

NO PAINT ON IT!

The new Spalding Top-Flite brings you the greatest sales idea a golf ball ever had!

The Top-Flite, which takes the place of the mighty Spalding Ball, is Spalding's latest contribution to championship golf—and the first ball in the world with a *paintless cover*. It is the only ball ever made in which the cover itself is white—gleaming, sparkling white—right through to the winding.

The elimination of paint gives you a ball with the marking as true as the mold from which it comes. And marking is vitally important, for it affects the distance and direction of a golf ball exactly as the rifling in the barrel of a gun affects the accuracy of a bullet's flight.

Talk this new ball to low-handicap players. Get them to try it out. Once they do play it they will see that it has advantages no other golf ball ever had. And once you start selling it you will agree that it embodies the greatest sales idea a golf ball ever had!

A. G. Spalding & Bros.

necessity of "breaking down" the heavy soil.

All greens and tees were treated before fertilization with arsenate of lead at the rate of 15 lbs. per 1,000 sq. ft. This was a corrective for white grub and angle worm pests which are apt to show up to destroy turf later. "Deerfield Fertilizer"—a trade article—was used throughout on the greens and at the rate of approximately 100 lbs. per green, the greens averaging about 7000 sq. ft. in area. Fertilizer rated 6-6-4 was applied throughout on fairways, tees and mounds. In connection with "mellowing" and fertilizing clayey soils the writer believes that it is far better to plow under a manure crop in the previous fall and follow with high nitrogen commercial fertilizer or stimulants in the late spring. We could not have done this under our construction plan so we had to correct with sand and commercial fertilizer and we can now anticipate some bothersome conditions to be overcome next year. Fertilizer for fairways was applied at the rate of $\frac{1}{2}$ ton per acre. All fertilizers and correctives were either thoroughly hand-raked into the soil as in the case of greens and tees construction or brush harrowed into the fairways and sufficient time was permitted for assimilation in the several stages of usage of the materials.

Seeding Program

It may be of interest to agronomists who read this matter (and have in mind the acid reaction of the soils as above given) and to others who are especially interested in turf culture and its problems to note the seeding operations on this job. South German mixed bent of 83% purity and 87% germination was used on all greens, applied by hand at the rate of 100 lbs. per green. This is extremely heavy seeding but it is what the advisory golf architects called for. Mixed bent of this grade cost \$84 per 100 lbs. f. o. b. Portland, Me.

Fairway seed mixture per acre for lowland areas was as follows: New Zealand Chewings fescue, 50 lbs. (40%); fancy redtop, 50 lbs. (40%); German mixed bent (70% purity—75% germination), 25 lbs. (20%). Rate of application 125 lbs. per acre. Seed mixture for highland areas was New Zealand Chewings fescue, 83 lbs. (66 $\frac{2}{3}$ %) and fancy redtop, 42 lbs. (33 $\frac{1}{3}$ %)—at the rate of 125 lbs. per acre. A mixture of 70% fescue and 30% redtop (total of 20 lbs.) was used on tees



Raking in fertilizer on No. 1 Green

and sheeps fescue and redtop mixture for mounds at the greens. Seeding was done with Thompson seed spreaders and it was necessary to sow redtop and bent separately from fescue to obtain the quantities desired for these varied size seeds. The fescue was sown transversely of the smaller seed mixture.

A great deal of the excavated material from drainage lines was used in making the foundations of the greens and tees, this material being loaded directly to trucks by gas shovel. Added material to bring the foundations of the greens to the required contour was obtained through excavation of traps in proximity of the several greens and topsoil was reserved from areas in and around greens sites for finished grading.

While we were committed to a close estimate to complete the golf project, the writer is now firmly convinced that it would have been better construction to have taken approved topsoil (from tests) found on the farm area and transported this to the several greens and not endeavor to construct the green surfaces with somewhat inferior soil in proximity to the greens, although this is tempting from the point of costs. In some instances judging from fall germination of seed it will be necessary in the coming spring to aerate and otherwise correct a slightly tightened soil condition due to clay content, and moreover, to overcome bothersome weed growth which has crept in. Cost and other details of the Portland course will appear in May GOLFDOM.

You wouldn't tee off with a Putter...

*if you expect
to reach the green!*

*... nor can you compete with
Inadequate Discounts when you
sell Golf Equipment*



That's what you are trying to do in this business of selling golf equipment when you buy it at inadequate discounts. It takes a driver... the now famous PRO-Allied plan... that carries you on to the green of extra profits.

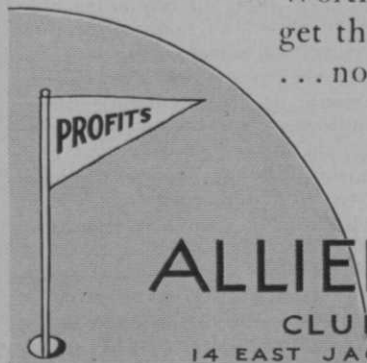
Here are the 10 features of Allied's Extra Profit Franchise that you must consider: Bigger Profit, More Sales, Exclusive "Pro" Models, Quality Manufacture, Complete Selections, Perfectly Equalized Irons, Exclusive Display Features, Sales Cooperation, Speedy Delivery and a Worthy Guarantee. You owe it to yourself to get the details of this truly revolutionary plan... now!

Let us send you details of the PRO-Allied plan... how it puts you in a position to outsell both the sporting goods and the department store. It brings you a line of clubs, exclusively sold by Pros,—and no one else! Write today—it will make 1932 profitable!

ALLIED GOLF Corporation

CLUBS...BAGS...BALLS

14 EAST JACKSON BOULEVARD, CHICAGO, ILL.



Invite Pro Prosperity by More Thought of Clubs and Policies

By ELMER BIGGS
Pro.-Supt. Peoria (Ill.) C. C.

THE YEAR of 1932 promises to be a trying one for the professional, particularly in view of the average club's difficulties. Probably no other year has brought the tests that this year will present.

The average club needs more help and support from the professional than it has gotten in the past, and it is my idea that the average pro can help his club to a great extent if he will be more concerned with the club's activities. In other words, give the club more of his time and services than he has in the past, help it to reduce its maintenance and operating costs, and stimulate club interest. This can be done by taking an interest in the general activities of the club. The average pro should have a better working knowledge of the club's finances. After all, the clubs pay the pro a salary and can expect, during these trying years, more for that salary than they have in the past.

The merchandising end of the pro's business will require a thoughtful study of the manufacturers' attitude as a change in manufacturers' policies will require a change in the buying and selling policies of the average professional. The pro is entitled to protect his value as a prime mover in the golf market and see that he is not encouraging his own elimination by building up brand assets on which other dealers get preferential distribution rights. The manufacturer has his problems of preservation, it must be admitted—but so has the pro.

I am in hope that the manufacturers, all of them, will make definite statements to the Professional Golfers' Association of America as to what kind of selling policies they will have on their articles. Also what policies they will use in regard to selling through their various offices and warehouses golf merchandise at dealers' prices to buyers who are not legitimately entitled to such prices. But then there will be the menace of the dealers offering courtesy

cards to companies for the use of their employees, offering a discount to an employee of that concern. This is a point that the average professional should know before buying his stock of merchandise, and I think it is a duty of the manufacturers to definitely answer these questions. After all, the professional's income is derived from his shop, as it requires practically all of his salary to pay the operating cost of his shop.

Profit Cut Possible?

The question as to whether the professional should continue with high class merchandise or try to meet competition by cheaper merchandise will remain the same. The individual himself must determine that. However, we have built up a business on high class merchandise. I wouldn't think it wise at this time to go in for cheaper merchandise, but I believe that the average professional might be able to reduce the margin of profit on his shop business despite his heavy operating expenses and limited market. As the pro business has been the backbone of a price structure on golf merchandise that allows the manufacturer a profit, that profit might be reduced both by the manufacturer and the pro in view of the present conditions.

I am sorry to suspect some of the salesmen are not using good business foresight in the selling of their merchandise this year. In their efforts to hold up production, they are selling merchandise to some pros probably in excess of the volume those pros would be able to handle under normal conditions. Consequently, there will be criticism thrown at us in the next year or two, as there has been in the past, in regard to the delinquencies in pro credit, which we have gradually improved.

Watch the Credit

It would be very gratifying to carry on this year with a credit rating such as we had last year with the Ball and Club manu-

NEW

MODELS

Lower Prices

Beckley-Ralston STROKE SAVERS



Let these popular short game irons lead you to more profits this year. Old Stroke Saver users will want these brand new models especially designed to play the 1932 ball. New buyers will appreciate the lower prices. The models at \$5.00 will open the pocketbooks of thousands of golfers who have wanted Stroke Savers but have been waiting for lower prices. Remember Beckley-Ralston Stroke Savers are the biggest selling special irons made—Golfers know them from actual results and from years of national advertising.

• NEW LIST PRICES •

Putter—Approach Cleek or Chipper—with Chromium plated heads, latest models for the heavier ball, square grips, perfect balance—\$5.00. With stainless steel heads and True Temper shafts—latest models for the new ball—\$7.00. Write for new catalog and prices on the complete Beckley-Ralston line.

LADIES' STROKE SAVERS

Additional profits for the Pro. There is a demand for these new models, especially designed for women. They are an exact duplicate of the original Stroke Savers, but slightly lighter in weight with a smaller grip size. Attractive Blue Grips distinguish these clubs from the other models. You will want to stock these Ladies' Stroke Savers, as they will be big sellers this year.

**THE
BECKLEY-RALSTON CO.**
70 W. 22nd St.
CHICAGO, ILLINOIS

The WALLOPER

The biggest selling special club ever developed. Golfers who are weak with Driver or Brassie are enthusiastic users of the Walloper. A perfect club for playing the large and heavier ball from tee or fairway. Distance and accuracy for those who prefer the irons to the woods. With Hex Grip and True Temper Steel Shaft \$7.00 With Round Grip and Plain Chrome Shaft \$6.00

facturers' associations. According to the report of the Ball and Club manufacturers' associations, the P. G. A. members were responsible for only 8 per cent of the total delinquencies. I have since learned that this has increased slightly, and it would be wise for the average professional to follow the trend of general business in his buying for this year. In other words, hold this delinquency down as much as possible, as that would give our organization a chance to get on the same credit basis as the dealer accounts these manufacturers now have.

It is very noticeable this year that pros, occasionally, have lost a certain amount of interest, and are condemning the clubs and their members for the loss of business. This is the one year we should hold our chins up, make that shop more attractive and keep it cleaner than ever before. Have a big broad smile as you used to have, even though it is hard, and greet everybody in an optimistic manner. Picture yourself as a member after having financial reverses, coming in from a bad round of golf and having the golf professional greet you in a pessimistic mood. I think that a club's success depends upon a happy, cheerful and industrious atmosphere in a pro shop. It should be the duty of the professional to assist the member in every way possible to forget his business troubles.

PRO'S PET PEEVE

"Lessons Just for Beginners"

Riles Golf Doctor

By R. W. ("DOC") TREACY

Pro-Supt., Woodmont C. C.

NEARLY EVERYONE is subject to a mild form of disease popularly known as a "pet peeve," that sensation of the nerves being grated or rubbed together and caused by too often seeing or hearing an action or a phrase which seems to be senseless.

If you have ever felt the urge to take a divot out of a fellow human, you know the symptoms and you know the particular strain of virus to which you are susceptible.

As this malady takes a sharp upward curve during the summer months when the army of golfers is recruited to its full strength, it behooves the victim to employ

every means of defense at his command. Hence this story. It is written in the hope of obtaining relief from the only peeve to which I have been unable to build up immunity.

The answer for the amateur golfer is simple. Defend yourself as you always have, by avoiding the irritating bug. If you happen to get badly infected, use the only known specific cure, the niblic.

As a professional golfer, I have a "peeve" that can not be managed so easily. Here it is: "We can't afford a regular professional, so we just have (or want) a young fellow to give lessons"—or—"Can't you fix my clubs and give me a few lessons? Our public course's budget doesn't provide for a professional, so we just have a 'young fellow' to sell clubs and balls and to give lessons to the beginners."

My answer to these people is to this effect: "See your veterinary at least twice a year."

Some kind-hearted scientist who reads these pages should be able to think up a more effective cure for this microbe that is undermining the health of the game of golf in this country. It would seem that the professional golfer, under whose care is placed a goodly share of the job of keeping the American People happy in soul and sound in body, should be an efficient, highly trained individual, and if such a man is not available the beginner would be far better off to follow his own natural bent than to have inflicted on him the ideas of the "young fellow who gives lessons."

Some group that might correct this situation is badly in need of a lesson. If you think it is the P. G. A., or the U. S. G. A., or any other group, give it to them. They are not too old to learn.

S. California Greensmen to Have Equipment Exhibit

SECOND ANNUAL turf equipment exhibit held under auspices of the Greenkeepers' Assn. of Southern California will be at Brentwood C. C. (Los Angeles district), Monday, April 11. Demonstrations will start at 10 a. m. Invitations are being sent to greenkeepers, golf club officials, estate superintendents and gardeners.

This Coast equipment demonstration is rated as one of the important shows of the year since few western greenkeepers are able to attend similar demonstrations in the East.



Looking for VALUE...

GOLFERS who take their game seriously enough to "ask the Pro" are looking for value—which is something quite different from price.

It's very natural for people to make things a little poorer so they can be sold a little cheaper and the price cutters will probably be back at their old tricks in 1932.

The cut price man expects to see a customer only once—and he probably won't be disappointed. But the pro has to live with his customers from one season's end to the next. His best weapon against "cut price" is value.

The "True Temper" Shaft in a golf club is a mark of protected *value* that golfers don't overlook. It is conceded to be the best golf shaft yet developed—made from costly alloy steel by an improved process. Its merits are nationally advertised in Collier's and leading golf magazines. It is used by leading makers on their finest clubs. If you demand "True Temper" Shafts on your club order you won't have to argue about price because your club customers can see the value.

●
THE AMERICAN FORK & HOE CO.
Sporting Goods Division
Keith Building CLEVELAND, OHIO

We furnish "True Temper" Shafts to leading club makers, in various finishes including chromium plate or with Pyratone sheaths.



New England Pros Buck Storm to Attend Business School

By WILLIE OGG

ATTENDANCE, spirit and definite value of the initial business conference of the New England Professional Golfers' Organization held at Worcester, March 7 and 8, proved so thoroughly satisfactory that the New England men are confident they have worked out something well worthy of adoption by other PGA sections.

About two years ago the writer proposed a national business conference for the pros. At that time the idea met with only lukewarm reception, but change in conditions revived interest in the suggestion to the extent that members of our section decided to hold a test session and see to what degree the idea was practical and helpful. We all were aware that pro business is going through a critical time, just the same as other businesses, and privately had decided that the moment was opportune to see just how deeply our men were interested in a concerted consideration of our problems.

We contemplated the conference with much trepidation, and when I got up the morning of the 7th and looked out the window, lo and behold, a blizzard was raging. Naturally breakfast was not pleasant and when I reached the conference room at the appointed time the only pros on hand were a few who had come by train during the night, and the local boys. We hung around for a while and kept getting reports that some of the roads were blocked. But the men kept coming along and it suddenly dawned on me when about 40 arrived that these same boys had braved a blizzard and blocked roads just to attend some "crazy conference" that we had had the nerve to arrange.

Faith in these boys was vindicated again, for during the 2 days more than 70 different pros attended when road traveling was at its worst. We felt buoyed up by the thought that the pros after all, if given the chance, would assemble together to discuss ways and means to be of more use to their clubs, and to work for the advancement of their chosen profession.

After the usual words of welcome the

About two years ago Willie Ogg, president of the New England Professional Golfers' organization, proposed a business school for pros. The idea was given favorable consideration by the national pro body and its adoption on an active basis is scheduled for this year.

In the meanwhile the New England pros, plowing through a typical down east blizzard, inaugurated a highly successful school as an experiment.

The New England men are to be congratulated on their effort to work out the pros' problems by pro study. It should prove a great thing for the pros, the clubs these men serve and every other phase of the game.

It is a distinct and deep pleasure for GOLFDOM to felicitate Ogg and his team-mates on this pro business enterprise. Reasoning at the business conferences, instead of the assistants' riveting of steel shafts and heads, is the solid assurance for pro progress and prosperity.

conference got under way. "Chick" Connolly, our local business manager or whatever the title should be, who has consented to serve us in that capacity just for the love of the game, addressed the assembly on what the pro should do for his club. It was agreed to by all that "Chick's" idea that the pro should give his advice and help in the work of all the outside departments and to qualify himself accordingly, was right.

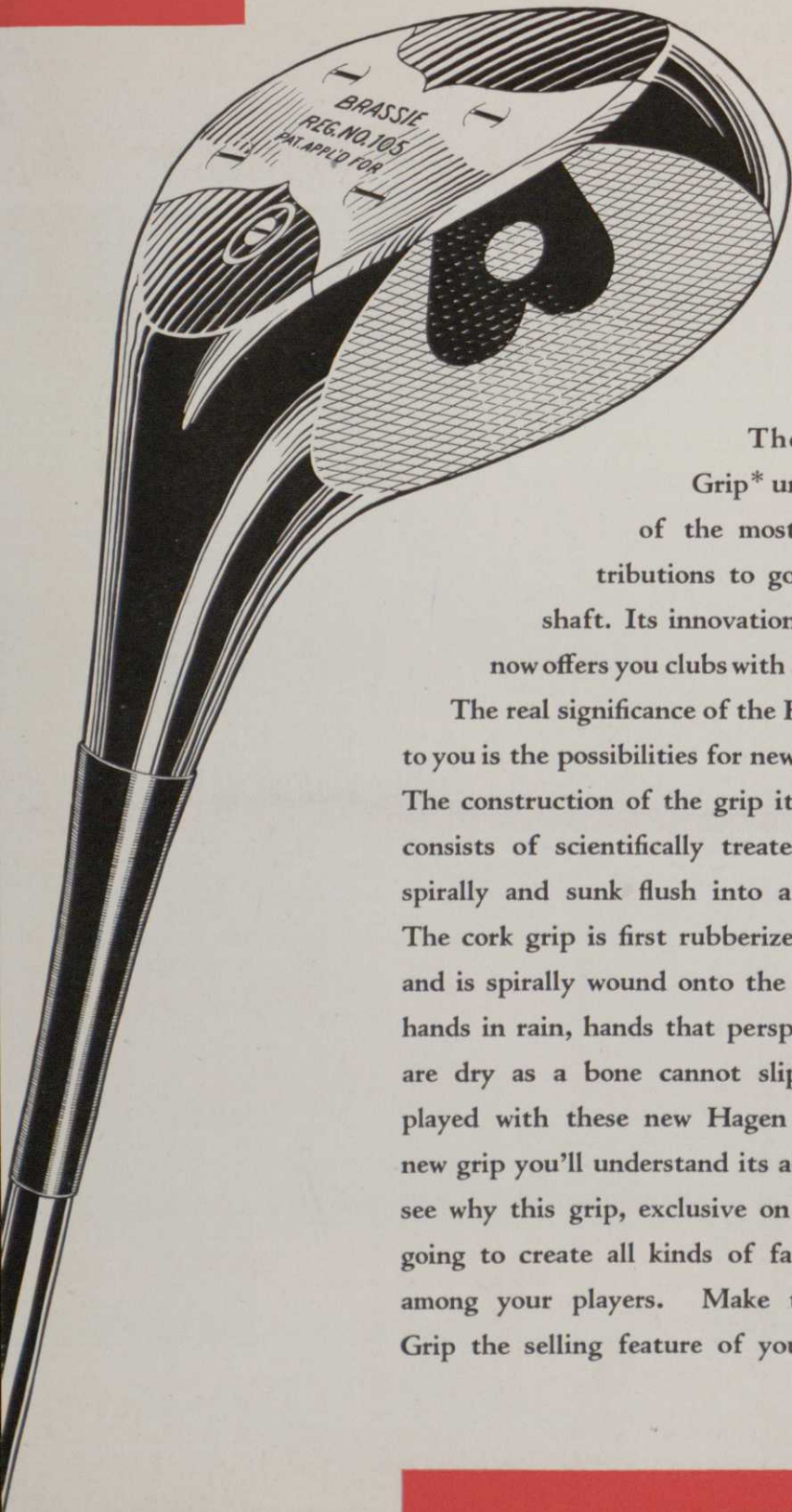
Pro Brings Members

Connolly also pointed out that during these times if a pro was employed at a club that needed new members it was the duty of the pro to get his club new members or help out in that respect. It was brought out during this talk that most of the boys present were already at work on

A TACKY GRIP



... FOR **ALL** HANDS



The Hagen-Layco Grip* undoubtedly is one of the most important contributions to golf since the steel shaft. Its innovation on Hagen clubs now offers you clubs with a really tacky grip.

The real significance of the Hagen-Layco Grip to you is the possibilities for new sales and profits. The construction of the grip itself is unique. It consists of scientifically treated leather wound spirally and sunk flush into a solid cork grip. The cork grip is first rubberized and vulcanized and is spirally wound onto the Steel Shaft. Wet hands in rain, hands that perspire or hands that are dry as a bone cannot slip. Once you've played with these new Hagen Clubs with this new grip you'll understand its advantages. You'll see why this grip, exclusive on Hagen Clubs, is going to create all kinds of favorable comment among your players. Make the Hagen-Layco Grip the selling feature of your shop in 1932.