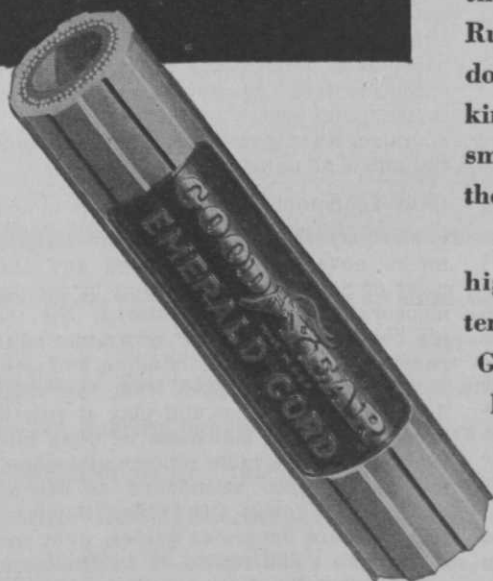


When greens
are
PARCHED
FOR WATER
you'll want this
sun-proof
GOODYEAR
HOSE



In Goodyear Emerald Cord Hose—that de luxe hose for golf courses—provision is made for the effects of sun on rubber. This is one of the great reasons Emerald Cord Hose stands up so stoutly to golf club service. That emerald cover—so pleasing a match for turf—holds a tough resistance to exposure. Through the hottest summers this leak-free hose holds its pressures—stays staunchly watering for you.

Goodyear has put the finest materials into Emerald Cord Hose. Each detail of its manufacture was carefully thought out to bring you savings. Rubber compound, the finest double-double cord ribs which writhe away kinks and ward off damage, and that smart green color! Emerald Cord is the finest hose you can buy.

Naturally enough, first cost is a bit higher than ordinary hose. But in terms of saving over a period of years, Goodyear Emerald Cord Hose will turn back your money many times over.

In $\frac{5}{8}$ ", $\frac{3}{4}$ " and 1" sizes and in lengths up to 500 feet!

For specifications or other information about Goodyear Hose for Golf Clubs write Goodyear, Akron, Ohio, or Los Angeles, California

GOODYEAR
THE GREATEST NAME IN RUBBER

Newspaper Neglect of Golf News Contrasts With Golf Ads

THE ATTITUDE of some newspaper sports editors toward golf is one of life's little mysteries that may be due for a bit of study by newspaper publishers these days. Newspaper advertising total is showing a 20 per cent loss the first four months of the year while golf advertising is one of the few sections that shows a gain.

One of the exhibits pointing to the wisdom of a modernization of sports section line-up of news is the accompanying cut showing golf news and golf supply advertising in a Friday morning issue of a fairly representative mid-western newspaper. In the territory covered by this newspaper are at least 125,000 men and women golfers but the paper's golf news gets only an inch or so more than the piece devoted to the death of a couple of third rate alleged race horses. Now gaze at the bulky advertising directed at the golfers.

Somebody's Wrong!

Who is wrong, the sports department or the advertisers? Plainly the comparison shows that some one is guilty of bum guessing. As the advertisers have spent a lot of money to be taught, we are inclined to believe that they are right and the sport department is still thinking along the lines that prevailed when the fight promoters, the baseball magnates, the race track owners, and other commercial sport interests had those juicy funds for "promotion," although these parties at no time have been prominent as spenders for legitimate advertising.

In the case of the newspaper whose golf news and advertising line-up is shown here there can be no suspicion that samples from "the ice-man's fund" passed out to the writers influenced the allotment of news. This paper was one of the pioneers in ruling that none of its men were to accept expenses or "gifts" for covering sports events. It pays its men well and insists on journalistic chastity. The policy is not only proper but healthier for its reporters, as was boldly demonstrated about a year ago.

In some of the communities professional golf events have had a tough job getting newspaper publicity because of the lack of a "promotion" fund. Chamber of Commerce officials who have sponsored golf events to quicken business and attract travel and interest have found it hard to get sport department co-operation. They also have been unable to get a rational and outspoken answer to any query concerning the why and wherefore of allotting big space to clown fight cards promoted by minor public enemies and awarding skimpy attention, if not complete neglect, as the lot of the golf tournies. In view of the agitation against the costly evil of press-agentry, the comparison of news space allotments on the sport pages becomes especially important. *Editor and Publisher*, leading business paper in the newspaper field, started this attack against the space grafters and aroused the publishers to the point where they are beginning to appraise what goes into the paper under the guise of news.

Golf Is Sport Page Orphan.

The players, the pros and the manufacturers never have questioned any allotment of newspaper space that is not commensurate with public interest but they are beginning to wonder why some of the papers seems to be so blind to golf news. It is hard to get away from the simple figures on attendance and play at sporting events as a fair indication of news interest although the radio reports undoubtedly are cutting into attendance at baseball, and football games and fights. But taking just the bare figures as guides, what sport can match golf's record of an annual and active "gate" of more than 40,000,000 rounds played. This is figured on a rather conservative basis of 2,000,000 players averaging 20 rounds a year. The actual total rounds of golf played each year is probably near the 60,000,000 mark.

One of the metropolitan district newspapers is running a daily-fee golf course tournament as a tie-up with the Jones movies. More than 2,000 players are competing, and the event has not been given

"CATERPILLAR"

POWER AND "CATERPILLAR" TRACTION



THE firm, velvety grip of tracks shod with rubber — the tremendous power of the motor in the "Caterpillar" Ten—no wonder this 5-gang mower goes anywhere! No bogged wheels to tear and slip and waste fuel. No zigzag — positive steering prevents damaged trees and scarred bunkers. No waiting for the weather to be "just right"—"Caterpillar" Tractors are bigger than the weather. Build golf courses or maintain them with "Caterpillars" — traction, versatility and long life soon repay the first cost.

Prices—f. o. b. Peoria, Illinois

| | | | |
|-------------|--------|--------|--------|
| TEN . . . | \$1100 | TWENTY | \$1900 |
| FIFTEEN | \$1450 | THIRTY | \$2375 |
| SIXTY . . . | | | \$4175 |

Caterpillar Tractor Co.

PEORIA, ILLINOIS, U. S. A.

Track-type Tractors Combines Road Machinery

(There's a "Caterpillar" Dealer Near You)

CATERPILLAR

REG. U. S. PAT. OFF.

T R A C T O R

The collage consists of several distinct advertisements:

- Spalding Golf Stockings:** "Spalding Golf Stockings make a dollar do bigger and better things." Price: \$2.50 - \$3.50.
- Suede Jackets:** "Suede Jackets for \$10.25".
- Wilson Golf Balls:** "Wilson GOLF BALLS".
- Golf Sets:** "Golf Sets" with various equipment.
- Golf Town Shirts:** "GOLFTOWN SHIRTS" and "BASKIN".
- Tylex Oiled:** "Tylex" Oiled "The Last Word" Shoes. Price: \$10.
- Golf Bags:** "Leather Bound GOLF BAG \$3.00".
- Golf Suits:** "4-Piece GOLF SUITS \$37.00".
- Other items:** "COLONEL" golf balls, "HOL-HI" golf balls, and various smaller items.

That tiny little island to the left is the golf news, a minute fraction of one newspaper's sport section. Note the amount of golf advertising in the same issue.

any especially bold treatment on the sport pages. Some of the sport editors still howl about fee course news in the same loud and aggrieved tone of the famous hound that sat down uncomfortably but was too lazy to get up and change position. These boys maintain that fee course news is publicity for the courses and should appear in the advertising columns, yet they devote space to printing the dope on dog races.

Co-operation Brings Ads.

Where the newspapers work with fee courses, the papers build up a welcome volume of advertising. Note the advertisements of 21 Detroit district fee courses shown in the accompanying cut of two facing pages from a recent Sunday issue of the Detroit *Free Press*. Newspaper publishers have been witnessing a serious reduction of Sunday space. When conditions are analysed they see that many of the men who used to lie around the house and read the voluminous Sabbath editions now are getting up early and hiking to the first tee.

With women coming into golf in such numbers there is an increase of the circulation and advertising values of the game to every newspaper. It is only a question

of time—probably this season—when the newspapers will play up the scores of women's days at golf clubs with the same thoroughness as they do the Saturday scores of men in the Sunday papers. The paper that leads its competitors in this respect will take on a feature that is certain to attract the most actively spending women in every community.

Previous reference has been made to the volume of golf play as compared with baseball, football, races and fights. All that need be said about the quality and spending activity of the golfers in comparison with all of those sports except football is to look over the average crowds at events in these other fields and then consider the average of private, daily-fee and park course players. The conclusion is that golf circulation of a newspaper must mean something to the advertisers.

Golf News Must Be Dug Up.

The error in playing down golf news is not that of the golf writers on the papers. They have much tougher jobs than the "experts" covering the other sports. The golf writers have a lot of territory to cover in person and by phone. They can't sit down comfortably and have the game go



Diminishing the need for repairs as well as the expense of making them

Crane engineers hold that no plumbing fixture or fitting is worthy of being included in the complete Crane line, unless it meets two requirements. First, makes a real contribution to the well being of users. Second, advances the interests of those who installed it by diminishing the need for repairs as well as the cost of making them. Satisfied that the *Foot Operated Flushing Valve* complies with these requirements, Crane Co. now offers it to clubs and hotels in the knowledge that on five separate counts it will save them expense and complaints.

- 1 It eliminates the necessity of tearing up the floor whenever a leak occurs, as the flush valve is concealed in a utility corridor.
- 2 It costs less to maintain; the main valve is in a utility corridor and is easily accessible for adjustment. The auxiliary valve and connections are located in a cast iron box built into the floor and can be removed without disturbing the floor.
- 3 It reduces cleaning costs, for the push button is the only exposed part.
- 4 It is more convenient; to operate it one merely needs to step on the button.



Cr10285-A Crane EXPEDIO closet with a Foot Operated Flushing Valve.

- 5 It offers greater protection to health; as hands are free from contact with the fixture, the danger of infection is reduced.

There are in the complete Crane line many such materials which are especially fitted to the requirements of golf clubs. A visit to the Crane Exhibit Rooms or a question directed to Crane Co. will post you on them.

Valves



CRANE

Fittings

CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO

NEW YORK OFFICES: 23 W. 44TH STREET

Branches and Sales Offices in Two Hundred Cities

National Amateur Golf Tryouts Set For July 28 at Country Club

Honor Roll of Detroit District Golf Association

CRAWLEY WINS ENGLISH TITLE

Handicap Ratings of Other Detroit District Golfers

PRO GOLFERS OPEN MAY 4

PROGRESS REPORT BY THE SWAPPER

WOMEN AND MEN PLAY EXTRA BITS

OLYMPIA PRAISES BEEF TIAST

BECKING SAVES

HILKREST GOLF CLUB

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

ROSELAND Golf & Tennis

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

COLONY GOLF CLUB

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

Manly's Country Golf and Tennis Club

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Four Lakes Golf Club

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

GOLFERS

Michigan Golf Clubs

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

Madison Golf Club

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

Golf for "25"

At Your Own Club

PLAY GOLF

Dark Lake Golf and Country Club

PLAY ALL DAY

Matched Irons

\$12.95

WESTERN

PRIMO OF GOLF COURSE

South Rockwood

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

CROWLEY WILNERS

Manly's Country Golf and Tennis Club

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Four Lakes Golf Club

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WESTERN

PRIMO OF GOLF COURSE

South Rockwood

Wash. Drive S. E. Detroit, Mich.

Phone: 242-1111

CROWLEY WILNERS

Courses Favored by Detroit Golfers



Sylvan Glen Golf Club

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Adlai Houser Public Golf Course

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

65th Street Golf Club

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

60th St. Golf Club

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

ELIZABETH LAKE GOLF CLUB

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

IT CLUB BIRD CONTROL CUR

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Pharm Brook Golf Club

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

The Special Course You've Ever Played

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Wash. Public Golf Course

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Avondale Golf Club

18 HOLE GOLF COURSE

14th Ave. S. E. Detroit, Mich.

Phone: 242-1111

Daily fee course advertising is producing more newspaper advertising revenue and more habitual reader interest than any other sport ever contributed to the advertising pages.

on in front of them or be liberally supplied with press releases. They have to "go out and get it" with no particular help other than that supplied by the occasional releases of the golf associations, a fair amount of help from the pros (despite its cold turnout in many instances) and intermittent tips from club managers or other officials. The mistake in judgment, where it is committed, is either the publisher's or the sports editor's. Golf copy is cut to the bone on many papers by orders of sports editors who made their commercial debut as copy-boys and escaped the now national kid training of caddying.

Consider what the newspaper golf writer frequently is up against and it is amazing that the newspapers have developed as many star special writers on golf as can be named casually. But the really impressive feature of this matter of golf as a sport section hot spot comes when the *Editor and Publisher* statement of newspaper advertising for the first quarter of 1931 is studied. With very few exceptions the newspapers that give golf news a good play are those with the best advertising lineage records for the period. It may be just a coincidence, or it may be

Your PRESIDENT
GREEN-CHAIRMAN
MANAGER
PROFESSIONAL
GREENKEEPER
are entitled to a copy of
GOLF DOM

free each month. Are all five on our mailing list?

Neighbors Have Guest Days

HERE is a stunt to boost the club's 1931 income. Several clubs in adjacent Iowa towns are instituting "Guest Days" this season, the idea being to throw open, in turn, the facilities of each course and clubhouse to members of all the other clubs on a scheduled day without green-fees. These members have the privilege of signing charge tickets for meals and other purchases, adjustment being made later between the clubs. Golfers who visit the various clubs can bring along their own home club foursome.

IT'S A BETTER BALL



Much more could be said about the Hagen ball, but that one phrase "it's a better ball" describes it as well as words can express. It has carry—maximum carry—and yet it is deadly accurate, and for an extremely long ball, is very durable. We feel that most people playing golf today are anxious to use just such "a better ball." So we say—sell them Hagens.

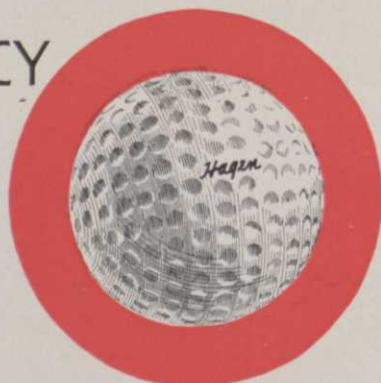
THE 3 QUALITIES U

CARRY



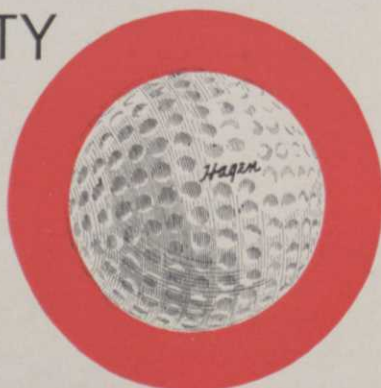
There is only one compression does rubber thread a necessary compression ball. Distance is extra yards in the

ACCURACY



Carry alone is not dead accurate, wood and iron shot. Hagen ball from accurate during play the Hagen ball st

DURABILITY



Though durability extremely long punishment. It's smiling. There you bility—the three Then if you would

UNDER ONE COVER

way that carry can be built into a golf ball; the
it. The careful, even winding of the Hagen
around the special plastic center produces the
cession which insures maximum carry in the Hagen
a first quality and golfers are glad to use the few
68 Hagen.

t enough. The Hagen ball is accurate as well,
in the air and on the green. Putts hold their line,
shots fly true because accuracy is built into the
the beginning. What's more important, it remains
. Carry and accuracy being always maintained,
possesses one more important feature.

is usually a secondary consideration in an
all, the Hagen stands up surprisingly well under
ill take its share of hard knocks and come up
have the Hagen ball—carry, accuracy and dura-
qualities of greatest importance under one cover.
sell golfers the best, sell them Hagen golf balls.

THE QUALITY LINE —HAGEN PRODUCTS

More and more are pro's realizing the true quality of Hagen merchandise. Of course, this golf equipment, to warrant your sales effort, must be fundamentally right from the design standpoint. But that other less tangible feature—the sales policy, the upholding of prices on Hagen merchandise, further justifies your selling the quality line—Hagen Products.

Remember, that besides building the finest golf equipment that can be made, we are also doing everything possible to place the sale of this golf merchandise on a uniformly priced, profit assuring basis. The standardizing of Hagen prices and our constant effort to maintain these prices is just one more important reason why you should sell Hagen Products.

Hagen woods, Hagen "Compact Blade" irons and the Hagen ball deserve your sales concentration.

THE L. A. YOUNG
CO., DETROIT

Makers of Hagen Products

Also sales offices at:

New York 17 W. 45th St.
Chicago . . . 14 E. Jackson Blvd.
San Francisco 153 Kearny
Los Angeles . 730 S. Grand Ave.
Seattle 709 Fourth Ave.

