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Iron
Equipped with
Gold Label
Shaft
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Does one type of bat suit every baseball player?—or one type of racquet suit every tennis player's particular technique? No! Nor can one type of golf club alone embody all of the fine distinctions of weight, whip, and balance that different golfers demand in varying degrees. That is why the line of Bristol Woods and Irons offer every golfer—regardless of his individualized style of play—a choice of FOUR distinctly different types of steel shafts. Among them you will find some one type with the "sweet feel" and sensitive responsiveness that accurately matches your individual playing style—one that will permit you to get the very best out of your game.

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All Bristol Steel Shafts, regardless of the style or price of the complete club, are made of high carbon spring steel. Examine them, get the final feel of them. Learn, at first hand, the striking superiority of truly individualized Golf Clubs! The price range is broad enough to please every purse.



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Wood for Ladies
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Write today for your copy of the new Bristol catalog, that will give you the full story and description of Individualized Golf Clubs. Write to The Horton Manufacturing Company, 825 Horton Street, Bristol, Connecticut.

"Bristol"
INDIVIDUALIZED GOLF CLUBS

it must be remembered that the success of teaching depends a great deal on the professional's personality and his ability to impart his knowledge so that the pupil will grasp it readily. A professional may have a thorough knowledge of the fundamental principles of teaching but, due to no fault of his own, he may not have the personality or ability to impart such knowledge. This is something which is hard to overcome but is true in very few instances. However, a standardized method of teaching should greatly assist such professionals as the correct manner of presentation will be outlined in the compilation of the method.

Summed up, my thoughts are as follows: That the formulating of a standardized teaching method, based on sound, logical, proven principles and worked out by a group such as I have proposed, will do more to raise the professional's value to his club and in the eyes of the public than anything yet attempted. Our profession should rate just as high a place as any other profession, but we can only attain such position and demand the respect which our profession merits by making sure that every member is a golf professional in every sense of the word, with thorough knowledge of every phase of the game and with the ability to impart such knowledge to his "golf patients" in a sound and efficient manner.

After all, it is our business to stimulate interest in the game of golf and the first step is to create a feeling of confidence among those desiring to learn to play the game correctly, by assuring them that they will receive the proper instruction from a professional who is a PGA member. We should also impress upon the public that in addition to the recreation and good fellowship involved in the game, golf is a great aid to body-building and good health.

The golf professional should and will be recognized as the creator of new golfers if he keeps the above thoughts in mind and supports this movement.

Club House Organ Boosts Pro Who Builds Club

FAIRWAY FANCIES, the club magazine of the Wood Hill G. C., Kansas City, Mo., is a breezy, interesting four-page affair that has a lot of personal items, general club news and build-up of club spirit.

The house organ gives the club's able

pro, Wolf Rimann, a helping hand. One reason why Wolf is in so strong with his members is because he is active in getting members and building up the club. The following item, clipped from *Fairway Fancies*, shows how this mutual welfare operation is working:

S. O. S.

It is just a bloody shame that it takes money to operate a golf club. Something should be done about it even if it is necessary to amend the economic laws. The darn thing always intrudes and takes the joy out of life. But the fact remains that until something is done we must cope with the problem of getting enough income to match the outgo. Good results have been accomplished in the membership drive during the last month but we still need more members and, to state it specifically, we need the help of each and every member of the club. This is your club and we appeal to you to help put it on a sound financial basis by building up the membership. If you have not done so already talk to your non-member golfing friends, bring them out to play the course and introduce them to Professional Rimann who will be glad to point out to them the many advantages of joining Wood Hill.

G. B. LEWIS CO. WINS BALL WASHER DECISION

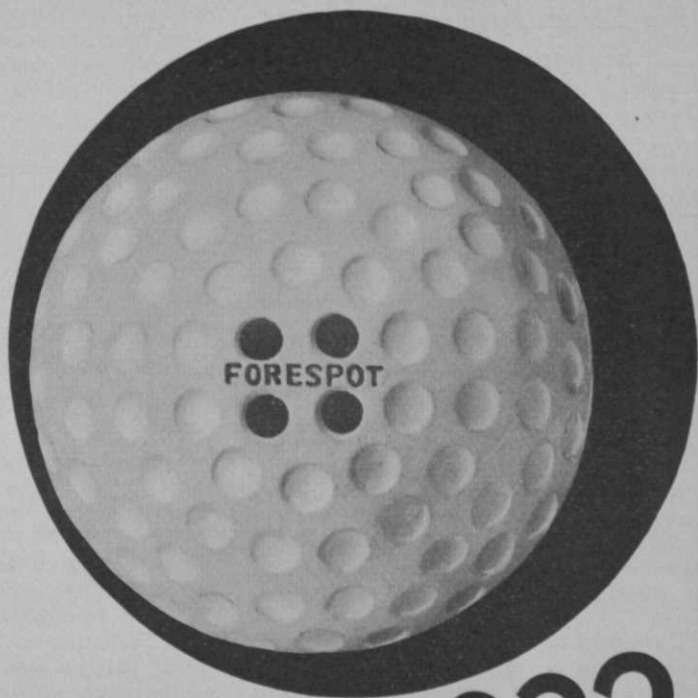
Watertown, Wis.—G. B. Lewis Company, golf ball washer manufacturers, recently won an important decision in the U. S. District Court of Southern California, whereby it was found that the defendants, Messrs. Henry H. Fehrenschild and Ray A. Minkler, had infringed on a claim of the Mollart patent the Lewis company controls. This claim refers to the wooden paddle, with oval beveled slot, having a thickness less than the diameter of the ball.

Decision will give Lewis dealers protection against price cutting, imitation of product, etc.

HANDI-PACK IS LATEST GOLF TEE PACKAGE

Madison, Wis.—The latest packaging idea for golf tees is now being introduced to players and pros by the Handi-Pack Co., 14 S. Roby Road. Device consists of a small cardboard disk into the margin of which nine wooden tees have been cleverly inserted. The whole pack is small enough to fit easily in shirt or trouser pocket and is said to eliminate fumbling for loose tees. A short piece of string and a brass fastener permits women to carry the disk suspended from the golf bag. Retail price is 2 packs for 15 cents.

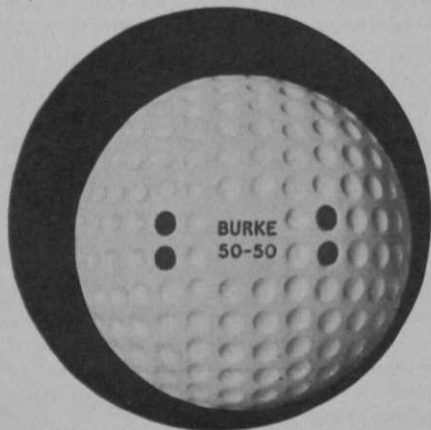
Is
this
THE
ball



Sensation of 1933?

Each year one ball "goes big." So far, the Burke Forespot seems to have captured the golfers' fancy. Maybe it's the Forespot's unusual looks—its larger recess marking. Maybe it's the snappy "click" off the blade, or the extra distance. Men, here's a ball with CHARACTER—it stands out and it SELLS!* Want to know more? Write The Burke Golf Co., Newark, Ohio.

*65c, two for \$1.25.



BURKE

Forespots

For seven years, the Burke 50-50 has ruled the roost among inexpensive balls. This year it's better than ever, and at 3 for \$1. It has a regular following.

Pro Co-op. Buying Is Unsound Says Texas Professional

GEORGE AULBACH, pro at the Dallas (Tex.) C. C., and one of the country's successful and hustling pro business men, expresses his carefully considered opinion on the fallacies of pro group buying arrangements:

"I believe co-operative buying on a national scope is economically unsound because the very basis of the idea is to eliminate a legitimate profit to someone who gives valuable service. Profit is the foundation of progressive industry. Some pros overlook the fact that profit to the manufacturers is just as essential as it is to themselves. When the manufacturer makes a fair legitimate profit he offers more assistance to the pro in selling and thereby increases his sales. Everyone who renders service needs profit. I suggest the pros cut out bargain hunting and help put American industry back on a profitable basis.

"I know of no commodity that was ever marketed on a national cooperative plan that was worked to a successful conclusion to the complete satisfaction of all concerned. The only success that American history can point to in cooperative buying has been on a very small scale. Therefore, I believe two or three pros may work out a group buying plan and be fairly successful. But as soon as such buying becomes large enough to seriously affect the production of large manufacturers of standard merchandise, then war will be declared. It would be a battle of manufacturers against pros and cooperative organizations. There would be a grand unloading, a market full of gyp merchandise and cut prices with no standard basis for legitimate profit. I have always scoffed at the idea of national PGA cooperative buying.

"My advice to the pros is to forget the cooperative buying idea in a big way and concentrate on what they can do to assist the manufacturers to produce better merchandise, give better service and improve pro credit relations. I believe if the boys attempt to do anything that would upset the present scheme of merchandising through the pro by the manufacturers, it would have a disastrous effect. For years we have been plugging to sell the idea to the manufacturers that the pro was the only logical outlet for their merchandise. And now they seem fairly convinced that

the pro is their best merchant after all. Now they are working with the pros better than ever before and any move to change this set-up of doing business seems to me like a lack of sound judgment.

"Right now the pros are sitting on top of the golf industry with the power and strength they have never had before. I suggest that the pros sit tight and when the depression smoke clears away they will be regarded as bigger and better business men."

Punk Asks for a Job and Tells the Truth

ONE OF THE well known Minnesota professionals suggests that if applications for pro jobs were made under affidavit, the pro unemployment problem would be solved by clubs hiring only pros who are pros, instead of being influenced solely by the applicant's willingness to work for no money—or less.

He submits a "job wanted advertisement" that he says would exactly fit some of the gang who are making it hard for pros who really are first class men. He sends this ad for Chase Emaway, who is willing to go anywhere as pro-greenkeeper:

I am 38 years of age; feel like 60.

As a player I can break 100 anytime.

As a teacher will guarantee to twist my pupils into a knot in two lessons.

Can charge 3 prices for merchandise easier than any pro in the country.

Clubmaking has always been natural with me. I can turn a No. 5 iron into a No. 1 in ONE sock.

I don't know if credit rating amounts to very much but will say, with an air of proudness, that I have not paid a bill since the days of the Haskell Bramble.

I might as well mention references too—I believe I can get a good reference from the best bums and heels in this vicinity.

I might touch upon the greenkeeping end. Burning greens with sulphate is one of my pet hobbies. I recently established a record for myself in burning a green completely in 4 hours.

In closing my plea for a position, I will absolutely guarantee that I can make it just as miserable for the members of the club as any human being can. I will chase them away from the club just as regularly as the membership committee can sign them up.



Grant Park's Municipal Links at Milwaukee; a municipal establishment efficiently run and popular.

Charges Cities Unfair As Fee Golf Competitors

IS PATERNALISM in government going too far when the municipalities engage in competition with owners of fee courses and take an "edge" by subsidies out of taxes paid in part by the fee course owner to his municipal competitor?

The question is brought up by Max Ludwig, Pennsylvania fee course owner, who charges that waste of public funds is covered by bookkeeping sleight of hand and that heavy play is attracted by unwarranted reductions in rates made at the expense of the fee course business conducted as a tax-paying private enterprise. Ludwig's challenge for a show-down undoubtedly will bring out some lively debate, since the golf course as a municipal recreation feature is firmly established. According to GOLFDOM's investigation, the majority of municipal golf courses are operated on a basis that shows a profit due to heavy play and a rather general divorce from the chiseling management frequently connected with any phase of politics.

The golfer, being an exacting creature, usually exercises enough supervision and complaint to keep public course operation free from the nefarious activities customarily discovered in anything where politics dips in a hand, but whether or not the player will judge the public course guilty of unfair competition we leave up to you.

Mr. Ludwig's statement follows:

"Waste in government today is discussed on every street corner, where it seems almost anyone has time for the discussion of almost anything. The seriousness of excessive spending and often waste of public funds, and its attendant reaction upon the people in these troubled times is attested by the efforts of our leading economists and well organized public groups to forestall any further waste of tax money. The press, always quick to sense the feeling on current subjects, has "spotted" all such news, and Page One is hardly complete these days unless the public is appropriately horrified with some new exposé of higher assessments, increased millage, operating inefficiency, and some times even waste and graft of the taxpayers' hard-earned cash.

Government and Golf

"Government, necessarily static and bound with countless miles of red tape, is always the last to economize and retrench in a period of depression and consequently in such unpleasant periods as the present we are interested to know where all this money goes. Tax authorities amaze us with the facts. Especially do they amaze us when they show the trend of government to engage and indulge in what heretofore has been the sole realm of private business enterprise. This trend is of par-

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present-day golfer

HANDI-PACK GOLF TEES

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Manufactured by

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Each of our five styles at new lows with
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5,000 quantities.

Samples on request to all clubs

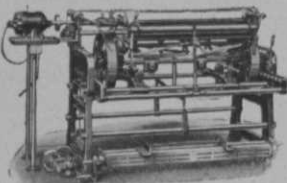
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Grinds all makes of
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inches wide, as well
as putting green and
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wheels or reel knives. Equipped with Reconditioner for
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ticular importance to the golf industry, and something, heretofore a far cry to the greenkeeper suddenly hits home. For the golf industry discover local governments constructing golf courses, maintaining them at a loss, and nonchalantly extracting the difference out of the hides of the genial but long suffering taxpayer. Particularly has this problem confronted the owner or manager of 'fee courses' in the 'provinces' away from the thickly populated metropolitan areas. With the rising popularity of golf several years ago many such cities built and now maintain fine courses for their people. In a great many cases these courses were built at the organized insistence of golfers who had not the facilities to enjoy fully this newly found sport at prices they could afford to pay. Needless to say, all this support has had an important influence on golf, generally speaking, and more specifically in the health building and recreational advantages it provided for thousands of people who a few years ago, thought a driver was the boss, and a mashie had something to do with potatoes.

"This entrance of government into golf was a fine thing for the golfer, especially if he wasn't a taxpayer of consequence, but it was a bitter pill for the public golf course owner. How does he fit into this picture? And particularly, how does he fit into the picture, if the city-owned course operates at a deficit and he then contributes a share of his tax money to foster golf at less than cost and at the expense of his own business? Unfortunately for him, lower prices means more votes to his competitor, and he is interested in profits, not votes.

"Competing against this obstacle means nothing but red ink and probably insolvency. And to further aggravate the situation, he doesn't even get credit for his passive and genial resignation to the wolf at his own door."

LYMAN CARRIER NOW OFFERS SEASIDE BENT SEED

Granger, Ind.—Lyman Carrier is introducing a new seed known as Carrier's Seaside Bent Seed; it is *Agrostis palustris*, *H. Maritima*; Coos County strain. Tests rate this seed at 95 per cent purity and 90 per cent germination.

Carrier tells why he is introducing this new brand at this time: "I have felt for some time that a high quality, reasonably priced product, backed by our concern, would reach the hearts and pocketbooks."

Coast Club's Greenkeeping School Aids Workers to Master Jobs

By GEORGE H. OTTEN

Green-Committee, Alderwood C. C., Portland, Ore.

LIKE ALL CLUBS, Alderwood has to face drastic curtailment in operation costs. How to meet this without sacrificing playing conditions was the immediate problem. The board of directors passed this job over to the green committee, whose personnel and qualifications are as follows: J. F. Clarkson, the chairman of the committee possesses a lifelong experience of railroad and highway construction, together with a faculty of making men do their work willingly. The second member, A. H. Craig, manager of the Alderwood, is intensely interested in turf, in fact has made it a hobby and thus has a complete understanding of the greenkeeper's worries. As manager his duties at the club virtually kept a green-committee member on the course at all times. The third member is the writer; as the landscape architect who supervised the construction of the course I therefore possess first hand knowledge of the soil conditions.

To meet these new economic restrictions, to better coordinate the working force and to educate each individual worker to his task and thereby relieve the greenkeeper from a host of inspection details, a school for green-workers was decided upon.

Lectures Timed to Tasks Ahead

We decided to institute a course of lectures in golf maintenance, these lectures to follow closely the work immediately required on the course. The subject matter for the lectures was therefore of current interest to the men and at once enlisted their enthusiastic attention. Because of this support from the men the plan was easily launched, with the result that the golf course has actually improved, and because of it the green-committee has been able to meet successfully still further budget restrictions. There is no secret whatsoever to the scheme; it is open to every sorely distressed green-committee

Here's something plenty new under the sun. Out in Portland, Oregon, the green-committee of Alderwood C. C. actively sponsors lectures on maintenance subjects of current interest to the men of the greens crew. The plan has resulted in arousing the men to take pride in performing their tasks in the right way. And even more important, it has increased efficiency and thus is lowering Alderwood's greens budget needs.

and entails no cost except the personal efforts of the committee members.

Classes are conducted every two weeks, beginning in early spring and ending in late fall. The subject matter varies with the work to be performed during the following two weeks. Text-books are the U. S. G. A. Green Section *Bulletins*. Articles in *GOLFDOM* or suggestions in its advertising columns furnishes the subject-matter for the open-forum discussion following the lecture.

The lesson ends with the question-box. Each man has had two weeks to find something he would like to have explained and the green-committee hopes, of course, to be able to answer satisfactorily. If it is unable to do so, the question is laid on the table until the next meeting and you can rest assured that the answer has been found long before the next meeting.

It is impossible for a greenkeeper to be everywhere at the same time. The crew is necessarily scattered over a 140 acres of territory; to watch each man at his individual task is impossible. But since each worker understands his task, is interested in seeing that his particular duties are properly performed, the reason for the success of the school is apparent. The committee knows the allotted task of the man or group of men who performed this task and any failure in the mainte-

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- Stops small but irritating profit leaks

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nance schedule is immediately checked before serious trouble arises. The worker speedily becomes an individual and encouragement for a task well performed plays the ever important part of keeping the men enthusiastic about their work.

Early in the spring top-dressing is thoroughly discussed and becomes an item of interest. This goes a long way towards removing the drudgery usually associated with this aromatic but wholly unromantic detail.

The compost heaps are matters for scientific discussion, for the nature of their composition determines the basis of the balance of the fertilizing problem. To the layman this means nothing, but since the perfection of the course a few years hence depends largely on how this compost is constructed today it can be readily understood why several lectures are devoted to this topic annually.

Modern Equipment Discussed

The art of maintenance is making rapid strides forward and not the least of these is the improvements made in golf course maintenance machinery. Because of its importance several talks are devoted to the new and improved equipment as advertised in GOLFDOM. The course mechanic now has his day in court and he explains his needs and his desires. If the budget will permit, acquisition of new equipment is decided upon. The wisdom of the decision therefore becomes a matter of personal pride and is our insurance against neglect or careless adjustments. Where machinery is desired beyond the budget limit, ways and means are discussed as to how old equipment can be repaired or reconstructed to increase efficiency. All of this is typical subject matter for the school and explains why attendance is 100 per cent.

Reseeding, resodding, repairs of all kinds are also lecture materials. Irrigation experts have been called in and thus this work has been lifted from the depths of mystery to something understandable. It is no longer just a case of letting the sprinklers run, for the dangers of over-irrigation are fully explained. The method of finding out what sections of the green require more water is pointed out, and the quantity needed under certain drought conditions carefully explained. The results obtained and the savings ef-

fectured are more than gratifying to the committee.

Commercial and chemical fertilizers are discussed. The changes in the formula as the season advances are subjects in which the men are interested and are technical and broad enough in scope for a series of lectures. Thus it can be seen that there are no end of subjects available interesting to the green-committee as well as the men.

Men's Ambitions Aroused

During the time when maintenance becomes a matter of routine, the theory of golf course design is taken under discussion. This subject changes the entire outlook of the worker, for it analyzes to him what golf is all about. He feels that the school is equipping him to some day become a greenkeeper.

Our motive was at first entirely selfish, for the committee desired greater efficiency and thereby a lower maintenance cost, wholly for the benefit of the club. This it has done to a remarkable degree in the face of these most trying times. But the men regard the school as a privilege and cooperate with the greatest enthusiasm.

In closing, I might point out that our efforts have also served to coordinate the committee as a whole. The club membership further realizes that it would not be wise to change the green-committee after each annual election and the committee has therefore been held intact from year to year. As long as it produces results it will be allowed to continue. This permanent arrangement saves the greenkeeper a multitude of difficulty. Differences exist within the committee from time to time, but they are ironed out by a majority vote; it would be impossible not to have diversified opinions between strong-minded and self-willed individuals. But they each stand on the firm foundation of desiring only the best for the club, and because of this each man's opinion is carefully weighed on its merits. The majority rules and the vote having been cast agreement prevails.

WATER vs. MOWING

Will Fairway Watering Hike Upkeep Cost of Mowing Machinery?

By E. R. SAWTELLE
Worthington Mower Co.

IRRIGATION, by any of the accepted systems of watering fairways now being so widely introduced, will enable a club to maintain a far more uniform and desirable growth of turf than has ever been possible when depending solely upon natural rainfall. Many of these irrigation systems have proven eminently satisfactory. They arrest the very serious effects of summer droughts upon fairways and bring about an improved condition that cannot fail to be of immense benefit to the general interests of golf.

A few questions have naturally arisen regarding the effect of artificial watering upon the maintenance account, particularly with respect to mowing machinery. It has been asked, for instance, if it will not take more time and wear out tractors and mowers faster if a heavy growth of grass is to be cut during the whole season than if this grass were thinned and dried out as it always has been by our annual summer drought.

The answer to this is that while the machines may have to cut more grass than before, conditions surrounding mowing operations are more favorable.

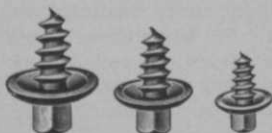
The number of hours mowing machinery is in use is not the only factor that enters into the subject of its durability. There are many others, among them the kind of soil over which it travels and the state of the ground surface at the time the cutting is being done. If the soil is more or less sandy or its surface particularly dry, there will always be grit or dust thrown up by the passing of the machine. This gets into the knives and threatens to a certain

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PIONEER and LEADER OF SKINNER IRRIGATION
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Now you can have ALL the conveniences and comforts provided by the last word in equipment—at rates that start as low as \$3.00 per day for a luxurious room, with Servidor, Radio, circulating Ice Water, 1200 Rooms. Just a few minutes from shopping and theatre centres.

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extent other exposed or running parts. The amount of this flying sand and grit is greatly diminished, of course, if the ground is moist. In fact it has been found that watering fairways allows sand and other abrasive substances to remain undisturbed during the cutting operation.

As this watering continues throughout the dry periods, which have always been so hard upon the mowers, less wear will undoubtedly result and less depreciation.

Nor will the time which the machine takes to cut the grass on a watered course be any longer necessarily than on a dry one, because certain weeds continue to grow on fairways during droughts. These stand out conspicuously and seem to flourish no matter how burned and dry the grass may be. They are unsightly and often interfere with the lie of the ball. To keep these weeds down a mower must travel over the course nearly as often as during the season of frequent rains.

In discussing this subject of irrigation, the well known effect of water upon the surface soil in conjunction with mowing machinery should not be overlooked. Wet soil of course packs down under the weight of the mowing apparatus and becomes baked under the influence of the hot sun. This packing effect which prevents the necessary aeration of the roots, has been found by many investigators to prevent to a greater or less degree the proper and natural growth of grass. As the surface will be in a saturated state much more frequently through this watering process, it is not at all unlikely that experience will show that the equipment of watered courses may have to include some form of machine to combat this baking effect. Some one of the many forms of spikers may have to be called upon. They are being strongly recommended for the greens by prominent investigators, so if artificial watering is adopted, why should they not be as desirable for the fairways? From a machinery standpoint this may be easily accomplished and the time required for spiking an entire course will add but little to the work of maintenance force.

MANY WEEDS, common in the rough produce very light seeds easily blown about by the wind. To keep these seeds from lodging on the fairways and greens, smart greenkeepers order the rough mowed at frequent intervals, thus preventing maturity of the seeds.