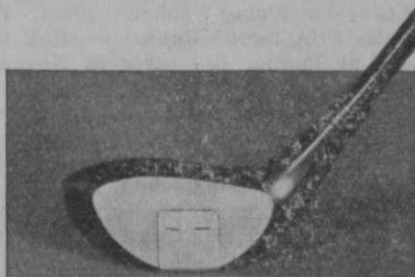


the sudden success of these new clubs. **¶** Walter Hagen Tom Boy irons are really different. The big secret is the "Biflector Back." Notice the illustration and the arrows. Logically the extra weight at the bottom helps the club head to come through. But—far more important is the extra weight at the top. This top weight compensates the weight at the bottom and keeps the ball from "skying" or drifting. It adds punch and actually gives longer iron club shots. Then, too, Tom Boy irons are made with the Bulger grip—giving more control in the left hand and far more feel in the head of the club. **¶** As running mates to these new irons, we've also developed the new Tom Boy woods shown here. Like the irons, Tom Boy woods are also made with the Bulger grip, giving more control in the left hand and more feel in the head. **¶** Decide now that it's not too late to make some real profit. Push the sales button "up." Sell a few more sets this year and ride into real profit in 1933 with Walter Hagen Tom Boy irons and woods.

UP or DOWN



The L·A·YOUNG GOLF CO.
Detroit



may see a new line-up in the pro field. The business men in pro golf will be retained in their jobs and the others will go overboard. This may furnish some of the answer to the pro unemployment problem.

With good credit standing appreciated as a necessity by the substantial pros, there is only one need for kindergarten business education still before the pro field. That is the vital job of getting the fellows to realize that an order is an order. Every year, along to the close of the season, the manufacturers have shipped back to them a lot of clubs that the pros who are unacquainted with orthodox business practice haven't been able to sell. Those pros simply say they won't pay for the stuff and here it is. That backwash that the manufacturers have to dispose of some way is one of the aggravating reasons why pros must start each season competing with cut price sales of stores that firmly contract to buy surpluses shipped back unexpectedly by pros too late to be sold at something near the list price.

Discussing this situation with pros who acknowledge that the manufacturer is caught over the barrel, pros maintain that such return shipments are the direct result of manufacturers' overselling to unduly enthusiastic pros who consider the goods are sent to them more or less on a consignment basis and see no violation of business ethics in returning the unsold and unpaid-for merchandise. This controversy could go on interminably without anyone being able to follow the buck in its frequent and speedy passing—and probably will, unless manufacturers and pros get together on a campaign of education to make the entire pro body realize that an order is just what it is termed—AN ORDER.

Show-Down at Peoria

One of the brightest spots in the pro manufacturer relations is the appearance of a new attitude of understanding. Plans of the PGA for its annual meeting to be held at Peoria, Ill., early in November, now contemplate inviting leading manufacturing companies to have an executive in attendance for a day devoted to consideration of the mutual problems and hopes. That such a session could be even mentioned would have been rated Utopian three years ago when some of the manufacturers' private talk referred to numerous pros in such endearing terms as

"dead-beats" and "cry-babies" and the pros in passing judgment on the manufacturers used tender terms like "double-crossers" and "chiselers."

Now, among the leaders on both sides it is considered that the primary work to be done is to get both houses in order. It is fully realized by the men who rank the highest in pro and manufacturing circles that unless there is pro and manufacturer co-operation in readjusting golf goods distribution to prevailing conditions and united effort to eliminate the evils that have grown Topsy-like in the business, it will be "just too bad" for all concerned.

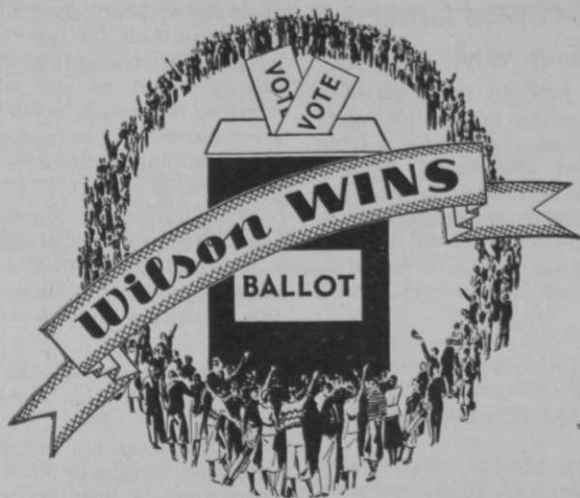
Whether the players realize it, or not, golf goods were supplied this year at a cost probably representing a substantial net loss. That can't continue, but who will be able to survive as manufacturers and as retail distributors are going to depend a whole lot on the outcome of sympathetic and thoughtful deliberations of the manufacturers and pros during the forthcoming twelve months.

"Uncle John" Carr Resigns from Pittsburgh F. C.

AFTER MORE than 30 years as a member of the Pittsburgh Field Club, the last sixteen as an executive, "Uncle John" W. Carr has resigned and has moved to Port Henry, N. Y., his boyhood home. Thus the club and Western Pennsylvania golf loses one of its leading lights in the promotion and development of the sport.

The Field club gave "Uncle John" a testimonial dinner just before his departure. It was in appreciation of his many years of service as an official of the club.

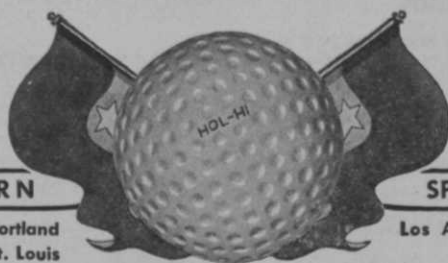
Carr joined the organization in 1902, when it was a cricket club. Golf was being played on a small scale, but the sport did not assume importance until 1913, when the present property was purchased, and a new course built. In 1916 Carr was elected to the directorate at Pittsburgh and since then he has held practically every executive office with the exception of president. He was vice-pres. in 1916-17, and sec'y-treas. from 1923 until his retirement. He also served on various committees, and for many seasons was green-chairman, during which time he supervised numerous changes in the layout of the course.



THE Wilson 1933 line of golf clubs and bags is a challenge to the world. It will be regarded as the pace maker for the industry. Every improvement, refinement and development reflects a profound knowledge of the game and its requirements.

Wilson representatives are now displaying it to the professional trade. Your most careful and discriminating consideration is invited.

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Sampson's Primer of Pro Instruction Is Selling Well

A NICE SUM of jack in units of \$2.50 per book is coming to Harold Sampson, pro at Burlingame (Calif.) C. C., from the sale of his golf instruction primer. The book is written altogether for the pro in treating of his instruction problem.

A couple of the most successful instructors who have written Sampson voluntarily boosting his book are Horton Smith and Mortie Dutra.

Horton writes:

"I have just finished reading your splendid book on golf instruction, and I find it very constructive and interesting reading indeed.

"Most golf books are so complicated that even the expert is often confused. Your book completely erases the possibility of confusion as it is concise and clear. You have been able to condense into a small book much of your valuable information that can be gotten only by years of instruction and study. It will be of good use to both professionals and amateurs.

"I must congratulate you for your work in compiling this book and I sincerely believe it will be a welcome benefit to all those who study it.

Yours sincerely,

HORTON SMITH."

Mortie says his words of endorsement as follows:

"Your Primer on golf instruction is, I believe, a most valuable one for the advancement of golf instruction.

"I have read carefully and with interest through the various chapters, and I believe all golfers should read the Primer—it is instructional and worthy, through and through.

"My sincere wishes for your much deserved success with your Golf Primer.

Sincerely yours,

MORTIE DUTRA."

Pros to Make Survey of Many Course Jobs

SEVERAL OF the PGA sections are considering survey of municipal course pro job possibilities in their territories with the idea of lobbying for employment of competent professionals.

In many municipal cases now the substitute for the pro job is some man with political influence who operates shop con-

cessions without any qualified professional being available for instruction or purchase advice. Pros maintain that the municipal course would be run with better public service, increased revenue and provide a good income for a good professional if political influence could be brought to bear by the PGA and pros' friends.

With municipal courses in even fair-sized cities running 40,000 to 50,000 rounds a year and no pro on the job, the PGA officials believe the situation provides part of the answer to the pro unemployment problem.

Politics previously has kept the municipal course situation closed to the pros in a number of cities. At one midwestern municipal course a pro got in at the start and was making a first class living two years ago. A hoodlum with political drag visited the pro shop and announced himself as the pro's new partner. Pro protested but the local political power approved the muscling-in act. Pro finally was pushed out completely. Pros figure if they will stand together they can eliminate the politicians' mishandling of a fine opportunity for first-class pro jobs.

Maryland Pro Pays \$250 for Job But Gets Nothing

ONE OF THE Maryland pros is out \$250 that he paid a department store buying and reporting service in the belief that this \$250 was going to assure him a winter job in charge of the golf department of a store.

Now that the \$250 has changed hands and the pro has asked where the job is, he is told that there wasn't any job in sight. The \$250, it is explained, went for a circular to "12,500 live storekeepers" in a "collective circularizing" stunt.

Plenty of fast ones are pulled on the boys who are looking for work, but this one, which is perfectly legal, is new to the pro field. This stunt, from all available evidence, has about one chance in a thousand of stirring up a lead for a pro job.

"CRoss COUNTRY" tournament is popular feature at Penobscot Valley C. C. Route is laid out in unorthodox manner around course. Longest of the 9 holes for the event is from 12th tee to 18th green, a distance of 800 yards. Par for the 9 hole event is 43.



Show them how to cut down their scores, and your PROFITS go UP!

How's business? Want to know how to improve it, Mr. Pro? There's one SURE way! Ever notice how you rise in a player's estimation when you show him how to cut a few strokes off his score?

Well, here's how you can capitalize on that very human reaction. Kroydon Hy-Power Clubs have lowered the cards of golfers all over the country, from the rankest amateur to the ranking professionals.

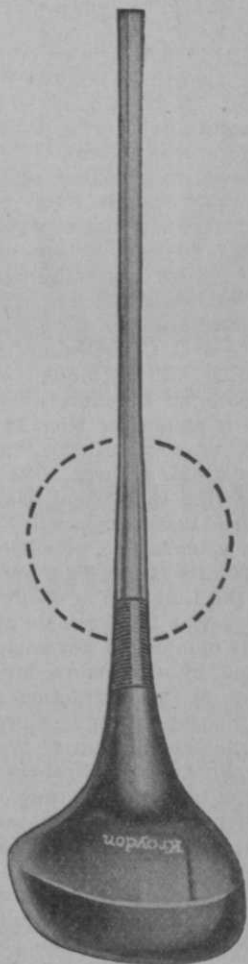
Put Kroydon Hy-Powers into your players' hands, and when they see how these clubs cut down scores by giving greater distance and better control, they'll buy without urging. And they'll have a higher opinion of your judgment and golfing knowledge than ever.

Try Kroydon Hy-Powers yourself, and you'll see what we mean.

Kroydon Clubs are profitable to sell, too, because Kroydon protects the pro against price-cutting and unfair competition. See your local Kroydon representative, or write the Kroydon Company, Maplewood, N. J.

PROFESSIONAL BY

Kroydon
CLUBS



The Kroydon Hy-Power Steel Shaft has the greatest diameter where it joins the club head, with its narrowest diameter well up toward the grip. This principle of design, known as Reverse Tapering, is exclusive with the Hy-Power Steel Shaft. It moves the whip up nearer the hands, thus permitting greater distance and accuracy.

OPEN SEASON FOR \$

St. Louis First of Fall Opens
—Miami Moves Up—
Movie Money Jingles

PRIZE MONEY of \$2,500 for pros is offered for the 72-hole St. Louis Open which will be played at Meadow Brook C. C., Oct. 6, 7, and 8. Prize money will be split 14 ways among the pros with \$1,000 to the winner. Entrance fee is \$3 and should be sent to John Scott, Meadow Brook C. C., Overland, Mo. About \$500 worth of amateur prizes will be offered in addition. A good field is promised. Arrangements have been made for low rates at the Coronado hotel, which is owned by people who are owners of Meadow Brook.

Following the St. Louis affair, the tourney trotters are invited to flock to Greensboro, N. C., where \$300 is hung up for the leading stroke misers on Oct. 28 and 29.

Next on the tournament swing is the Capitol City Open to be played at Kenwood G. & C. C., Bethesda, Maryland, Nov. 12 and 13. Prize money will be \$2,500. Mid-South at Pinehurst with \$2,300 prize money is slated for Nov. 15 and 16. That fixture, or any other Pinehurst event, always draws a large, fast field.

According to present plans the Miami-Biltmore \$10,000 Open will be moved ahead on the calendar so it will be played Nov. 23 to 25 this year. This puts the event on about the time of the opening of the hotel and gives the hotel people a better chance, in their opinion, to get some of their 10 G returned by customers brought into the hostelry by the attraction of the biggest eastern coast winter golf event.

Tournament bureau of the PGA, according to its director, Francis Powers, is attempting to spot some new events in Florida after the California season has concluded early in the year. Present efforts promise some success, says Powers, who entertains high hopes of adding enough of the smaller money events to make up for the absence of the Miami-Biltmore tourney on the 1933 schedule.

The California schedule stands as it did last month. There are a few spots where tournaments may be dropped in. One of the California tournaments will have a sliding scale of prize money—so much for the pro prize guarantee and then prizes according to the gate.

Efforts to hold some late-season exhibitions with Sarazen, Dutra, Hagen and

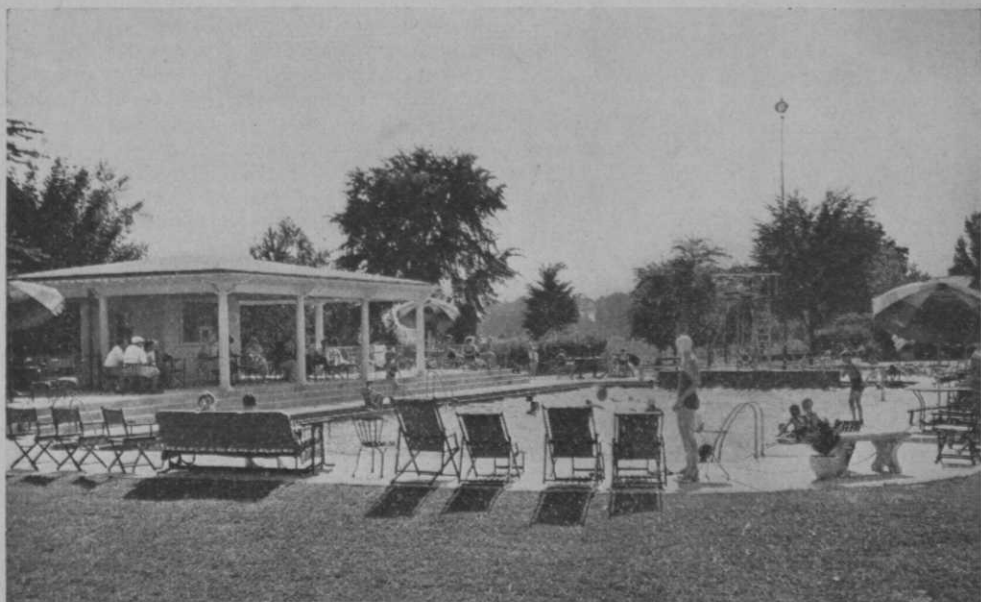
Jones doing the batting were made but fell through. These events were to be staged for the benefit of the 1933 Ryder cup fund which is beginning to give the PGA officials some concern. There has been some suggestion that a cut of the winter tournament prize money be taken for the Ryder cup fund, but no official consideration has been given the suggestion as yet. It has been forecast by not altogether unqualified guessers that such a cut would be received with a pro squawk that would make a presidential salute sound like a whisper. Comment in rebuttal is that probably the prize winners would make up the greater part of the Ryder Cup team, and they would be ahead dough anyway. Take your side and start to argue.

Steam that blew off when papers printed the yarn about Sarazen and Ouimet taking on any pro-amateur duel was wasted power on two counts. Gene didn't make the challenge and Jones, who immediately was considered as the amateur end of the opposing team, is positively committed against playing any more exhibition or tournament golf, according to a close friend of Robust Robert.

It is rumored that Bob will do another stretch in Hollywood this winter. Hagen also is promised as a forthcoming treat at "your neighborhood theater." Walter has mugged well and given the customers entertainment for their dough in previous appearances. Current report is that he will be the head man in a movie called—believe it or not—Playboy.

The PGA championship probably will be one of the live points of discussion at the pro organization's annual meeting to be held at Peoria, Ill., in November. The pros are intent on making this event the big gate money event of the golf year. One of the troubles the present system brings is in the elimination of domestic and foreign gate names during the qualifying rounds at the championships, a difficulty that the National Open system avoids. Failure to qualify of fellows like Sarazen, Armour, Cooper, Burke, Farrell, Al Espinosa, Jurado and Diegel kept folks from laying the dollar and tax on the ticket-taker's little shelf.

Bobby Cruikshank, who tied for second place in the 1932 National Open, has been signed as pro at the Country Club of Virginia, Richmond, the contract becoming effective Oct. 1, according to John C. Burns, general manager of the organization.



The shelter, on the left in this view of Inverness' new pool, houses the refreshment stand. Income from this feature plus pool fees more than paid operating costs of the pool this season.

New Pool Puts Pep and Cash Into Inverness Operations

By PLUMMER WHIPPLE

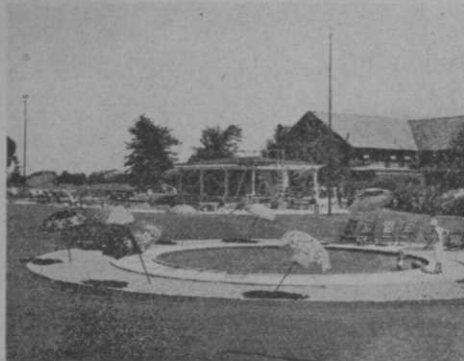
INVERNESS Golf Club (Toledo, O.), the newest big club in the Middle West to install a swimming pool in its grounds, hopes to achieve three distinct aims by its move according to Dr. Robert Vollmayer, president. The club expects the pool to result in cheaper golf for the golfing members of Inverness; to be a big aid in holding present membership in these troubled times; and to be a big feature in bringing new members into the club.

The pool has been in operation only since July 2, yet Dr. Vollmayer is enthusiastic over results obtained at this early state in the pool's operation. As yet, of course, it is too early to reduce the cost of golf to golfing members, but it has resulted in improving the morale of the club's membership and it has attracted some new members, entirely without solicitation.

In a research conducted by Inverness be-

fore the pool building contract was let, it was estimated that the average golfing member of a country club contributes about \$75 per year to the "front end" of the club. In a club with a membership of 300 this is not sufficient revenue to carry the overhead. Inverness has one of the bigger clubhouses in the Middle West. It takes \$50,000 per year to run the club, whether the membership is maintained at 50 or 300.

Now, when you convert that club into a country club and offer new inducements to members you are certain to increase the dining room and other "front end" business. For example, the day after the Inverness pool was opened there were less than 100 reservations for dinner. Yet a total of 230 dinners were served. An increase in business in keeping with that example has been the order since the pool has been opened.



An extra popular feature—the children's wading pool. Depth runs from 1 ft. to 2½ ft.; diameter, 30 ft.

Members may bring guests to the pool upon payment of a \$1.00 fee. A soda fountain and light lunch stand is operated at the pool and the revenue accruing from that stand is surprising in itself. Laundry is, of course, the big item of expense in connection with the pool, but the guest fees aid to offset that item.

Social Membership Established.

A type of membership new to the Toledo area was created when the pool was built. It is a social membership. The initiation fee is \$75 for the first 100 members, increasing to \$100 for the next 50 members. The dues for this new membership, \$50 per year, gives the social member every club privilege except golf, and golf is made available on week days only upon the payment of a greens fee of \$1.00.

When the quota of new memberships is sold, these new dues are bound to result in a lowering of the dues for golfing members, since the swimming pool does not increase materially the cost of overhead in the club.

The Inverness pool presents a new idea in construction. It is 90-feet long. Instead of sloping steadily from the shallow end to the deep end the Inverness pool is sloped so that for at least 65-feet of the pool the water is five feet or less deep. The deep end is available for diving from four and ten foot boards. Thus, both swimmers and those who never venture out beyond a safe depth have plenty of room. This, too, results in less water being used in the pool, and to Inverness, which draws upon city water at extra cost, this represents a respectable saving.

The pool, designed by W. H. Eichelman,

consulting engineer of Chicago, was built in 35 days. It is illuminated and draws a large number of swimmers and spectators to the pool each night. This, naturally, results in increased revenue to the dining room and to the soda fountain at the pool. A 10 a. m. to 10 p. m. schedule is maintained. Members are gathering at the pool nights and fraternizing with other members. It has already resulted in a better club morale, Dr. Vollmayer believes. No drive has been made to sell the new social membership. None will be made until the pool has been in operation long enough to determine its popularity.

Cunard Line Features Redmond on World Cruise

GOLF BUGS who want to hack divots out of alien soil are invited to join the round-the-world cruise on the Cunard liner *Carinthia* starting in early summer of 1933. The cruise will take 139 days.

Jack Redmond, trick-shot golfer, will conduct golf lessons on board during the cruise and pilot the cruisers through the hazards of the courses visited along the itinerary.

Redmond has appeared in the *Vanities*, vaudeville and at numerous golf clubs in exhibition performances. He is a real trouser and the right sort of a fellow for Cunard to sign up for assuring customers a happy combination of interesting golf and entertainment.

Details of the tour may be obtained from the Cunard line agencies.

Depend

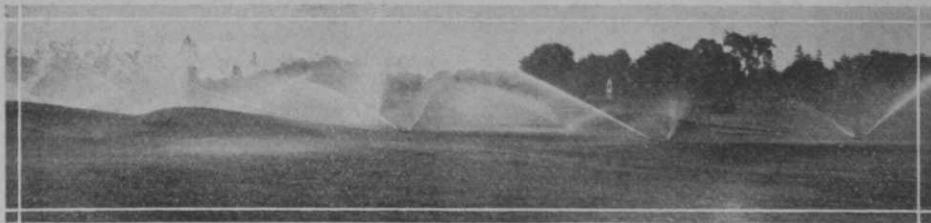
on the journal of greatest value to the **Buyers . . .**

West Springfield, Mass.

"... please send it to me regularly as I do all the purchasing and planning for two public courses and find GOLFDOM full of interesting items."

W. H. Kent.

. . . to do the best job for the Sellers!



WATERED FAIRWAYS

now considered essential of A-1 Course

By CARL KOHL

LAST SUMMER'S experience emphatically marked fairway watering as an essential of the first class country club. Fairway watering installations in the central and eastern states now are so common that opportunities for comparison of watered and unwatered fairways not only abound but are unavoidable.

So strikingly did these comparisons reveal the desirability of fairway watering that it now is obvious that the unwatered course—at least in the metropolitan districts—is going to have a tough job keeping its members from going to watered courses of perhaps inferior architecture. With that danger confronting the clubs which do not now have fairway watering, it already is certain that the fairway watering installations to be made during the present "off season" will constitute the greatest volume of construction work done in the golf field during the last three years.

Of course the one drawback to fairway watering installation is expense, but with the decided economies effected by most golf clubs during the last two seasons, the majority of private clubs in metropolitan districts find themselves in the soundest financial condition they have enjoyed since golf became "big business." Costs of fairway watering installations now are about as low as they can get unless the whole country goes to hell, in which case any investment that is made in fairway water-

ing would have been just as sour as it would be if placed in any other improvement or investment.

Costs Vary Widely.

We have seen fairway watering jobs at 18-hole metropolitan district clubs that varied in cost from \$7,500 to \$100,000, and although it is plainly foolish to say that the work of the two installations, representing the extremes, is the same, these two courses are the best conditioned courses we saw during inspection trips to many establishments during the summer. The \$100,000 job is a fully automatic installation with a minimum of labor operating cost and a design that probably will need no revision for years to come. Considerable of this expense represents a well and elevated storage tank.

The \$7,500 job is a hose system with a fairly steep labor bill, but even with the additional labor required for fairway watering the annual budget of this course is quite close to the figure of unwatered courses. It is surprising to see what economies were effected in the operation of these hose systems during last summer. In one case \$24 a night was knocked off the labor bill by a change in sprinklers and a slight additional expenditure in hose. Costs of the change were amortized quickly after the change was made.

Right now, at many clubs there is favored a policy of installing fairway water-

Fertilize fairways *now*



for IMMEDIATE GROWTH & THICK SPRING TURF

IMMEDIATE growth is necessary for fine Autumn fairways. Moreover, late growth puts the sod in "fat" condition for Winter, which means a quick early start of thick Spring turf. That's why you should feed your fairways NOW with Nitrophoska—the concentrated, complete, *economical* fairway fertilizer.

One ton of Nitrophoska is equal in plant-food to *four tons* of ordinary fertilizer. An application of 200 pounds per acre gives you *better turf at low cost*. Don't neglect your fairways this Fall; order Nitrophoska *now* from your supply dealer—at *reduced prices*, F.O.B. New York. If he can't supply you, order direct from us. Address Synthetic Nitrogen Products Corp., 285 Madison Avenue, New York.

NITROPHOSKA

TRADE MARK REG. U.S. PAT. OFF.

15-30-15

The Fairway Fertilizer

ing on a design that can be extended and made near to full-automatic when additional money becomes available. Experiments made by various greenkeepers, by Green Section authorities and by Prof. Sprague at the New Jersey station have helped to popularize the installation of fairway watering systems by showing that heavy operating costs to supply a deluge of water are not only unnecessary but damaging. At some of the eastern and central automatic installations made several years ago we have noted injury to the turf because of excess watering. It was the practice of some of the fellows who had the earlier installations to water just to see the wheels go 'round. The harvest, in numerous cases, was a bountiful crop of clover.

In some districts, notably St. Louis, fairway watering is being held back by an inability to determine the correct operating practice. The problem has baffled some expert talent in that section because watering fairways, despite careful variations in volume and time of watering, has seemed to promote the growth of crab grass.

How Much Water?

In the departed bull-market days several of the then affluent clubs that installed fairway watering were victims of a neglect to make certain of one rather vital element of fairway watering—water. Seeing some of these systems only intermittently operative has scared more than a few of the clubs considering watering systems into a belief that a water source of many times the volume actually required, is necessary. Costs of assuring this unnecessarily large volume are discouraging the work. Right here is where the combined knowledge of turf and soil experts, hydraulic engineers and practical greenkeepers can be employed to great advantage.

But when one takes a second glance at the above mention of bringing in all the high-powered experts the thought occurs that whatever valuable services they are able to supply are not at all necessary in deciding whether or not fairway watering is desirable. Anyone who has walked in comfort over the luxurious fairways of watered courses and played with invariably good lies gets the answer when he trods over the baked, scanty turf of an unwatered course with every spike in his shoes stabbing through to his skull.

The big mystery is why golf clubs have waited so long to install fairway watering.