's own pictures, especially when studied with a good teacher, will show the essential features in which the pupil is lacking.

George does not say so in his article, but it seems to me he is ready to go all the way in approving the doctrine that the "Do it this way" method of teaching golf is a back number. Even if he ignores the subject directly, one gathers from his article that he fully realizes the folly of trying to teach golf by imitation when the pupil is beyond the imitative age. The youngster, boy or girl, doubtless can learn faster by imitation than any other method, but the vast majority of pupils are beyond the imitative age and usually have physical characteristics that prevent anything that could be taken as a good imitation.

Let's carry this idea a bit further than getting a composite idea of what the motion pictures teach about the methods of the experts and then applying the composite picture to one's own methods. Let's begin with an agreement as to just what the experts are trying to do. With the drive, for instance, we can agree that the object of each is to have the ball of sufficient length and come to rest on the fairway at a point from which the second shot can be made to the best advantage. Now we go back to the motion pictures of

experts who have, man after man, landed the balls where they wanted and we find that the methods of each were as individual as their facial features. Prove this to yourself by stopping a projecting machine, making a still picture of what really is part of a regular swing. Never take a snap-shot posed picture for any other purpose than to get a likeness of the expert. The only picture that can be of use in determining the elements of a swing are motion pictures and still pictures made from motion pictures by stopping the projector. After you have made this still picture of the motion pictures, cover the face of the expert. You will find that any tournament player or any experienced golf writer can identify the player as readily as if his face were completely exposed.

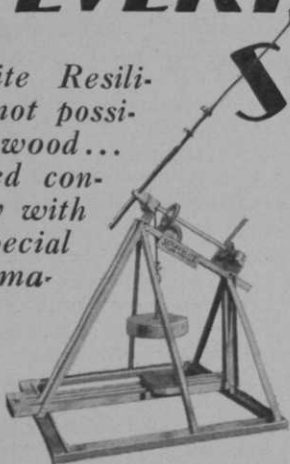
Picking by Their Poking

That point must be anchored. No better illustration can be given of the apparent differences in methods than occurred in a P. G. A. tournament at French Lick when Sargent was president of the association. There was a hole, perhaps the seventh, where the fairway was level for well over 200 yards and then dipped down for perhaps another hundred yards. The layout of the hole was such that any straight drive of well over 200 yards gained enough from the down-hill roll to pass the 300-yard hole made by the marker when it had been taken up before the tournament. A golf writer took his stand with a friend at this point to watch the drives of the professionals. It was too far away to identify the players as they came on the tee, but nineteen of the first twenty-one were instantly identified as they made their strokes.

Now we get to the point in the statement that practically every drive was beyond the 300-yard mark. Each player was so individual in his methods that he could be identified but the result was practically the same. Manifestly, no two of them

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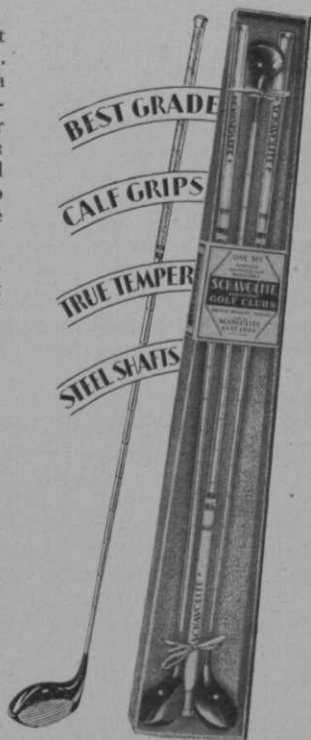
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seemed alike in their methods but equally certain was it that they were getting like results. That gave food for much thought to the golf writer and many hours of added study of motion pictures of experts and of the experts themselves in actual play.

The first conclusion was that, in spite of the variations in methods, the experts were about alike in accomplishing the desired result with the ball. This result must be accomplished while the club is in contact with the ball but, right there, demonstration merged into theory, for no human eye and no motion picture camera ever has told us what happens while the ball and club are in contact.

Fortunately, this does not bar general agreement as to what does happen while the club and ball are in contact. Ignoring the various ways a ball must be hit to bring about the desired results, we can agree that the club must have acted properly while in contact with the ball or the desired result would not have been accomplished. Then we can take the next step in agreement that, in spite of apparent differences in methods, the one essential point is that each of the experts is doing an identical thing: making the club act properly while in contact with the ball.

Focus Instruction

Isn't that right where real instruction should begin? Teaching the pupil that the action of the club is the essence of the stroke and the different ways the club must act while in contact with the ball? The ambitious golfer can dig up a mine of information by studying the motion pictures of experts in action but, if he or she is beyond the imitative age, it is no more possible to imitate the methods shown than it is to imitate the features or voice of the expert. But, and here's the point, it is possible for the pupil to try to do and, in a measure, succeed in doing what the expert is doing; provided only that the pupil knows what the expert has in mind. The pupil cannot imitate the expert's peculiarities of method because he or she is not built that way, but any ambitious golfer can become more and more skillful in doing what the expert is doing; making the club act properly while in contact with the ball.

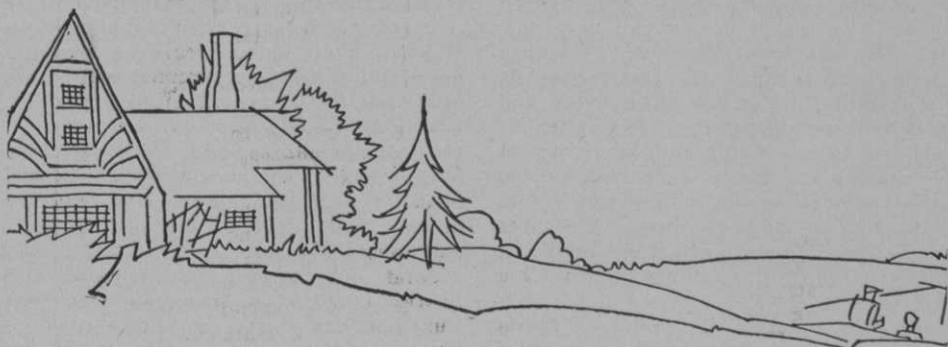
And right there, it seems to me, lie the kindergarten lessons of golf tuition. There is a world of knowledge for the student in the close study of the motion pictures of Bobby Jones in action, but that knowl-

edge must be based on what Bobby is trying to do. He cannot imitate Bobby's back swing, because a Collie fracture in childhood resulted in a slightly stiffened wrist. He cannot imitate Bobby's stance because he must separate his feet farther in order to preserve his balance. He cannot hold his head at the same angle as Bobby, because Bobby's right eye is his master eye while the pupil's left eye is his master eye. He cannot shift part of the weight to the right foot on the back swing in imitation of Bobby because of a troublesome bunion. He cannot in any particular imitate the physical methods of Bobby, but he can know exactly as well as does Bobby, what he is trying to do. That then, is the point of attack. Except in minor particulars, physical peculiarities cannot be overcome. They can be educated to the task in hand but only with the close cooperation of the brain. Begin then with the brain. Convince the brain that the whole effort is centered in making the club act properly while in contact with the ball and the brain, wholeheartedly, will do its share in making the muscles bring about that detectable result.

Begin with the Brain

There has been so much of the topsyturvy in teaching that it customarily begins with the drive, when it would be so much simpler and more logical to begin with the putting stroke. But, beginning with the drive and the pupil being beyond the imitative age, the "Do it this way" method of teaching is futile. Begin with the brain, therefore, and quietly prove that the only possible effect on the ball is while the club is in contact with it. The lie of the club and the relative position and angle of the face can readily be grasped. Cut shots for approach work and side-spin shots for intentional slices and hooks are matters for future consideration. The problem now is to make the club act properly for a good drive. Some glorious day, moving pictures will show that the club acts properly in the drive if, moving at the required speed, the face remains at right angles to the line of flight during contact with the ball and with the hitting spot on the face over the line of flight.

The pupil may be told to dismiss any thought of grip or stance or swing or any effort at imitating any player. Just step up naturally and take a healthy swing with nothing whatever in mind except to make the club act properly. After the first



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The Professional Golfers' Association
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366 FIFTH AVENUE

NEW YORK, N. Y.

few swings, the teacher can see a dozen reasons why the club does not act properly. The stance, for instance, is too open and too close to the ball. This forces the club over the line on the down swing and the ball is certain to slice. That must be explained to the pupil and his brain at once accepts the fact as a final reason for the adjustment of the stance which will let the club act properly during a natural swing. Never again will that pupil be guilty of the faulty stance unless his brain goes to sleep.

One after another, the different faults can be taken up and the brain of the pupil can readily grasp the fact that they prevent the club from acting properly while in contact with the ball. If the unbelievable time arrives when the faults are removed and the pupil is stroking the ball correctly, his methods are as distinctly personal as ever. He has learned much from the study of motion pictures and more from the work of his teacher. He has reduced his average score by ten or forty strokes, but his physical peculiarities as shown in the swing, remain about the same. A permanent crook in the elbow caused by an accident or pitching curve balls renders absurd the dictum that one or both arms must be straight at certain points in the swing. But the brain of the pupil readily grasps the fact that the dictum, in general, is a major help in making the club act properly during impact and the brain forces the muscles to do as well as possible under the circumstances.

There are certain principles that enter into the methods of any good swing. These principles can be studied in the motion pictures of experts and compared with the pupil's methods. Then, in the new school of teaching, will come a digest of these principles and a convincing argument to the brain of the pupil that will lead the brain to force the muscles to do their duty, the very best that can be accomplished in view of the unchangeable physical characteristics of the pupil.

Rhode Island Greenkeepers to Meet May 26

THE Rhode Island Experiment Station located at Kingston, is planning to hold a field day for greenkeepers of the state and adjoining territory on May 26. This will be the first field day conducted primarily for greenkeepers and others in-

terested in golf course management. If it meets with success it is planned to make this an annual feature. The program which has been planned will consist of a visit to the experimental grass plats beginning about 10:30 A. M., lunch at the college dining hall, demonstrations of golf course equipment, visit to nearby fields of bent grass grown for seed production, and a visit to one or two nearby golf courses.

Some of the first experimental work in this country on lawns and lawn fertilization was started at this station. A number of the old lawn plats which were established more than a quarter of a century ago, are still being maintained according to the original plans. They show some very interesting results from different methods of fertilizing and handling lawns. In addition many new plots have been added since that time.

Two years ago, more extensive tests were started with different golf grasses. About 25 different strains and varieties of grasses are being grown for comparison as to their value for golf course greens. Twelve different strains are being compared for seed production under local conditions. In another experiment 36 plats are used to test the fertilizer requirements of R. I. bent for seed production. The state is well adapted to growing bent grass for seed and there is a good market for the seed.

An invitation is being extended to commercial firms to exhibit and demonstrate various types of golf course equipment.

It is planned to visit one or two fields of the R. I. bent and velvet bent near the experiment station and then continue to one or two local golf courses.

A cordial invitation is extended to greenkeepers, green-chairmen, and all others who may be interested in this field day.

BUILDING of the \$100,000 clubhouse of the Hot Springs (Ark.) G. & C. C. shows what can be done when a club's operation makes money. For 17 of the 20 years prior to the building of the new clubhouse, the club was operated at a loss which was born by the Hot Springs hotels which realized the necessity of a first class golf club at the resort. With operation showing a profit the club not only made its new home a further attraction to Hot Springs but was warranted in buying ground for a third 18-hole course.

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A steel shafted club. A shaft that absorbs the shock of impact when club head meets the ball. A shaft that makes every shot smooth and sweet.

For the first time real torsion, the natural shock absorber, has been added to the steel shaft. It is Bristol's latest important contribution to golf.

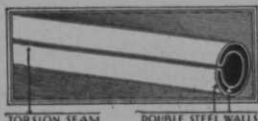
This new steel shaft gives you smooth, stingless shots. It gives you the pep and responsiveness of fine "spring" steel. It gives confidence and power. It gives constancy, through every type of weather, season after season. Uniformity throughout a set of clubs. It gives you the sweetest-

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Bristol does *not* make clubs. Bristol makes only the shafts. Among the leading club-makers who fit quality clubs with Bristol Torsion steel shafts are McGregor, Spalding, Wilson-Western, Hillerich & Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls and many other well known makers.

Drop us a post card for the current issue of Bristolite, our newsy golf publication. The Horton Manufacturing Company, 185 Horton Street, Bristol, Connecticut.

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



Try this test
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... Impossible in all other steel shafts.

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PRO MERCHANDISING

From a Woman's Viewpoint

By BETTY BURTON

WHY make a trip to town when the golf articles needed can be conveniently purchased in the pro shop at your club? Patronizing these shops saves time and energy which can then be given to the call of beckoning and sunshiny fairways.

If bags, balls, clubs or other paraphernalia are desired it is better to depend upon the usually good judgment of the professional rather than upon some salesman whose suggestions may possibly be colored by his eagerness to make the sale. The salesman is not ordinarily qualified to give unbiased opinions on the durability and length of flight of balls, nor on the proper weights and lengths of clubs. He is primarily a salesman. The professional, on the other hand, knows what is the correct club for the player's particular physical requirements. The women have begun to learn that the pro is the "doctor."

A few years ago, before I realized the importance of the lie of a club and the vast difference between the various makes of clubs, I purchased a mallet-headed putter. A friend used a similar one and frequently sank quite sizeable putts. I purchased mine in a department store for \$6.50, planning to take only two putts to a green, possibly only one. It was not unreasonable to expect to do that. I was dismayed, however, by the mediocre luck I had with it. In despair I finally had a pro examine the club. He smiled when he said that it was a flat-lying putter, suitable for a rather corpulent gentleman. Since putting is such an important part of the game I was compelled to buy another putter. This experience was expensive, and the moral is: "Trust the professionals' knowledge and training."

Display Attracts Women

Department stores and women's shops recognize the psychology of attractively decorated windows to catch the feminine eye. After woman's admiration is aroused by the nice arrangement and pleasing colors, she wants to examine the garments

to determine the quality. The stores excel in their efforts to please the customers, and this service is what the pro shops frequently lack.

The professional can follow this plan of displaying his goods in a prominent place where the women will see things they need or at least think they need; whereas, keeping things in boxes out of sight does not even give the would-be purchaser an idea. Desire begins with the idea. It may be a mere suggestion that starts the idea which on being nurtured develops into a sale.

The idea of sending out letters to club members at various times during the season stating that certain merchandise is on hand and will be sold at a considerable discount, is a good one. This appeals to men as well as to women. Men, the greater buyers, are more easily satisfied than women but the latter must be catered to. To have club women pleased is a great achievement. Their wants, if reasonable, must not be overlooked.

Every woman is a potential buyer. She may wander into the pro shop for balls or possibly to have a club repaired. Her eyes rove about and possibly she sees something on display that "she just must have," or perhaps there is an attractive new sweater she would like to get for her husband to replace that old one which he says brings him luck but which adds nothing to a smart foursome.

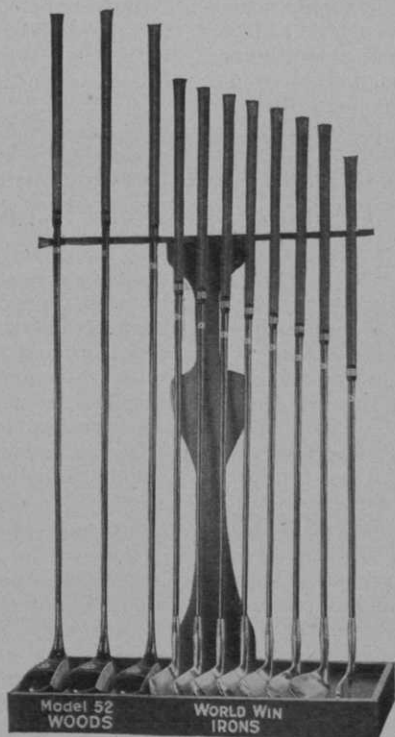
It is better to keep on hand a small amount of goods of excellent quality than a miscellaneous assortment of inferior quality. Golf is hard on wearing apparel, consequently garments of the best quality give the greatest amount of wear and comfort. I believe it will be found that the better women golfers are inclined toward conservative golfing apparel. A thing can be serviceable and at the same time smart.

Buying from Samples

Professionals, especially the younger ones who are not yet regularly attached to any one club, cannot be expected to go into the women's wearing apparel business very



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WORLD-WIN IRONS are meeting with unprecedented favor among golfers *everywhere*. They have a positive appeal to people using them . . . and the confidence they inspire leads to lower scores among golfers of all degrees of skill.

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The Torsion Steel Shafts give the "feel" of hickory, but at the same time give the "power" of steel.

A really amazing number of people right in your own club will buy World-Win Irons if only they are given an opportunity to get their hands on them. You will lose a lot of business if you don't play up these Irons. Get a few sets and demonstrate them to your members. You will be doing them a real favor by selling them World-Win Irons . . . and you'll make a nice profit, too.

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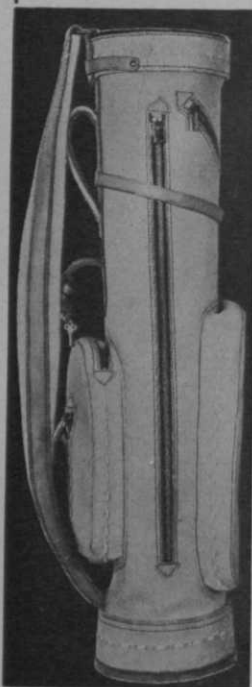
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Cow Hide

Chocolate—Black

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Sport Duck**

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Service Duck**

**Dupont
Fabrikoid**

**Heavy
Canvas**

extensively, but it is wise to have a few of the practical sweaters, gloves, raincoats and leather jackets on hand in addition to the clubs, bags, balls and so forth. Eddie Gayer of Twin Orchards says he does not carry a large stock of leather coats and rain coats, but has samples of each on display. Orders can be taken for these articles and delivery made within a few days. In the matter of shoes, professionals cannot, of course, afford to show the variety that the downtown shops exhibit, but they can carry the sturdy dark brown brogues with calks in the soles that are popular with both men and women.

At Olympia Fields, where there is an unusually large membership with many golfing events scheduled during the playing season, the women members do not want to take a day off to go to the loop to shop. They are especially glad to be able to have their golf requirements filled at the club.

Not all members take lessons but all need new equipment from time to time, and the pro should center his attention on that possibility.

Costs, But Not Service Speed, Demand Managers' Study

COSTS of meals rather than the speed with which the members are served calls for managerial attention these days, in the opinion of Arthur B. Collett, general manager of the Westmoreland C. C. (Chicago district). With the manager on the job there is assurance of pep in the service in the dining room, up to the fullest extent permitted by the size of the staff, so this factor shouldn't give much worry.

At Westmoreland, Collett has cafeteria service for the members who are in a big hurry to get going but this service is only employed Saturdays, Sundays and ladies' days. A few exceptions are made when week-day play is exceptionally heavy. The normal need for speedy service with the usual limitations of size of a country club service staff the Westmoreland executive has solved by having a \$1.00 golfers' luncheon with all dishes practically ready to serve.

He doubts that golf club feeding policies are due for much of a change as members' wives are entertaining at the clubs more each year, which calls for bigger and better kitchens especially in the metropolitan district clubs.