

In laying, we first firmly pegged 1½-in. heavy planks along the center of the green from front to back. The first row of sod pieces were laid with their sides pressing firmly against one side of this support. We built out to the edge of the green, after which the finished half was treated with topsoil as later noted and lightly tamped and watered. Then the planks were removed and, beginning where the planks were, the other half was built out to the edge.

Great care should be taken that no workman walk on the new sod while it is being laid or after laying until it is well settled and growing. By this plan all workmen on the green and all materials always transverse only an unsodded area, walking on broad planks laid for the purpose.

It is best to stagger the pieces so there are no long junction cracks, and take particular care not to topdress heavily until the new grass has actually started to grow. Just enough topdressing at first to fill up any little cracks between the sod pieces; this is best applied by hand from a bucket, first laying a gangway of wide board where necessary to walk. While applying soil the sod pieces can be lightly tamped where required, the workman always on the board. Threaten to fire the first man to walk on the sod, and do it. It will have a salutary effect and save you much conditioning trouble.

Too heavy topdressing is very apt to smother at the joints or in slight depressions, more particularly as it is advisable to keep the green fairly moist until growth begins. This should occur in a few days with healthy sod. The fertilizer already placed well under soil will encourage root growth searching for hidden nourishment. No further fertilizing is required for the balance of the growing year for fall sodding.

As soon as plants start to grow the usual cutting, topdressing and rolling can be begun. Do not roll before this period as rolling necessitates walking on the sod which should be avoided until firm growth has started. In a week's time, if the laying has been properly done, play can commence. Naturally the surface will not be perfect. The longer it is possible to delay play and to continue conditioning the new surface, the more pleased golfers will be with it when they finally play on it. There is, however, no harm in use, once the root system has taken hold, which will be evi-

denced by marked growth of leaf system.

This narrative is simply the tale of what has been accomplished in a Pennsylvania "small town club" under the writer's supervision at surprisingly small cost and with complete success. It would seem that the same technique might have equal success elsewhere. The author will gladly give more complete detail of this or of other plans outlined in previous articles in GOLFDOM, hoping thereby to perhaps ameliorate some of the terrors of the world's most thankless job—that of the green-chairman!

MODERNISTIC SHOP

Crystal Lake at St. Louis
Has Unique Building
for the Pro

THAT tricky style of architecture used so effectively at the Century of Progress exposition at Chicago is employed in the golf field for the first time at the new pro shop of the Crystal Lake GC at St. Louis, Mo.

The shop is located at the first tee, across the road from the clubhouse. Ex-



terior is of stucco and will be a particularly attractive place when the landscaping is completed.

Interior of the shop has sheet-rock walls and ceiling. The walls are lemon-colored and the ceiling resembles aluminum. Window sashes are trimmed in black and red. The lighting fixture in the center of the shop is strikingly modernistic. The door is painted with aluminum paint.

In the rear of the shop are living quarters for the pro.

KEEP a daily diary of each green's treatment. It eliminates guesswork when you want to know when and why a green was treated and how much material was used. Be sure to make entries indicating how the green responded to the treatments.

Policing the Fairways Is a Needed Habit

By EDITH ESTABROOKS

I WANT TO register a plea that golfers do their part to help maintain a well kept course. It is certainly to their interest to do so—after all, the place is operated entirely for their use and caters exclusively to their ever growing clan.

It is astounding to "police" 18 holes, with eyes trained to detect trouble, and note the array of miscellaneous junk which has all too evidently been casually thrown around by enthusiastic golfers. Most of them appreciate good turf, are genuinely proud of the course, if it is a good one, and would be the first to discourage or punish vandalism—and the last to realize what a mass of work they cause when they blithely and thoughtlessly strew paper around the fairways.

The tees and their neighborhood come in for the biggest litter, even though buckets for waste material hang there. Tee boxes, gum wrappers, candy papers, score cards torn into tiny squares (why?), cigarette packages, cigar bands, half-burnt cigars and cigarettes, tinfoil, golf ball boxes and wrappers, paper grips from new clubs, empty envelopes, burnt matches or their empty containers—all these add quaint charm and rare beauty to fairways and greens! And from my experience as a golfer, no explosion shot from a trap was ever improved by having a niblick strike a tobacco can, carefully imbedded in the sand! Thank heaven women have not gone in for tobacco in cans! Our troubles are halved in that direction!

Any attempt at "just nine holes" is disastrously liable to degenerate into "clean-up day," with pockets of jacket and golf bag stuffed with what-nots! It is difficult enough for me to keep my mind on the "dos and don'ts" of golf form, without the added distraction of seeing a caddie stroll nonchalantly past a piece of turf just screaming to be replaced! The eye that should be kept on the ball or "on a spot just back of it" (authorities differ!) tries to fix that offending youngster with a basilisk stare; the caddie and player go

firmly on—my ball does not! And no putt of mine ever rolled true, when my blood pressure was being sent sky high at sight of someone throwing a bag of clubs on the green or digging the end of the flag pole into it!

Fairways Are Neglected

It is a fact, however, that almost every player is careful of the greens, if he knows anything at all about the game and realizes their value to us—and to his score, if they are kept velvet smooth! (Fourth of July balloons are not so considerate! One of those menaces dropped on our pet green and there burned up!)

But the poor fairways! There is where the skullduggery takes place, regardless of "Please Replace Turf" signs and generous waste receptacles. No exclusive, expensive club and certainly no well-patronized public course could ever employ enough men to trail players over 18 holes, carpet-sweeping the fairways!

Surely heaven and the celestial course will have greens that need no care or worry, terraces that cannot "wash," traps that never show a footprint, fertile fairways unmolested by moles and gophers, fences that baffle every determined cow or inquisitive horse, no balloons, plenty of lynx-eyed caddies—and players to whom the sight of a scrap of paper on fairway or green is as a clarion call to glorious duty!

BOB JONES in his movie series on "How to Break 90," puts in a strong plug for pro golf instruction. In one of the films Bob answers a fellow who complains pros all tell him different ways to play the game by saying:

"Golf instruction under the direction of the PGA has become so standardized that all the recognized professionals now teach it the same—so far as the fundamentals are concerned. But be careful in picking a professional that you select an instructor who knows his business."

PICKED UP IN THE ROUGH

By HERB GRAFFIS

LIVEST new thing in golf merchandising is the whippy steel shaft. Just how far and how long these shafts will go depends a lot on the advertising help given the pros to take these shafts out from under suspicion as a "nut" idea.

Pros are very much inclined to welcome these new shafts warmly as they are causing a lot of decrepit golf clubs to be replaced, especially those of old men who have used the same old bats for years and firmly resisted any innovations.

The whippy shafts, with the slow, stiff swings of the oldsters, give enough youthful distance to have the patriarchs quit the game at the ninth hole, call up some chorus jane and ask her if she wants to step out with a snappy young guy.

* * *

TO MANY women golfers the whippy shaft seems to supply just what is needed in the irons as well as in the woods. You also can add to that market a rather large number of young and middle aged fellows, either the real slow swingers or the fast swingers. The fast swingers are slowed down to a safe and sane speed by the consciousness that if the backswing is too speedy with a very flexible shaft, the shot not only will be ruined but the clubhead on the backswing will beat the player's sunny south black and blue.

* * *

PROS already are doing very well with whippy shaft sales. The demonstration does the work and the pro is the gent who can give the demonstration. If he doesn't do it, he has no license to belly-ache about his business being putrid.

Dave Patullo, earnest young pro business man at the Wilmette (Ill.) G. C., sizes up the whippy shaft golf situation about this way:

"If the manufacturers don't let this thing die down to strictly a word-of-mouth sales proposition, the whippy shaft certainly is going to help the pros give a big push to golf club sales and get back into complete command of the golf market.

"There are certain players who need stiff shafts, some semi-flex and others quite flexible. A pro who knows his stuff has to watch them swing and play and

then make recommendations. A store can't do that.

"Wonder if the pros with these whippy shafts again will make a big market and then have the stores make a holler for the position as teachers' pets with the manufacturers?"

"Anyway I'm demonstrating and selling plenty of them and know that the whippy shafts have put new life into my club business.

"I expect the club sales to keep up well into September this year on account of the whippy shafted clubs. At my own club the members are allowed to pay cash and it has helped sales plenty. People are afraid to charge now but are not scared of paying cash."

* * *

DAVE'S prophecy that club sales will keep up until late this year should remind some of the boys how they woke up too late last season on the amount of ball business they could do in September and October.

The boys who let their stocks run down and didn't make attractive ball displays were encouraging their members to patronize the ball washer instead of buying balls. Many a fellow actually ran out of balls on several Sunday mornings last September and October and saw from 100 to 200 people play when his stocks were flat.

There is such a thing as being too afraid about this overstocking business. Most of the smart fellows have close inventory control and are able to take advantage of the glorious golf weather of the fall.

* * *

ANY pro or club official who is still slumbering to the fact that September and early October are two of the most pleasant golf months of the year deserves the criticism of his club members.

* * *

PLENTY of letters have come to GOLF-DOM cheering about the action of the Pacific Coast section of the PGA in uniting with the leading manufacturers to eliminate the "buy it wholesale" and free ball deals.

Pros in one state where there should be



“Spalding made me more than just a pro”

by *Olin Dutra*

Professional, Brentwood (Calif.) C.C. P.G.A. Champion, 1932

Member 1933 Ryder Cup Team

“WHEN I got my first job I was somewhat better qualified to handle it than most young fellows who have just played a lot of golf and spent considerable time around pro shops. I had worked in a sporting goods store and knew something about selling and the way a store should be run to best serve its customers.

“But after I started in ‘on my own’ as a pro I was like most young pros—and a lot of the older ones: I was in over my head.

“It wasn’t long before I found out that it was actually *costing me money* to be a pro!

“I’d buy here and there. I’d run up bills... and worry. Frankly, I was ruining my chances to get ahead in my profession. I was finding out painfully that being a pro means also being a good business man.

“One day when I was getting pretty near to the end of my rope I went down and had a long talk with my Spalding man.

“He said to me: ‘You’ve got to run your shop as a *business* or you’ll never be able to get squared up.’ So I buckled down and became more thorough and helpful with my

selling. The money I took in promptly went to pay off my bills. I concentrated on the fastest selling, best known line of golf equipment, which of course, was then—and is now—Spalding’s.

“Before I knew it I was out of debt, making money, and doing a better job of taking care of my members. I date my progress and happiness as a ‘pro business man’ from the time I adopted a new policy based on my talk with the Spalding representative.

“The most profitable advice I can give any young professional who wants to be a success is this: go to the manager of the Spalding professional department in your territory. Talk over the business problems of golf. I’d do this, too, before the season is a week older.”

Olin Dutra.

● The professional golf business is a ticklish business to run profitably. Spalding representatives everywhere are happy and anxious at all times to give the professional the benefit of years of business experience in golf.

A.G. Spalding & Bros.

a good, legitimate profit on ball retailing say the business is practically ruined by the vast amount of balls secured through institutional connections. In some cases the employees of big companies and their friends brag they can buy good balls for the same price the pros and stores pay.

* * *

THE pros and the stores have a common cause in fighting this illegitimate competition. When that "buy it wholesale" racket is utterly eliminated things will be a whole lot better for the sales of the leading manufacturers. The racket has to be eliminated all at once, though, or no one manufacturer can be blamed by the pros for getting in on this racketeering volume.

* * *

LETTERS received by GOLFDOM ask why the PGA doesn't go after this "buy it wholesale" evil nationally.

Inquiring pros point out that it was the stay-at-home pros who sold the discontinued PGA brands of balls to finance the Ryder Cup team's trip, after which four of the Ryder Cup team hung out the "Do Not Disturb" sign when they were asked to compete for the PGA title.

Then there was much to-do involving the PGA, the missing stars and the Milwaukee men who guaranteed the nine grand for the tournament. But of the rank and file of the PGA and their far more serious troubles with the "buy it wholesale" misery, there has been no word.

As Lincoln might have said, had he been a pro: "God must love the ordinary pros; He lets them live—somehow."

* * *

THIS PGA tournament muddle has been "just one of those things."

Sitting in our cosy little padded cell, we will give you the box-score on this mess in such a plain fashion you'll wonder what ingenuity could have been employed to bawl up things so generally.

In the first place some of the lads yelled because the date was set so late. Well, maybe it could have been set earlier and almighty Allah knows the big shots have been moaning for an early date long enough. They wanted the PGA championship earlier in the season so the champion could cash in on his title.

But, with the American and British Open and Ryder Cup dates switched around, and the impossibility of changing

the Canadian Open and Western dates, the Milwaukee date couldn't be swung later into the uncertain weather of a Wisconsin September or a Labor Day date when many of the possible customers would be out of town.

Another thing is that in these days \$8,000 has something to say. Any of the gents who doubt that are at liberty to go out and get someone to put up \$8,000 for a PGA championship.

* * *

IT WAS unfortunate that the date was set at a time which didn't allow sufficient notice to change exhibition schedules.

The exhibition business needs all the help it can get, for none of the boys in that end of the game is having to worry about income surtaxes. You can't hold it against a guy when he wants to make a living.

* * *

HOWEVER, those on the other end of the argument say, "If exhibitions are more important to you than championships, why not eliminate the championships?"

It puts the exhibition golfers in an awkward and illogical position, to which in some cases the charge of ingratitude might be added because of the Ryder Cup expense money.

* * *

WHAT further complicated the situation is the advertising of the Milwaukee event which had the line about seeing the stars in action. Someone obviously forgot the qualifying round feature of the PGA championship, so Armour was mentioned and Tommy, like Sarazen last year, failed to qualify. Hagen won't show up, being in England, and for a time it looked like Sarazen wouldn't be in the batting order.

* * *

AUTOMATICALLY qualifying the Ryder Cup team and adding 10 places to those playing during the medal play qualifying rounds at Milwaukee solved some of the problem of getting gallery attraction, but the PGA championship always has to contend with the match play rounds knocking out the big names before Saturday and Sunday—the big gate days.

* * *

THE Armour-Sarazen newspaper debate gave the Milwaukee championship



Group instruction pays. Here is Jack Malley, pro at the Pasadena (Calif.) Municipal course, holding a free class for boys.

plenty of publicity. Tommy's jesting attitude hit popular fancy. The days of the athletic stars taking themselves too seriously in print seem to be over. With the necessity of qualifying eliminated and a chance to squeeze in some desirable exhibition dates, Gene made up his mind to show at Milwaukee.

Craig Wood probably will have to stay at his club and Shute and Hagen will be in England.

What undoubtedly influenced Sarazen as much as anything else was his consideration of the fairness to other members of the PGA involved in the issue. The Roving Roman is a tough, outspoken boy and could stand some more sweetness and sunshine in his public addresses, but of his fairness and squareness there never could be the slightest criticism.

Armour, whose repartee with Sarazen on the sport pages entertained and instructed the readers, maintains they don't make them any fairer than Gene, despite their difference of opinion on this PGA championship matter.

ONE criticism of the PGA championship is brought out by Ernest Heitkamp, golf writer for the *Chicago American*. He says the event is an anti-climax to the National Open, especially when the Open is won by an amateur.

Heit's suggestion that the PGA put its championship before the National Open is not a bad one. It might help to build up the PGA event. It certainly would help the PGA to collect its dues earlier.

Pros to compete in the PGA qualifying rounds must have their association dues paid up before the entries close. There is nothing that brings a rush of dues money to the pro headquarters like this rule.

Heitkamp believes that unless a star pro can win the National Open every few years he is out of luck with his exhibition match drawing power. The opinion seems to be partially confirmed by the decided slump in pro exhibition golf ever since Jones became the Number One Guy of Golf.

He adds that some of the present crop

of star players may have to make some sacrifices to build up this PGA championship or be held accountable for making the slump in exhibition and sectional Open tournaments permanent.

* * *

ONE of Heitkamp's suggestions is that the winner of the PGA title, should the pro championship be played before the National Open, refuse to play in the National Open, but play the winner of the Open in a special match.

Maybe the winner of the PGA title would use the plea of exhibition dates in playing hooky from the National Open. Yeah?

* * *

ALL of the Milwaukee ring-around-a-rosie points again to the PGA promotion of tournaments being a delicate, long-time job for an expert.

The most successful PGA championship ever run was that at Providence. It was carefully and ably planned well in advance. The winter tournament season repeatedly has proved that its promotion work must be well in advance. The reminder that you can't guarantee to the Open a field including a majority of the recognized stars was made plain enough by the Milwaukee jam. That is bound to chill some of the prospective winter tournament promoters. But inability to assure entry of the headliners is something for which the headliners can't be condemned. Their play is a gamble, for very rarely are they given any guarantees.

* * *

MAYBE because the latest Los Angeles and St. Paul Opens had highly successful financial showing despite the absence of many of the stars means, as Armour's newspaper statement inferred, that the present ranking stars are stepping into the twilight so far as their necessity for tournament gate success is concerned.

If such is the case, these stars are going to pay more attention to cultivating their publics.

That will relieve the PGA tournament bureau of one of its problems.

* * *

TO HANDLE the tournament promotion job should be a simple matter—for a guy who combines the hold on confidence exhibited by Franklin Roosevelt, the strong arm of Mussolini, the blatant ballyhoo of Huey Long, the patience of the Japanese ambassador, the money-raising abilities of

Sam Insull and Al Capone, the tact of a head-waiter working on a rich playboy and the talent of Clyde Beatty, the wild animal trainer.

Add to that the foresight of a seventh sister of a seventh sister of a Hindoo holy man, and you have the gent who has a 50-50 chance of keeping the tournament players, the promoters, the PGA and the galleries happy.

* * *

STILL another reference to that Chicago *Tribune*-Chicago Daily Fee Golf association tie-up that resulted in more than 17,000 pupils taking a series of 7 free golf lessons at the daily fee courses—

The *Tribune* also originated the baseball Game of Century in which all star teams of the American and National leagues played. Readers of 55 newspapers voted in selecting the players. There were 500,000 votes cast by all these readers. Now, if 55 newspapers could be prevailed on to conduct some golf promotion like those free lessons, what a tremendous boost would be given the game that already has more players than any other American sport.

This alliance with newspapers in golf promotion is something that PGA sections as well as fee and private clubs should get started early next year.

* * *

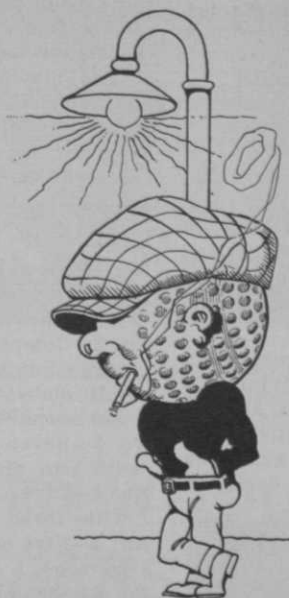
YOU think very well of pro business ability when you reflect on the performance of the pros who are in charge of daily fee courses.

These pros are really golf business men. Observe their operations in the perilous job of making a go of a fee course; you will see that they rate right high as executives and as workers.

One of the best business-like jobs done by a pro this year was that done by Tom Walsh of Westgate Valley acting as chairman of the arrangements committee for the Chicago Daily Fee Golf Association-*Tribune* free golf school.

It was expected that this free golf school with more than 17,000 pupils taking 7 lessons on 27 different courses would result in a wild tangle, but it went off without a hitch.

If you want to see how ably a competent pro handles a job and get some ideas on running a free golf school in association with a newspaper in your territory, Tom Walsh's outline prepared for the guidance of the Chicago fee course pros will be invaluable to you.



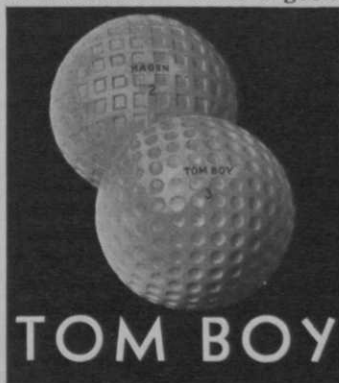
The *NEW* tough guy in the Hagen family

MOST respectable people speak in hushed voices about the "tough" members of their family. With us it's just the opposite. We want everyone to know about the new "tough guy" in the Hagen family—the Hagen Tom Boy golf ball. There are plenty of golfers playing the game today who consider durability the prime requisite in a ball. The Hagen Tom Boy is made for them. There are thousands of players who realize that they always hit a few murderous shots. The Tom Boy is their answer. With all its toughness, the Tom Boy, made with the Congealed Liquid Center, is an extremely long

ball and, consistent with Hagen standards, is deadly accurate. The price is to be the same as its running mate, the present "Walter Hagen" ball—65c each, 2 for \$1.25. By the time you read this we'll have a stock of these new balls ready to ship. Be sure to order a few dozen right away.

The rest of the Hagen family is as anxious as ever to help you make a good profit. Remember

Tom Boy woods and irons and the complete price range of clubs from \$2 up. And don't fail to pep up your sales right now with the new Hagen "Flexo" woods and irons. The L. A. Young Golf Co., Detroit.



Hagen **TOM BOY** *Golf Balls*

LONG ACCURATE AND TOUGH.

NO DEPRESSION

Austie Claeysens, at Glen
Flora 17 Years, Planned
a Boom Year

AUSTIE CLAEYSSENS, pro at the Glen Flora CC., Waukegan, Ill., is having the best lesson year of his career. In number of lessons and net profit, as well as in results to his members, Claeysens has established new highs.

Movie lessons at moderate prices, group lessons to children and free playing lessons to three women once a week are the highlights of the campaign Austie made for more business. He has been with Glen Flora 17 years and instead of deciding,



Austie Claeysens

as some of the lads do, that the job is liable to get worked out, Austie keeps thinking up new ideas for member service each year.

Here's a letter he sent out at the start of the season:

"We have procured the very latest innovation to help you improve your game. Complete movie equipment which includes a special seven-speed camera. The slow motion feature of this machine permits you to analyze your entire swing and allows the picture to be stopped at any point in the stroke.

"It entirely eliminates any misunderstanding or confusion between the pupil and teacher. You see yourself as others see you. It affords an opportunity to talk over your faults with your teacher while looking over these action pictures of your-

self. Your progress may be carefully and closely followed through the medium of these slow motion pictures.

"The low handicap player (when playing well) has an opportunity to put his swing on file for future reference, and when the inevitable slump comes, a careful study of your form should quickly put you back on your game.

PRICES OF PICTURES AND LESSONS

No. 1—Five pictures—three normal and two slow including one private showing	\$ 4.50
No. 2—Complete one hundred foot film, enough for about fifteen shots (all clubs), one private showing and ownership of film.....	10.00
No. 3—Seven one-half hour lessons with one picture.....	10.00
No. 4—Five one-half hour lessons with three pictures.....	10.00
No. 5—Five one-half hour lessons, no pictures	7.00
No. 6—Straight time lessons, per hour	3.00

YOUR PRO'S NEW DEAL

"Glen Flora members who have children between the ages of ten and seventeen years are cordially invited to have them attend a free instruction class one-half day every week during the 1933 season—each Friday morning between 9 and 12 beginning June 9th. Kindly see that your children register the first morning.

"Ladies and gentlemen, preferably high handicap players, Wednesday and Saturday afternoons are for you. I will play 18 holes with any three, making a foursome. This will be by appointment only.

"And to the members, permit me to call the following to your attention: My living depends on your patronage. Years of experience in selecting and fitting golf equipment will give you the most for your dollar. You will find many varieties of merchandise in the showroom with prices to fit your pocketbook. Club cleaning, storage and all minor repairs at the greatly reduced price of \$5.00 for the season. Seventeen years with Glen Flora is something of which to be proud, and I am proud of Glen Flora.

"Patronize your pro—use his merchandise.

"Thank you,

AUSTIE."

"P. S.—The movie equipment is for your benefit. For your own information check up on the number of teachers who have gone to this expense to help their pupils."