

NOW'S THE TIME TO BUY ONLY THE BEST

● The costliest hose you can buy is cheap hose, that must be often replaced. The best hose costs only a little more to begin with and so much less in the end.

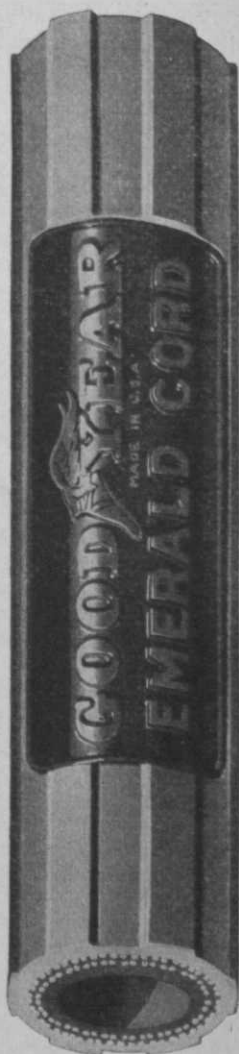
Goodyear Emerald Cord Hose is far and away the best on the market — strongest, hand-somest, finest.

Built up of double-double cords enclosed and meshed in specially compounded rubber, it has extra strength to hold the pressures. Its extra-strong flat-ribbed cover withstands scuffing. It is kinkless.

We can refer you to many users who will tell you it's wisest to buy Emerald Cord, or send you specifications and other information about Goodyear Hose for Golf Clubs direct on your request to Goodyear, Akron, Ohio, or Los Angeles, California.

GOOD YEAR

THE GREATEST NAME IN RUBBER



to a weakening of the turf, and disease, during the extremely humid summer of that year. However it remained in excellent condition throughout the summer of 1932.

Virginia bent, although a creeping bent like Metropolitan and Washington, is very difficult to maintain in a healthy condition throughout the summer as it is extremely susceptible to leaf spot, a disease which discolors and thins it during warm weather. The problem is made more difficult with Virginia since no specific control has been found for leaf spot on this grass. Columbia bent, also a creeping bent, is very susceptible to most diseases, and at Arlington is usually the first grass in the spring and the last in the fall to show disease symptoms.

Few clubs would wish to have grasses on their putting greens which, although providing the best of putting turf when in good condition, only approach perfection for a few months of the year. The logical choice would be to have a grass upon the greens which rates high both in putting qualities and in climatic adaptability, so that the average of perfection of the turf would be high over all the playing months. The Green Section has for some years sent out samples of various putting green grasses for trial on golf courses widely distributed throughout the United States..

Gardens Aim to Rate Grasses.

The greatest opportunity for testing the adaptability of the various putting green grasses in various parts of the country has come with the establishment of a score of Green Section demonstration gardens on golf courses in various widely separated golfing centers. In the Green Section *Bulletin* of December, 1931, a three-year summary of the results on these gardens was published. The various putting green grasses were grown side-by-side under similar conditions. Reports were received each month from those in charge of the gardens and the various grasses were rated as to their perfection from the standpoint of health and vigor. The ratings of the various grasses in various parts of the country for these years were averaged with the following results: (1) Metropolitan creeping bent, (2) seaside creeping bent, (3) Washington creeping bent, (4) German mixed bent, (5) colonial bent, (6) velvet bent, (7) Columbia creeping bent, (8) annual bluegrass (*Poa annua*), (9) Chewings' fescue, (10) Virginia bent, and (11) red fescue.

Some interesting facts are shown when the results of the cultural and of the putting tests are compared.

Compare Tests.

Relative standing of putting green grasses as reported from demonstration turf gardens during three consecutive seasons.

1. Metropolitan creeping bent.
2. Seaside creeping bent.
3. Washington creeping bent.
4. German mixed bent.
5. Colonial bent.
6. Velvet bent.
7. Columbia creeping bent.
8. Annual bluegrass (*Poa annua*).
9. Chewings' fescue.
10. Virginia creeping bent.
11. Red fescue.

Rating of various grasses by professionals for putting qualities only.

1. Velvet bent.
2. Metropolitan creeping bent.
3. Washington creeping bent.
4. Colonial bent.
5. { Seaside creeping bent.
} German mixed bent.
6. { Columbia creeping bent.
} Virginia creeping bent.

Not included in test:

- Annual bluegrass (*Poa annua*).
- Red fescue.

Maintenance Is the Answer.

Some of the pros were surprised to find that they had preferred creeping bent to the so-called seeded greens in good condition, as represented by the Colonial and German mixed bent plots. Many players have objected to creeping bent because they have judged all creeping bent from their experience with one or more of the poorer strains, or it may be that although planted to a good strain the greens they were familiar with had not received the proper care. It is well known that even the Metropolitan and Washington bent will provide poor putting surfaces if allowed to develop a grain or too much nap. That it is not necessary to allow these strains to develop these objectionable characteristics was well demonstrated by the high ratings given them in the putting test. Probably the facts brought out in the tables concerning these good varieties of creeping bents, namely, that they have great climatic adaptability, that they receive high ratings throughout the various seasons of the year, and that when kept in good condition provide highly rated putting surfaces, indicate the reason that they are being so wide-

ly used throughout the country. The United States and Canadian Open and the United States Amateur tournaments of 1933 will be on courses with creeping bent greens.

The putting test does not itself determine for all clubs, which is the best putting green grass.

Unless the greens on a course are made up of some inferior species or strain of grass in cultural qualities, a change to a grass which rated higher in the putting test might not be a wise move as there is the climate adaptability of the grass and other cultural factors to consider. Also it is quite evident that the care of the putting green has much to do with its putting qualities and the same grass might provide either excellent or very inferior turf under different management.

The Green Section has information, from demonstration garden reports, regarding the suitability of the various grasses from a cultural standpoint from a great number of widely separated golfing districts and is thus in a position to assist golf clubs to decide regarding the type of grass most likely to provide a satisfactory putting surface in different parts of the country.

DUAL JOB CRITICIZED

Fee-Course Greenkeeper Cites Necessity of Constant, Experienced Care

By EVERETT R. HOOVER
Dublin Road Golf Course

IT IS AN accepted fact that any position is filled better by its holder having a practical knowledge of his duties than it is by one who did not get his knowledge from practical experience. Constant study of the subject admittedly is necessary for both men.

Maintenance of an 18-hole golf course is equal to the operation of a 240-acre farm. Would anyone wish to trust such management and operations to an inexperienced man? A pro's job demands that his time be taken up with the duties of the game and for him to be an efficient greenkeeper is out of the question because he cannot be associated with greenkeeping duties close enough.

I am inclined to believe that some pros have the idea they can perform the duties of a greenkeeper by the use of a golf club and a run around the course twice a day. However, you will find in nearly all places where this is being done, there is a man on the course who probably cannot be classified as a greenkeeper because he is working along with the rest of the employees but at the same time this man knows the job so well that the pro is considered a great greenkeeper.

A greenkeeper, to be an asset to his club, must know and be ready to go into any proposition that comes up pertaining to the course. When we hire our help by the hour and, at the end of the season, let them off to make a living the best they can, we can expect those fellows to do only what they are told to do. So there must be a man to take the lead, from early morning until late in the evening. If the work is supervised by a pro, he must have a man of this kind. This man is the vital factor in course maintenance and is valuable even if his pay check does not signify it. So much for mud-slinging, if you wish to call it that.

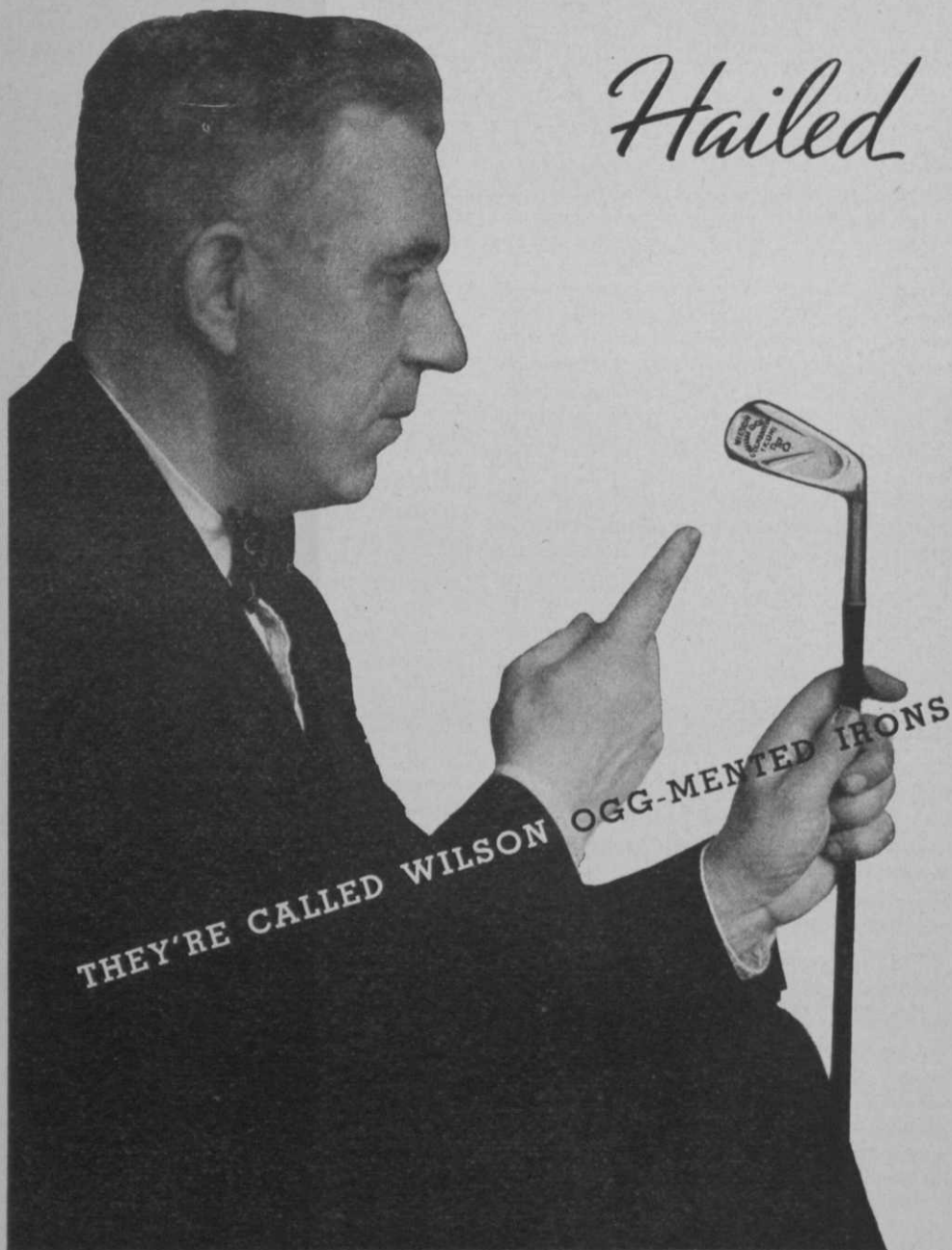
Now I think we are all aware that there is need of a pro, a greenkeeper and a manager.

On a public course, being operated for profit, bills should be paid every thirty days. No detail of this business can be run in a haphazard way. There must be especially close co-operation between the management and greenkeeper. Expenses must be curtailed at certain seasons; so it is up to the manager to keep a close inspection of his books, keeping the greenkeeper informed as to what the income will or will not permit. If the manager is a playing manager, he should get the complaints of players about different things that can be remedied on the grounds and pass them to the greenkeeper. The greenkeeper can then remedy the conditions at his earliest convenience. It saves a lot of grief for the greenkeeper to get complaints from one person instead of many.

Now I am sure when an organization is functioning nicely and everyone gives credit where credit belongs, we need not be antagonistic toward one another about our jobs. The greenkeeper does his best with what he has and the pro-manager does all he can in a business way to please the members and players. Only then have we a chance to show a profit.

NEW CLUB DESIGN

Hailed



WILSON-WESTERN SPORTING GOODS COMPANY

New York · Chicago · Los Angeles · San Francisco · St. Louis · Portland · Denver · Kansas City
 Minneapolis · Dallas · Charlotte · Cincinnati · Des Moines · Detroit

By PROFESSIONAL GOLFER

as remarkable discovery

At last the whispering campaign is over. The new Wilson Willie Ogg Clubs that you professionals have been so patiently waiting for are here. And boys, we want to tell you frankly that you can be mighty proud of what Willie has developed. It's an honor to all professionals and is a testimony to their great knowledge of the game. Willie brought his ideas to our factories, we only interpreted them. It's a feather in your cap that this great design development came right out of your own ranks.

The idea is so simple and fundamentally sound that you will be dumbfounded that it has not been thought of before. Yes, we know what you're thinking—but wait until you see them. At first we were skeptical, too.

Chances for a Perfect Shot Multiplied by Three

How is this accomplished? It is all a matter of scientific balance. Through a new principle of toe-weighting, the entire blade becomes an effective hitting surface, as distinguished from the present-day iron which is effective only in one spot near the shank.

In all irons made up to now, your best hitting shots are made in the area between the center and the shank. A contact near the toe causes the face to torque, resulting in off line shots, and vibration. By careful experimenting, Willie Ogg, assisted by Dr. Loren Storz, found a way of toe-weighting so that you can hit anywhere on the blade, even on the toe itself, without torque.

Wilson
OGG-MENTED IRONS

You'll like the name, too. It tells the story at a glance and soon will become a familiar by-word among golfers everywhere.

There's little use in our trying to put this idea across in words. The minute you have the new irons in your own hands you will understand what the whole thing's about. We're making every effort to accomplish this. One of our special representatives will soon be at your shop—then you can demonstrate the whole principle for yourself.

We're sure that you are going to declare it one of the greatest fundamental improvements ever made in golf clubs. This idea would knock 'em cold at any time, but the fact that you're going to have it for the stimulation of business now, when you most need it, is almost too good to be true.

Just to make sure that there's no slip-up in the presentation and that you get to see the Wilson Ogg-mented Irons before your summer business is all placed, we have promised Willie Ogg that we would include this coupon for your convenience. There's also a selling plan that goes with these clubs that you will want to know about. Send in the coupon and we'll make sure that you get the dope immediately.

Mail this Coupon

Wilson-Western Sporting Goods Company
2037 Powell Ave., Dept. G, Chicago, Ill.

I am anxious to get the dope on the new Willie Ogg Clubs at once so that I will be all set for my early spring business.

Name

Address

City State

Club

My Members Help Me Run My Pro Shop

By AL COLLINS

Pro, Indian Hills G. C., Kansas City, Mo.



It's our belief that the Kansas City district can boast of a higher percentage of alert, active business men pros than any other of the country's larger districts. Old-timers like Matthews and Robb and bright-eyed boys like Collins, Wother- spoon and the hustling Rimann kid, have the policy of "the club first, last and all the time."

They have made their jobs and are on their toes to pull their clubs along through the rough of depression. They have an idea a minute and they get to work on it. Some of their ideas are lousy. When experience proves that, these KC birds toss the idea away and get busy on something else, but always on something that they think will be of primary benefit to the players.

This "golf shop committee" idea that Collins tells about is something that many other pros could adopt profitably. The old notion that the less the club and its members knew about the shop, the better, is strictly the salami. When the club officials learn how tough it is to operate a pro shop that will please and serve the members and give the pro a chance to buy some groceries and clothes for his family, then they'll have a pretty high idea of master pro business ability.

WITH THE green-chairman's permission I selected a committee of four club members known as the golf shop committee. One acts as chairman and his duty is to clear the committee's recommendations with the Board of Governors.

We meet at regular intervals and invite the club president and green-chairman to attend. The members I selected are all successful business men. The fundamentals of their methods can be applied to any other business. Each one is in a different field and all own their own business. In addition, they are active players and hear locker-room comment and criticism of the golf shop from other members that would not come direct to me.

In other words, I invite constructive criticism—in fact, what I want to know is what is wrong with me or my business—not to hear what a fine fellow I am, etc.

Now this committee does not want to know my markup or how much I make or even what I buy. Those things are not discussed and never will be. What they want to do is to help me become a better pro by getting the players' ideas into my business.

I am convinced we can never make all our members buy by appealing to them to purchase from a sense of duty to the club pro or by complaining or by high power sales methods. The only successful solution is to give *service* and to have the merchandise so attractively arranged that they will *want* to buy.

First, we looked over the shop. We changed the arrangement of cases and the club, through the committee's influence, spent some money for paint and repairs.

Below I list some specific recommendations that I hope will be of value to some other professionals.

1. For new members—A free lesson. The membership committee ballyhoos and I follow it up as an arrangement the club has made and not as my idea. That gives me something to talk to the new members about the first time I meet them. My letter shown herewith goes out immediately upon their acceptance by the Board. I want to get them right into my shop somehow.

2. To increase club rack rentals—If the member keeps his clubs in his locker instead of the shop, have the locker man let you into it and clean up and repair a few of the clubs (free). Replace them with a note attached to the bag explaining

HOW MACGREGOR SPEEDS UP GOLF CLUB SALES

A CLUB FOR EVERY MEMBER AT THE PRICE HE WANTS TO PAY

If your Club is like most, the membership list includes free and easy spenders as well as those who watch the dimes. So, of course, you've got to handle a line of clubs priced from high to low.

That's why MACGREGORS fit so perfectly into the picture this season. With MACGREGOR Clubs you can make both the spender and the saver happy. For the line this year is *complete*—with a club for every purpose and a price for every purse. *Yet there are fewer models than ever before.*

This means you can suit everybody without tying up a lot of money in assorted brands. You turn your money over faster and make more sales with smaller stocks.



All of which means extra profits that otherwise you'd miss.

Furthermore, every member in your club respects the name "MACGREGOR." This name on any golf club often is enough to close a sale that otherwise might be lost. That's something to keep in mind

when tempted to stock a line less favorably known.

Both MACGREGOR Woods and the new, steel-shafted MACGREGOR Irons—built with the famous "Neutralizer" to eliminate sting, vibration and breakage—are illustrated in our new 1933 Catalog.

Mail the coupon today for a free copy and MACGREGOR'S simplified Plan for increasing golf club sales and profits.

THE CRAWFORD, McGREGOR & CANBY COMPANY, DAYTON, OHIO

SPECIALS FOR PROS ONLY

There are six lines of quality clubs offered exclusively to the golf pro and stamped with his own name free of charge. Facts about these money-makers sent upon request.



MACGREGOR

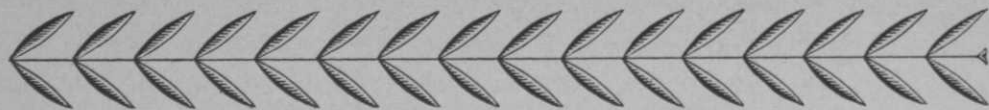
THE GREATEST NAME IN GOLF

THE CRAWFORD, McGREGOR & CANBY COMPANY,
Dept. A-32, Dayton, Ohio.

Please send me a copy of your new Catalog and details of your Plan for increasing Golf Club sales and profits in 1933.

Name.....

Address.....

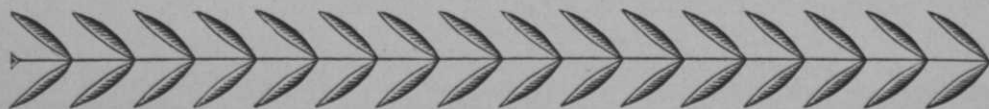


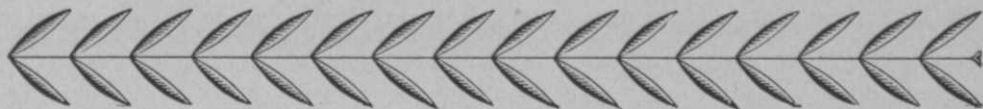
Spalding KRO-FLITE
..... the world's
toughest ball

KRO-FLITE

TOP-FLITE

Spalding TOP-FLITE
...the famous "Ball
of the Champions"





NOW 65¢ EACH!

In deference to the golfing budgets of 1933, Spalding has reduced the price of the two finest Spalding Golf Balls—the Top-Flite and the Kro-Flite. They were 75 cents. They're now 65 cents each—2 for \$1.25 . . . \$7.50 per dozen.

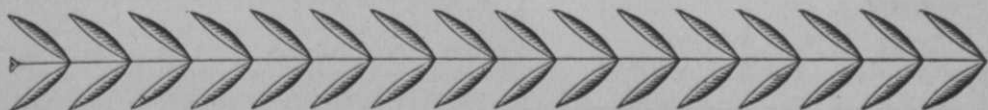
The Top-Flite remains unchallenged as the best ball in the world for championship play. And it remains the world's only ball without paint or lacquer to mar its perfection.

The Kro-Flite continues to be the sturdy friend of the Average Golfer—and of his pocketbook. It's still the toughest ball that ever laughed off a misdirected clubhead. And it doesn't ask him to pay for toughness with distance, for it's one of the longest balls made.

If there was anything needed to boom your golf ball sales this season—this reduction on the world's greatest golf balls does it. Your customers now have in Spalding balls—the *best* and the *cheapest* (in the long play). Order now for prompt delivery.

© A. G. S. & BROS.

A. G. Spalding & Bros.



this is a sample of what is done after every round, etc.

3. Go through each member's set in the racks and note what clubs he needs.

COLLINS LETTER TO NEW MEMBERS

It is my sincere hope and belief that you will find your membership in Indian Hills a constant source of pleasant relaxation, healthful exercise, and friendly associations.

Your membership entitles you to a free golf lesson, in accordance with an arrangement made by the Club with me. I shall be happy to give you this free lesson at your early convenience, and thus have the opportunity to become better acquainted with you and your golf swing.

"Robbie," our president, has asked me to do everything in my power to make it possible for Indian Hills members to enjoy the highest possible quality of golf at the lowest possible expense. In line with this general club policy, I have arranged to supply an excellent brand of golf balls at 3 for \$1.00. This is not an ordinary cut price ball, but has good carrying and rolling quality, with a tough cover that will stand a lot of wear and tear. Try these special balls of ours and if you don't like them, just turn them in and I'll give your money back—that shows what I think of them.

Whenever you are in need of any new clubs, I can supply the latest registered steel-shafted woods for \$5.00, and beautiful steel-shafted irons, of the famous Hagen quality, at \$3.75. Club cleaning, servicing and storing has been reduced to only 75c a month. Wooden tees are 10 for 5c, and other things are proportionately low.

Most members of all clubs prefer to patronize their own "pro," and I wish to reciprocate this cooperation by giving quality merchandise at the lowest possible prices. If you have any suggestions to offer at any time in other services that I can render, I shall be deeply appreciative.

My assistant, Maurice, and I wish to do everything in our power to make this your most enjoyable season of golf.

Yours to command,
AL COLLINS.

Write personal letters to this list at night. I have increased my club sales already by this method as it shows an interest in each individual's game. I used to wait until they came out but it never seemed convenient for them to buy them.

4. I am experimenting with a sticker for each bag calling attention to the work done, i. e., cleaning is dated each time, etc. I learned from my committee that 90% of the members do not realize all the work we do to earn the club service fee.

5. Advertising—I use the back page of our monthly publication called the *Indian Hills Putter*. This replaces my *Al-O-Gram* little publication of last year. The club will include a message from the pro with the statements and for the small expense I think this should be done every month of the playing season.

6. High spot an item each week. For example, a sand blaster. This can be mounted upon a standard and put in a conspicuous place.

SLOT MACHINES paying off in golf balls have had a big run on the Pacific coast this winter. Most of them are leased to the pro on a 20% guarantee basis. Machines are quarter outfits and when a player puts in four quarters without clicking for any balls, he gets a free package of tees. When the player hits the jackpot on the machine dial the sound of balls pouring out of the machine can be heard from L. A. to Denver.

The slot machines have put out a lot of balls for the pros and about cleaned out the mesh marked balls during a time when most of the players were buying dimpled balls over the counter.

VULCAN NOW SHOWING NEW 1933 LINE OF WOODS AND IRONS

Portsmouth, Ohio.—At the annual meeting of its stockholders and directors, Vulcan Corp., parent organization of Vulcan Golf Co., Portsmouth, Ohio, re-elected Colonel A. L. Mercer president, John W. Snyder vice-pres., H. S. Van Camp treas., and C. E. Dowling secy.

The company coincidentally held its annual sales conference and has returned salesmen to the road with a new line of nine wood models and six lines of iron clubs for both men and women. The company reports increased sales on bags and balls.

H. C. Brownson, former production manager of Vulcan since last season, has been appointed general manager of the company, it was announced.