

swing. Give him some useful hints on how to hit the ball correctly. Give the best service you know how. Keep his clubs in the best repair possible. Do it without having him come to the shop telling you about it.

I would suggest that the pro give ten half-hour lessons at a reduced rate. More of your members would be interested and by doing so, I think your time would be more fully occupied in teaching.

Then again the children ought to be taken into consideration. There is where we are going to get our future golfers. As a suggestion, let us give a class lesson one hour each week *gratis* to members' sons and daughters from the age of eight to twelve. Try it out and I am sure you will feel that you have accomplished something in the right direction.

Let us get together and put professional golf where it rightfully belongs. Let us be an example to the golfing world.

May Switch on Date for Chicago \$10,000 Open

SWITCH in the date tentatively set for the proposed Chicago \$10,000 open is in prospect as a result of conferences between George Laadt, committeeman of the Junior Association of Commerce and Bob Harlow, manager of the P. G. A. tournament bureau.

Harlow has suggested changing the date in order to route the campaigners through the central part of the summer section. After the Canadian and Metropolitan opens the boys want to settle down for a good session at their clubs before making the hasty tour for the corn belt coin. Probably the Chicago event will be held early in August.

Junior Association of Commerce members are signing guarantors for the open at a promising rate.

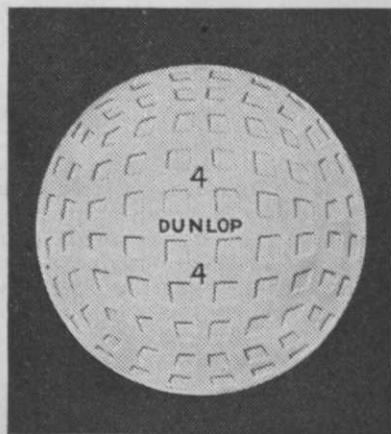
IF \$200 IS DOUGH TO YOU, LISTEN TO LOWELL.

New York City.—Bill Lowell, the Reddy tee youth, continues as the arch-foe of the free tee stunt. Bill points out that the average 18 hole club by supplying free tees runs into the added expense of from \$200 to \$300. In these times, when clubs are seeing the big benefits of modern equipment in course maintenance every \$200 means something in reducing course operating expense.

In no case, says Lowell, have clubs had kicks on the discontinuance of free fees.

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Club Membership Situation Makes Good Pro a Prize for Clubs

SOME of the unattached professionals whose qualifications entitle them to good positions are complaining that many of the jobs open these days go to pros whose willingness to sign up for very little money—just to be called a pro—apparently outweighs every other consideration with their employers.

There is foundation for the complaint. It is a mystery why a man who would be reluctant about hiring a man for his own business just because the applicant is cheap, frequently takes the cheapest man when he is hiring some one for a country club job. It may be scant consolation for the good pros who are not engaged to know that the golf clubs are paying a lot of money to learn that the cheap man is no bargain, and that the lesson is being taught with great intensity and speed. Last season and the 1931 season have been valuable years so far as the future of pro employment situation is concerned because good pros have been able to show brilliantly their worth to their clubs.

It is getting so the pro at a privately owned daily fee course is a sales manager for the courses' play as much as an instructor and a merchant. In such cases the employer is penny wise and pound foolish to hire a man lacking brains, industry and resourcefulness, simply because the man will work dirt cheap. The live laddie on such a job pays dividends; the punk is the rankest sort of extravagance and a real peril to the future business of the establishment.

Private Club Competition Marks Pros

Many of the newer private clubs are not having the same easy time in getting members that they had a few years ago. Something different has to be done to get members, and in a lot of cases it is the pro who influences the signing of the prospective member.

Take a typical instance of a club member with a potential applicant for membership "on the string." The usual procedure is to take the candidate out to the club, play around, casually introduce him to some of the members, drink, eat and let it go at that.

In several cases in one of the midwestern districts, on-the-job pros tipped off their members that they would be glad to play around in the foursome without any playing instruction charge, when the members had a prospect in tow. When the member would call up and arrange this game with the pro, it occasionally happened that the pro had a lesson scheduled. Either the pro or the member with the prospect would call up the scheduled pupil and ask for a delay, explaining the reason. Almost every time the pupil was glad to postpone the lesson and feel that he was aiding the club membership drive. It was good business for the pro all around as it showed that he had such an interest in the club he was willing to devote some of his paid time to gathering a new lamb into the flock.

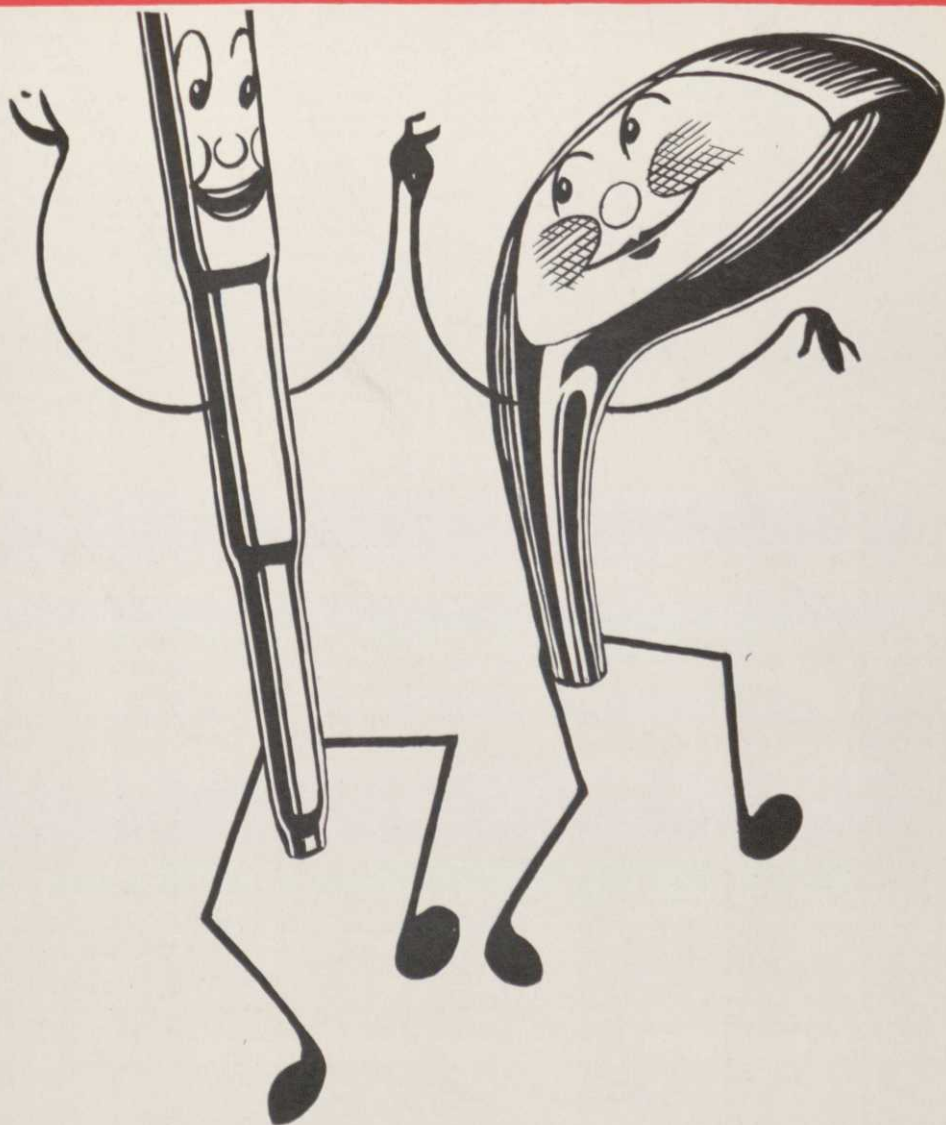
Playing with a pro generally is a novelty to the new club member or prospect, and it goes over so strong to have a pro showing interest in the club's high handicap members that the prospect is pushed toward the dotted line. Frequently the pro can put across a more impressive and subtle membership selling talk during a round than any member could present. This procedure not only helps the club to get members but it builds good business for the pro; no one buys better than a new member who joins the club as a friend of the pro.

Good Pro Hikes Club Income

By this team-work in membership solicitation the pro brings into the club a goodly sum of money in initiation fees, transfer fees, dues and monthly accounts. This year it is expected that clubs will see in pro aid to the membership drive another weighty reason for picking a good pro and letting him earn enough to make the job attractive to him.

The experienced professional's aid in making the club's competitive events more inviting and his helpfulness in passing along to his officials his observations at other clubs he visits, is shown in the recent action the Brentwood (Calif.) C. C. took with respect to Olin Dutra. How

ANNOUNCING



HAGEN CLUBS & TRU



Hagen TTC woods are made in the same head model as the Hagen steel shafted WHC. The True Temper shafts are natural hickory Permo finished. TTC woods will retail at \$45.00 the set of three, \$30.00 a pair, and \$15.00 the individual club.

Hagen TTF woods are made in the same head model as the Hagen steel shafted WHF. The True Temper shafts are natural hickory Permo finished. TTF woods will retail at \$36.00 the set of three, \$24.00 a pair, and \$12.00 the individual club.

Hagen TT woods are made in the same head model as the Hagen steel shafted Champion. The True Temper shafts are natural hickory Permo finished. TT woods will retail at \$36.00 the set of three, \$24.00 a pair, and \$12.00 the individual club.

Hagen Crown TT irons are made in the same head model as the Hagen steel shafted Crown "Compact Blades". With the introduction of True Temper shafts in Hagen irons, the Crown will be made only with these shafts. Crown TT irons will retail at \$10.00 the club—sets of 13 irons or less.



THE TEMPER SHAFTS

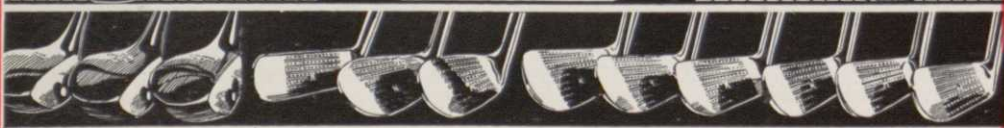
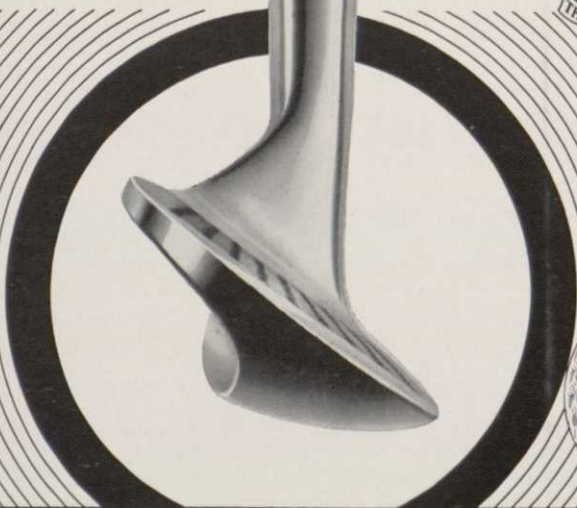
HAGEN clubs are now made with True Temper shafts, not all Hagen models, but several of the most popular woods and irons. The use of these shafts in Hagen clubs places retailers of Hagen Products in an even better position to meet the individual requirements of all golfers. True Temper shafts will be used only in the TTC, TTF and TT woods, and Crown TT irons, as illustrated. This group offers a splendid

range of quality golf clubs. Those who have concentrated their sales effort on Hagen Products—those who have seen the results of selling the ultra in golf equipment—can visualize the new interest that will be shown in Hagen clubs with True Temper shafts. Put in a few sets of woods—a few sets of irons, and reap the profits of the newest addition to the Hagen line. Sell them Hagen clubs with True Temper shafts.

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Southern Course Building, Too, Needs Right Man on Job Early

By RALPH H. HALL
Golf Course Architect and Constructor

WE in the South are faced with problems, some of which have been most successfully met, considerably different from our northern brothers. There, they have a playing season considerably shorter than ours and, as a result, their greens and fairways are given a chance to recuperate even though the weather is bitterly cold and perhaps everything is blanketed under a foot or two of snow.

Green-chairman and committees should insist that the club directors allow them to employ a capable course architect and, at the same time, they should contact and contract with the man whom they want as greenkeeper. He should be on the job when the first shovelful of dirt is moved so that, from his experiences and knowledge gained while the job is going on, he will be able to meet intelligently any future problem that should arise. He would then know and not be guessing.

Drainage Is the Start

Let us assume, for our example, that we have a typical piece of land not too rolling, nor flat nor very heavily wooded. Of all the factors entering into the construction the most important is, to my mind, that of drainage. Too much stress cannot be placed on having the entire course properly drained. This does not mean that the entire tract must have sub-surface piping, but it does mean that excess water, in the form of rain, spring discharges, etc., must be deposited into some central discharge point as a lake, creek or be impounded for pumping purposes.

The greenkeepers' first real job is to get out on the entire course while a terrific rain is falling even though he has in his possession a really excellent topographical survey of the property. He will see and should make notes of, drainage necessities that no topo would show and which would, if neglected, raise hallelujah with his maintenance budget in future years, provided, of course, that he has in mind a

course as nearly perfect as is possible to obtain.

Whenever it is determined to install storm culverts the more quickly they are placed the better. All open ditches should be thoroughly cleaned out and sharp bends should be softened so as not to impede the flow of water which will, in turn, prevent numerous wash-outs, flooding of fairways and bank erosion. Low wet places should be piped with perforated metal pipe immediately and the trenches back-filled with the small stones which would otherwise have to be hauled off or buried under some fill only to cause trouble later on.

I, personally, am thoroughly sold on the perforated metal pipe for this purpose for, having tried everything else along with it, it is the one medium which, once installed, never has given the slightest trouble.

Particular attention should be given to the areas set aside for the greens. Nowhere else on the course is drainage so vital. It matters not what your putting surface is but, if you want it perfect, then drain it perfectly.

Stick with Greens Till Finish

The construction of the greens is the next major step in the work and, by the word greens, I mean an area completely encircling the putting surface for at least an additional 25 feet. If you are filling on a portion of this area bear in mind that the entire area should be plowed, and deeply, before you start to fill. Should the fill be a shallow one you can usually obtain soil of equal fertility from the excavation of the traps and the balance of the cut can always be used rough in the mounds and undulations.

Once you have started the construction of a green, stay with it until you have finished it even to the seeding if possible. This does not mean that no other work should or can be going on. The point I want to make is not to shape and prepare the green for seeding, or nearly so, and then let it sit so long that it has to have

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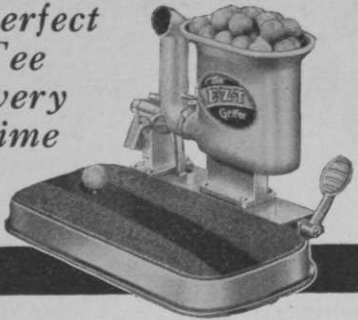
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another duplication of effort in order to finish it. The preparation of the ground of a green's area so that an excellent and perfectly hardy stand of grass will be obtained and then easily maintained is a subject in itself and should be treated as such.

Fairways of course come next. Deep plowing, thorough cleaning out of stones and roots and all foreign materials, proper fertilization and a renewed acquaintance with our friend Mr. Drainage always has produced excellent results. If the soil is not too poor, a fine stand of Bermuda can usually be obtained quickly by obtaining a few million roots from local farmers or a nurseryman (who usually plants it on his terraces to prevent erosion and then is eager to give most of it away due to its habit of trying to gain possession of all of his land). Chop them up well and distribute them by broadcast and then harrow them in. I've always been told to plow under but I have secured much better and much quicker results by discing them in.

One other small tip. Regardless of how well you have picked up stones, slip over immediately after a rain to a fairway that has been prepared and if you don't find a couple of thousand additional stones I'll buy you a hat.

If you are troubled with crab grass or other pests too numerous to mention plow your fairways lightly or harrow them deeply once a week for about three weeks early in the spring. It's a cure that is certain to obtain results.

If you are working on rolling ground it will be almost compulsory to run a parallel ditch or ditches along the upper edge of the fairway in order to minimize the erosion of your newly planted seed. It is a simple matter, after the grass in the fairway is well established, to go back and eliminate the ditch if absolutely necessary.

Careful About Trap Banks

In the construction of your traps, secure immediately a good, thick, tough sod and prepare the banks most thoroughly for seeding as there is, to my mind, no other portion of the course which receives as rough and thoughtless treatment as the banks of traps. The base of the trap should be well tamped and trenched so that rainfall will be carried away almost as fast as it falls. Use a good size of drain tile, filling each joint either with crushed stone or cinders to prevent the sand itself being carried away.