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HEIGHT SWING STANCE



"TAILOR-MADE" . . . the exclusive Shaler "fitted" feature . . . has created a new standard for fine golf clubs. . . . Through a special "3 Point Calibration" Tailor-Made Clubs are coordinated to the individual player's height, swing and stance . . . the most personalized clubs ever offered.

Every member of your club hopes some day to own just such a "custom-built" set. . . . It is an ideal proposition for the "pro shop" . . . for Shaler has put individualized golf clubs within the reach of every player.

Put in the Shaler line. . . . It is complete with "Tailor-Made," "Ace," "Ardmore," "Medal" and "Overbrook" clubs . . . "JOHNNY FARRELL" golf balls, bags . . . tees . . . and other accessories. Let us send you our new catalog.

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Factories: Milwaukee and Waupun, Wis.



A close-up view of the Shaler measuring scale. The device enables the selection of perfectly fitted clubs.



SHALER

COÖRDINATED GOLF CLUBS

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SALES HELP
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The New
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Send for yours TODAY . . . put it on the counter in your shop . . . then just try and keep it full of REDDY TEES! It's made of 26 gauge steel lithographed in a handsome combination of red, black, green and yellow . . . holds 4 dozen boxes of REDDY TEES right where every golfer who comes into your shop is bound to see them. It means quicker sales and bigger profits to you.

The Nieblo Mfg. Co., Inc.

Executive Offices

38 East 23rd Street, New York

His Only Profit Good-Will.

After the smoke of the Fourth cleared away Ernie travelled to several of the leading manufacturers' plants and picked up clubs that his members wanted. He went in person, explained the emergency, and got the clubs to take back with him.

Now here comes the part where a lot of pros and club officials will say that this Hoggarth guy out-did himself in his relief work. The clubs that he bought for members who were cleaned out of equipment by the fire were billed to the members at cost price. Hoggarth made no money out of these replacements, in fact they cost him money for traveling expenses. But, as Tommie says, "Ernie said he would be a hell of a fellow to try and make money on somebody else's tough luck."

This Hoggarth bird is one pro I never have met but I did have the pleasure of meeting an official of his club in a Pullman smoker not long ago. We talked prohibition, the steel business and the pro situation to the extent that this distinguished gentleman and I never uttered a syllable along lines that reports allege, all Pullman conversation follows sooner or later. This official, like many others to whom I have talked, had some pro boosting to do so the incident comes back to me as I bat out the tale of how his pro made himself one of the tribe when a crisis confronted the players and handled the emergency with the real idea of service, regardless of personal profit.

The brightest spot in the entire pro story is just such cases as this one at Lorain. When the pinch comes the good pro is found right up at the top among the prize assets of the club.

IF . . .

.....practically all Pros except those paid to use steel and most of the Better Players among Amateurs use Hickory Shafts after experimenting with Steel,

IS IT NOT . . .

common sense to believe that all players will use what the better players use—HICKORY?

BUSH BROTHERS AND COMPANY, Inc.,
Makers of the World's Finest Shafts
Louisville, Ky.

Putting Cup Placement Calls for More Study

AMERICAN greenkeepers will be especially interested in the recent expressions concerning placement of putting cups and tee markers as the matter is an important one that has been left far too much to chance. A few years ago some of the visiting Scotch and English professionals put part of the blame for their poor putting on the cup placement with which they were compelled to contend abroad. Greenkeepers, they maintained, put cups in such difficult positions for tournaments that the players were afraid to putt for the cup. There is plenty of evidence that the same mistake is being made in the United States due to the greenkeepers' and chairmen's desire to make tournament scoring high on their occasions.

George C. Thomas, Jr., in a recent issue of *The Country Club Magazine*, makes the following comment on cup placement:

"For general play the cups should be in easier positions than for tournament competition and the type and character of the players must be taken into account for all occasions.

"The arrangement of the markers on the tees affects the situation of the pins on the greens, and wind direction and force are fundamentals which help to determine both locations.

"Everyone agrees that the marker should be well back with a following wind, forward with a headwind and the pins should conform to the same rule. Side winds determine which part of the tee should be used and the carrying of a hazard on the drive usually means that the flag is more open to a second shot from that section of the fairway.

"Speed of fairway and of green are vitally important to both markers and cups. A fast course controls driving distance. A fast green requiring a pitch is more difficult to hold than a slow surface, but should the greens be open for a running shot, such an effort is easier on fast ground.

"Watering of fairways and greens control this speed situation to a great extent and should be done in conjunction with placements on tees and greens. Traps guarding greens regulate the play and therefore help to specify the position of cups and markers.

"Long shots to a green must not be

NEW — easy profit



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ON-A-LINE is scientifically and mathematically constructed to force the golfer into a grooved swing and a correct follow thru. Will cut ten strokes from any card! Will last a lifetime—sells on sight. List price \$10.00.

STOCK ON-A-LINE in your shop now! Use one yourself and set the example for players and pupils alike. We are aiding you to reach prospects through advertising in the *Saturday Evening Post*, *American Golfer*, *Northwest Golfer*, *Sporting Goods Dealer* and *Country Club Magazine* to help you get your share of this business. Why not get started now?

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Olin Dutra, Professional, Brentwood Country Club, using his **ON-A-LINE**.

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2 SIZES OF TYPE

The average Golf Player is forty-five years old.

Possibly he wears glasses at his office.

The new LARGE TYPE will APPEAL TO HIM.

FULNAME ONLY PROVIDES IT

Help him to confine all arguments to his office hours. Iron out every unnecessary little wrinkle of annoyance when he turns to his golf game.

BE THE PERFECT HOST to your 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. Full details about Fulname's FREE MACHINE OFFER on request to

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penalized by a pin too near a trap while on short seconds after good drives the flag may wave closer to hazards.

"Pin position must be judged by the putting surface as exemplified by grass perfection and by slopes or rolls near the cup, and by both such considerations as affecting approach shots to the flag. This includes any irregularities or change of grass growth or texture, as well as old cup holes with replaced earth and grass, the latter sometimes having edges which do not give a smooth joint and which therefore interfere with the ball's roll as it approaches the hole. Cups should never be on ridges or inclines, but if possible situated in low ground rather than on hog backs.

"In medal tournaments or qualifying rounds there is a general feeling among players that the placements of cups should be in the center or easy parts of each green, although long distances from back tees are not objected to.

"In match play rounds of tournaments the pins may be in more difficult positions, although it is the custom to increase the severity of the placement each day until in the final the greatest skill is required in holding the ball near the pin in a shot

PYRATONE TORSIONAL GRIP

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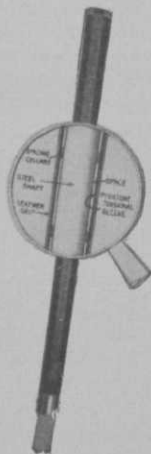
For a better game all the way round, have your clubs fitted with Pyratone Torsional Grip. Many of the country's leading Pros are enthusiastic in their praise of this grip which keeps steel shafts from being rigid. It absorbs the sting, shock and vibration after hitting the ball. There is a natural torsion in the club through the grip. Pyratone Torsional Grip is the greatest improvement ever made in steel shaft golf clubs.

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557 W. Jackson Blvd.

Chicago, Ill.



to the green. It will be realized that in an event where there will be several medal rounds on different days or where there will be first a medal round possibly by 36 holes and then match play rounds, a committee in charge of placements must map in advance the several spots on a green needed for the different pin locations and adjust the tee markers to synchronize with them.

"There is little chance for appreciation and lots of room for criticism in the placement of markers and cups. No one man should undertake this duty and assume the entire responsibility unless he has full charge and authority without interference. It would seem a better plan to have a committee do this work, and such body must meet in advance and studiously weigh the entire question and all go together and personally stake the locations the day before or very early on the morning of the play. They must meet before the tournament starts, to reset any placements affected by change and check the work on the course to see that their arrangements are being carried out to the letter."

S AID one of the successful young pros who dropped into the office recently: "What I want is an assistant who knows less about golf and more about selling. I can teach him enough to polish off his rough spots in the game and if he isn't crazy to go out and play all the time, he can get enough time for his own practice to make him a good instructor and player.

"The selling is where most of us are limp; so if I can get a young fellow who has been picking up the tricks of that trade in some live retailing place, it will be great for me, the members and the assistant."

The "BIG SHOTS" and the dubs have tried them both . . . and they are hurrying back to

ALL-HICKORY SHAFTS

WHY?

BUSH BROTHERS AND COMPANY, Inc.,
Makers of the World's Finest Shafts
Louisville, Ky.

To the Presidents, Directors and Managers of Golf Clubs:

THIS year it is not only fashionable but good management to be thrifty. If your Club has started the wasteful practice of supplying tees free to your members, there never was a better time to stop doing so than this season.

When tees are handed out gratis, the Players do not consider them of any value and consequently do not pick them up properly. You will have cleaner driving tees if you let the Player pay for his own tees.

This year there is a distinct demand for tees in various longer lengths. You cannot hope to buy tees in lengths that will please all your players, so why not let them choose their own?

It is estimated that it costs the average player for tees for a season less than it costs him for one good golf ball. When he buys his own tees he gets the length, size, shape and color he likes best. This adds to his enjoyment of the game.

Why not save for your club the money now being spent on tees? Your Pro will provide an ample assortment of sizes and kinds from which each player can choose a type to his liking. Many well-known clubs are, this year, going back to this convenient arrangement.

. . . think it over!

GRANBY MFG. CO., Inc.

KEENE, N. H.

Makers of the Popular **"PEG" GOLF TEE**

Maintenance of Water Hazards; Natural and Artificial

By G. A. FARLEY

(Excerpt from "Golf Course
Common Sense")

The sixteenth hole on
Olympia Fields' fourth
course. Note the stone
facing to prevent erosion
of the creek banks.



SO-CALLED "water holes," both natural and artificial in character are nearly always the feature holes on the course. The preservation and utilization of natural creeks and ponds in a layout are given every consideration by the modern golf course architect. They are enjoyed by every playing member, even those who daily contribute to their depths the golf balls they intended to land beyond.

Before discussing the maintenance of natural water hazards in the line of play, the question of whether or not artificial water holes are justified presents itself. The creation of an artificial pond to add a note of interest to a golf hole involves how to get the water, and also how to prevent stagnation.

The diversion of a natural stream of water across the rough or fairway to join the same stream around a bend, or to be led into another flowing body of water is occasionally done, but the resulting water hazard cannot be regarded as wholly artificial, and there are only natural possibilities of stagnation, if the diverted stream bed has been properly graded down to its outlet. Such hazards may be regarded as entirely natural water holes insofar as maintenance is concerned.

Water hazards which are the outcroppings from pipe or tile lines led from a flowing stream or lake to the point of hazard, and taken away to empty into another stream by either lines or diverted stream beds may also be treated as natural water holes from a point of maintenance in line of play.

Artificial water hazards which are wholly artificial, fed by pipe line from the source of golf course water supply, for which no outlet into a flowing stream or natural lake is possible, are very rarely justified on any golf layout. Water standing stagnant for weeks at a time in such hazards is a probability, and not a possibility. An overflow must be provided, and also a series of drains similar to a septic tank system, expensive to install and not often fully effective.

Sometimes flowing springs, which first appear as not much more than wet spots, show up within easy reach of a first class position for a coveted water hazard. Wherever such springs can be utilized, and the water run off by an artificial stream bed to an outlet into a nearby stream, they may provide a water hole at no great cost. Like all sources diverted by an artificial stream bed, such hazards may be regarded

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Practical application over a number of years has proved that Lead Arsenate is the most effective insecticide for grub and beetle control. It discourages the growth of weeds common to fine turf, such as crab grass, chickweed, fennel, etc. And it is also the cheapest known means of protecting the greens.

Dow Lead Arsenate is made by a special process that insures the correct combination of arsenic and lead. This product possesses great toxic effect, yet contains a minimum of soluble arsenic which directly affects the safety of the turf upon which it is spread.

Packing

100 lb. drums
5 lb. bags
(10 per case)

*Send for leaflet "Lead Arsenate for
Golf Courses."*

THE DOW CHEMICAL COMPANY
Midland, Michigan

DOW



Lead Arsenate

as natural creeks and so maintained.

Locating Semi-Artificial Hazards

In the laying out of what may be called semi-artificial water hazards, such placements are usually agreed upon by the green-committee in consultation with a golf course architect, although in some cases the suggestions of the membership are carried out by the chairman of the green-committee and the greenkeeper.

The length and type of the golf hole determine where the hazard may be placed; the source of supply and distance to an outlet are the factors which show whether or not such a hazard is feasible, and contour of ground and character of subsoil largely decide the question of successful maintenance after the work of installing the hazard has been done. On land consisting of sandy loam, gravel and stone, washouts inevitably cause severe "gullyng out" of the beds of the natural streams on the course, and as a rule still greater damage to the artificial stream beds which have been dug to carry away water diverted from its natural course.

On heavy clay soils, stream beds excavated to accommodate diverted creeks are often "puddled" to hold the water and reduce the cost of putting in the hazard. If the soil is light in character, about the surest way of holding the water in the line of play is to face the bottom of the ditch with three or four inches of concrete.

Guarding Against High Water

Banks that overhang, and upon which there is a natural growth of bushes, need particular attention in the direct line of play. High banks, although they are a defense against floods, should be leveled off to a reasonable height, the slopes turfed, and the stream bed deepened or widened if necessary to take care of the high waters caused by spring rains. Weeds and water grasses, rushes and bushes should be kept trimmed, and there should be few if any along the fairway edges of the stream, or around a water hazard in front of a tee. Heavy growths in addition to the water waiting to swallow golf balls constitute a water hole that is an undue penalty for the golfer.

Stagnant water sometimes stands in a natural water hazard, as this trouble is by no means exclusive to those essentially artificial. Periods of dry weather result in pools of water lying in low areas of a stream bed, and sometimes scum collects on these surfaces. If in direct line

of play, the scum should be raked off, so that golf balls that land in such pools may be seen and retrieved. Basket retrievers on poles are kept at the edge of deep pools, with which the caddie "fishes" out balls that are driven into such hazards.

Occasionally a single creek winds so crookedly through the course lay-out that it may cross the same fairway twice, and in its windings may furnish several water hazards on eighteen holes. As a rule, natural creeks of this kind hold flood waters well, and are a great deal less trouble to maintain than small rivers and brooks or rushing water that carry along with them quantities of debris that is loosened by severe storms and spring freshets. Once in a while such a stream runs along the edge of a fairway, which if not well shored up with logs or concrete, carries away enough soil to lessen materially the width of the fairway from year to year. One of the best retaining walls along such streams is a planting of the common willow, which instead of needing to be rebuilt at some points every year, becomes more efficient with rapid root and sucker growth as time goes on.

Fast Flowing Streams

Where rapid waters border or cross a golf course property, it is seldom that they hold to their banks and leave the greenkeeper in peace when the water is running high. Tremendous losses of greens and fairways are often the result of what has formerly appeared to be a minor obstruction in such a stream bed.

Sometimes a rock, around which the water has swirled for many a year, and gone by and over without diverting the flow, becomes in an hour the point upon which is hung floating trees, roots and other loot of a bad storm, and the river is divided to the destruction of everything that lies on lower ground on each side.

Obstructions in a stream bed that cause trouble for the greenkeeper are not confined to the larger bodies of fast flowing water. Sometimes considerable damage is done by a rock or wedged piece of timber in a creek or brook that crosses a fairway or rough.

At times when the water is low, such streams should be inspected carefully, and precautions taken to prevent as much as possible the damage they cause during the natural periods of high water. Rocks that are removed from the middle of streams may find a use in shoring up a weak bank, and if such bank borders on

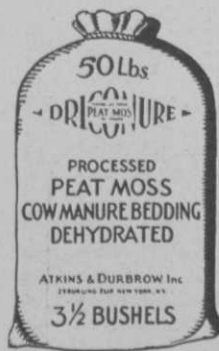


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Soil Texture is the basic factor in making and maintaining good turf

The physical condition of soil is a determining factor in creating and maintaining good turf condition. If more attention is given to the physics of soil and less to its chemistry; if soils are worked more to "fine" and more humus-making mediums and less chemical concentrates added, better aeration and greater fertility will be obtained.

Texture is the governing factor. G P M Peat Moss will break up clay and change it to a comfortable, friable soil. It will add body to sand, permitting the retention of adequate quantities of moisture—absorbing eight to ten times its own weight. It is the only humus-forming material that will hold maximum water without puddling. GPM Peat Moss is guaranteed to absorb and retain more moisture and contribute more humus over a longer period of time than any other commonly used medium. Almost pure organic matter—no casine or other adulterant added to increase cellulose content—contributing active or "live" humus to soil. GPM should be used both in the construction of greens and fairways and in their maintenance.

Used and endorsed by many prominent clubs.
And earning the approval of turf authorities.

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Supplies the right kind of food for turf—in the right proportions. In DRICONURE—specially processed peat moss-cow manure bedding there is now supplied an utterly new and totally different manure fertilizer.

Not merely another dried manure.

An entirely new kind of compost made possible by a new mechanical process—teeming with dormant beneficial soil bacteria awaiting contact with the moisture in soil to multiply. DRICONURE is high quality moss peat used as a bedding in the cleanest certified milk dairy in the country. Only high protein-content feed is given the cows and they are never allowed in pasture. The resultant manure is, therefore, free of weed seeds and high in organic plant food value. The peat moss bedding absorbs all urine and feces until thoroughly saturated. It is then put through a special dehydrating process and concentrated five times. The whole strength of the manure is thus preserved plus the peat moss which holds the manure salts until used.

By this process of soil treatment your turf will never become impoverished. Try it in comparison with any other fertilizer and watch the results that last for years.

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