

Here's Something Different For Your New Season

SPRING is here and when the Class "C" calamity howlers begin to gather around the caddy house like robins on the lawn, you want to be able to feed them something new... something different... something that will make the boys realize you are on the job.

So display the Super-Harlequin—the new British-made golf ball. Every time you sell one you make a season-long friend. It's the ball all the "century slashers" have been looking for... and don't forget they make up the bulk of your club.

The Super-Harlequin is the one golf ball certain to tingle their heart strings. Sell it to them and your popularity slips into high, for the "Super" has more action in its make-up than any other ball made.

A thoroughbred, through and through. Nothing synthetic about Super-



Harlequin. Many golf balls can be divided into two parts; core and cover. "Super" is vulcanized... the two parts are fused by the scientific application of heat. Cover can't shift or stretch under impact. This means quicker, more ac-

curate flight off the club-face... no power leakage. Every ounce of energy translated into yardage.

The Super-Harlequin may be obtained in either the regulation size or the lighter, larger model (1.55x1.68) adopted by the U. S. G. A. for use after January 1, 1931. Comes in three patterns: straight mesh, recess, channel markings.

Remember, it's an absolutely new ball, never before seen on American links. A complimentary packet and information on pro discounts will be sent to all professionals interested.

Super HARLEQUIN

The Endorsed British Ball

AMERICAN GOLF COMPANY
NEW YORK DETROIT

115 Federal St.
CHICAGO

BOSTON, MASS.
LOS ANGELES

Will Yearly Models Boost Club Sales?

HERE is an idea that strikes us as being worthy of some study by the manufacturers. It comes from the fertile mind of Norman Faunce, pro at the Mid-City daily-fee course in Chicago district, and one smart merchandiser. Norman says the automobile fellows have a selling idea in the yearly models that the golf business could pick up profitably if not used to the excessive extent that almost put the automobile business in a cramp with trade-ins. It's the yearly model idea. On each club he suggests the year of making be stamped so a club that is five or six years old would have its antiquity and obsolescence heralded to the world.

Faunce maintains that a lot of golfers are using clubs five or six years old instead of buying new clubs, simply because they are not reminded of how old their clubs are.

There is a trade-in feature to this, he says, for the old clubs that are turned in on new club purchases could be sold at a good profit at public courses when the clubs are re-conditioned.

Norm says the stunt is open to any manufacturer and wants 100 bucks of the coin of the realm from the manufacturer who adopts it. Now, if he has the hunch of a swell collection method, the tall boy is one of the day's outstanding commercial geniuses.

Preventing Pro-Shop Leaks

HOWARD BECKETT, pro at the Capital City C. C., Atlanta, has a \$600 cash register in his handsome shop. "It's saved me a lot of money by being so handy to the display case that I get an accurate, convincing record of each sale and put a receipt in the hands of each buyer. Around Saturday noons and other rush hours, the pro often loses quite a little because his own small shop force can't handle the members' purchases fast enough to make sure that the sales are recorded."

Beckett also has a scale prominently located in his shop for he has found that the simple process of weighing a club is impressive in making sales. It shows how the good pro merchant goes into detail to see that his trade is fitted with the right playing equipment.

Coast P. G. A. Tests Teaching Skill of Members

WILLIE HUNTER, Lewis Berrien and Louis Scott form the committee of the Southwestern P. G. A. which is to examine applicants for membership in that P. G. A. section on their knowledge of teaching. Certificates of qualification will be awarded to those applicants who demonstrate that they are able to handle a sound and effective job of instruction.

The Californian's action in this matter deserves endorsement and support. Although there are some who will raise questions about the instruction methods of applicants being at variance with those most favored by the examining committee, the personnel of the examining committee is such that it assures every competent instructor a square deal and encouragement if he has some practical new idea in instruction. It also will help a whole lot in identifying those who are competent to handle pro jobs properly.

Why Shops Lose Sales

THINKING merchants are giving lots of attention to reducing the percentage of "walk-outs" in their stores. A survey among stationery stores has been made for the purpose of determining why customers walk out of a store without buying. Reasons for the failures to sell may help the pro to check up on his own merchandising situation. Chief reasons for the walk-outs were given as:

1. *Stock shortage.*
2. *Stock not handled.*
3. *Brand not carried.*
4. *Cut price competition.*
5. *Jumbled stocks.*
6. *Inattentive clerks.*
7. *Price range too high.*
8. *Indecisive customer.*

TO restore the finish to wood heads, George Sargent has an excellent suggestion. Take four sections of the soft buffer and put them, loose, on the buffing motor's spindle, next to the motor. With a brush, apply a little liquid wax to these four sections, and then hold the wood head lightly against the revolving wheel. The finish is much brighter than that obtained with shellac. Pros to whom George has passed on the stunt say that it's a good idea to work it on new clubs, for it's like applying a simonizing treatment to a new car—it preserves the looks.



CHROMIUM
FINISH
MASHIE MELICK

Professional

REG. NO 4282

Built for your confidence —and profit

ALTHOUGH the new season is but a few weeks old, the new Burke line of woods and irons made exclusively for resale by the golf professional has met with flattering success. Repeat orders are already rolling in.

These clubs are made the way YOU want them—so they *stay sold*, and build consumer confidence in your judgment, your club-advice.

If you are working for *future* as well as for present profits, it will pay you to write for complete descriptions and prices.

Burke 
CLUBS · BAGS · BALLS

THE BURKE GOLF COMPANY, NEWARK, OHIO

Tell us any idea for making GOLFDOM advertising more helpful.

Gates' Appointment as Aide Pleases Pros

PROS have received the news of Albert R. Gates' appointment as business administrator of the P. G. A. with enthusiasm that augurs well for the effectiveness of the new official's operations when he takes office, officially, May 1. Mr. Gates has been informally visiting some of the P. G. A. sectional officials, getting a line on the problems that must be handled in order and forming close-up personal contacts.

None of the experienced pros thinks that Gates will have anything like a soft job, or that an immediate and happy correction of conditions adversely affecting the pros will result from the appointment of a business administrator. However, in the confidence that the work is to be prosecuted by the full-time activity of a capable and responsible man, the pros are hailing the Gates' advent as the dawn of the era P. A. G. officials have been striving toward for some years.

As representative of the opinion of pros whose long experience has given them a clear view of the prevailing problems, GOLFDOM prints the following comment of Edward Fitzjohn, the well-known Albany (N. Y.) veteran. Mr. Fitzjohn says:

"In getting a man of Albert Gates' high standing as a golf official to act as the P. G. A. business administrator, the P. G. A. is to be congratulated in securing one of such experience and repute and the P. G. A. officials are to be strongly commended for making the greatest single stride forward in the history of professional golf."

"Pro business men will agree that there are many evils existing in the pro golf situation today. There are none of these bad spots, however, that can't be eliminated. This campaign of cutting certainly is due to start and for a beginning, permit me to suggest a show-up of the self-styled pros who are preying on the public's ignorance of the lack of ability among these masqueraders. The pseudo-pro is out for the money alone; so the sportmanship and service constituting heavy assets of the real pro do not have an opportunity to be impressed upon those who

fall under the perilous influence of the one who, without due license, claims to be a professional."

"This condition is most injurious to the competent pro because it not only robs him of his merited income but in some cases it injures the prestige for which he has worked patiently and thoughtfully for years. The self-styled professional seems to think all he has to do is to caddie, possibly become a caddie-master, and to play a half-way decent game. Once this is accomplished, he decides that he has arrived at the point where he can assume the role of golf instructor. Is it any wonder that the idea gets around among budding golfers 'that golf lessons are the bunk'?"

"This is a serious blow to the good pro's cause, and it is being delivered frequently. I know this to be a fact for I have many pupils who have been under such utterly unqualified instructors come into my winter school. The straightening out these misguided aspirants require must be so drastic that any conscientious professional has a real job to undo the harm."

"Let the new business administrator of the P. G. A. give his attention to the urgent importance of getting over to the public that all are not pros who proclaim themselves so, and he will be protecting the competent and qualified members of the P. G. A. against loss of business and professional standing, and make the line 'Member of the P. G. A.' have real value to the one who is entitled to put it on his stationery and other advertising."

The house organ of Bell and Howell, *Filmo Topics*, gave the pros a good plug as diagnosticians of home-made movies of golfers, in the April issue of this magazine which is sent to many thousands of home-movie outfit owners. Reference was made to the pioneering motion picture instruction by Eddie Garre and Parker Noll and to the story by George Sargent on golf instruction with the movies, which appeared recently in GOLFDOM.

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.

**The American Fork &
Hoe Company**

Sporting Goods Division

**Cleveland,
Ohio**

Steps . . .

The mark of a
True Temper
Shaft . . Look
for the steps.

Steps . . .

The mark of a
True Temper
Shaft . . Look
for the steps.

FEEL the FEEL of a TRUE TEMPER SHAFT



PROFIT IS MADE ON TURNOVER NOT LEFTOVERS

Turnover is caused by extensive National advertising. That's why REDDY is the largest selling tee on the market today as ever before. Mr. Pro, look on your shelves and remember the lines that were left over from last year. Then order a new supply of REDDY'S and cash in on the nation-wide popularity of this TEE of Champions.

Stock up with those Reddy birchwoods, red and yellow, and the Celluloid Red Cap. Buy them from your favorite jobber.

The Nieblo Mfg. Co., Inc.

REDDY OFFICE
33 EAST 50TH STREET
NEW YORK, N.Y.

REDDY

"The TEE of CHAMPIONS"

Also for the NEW
BALL standardized
by the U. S. G. A.



Congressional C. C. Issues Enlightening Report

CONGRESSIONAL C. C., Washington, D. C., in the report of President John C. Koons for 1929 operations, makes one of the most interesting and satisfactory showings a large private golf club registered during last season. The revenues for the year exceeded the expenditures by \$26,545.99. With heavy capital expenses in bettering the kitchen and restaurant facilities, the food service showed a net profit for the year of \$422.05.

All bills were discounted during the year, resulting in a saving of \$1,319.28. On the amortization of the mortgage \$11,039.24 was applied. Very definitely the Congressional club has worked its way out of the rough that it, like other clubs, ploughed through in heart-breaking fashion during its earlier years. President Koons' report mentions another 18-hole course as being under consideration. The club, with profitable foresight, bought enough ground at its start to permit the construction of 18 more holes.

CORNELL university announces summer short courses in hotel work, starting July 7. Courses in food preparation and hotel operation are offered.

TO MANAGERS PRESIDENTS HOUSE-CHAIRMEN

You probably have noticed frequent editorial reference to the work of the Club Managers' Association of America.

If you are interested in the conditions of eligibility for membership in the association—in any phase of the association's activities—or in knowing exactly what the association is trying to do for managers, club officials and clubhouse operation, the organization's headquarters will be very glad to send you full information on request.

Inquiries should be addressed to
**CLUB MANAGERS' ASSOCIATION
OF AMERICA**

Henry R. Dutton, Secretary.
54 Pinckney Street Boston, Mass.

More than 1000 PROS SELL THEM

Every golfer is a prospect for these "Short Game" irons. Players are enthusiastic and pros are cashing in by displaying and recommending Beckley-Ralston Stroke-Savers.

With their short shafts, square grips and perfect balance—these irons bring new accuracy in approaching and putting. They mean lower scores for the average player.

Nationally advertised—golfers are asking for them. Tie up with this advertising by showing these Short Game Irons.

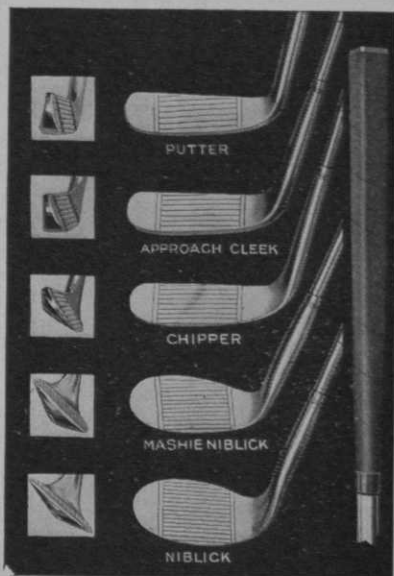
Beckley-Ralston

STROKE SAVERS

Write us—we will send details of our unique plan under which pros can guarantee lower scores with Stroke-Savers.

MANUFACTURING DIVISION

THE BECKLEY-RALSTON COMPANY, 70 W. 22nd St., Chicago, Ill.



ASK YOUR CHIEF



—he and your club manager know the indispensable co-operation of Gloekler Engineers and the efficient utility of all Gloekler Kitchen Equipment.

Write for consultation without obligation.

Typical Country Club Installations by Gloekler are illustrated.

GLOEKLER **PITTSBURGH**
—PA—
MANUFACTURERS SINCE 1856

Green Plots Are Questioned

By B. R. LEACH

I MAINTAIN that 94.3% of all research and technical men are *decompos mentis*, same being a profane Latin expression used by the Roman gladiators and meaning that numerous bats are present in the old belfry. If some means could be found so that this huge bulk of gentry could be sewn up in a gunny-sack and dropped overboard in deep water the world would sweeten up considerable and we would all get more sleep on hot nights.

Now please bear in mind that I haven't said that *all* research men are cuckoo. I gave the official figure as 94.3%.

In making the above disparaging remarks with regard to the bulk of research men I am reminded of the time (I was about ten years old) when I stuck a broom stick through the bung hole of my old man's barrel of cider and stirred up the contents with a considerable thoroughness. A few minutes later, when my noble sire drew off a mug full and got a snoot full of mud and dregs, he figured I had something to do with it, whaled the tar out of me and told me to *never rile and stir up things that were resting quiet and peaceful*.

Unfortunately the average research man has apparently never learned this important lesson. In the greenkeeping business there are just enough of these technical investigators stirring up the mud so that everybody in the industry, including greenkeepers, dealers, and manufacturers has at least one cinder in his eye. As soon as he works it out another investigator socks his other eye with a handful of mud. Ultimately everybody has an ingrowing grouch and sweet dispositions are at a premium.

Let us consider for instance the December, 1929, number of the Bulletin of the United States Golf Association Green Section. Therein we find an article entitled, "Summary of Reports from Demonstration Turf Gardens for 1929 Season," on pages 210 to 221 inclusive. This article is mighty interesting reading and has intrigued me to such an extent that I have spent considerable time in analyzing it carefully. Consider the following table for instance, same having been clipped out of the article:

PUTTING GREEN GRASS RATINGS FROM 12 DEMONSTRATION TURF GARDENS DURING 1929

	May and June		July and August		September and October		Entire season (totals)	
	Excel- lent Good	Fair Poor	Excel- lent Good	Fair Poor	Excel- lent Good	Fair Poor	Excel- lent Good	Fair Poor
Colonial bent:								
Rhode Island grown	9	3	9	3	8	4	26	10
Western grown	8	4	7	5	7	5	22	14
New Zealand grown	7	4	7	4	6	5	20	13
Creeping bent:								
Metropolitan (stolons)	11	1	11	1	11	1	33	3
Washington (stolons)	10	2	11	1	10	2	31	5
Seaside (seed)	9	3	11	1	9	3	29	7
Columbia (stolons)	5	7	7	5	7	5	19	17
Virginia (stolons)	6	6	5	7	5	7	16	20
Velvet bent:								
No. 14276 (stolons)	1	10	8	3	8	3	17	16
Highland (stolons)	2	10	4	8	8	4	14	22
Canadian (seed)	5	5	5	5	10	10
Mixed bent (German)	9	3	9	3	9	3	27	9
Fescue:								
Chewings'	9	3	6	6	6	6	21	15
Red	3	9	0	12	1	11	4	32
Annual bluegrass	7	5	4	8	3	9	14	22

Push

"PEG"

REG. U. S. PATENT OFFICE



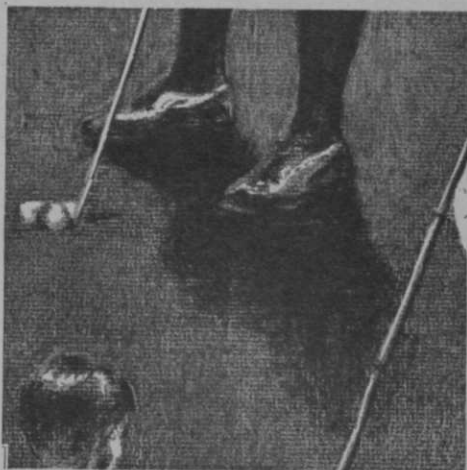
Colored tops or
all White Celluloid

"PEG" is all that a Golf Tee can possibly be. It is clean, smooth, durable and pleasing to touch. Most players prefer it because it is *so easy to use*.

Golfers this year are going to demand good value for their money. The number of tees they now find in our box will satisfy them.

A low overhead enables us to sell tees at a low price. To make your tee business more profitable, push **"PEG."**

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



..... Golfers Who Consistently Break 80!

THOUSANDS of golfers are starting out this month, determined to shoot in the low eighties—to crack 80, maybe,—and they're not going to do it with ancient and romance-soaked heirlooms. They'll buy new golf clubs in matched sets—and they'll pay good money for them.

That's why VULCAN'S national advertising in May is addressed to these fellows. We're telling them how good VULCAN Woods and Irons really are. They'll read the story in all of the national golf magazines and in Collier's, and they'll be looking for VULCAN Clubs and a chance to swing, and heft and pick, and choose, and BUY!

But we haven't passed up the millions of dubs, and near-dubs (from whose ranks the champions spring.) They represent the *real* possibilities for the sale of golf clubs. They read the same magazines and they have the same ambition—they're just as good prospects.

Pros who are seeking a complete and well advertised line of *good* golf clubs will find the VULCAN proposition immensely interesting. The coupon is for their convenience.



VULCAN GOLF COMPANY
Portsmouth, Ohio, U. S. A.

VULCAN
Clubs of Character for Every Golfer

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

I am interested in the VULCAN line. Send me your 1930 catalog and price list, and hurry!

Name

Country Club

City..... State.....

This is a composite report of the results obtained in twelve demonstration turf gardens scattered over the country, in treating 10 x 10 ft. plats of turf with various fertilizers as itemized. It will be noticed by a study of the article that the complete fertilizers, that is mixtures containing nitrogen, phosphorous and potash showed up the best while the plat given sulphate of ammonia alone ran a close third. The remaining plots, relatively speaking, were not so hot.

Criticizes Basis of Experiments

Casually examined, this series of experiments and the year's results obtained therefrom would appear to be of great value in shaping the fertilizing program of the greenkeeping business but a closer examination of these experiments would indicate that the results obtained are not fairly comparable, that they are almost as old as Methuselah's nanny goat and that a woeful lack of fundamental planning is evident on the part of those responsible for this experimental work.

Analyzing the series of plots we find that the first two plots received nitrogen, phosphorus and potash.

The next plot received only nitrogen.

The fourth plot received nitrogen and phosphorous.

There is no plot which received nitrogen and potash.

Consequently, if the greenkeeper acts on the basis of this series of experiments he may be throwing some of the club's jack down a rat-hole, for the simple reason that you cannot say, from these tests, whether it is the phosphate or the potash that is supplementing the nitrogen in the complete fertilizer plats. In other words this series of plats should most certainly have included a plot treated with sulphate of ammonia and muriate of potash but no phos-

phate. As it now stands you have neither fish, flesh, fowl or good red herring.

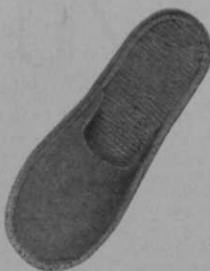
Danger of Wrong Conclusions

The plot receiving sulphate of ammonia alone proved almost as good as the plots receiving the complete fertilizer whereas the plot receiving sulphate of ammonia and lime was not so hot. This is, in all probability, due to the fact that the ammonia is absorbed by the grass while the sulphate changes to sulfuric acid which acts on the insoluble phosphates and potash salts in the soil rendering them available to the grass and thereby indirectly giving the same general reaction as a complete fertilizer. When sulphate of ammonia is added to soil well supplied with lime the latter neutralizes the sulfuric acid and there is little or no liberation of soluble phosphates and potash. These points are certainly not clearly elaborated in the discussion of the experiments and many a greenkeeper may be misled by failure to understand the underlying causes and reactions.

In planning the arrangement and fertilizer applications to be made to the various plots it looks as though the boys got sort of hard up for something to put on the last six or seven plots in the series and sort of filled them up with anything they could find kicking around loose. One can almost visualize the chairman of the demonstration-plot planning committee lighting the dead butt of his cigar for the sixteenth time and delivering the following outburst to the assembled and brain-fagged committee:

"Come on now, you bozos," howls the chairman, "we gotta get these damned plots fixed up before the hot weather breaks. Crash through with a few ideas that are reasonably free from moss. We can't go wrong on a complete fertilizer and sulphate

TREKS
THE WATERPROOF
PAPER SLIPPER



WRITE FOR
SAMPLES
AND PRICES

**WEAR TREKS
AND AVOID UN-
PLEASANT FOOT
DISORDERS**

CHARLES F. HUBBS & CO.
389 Lafayette St. New York City