



## "CANADIAN CLUB"

WHEN YOU SAY that "Canadian Club" is a *fine old whisky*, you have worldwide judgment to confirm you. Insuring quality and purity by his careful distilling processes, Hiram Walker was in no haste to market his first "Canadian Club" 75 years ago. For he knew—as you do—that proper aging makes the best of whisky better.

Today Hiram Walker & Sons—operating on a scale undreamed of in 1858—still cling fast to the original Walker principles. Quality and purity are paramount. Aging must go on for years. With principles such as these back of it, any product which bears the Hiram Walker name will conform to the high standard of value established by "Canadian Club."

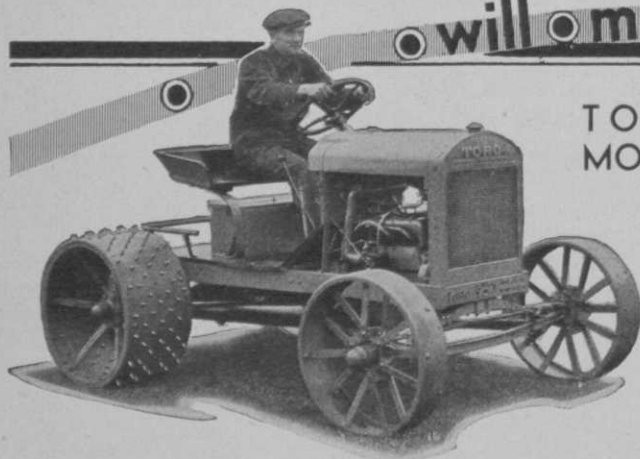
Hiram Walker & Sons



WALKERVILLE, ONTARIO > > PEORIA, ILLINOIS

# TORO EQUIPMENT

will make your



## TORO MASTER MODEL A TRACTOR

A real outfit, with all the strength and power needed for golf course operation, yet it weighs less than half as much as heavy, cumbersome farm tractors, will not injure turf, and is economical in operating and up-keep costs. Like all Toro machinery, it is built with a

wide margin of safety . . . heavy chassis, special radiator, a brute of a rear end that can almost pull stumps without tearing it up. The 15" rear wheels afford ample traction under any conditions. Steel wheels regular equipment. May be had with pneumatic tires in front or all around.

## THE TORO 30-INCH SUPER MOWER

has established an enviable name for itself over the past twelve years. Thousands in use all over the world. Built with machine-cut hardened steel gears that are fully enclosed in oil-tight housings, protected from dirt, sand and grit. Five-blade reels of chrome-vanadium steel. Flexible, double-edged reversible bed knife. Automatic oiling.



The TORO Super Mowing Unit

The 1934 Toro Catalog

will show you how to meet the demand for lower maintenance costs. See your nearest Toro distributor or write for a copy.

maintenance • budget • go • further  
**in 1934!**



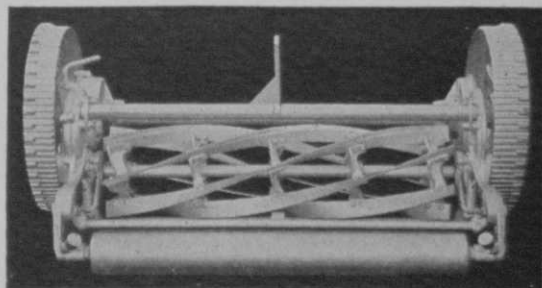
## THE TORO MASTER SEVEN TRACTOR MOWING OUTFIT

"Will mow an 18-hole golf course in 8 hours on 10 gallons of gas," report users. A flexible, powerful, fast, light-weight mowing outfit cutting a 16-foot swath. Smooth cutting—the two front mowers are placed **ahead** of the rear drive wheels, so the grass is cut before it is matted down. The two outside mowers are opposite the driver so he can easily watch his cutting swath. 103-inch wheelbase—a closely coupled outfit with maximum flexibility. The mowers and frame can be disconnected in 5 minutes, and the tractor used for general utility purposes.

Also built in 5-unit and 3-unit type.

## THE TORO TROJAN FAIRWAY MOWER

Six-blade, 8-inch reel. Will do a good clean job of cutting grass at operating speeds up to 9 miles an hour. Sturdy, light-running . . . built up to the highest mechanical standards and offering many outstanding advantages. Toro mowers are equally useful on fairway or in the rough . . . they go through where others fail.



## THE TORO MANUFACTURING CO.

3042-3168 Snelling Ave., Minneapolis, Minn.

SALES-SERVICE STATIONS IN LEADING DISTRIBUTION CENTERS

"I am sure the code will bring about a general standardization of prices and policies and elimination of 'distress' dumping, which is bound to react in favor of the professional.

"There is no question that the professional is the logical outlet for high quality merchandise, and it would appear to me that the code will eliminate 'distress' merchandise and particularly cheap numbers that manufacturers have built in the past at a loss to themselves to secure this type of business from the dealer. The professional has a decided advantage over the dealer in that he and his line of merchandise is more accessible to the golf player. It is only logical to believe that hardly anyone will bother to go downtown, drive around several blocks finding a place to park or pay 25c on a parking lot and go up to the fourth, fifth or sixth floor of a department store to purchase the same article at the same price he would pay en route from the locker-room to the first tee by way of the pro-shop.

"The elimination of consignment selling will be particularly beneficial. We all know it is very detrimental to the manufacturer, and I am firmly convinced of little or no advantage to the professional. It simply encourages in the professional a haphazard way of doing business and stimulates unnecessary buying and credit. I know of several professionals who have bought on a consignment basis and, foolishly thinking they had nothing invested, sold to every Tom, Dick and Harry on open account, only to wake up at the end of the year and find out that their accounts receivable were of little or no value. Even though they had nothing invested they actually owed the manufacturer for all the merchandise they had sold. Consignment stimulated an unhealthy and unfavorable condition throughout the industry.

"The elimination of petty subsidy, I believe, is beneficial to manufacturer, professional and consumer alike because it reduces the list of subsidized professionals to such a small number that the public will have no difficulty in knowing who is who and will establish a rating of playing professionals' value.

"I feel the type of subsidy now in effect; that is, \$1,500 per year minimum, if strictly adhered to, will greatly encourage all professionals to improve their positions. It is going to encourage those who are not on the subsidized list to work harder on their game, their merchandising activi-

ties, their credit standings, etc., in an attempt to get their name on the golden scroll and be listed among the favored few.

"To summarize, I might say that I am always in favor of standardization of practice which is bound to result in stability. The code, if it does nothing more, is bound to stabilize practices throughout the industry."

### Strikes at Chiselers

Robert Crandall, president of the Burke Golf Co., points out that even a partial improvement in golf selling conditions will warrant cheers for the code. He says:

"The code as adopted by the Athletic Goods industry legislates definitely against unfair price discrimination, misleading advertising, and commercial bribery. Other provisions are against the mis-branding of goods, and unfair imitation of competitive trademarks. All these features have in the past few years had their bad effect upon the various phases of the golf business, and if they can be only partially eliminated everyone connected with the game will see a new and better deal.

"The merchant pro finds himself in a position to secure a substantially greater percentage of the golf equipment business than in seasons past. The chiseling operator who tried to merchandise on price alone found the going extremely tough, and many of these outlets have already passed out of the picture. The provisions of the code dealing with branding and advertising will guard materially against the over-distribution of equipment, which in the past has plagued maker and pro alike.

"Destructive competitive practices arising between manufacturers will be eliminated to a large extent, I believe, and the very fact that the manufacturers themselves will be helped out of their difficulties will work to the professionals' benefit. Economic interests of the pro and equipment maker are so tied up and interdependent that any influence beneficial to one will be helpful to the other.

"We are all hoping that the code idea, as it is being worked out under the National Recovery program, will react satisfactorily on business in a general way. Certainly the outlook for golf and for business generally is 100 per cent brighter than it was a year ago, and the success of codes in other industries will put money in the pockets of the consumer golfers.

"That's what we all have been waiting for."

# "PUSH 'EM UP, TONY."

Just a bit of slang, but also a whole book in itself. It's the keynote of business progress today and the wonderful formula for success.

Wilson owes much of its progress to just this spirit. Always "pushing up" quality. Always advancing the design of equipment. Never satisfied with an article because it has rendered service in the past.

Wilson sure "pushed 'em up" in the manufacture of golf balls when they built the Thin-Cover Hol-Hi with its extra distance. Wilson "pushed 'em up" again when they brought out the Ogg-Mented Irons. And now, Wilson is "pushing 'em up" once more with the introduc-

tion of the new Round Up Irons and Black Heath Woods. Also with the establishment of a new high quality in golf luggage through the introduction of the Professional's Personal Model Bag.

There has been a lot of progress made in the industry because Wilson's aggressiveness kept everlastingly "pushing 'em up." A continually increasing number of professionals realize this and they are cashing in by "pushing ahead with Wilson."

## Wilson

SPORTS EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO.  
Chicago, New York and other leading cities

**OGG-MENTED IRONS AND WOODS**

**BLACK HEATH WOODS**

**PROFESSIONALS' OWN BAG**

**ROUND UP IRONS**

**The new "Thin Cover" HOL-HI**

## PICKED UP IN THE ROUGH

By HERB GRAFFIS

**W**ELCOME to the sunshine! Many significant occurrences indicate that the golf business is well on its way back up.

*From the manufacturing end:* Uncle Julian Curtiss, chairman of Spaldings, advised the company's stockholders that all of the company's bank indebtedness was paid off and at the end of its fiscal year Spalding had \$1,500,000 cash on hand. High rents of retail stores—an item that caused many big retailers to wash out costly leases by accepting receiverships—was a burden Spalding carried through the depression.

Wilson-Western income per unit of balls and clubs sold was at a new high.

L. A. Young Golf Co.'s volume of Christmas business through pro outlets was responsible for by far the best fall and winter financial showing the company ever had.

Manufacturers unanimously agree code means end of tong warfare that prohibited profit regardless of volume.

\* \* \*

*From the playing end:* Capital City Open made money the first time. Miami-Biltmore \$10,000 Open had its smallest net loss and newspaper telegraph copy filed on the event was more voluminous than ever before.

At the Los Angeles Open, the PGA had to guarantee the \$5,000 prize money to keep the fixture on the schedule. The gate exceeded the guarantee and expenses by \$500.

USGA net income from Women's National championship was \$1,540.04—by a long margin the largest income from this event.

\* \* \*

*From the club end:* In July, 1933, for the first time in three years, applications for memberships in private clubs exceeded the number of resignations filed during the same period.

Sharp reduction of initiation fees while retaining high character qualifications for membership, brought active, younger members into older clubs and produced operating income that put clubs back into strong condition.

One marvel of the depression years is that so few golf clubs reduced the interest rate on their indebtedness, when such an action would have helped solve the major

problem of clubs—back-breaking carrying charges.

\* \* \*

**N**EWSPAPER reports have varied the size of the field at Bob Jones' revival meeting at Augusta National March 22-25 all the way from 30 to 300.

The straight dope is that the starting field will be between 60 and 75. Some complimentary invitations will be sent to amateurs and pros in Great Britain as a gesture of brotherhood but it is unlikely that the over-seas lads will play.

Most of the players who make the winter tour will be given invitations, but the field must, of necessity, be limited because of the lack of guest facilities at Augusta-National.

The clubhouse was originally an old plantation home; one of those beautiful spots of romance and soft glamour, but not big enough to accommodate a bunch of the boys with lockers and indoor space to partake of the native "cawhn" beverage in the expansive way to which southern hospitality is accustomed.

Consequently the invitation committee has had one touchy and unwelcome job of keeping the field down without acting like it's snooty or wanting to hurt anyone's tender feelings.

Jones himself stood out for a larger invitation list originally but agreed to the restriction when it became obvious that the lack of guest facilities might cause some embarrassment to the hosts who were anxious not to play any favorites.

\* \* \*

**G**OLF GOODS manufactured in 1931 had a value of \$23,338,654, which was 46 per cent of the entire sporting goods production with exception of firearms and ammunition, made that year, according to Bureau of Census, U. S. Dept. of Commerce, figures. Total sporting goods value slumped about 10 per cent from the government's 1929 figure, although golf's slump was about 8 per cent under the 1929 government figure of \$21,067,216.

\* \* \*

**B**EFORE the Miami-Biltmore \$10,000 Open, 42 of the leading tournament players voted on the 10 best golfers in the U. S. It was the bright idea of Bill Wallace of the Miami *Herald*. Shute, Sarazen and

**THE IMPORTED DUNLOP**

**\$1**



**DUNLOP**  
(made in U. S. A.)

**50¢**



**DUNLOP RED**

**35¢**



**MAKING  
FULL PROFIT  
FOR PROS**

Runyan tied for first position with 37 votes each.

To show you what a tough job it is to pick a Ryder Cup team, we list in order the first 10 finishers in the tournament and the ranking of those players on the figurative all-star team picked prior to the tournament.

Macfarlane, 4th; Revolta, 13th; Armour, 3rd; Runyan, 1st; Watrous, 13th; Guldaahl, 12th; Horton Smith, not placed; Sarazen, 1st; Willie Klein, not placed; Al Espinosa, not placed; Ed Dudley, 8th.

Hagen selected by the players in a tie for third place, and Mac Smith, also a third choice, did not play in the Miami-Biltmore, nor did Olin Dutra, selected in a tie with Ed Dudley for eighth position.

It all goes to show how hard it is to pick a winner in golf.

\* \* \*

**HARRY KRUGER**, Minikahda manager, telling something of his views on club management problems for 1934, forecasts that food costs are going to provide trouble.

In Minneapolis, Harry says, cost on 33 food items increased 18 per cent in 1933. Clubs have difficulty in raising menu charges like restaurants do and a club can't serve cheap food. Increased food volume with liquor will help only if the liquor profits are long enough to make up for food losses.

Some golf clubs, in exclusive residential districts where retail liquor sales are prohibited, will have to operate on the liquor locker plan and income from liquor lockers is not much. However, set-up income, service charges and income from case-lot business that managers may arrange to order for division among members, is expected to provide added income from liquor, even to clubs in dry areas.

\* \* \*

**ALL THE PGA** really has to do to put its simplified instruction plan into effect is press the button. All the heavy work has been done.

You don't think so? Well, who are you?

Alex J. Morrison, in a recent newspaper article, is quoted: "*The (PGA) plan includes a search for fundamentals by a group of players and teachers. They don't have to look very far. I have long since described the fundamentals, simply and accurately.*"

Alex either has hypnotized himself or the press agents for his book slipped over a fast one on the PGA and pro instructors

by planting that hooie in the papers about the Morrison Holy Writ.

\* \* \*

**SOMETHING** is in a name. A. H. Toogood has won the South Australia championship for the second consecutive year.

\* \* \*

**ONE LOAD** is off the minds of the playing pros. The Western GA has announced that the Western Open will be retained. It will be held at Peoria (Ill.) CC June 15, 16, 17. Prize money will be a minimum of \$2,145, with the possibility of some added dough from Peoria distilleries for special feats.

Although the event has been held for 34 years (annually with the exception of 1917) there was talk of its discontinuance because of the indifferent attitude some of the name pros took toward this title. Some of the invited pro big shots didn't respond to the invitations, to which lack of business and social courtesy Western officials rejoiced no bit and commented with some criticism that was right sassy and direct.

However, the new player subsidy arrangements by the leading manufacturers calls for their boys appearing in the leading tournaments, among which the Western Open is numbered. The pros themselves were of the opinion that their negligence had not been a true reflection of their spirit toward the old fixture or their appreciation of the amenities and responsibilities involved.

Elmer Biggs, pro at Peoria, who is blessed with having one of the most distinguished of the country's clubs outside of the metropolitan districts, prevailed on his officials to make a bid for the event.

One of the angles to the 1934 event that has been mentioned is setting Armour, Hagen and Sarazen together for the final round with some added dough for these master showmen. It ought to be a performance full of drama, temperament and technique.

\* \* \*

**TOO MANY** times clubs do pros no favor by hiring them. One pro who was engaged by a large midwestern club recently took steps to begin suit against the club for misrepresentation, but was called off. It might not have been a bad thing for club-pro relations if the suit had gone to court.

In this particular case the club had more than 100 applications for its pro job. The expense involved in making these applications was probably \$1,500, which was about





Frank Kennett, Professional at Kalamazoo (Mich.) Country Club, Designer of Equibalanced Irons for Vulcan Golf Company, Portsmouth, Ohio.

# MAYBE WE PROS HAVE BEEN WRONG... *but*

- All these years we have been worrying about teaching pupils to swing right so they would hit the ball with maximum power, ease and uniformity.

Now we know that a pendulum with its compact, properly distributed weight at the end of the swinging arc ought to be easy to swing with correctly.

So, isn't it the thing for us to do to help with effective instruction by seeing that our players get clubs that not only help them to swing properly, but also apply maximum effectiveness with the proper swing?

Figuring—like a lot of other pros—that this *was* the thing to do, I worked out the design for the new Equibalanced clubs being made by Vulcan. The weight bunches from the heel toward the center of the club. You know where on the face a ball has to be hit to go best. That's where the weight is on the Equibalanced clubs. You also know that it is easier to control a club without tenseness or forcing when the weight is in a close alignment with the grip.

These things that you have learned from countless hours out on the lesson tee and at the bench are what I have learned, too—and put into Equibalanced Irons. Many of my pro friends have given me tips that have been responsible for this design. I think we're all right.

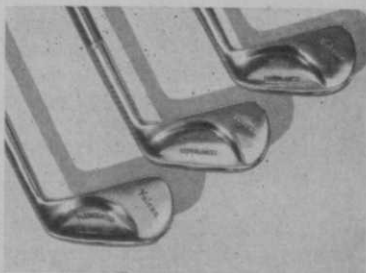
Study the design of these Equibalanced clubs. Hit some shots with them. Have some of your members hit some shots with them.

Then I'd like to have you drop me a few lines telling me what you think of the Equibalanced idea. Write me either in care of Vulcan or at my winter job at Melbourne, Florida; and if you haven't already received one of Vulcan's new catalogs, drop a line to Portsmouth.

*Frank Kennett*

VULCAN GOLF COMPANY, Div. of Vulcan Corporation, 13 Third St., Portsmouth, Ohio

This is a picture of the three Vulcan Irons which are made with the Equibalanced feature, my own design. Look them over. They are priced at \$5, \$6 and \$7.50 each, and, judging from the way my players have taken to them, they are giving us Pros a real chance to get some profitable sales this year.



# VULCAN

CLUBS OF CHARACTER

Only reliable companies are allowed to advertise in GOLFDOM.

## The Family Circle

**DON'T SQUAWK** that Wilson-Western is violating the anti-subsidy part of the code when Joe Flynn passes out cigars. The first-born arrived at the Flynn homestead January 19. It's a boy. Mother and the howler are doing well, and Joe is expected to recover.

\* \* \*

**TOM WALSH**, pro and manager of Westgate Valley GC (Chicago district), one of the widely-known Walsh tribe of pros, is smiling and bragging it's a girl; the first for the Walshes, and its old man acts like it's the only girl baby ever born in the United States.

\* \* \*

**WILLIAM KRIESANT**, for the past 8 years salesman for Wana-maker's wholesale golf dept., out of the Chicago office, died last month at Alice Home hospital, Lake Forest, Ill., of appendicitis. Apparently he was on the mend when complications developed and brought to an end the career of this promising and popular young fellow.

\* \* \*

**MRS. THOMAS REAM**, wife of the manager of the Westmoreland CC (Chicago district), died January 16 at Illinois Masonic hospital, Chicago, following an operation. She was well known and beloved in golf club managerial circles. Her personality was bright and her ability in club work was great. The passing of this fine young lady is deeply and widely mourned.

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four times the net profit the pro shop at that club produced under good management in 1933.

Under the arrangement the club proposed and which about 20 pros were willing to accept there was no possible chance for a pro to act as pro-greenkeeper and operate the clubhouse for less than \$2,000 net loss for the season. The club knew it, but some of its officials insisted on roping a sucker.

\* \* \*

**WALTER E. LINCOLN**, identified as having been a subscription salesman for a golf magazine from 1925 to 1930, is

wanted by the United Research Co., 125 W. Madison St., Chicago. United says an inheritance needs his attention. This is "man bites dog" news. Usually the subscription sheet writers are wanted by constabulary anxious to bequeath to the sub guys a little time in stir.

\* \* \*

**MILTON REACH** of Spalding's, astute analyst of the golf situation, points out that the country club situation isn't at all bad when compared with the general business picture. Reach says that the clubs couldn't avoid liquidation similar to that forced on the club and ball manufacturers, for instance.

Many of the metropolitan district clubs established from 12 to 8 years ago originally planned to care for 200 to 250 members. When they added capital improvements they hoped to finance the improvements by taking in new members, so that many of these clubs now have authorized memberships of 300.

Based on a membership limit of 300 these clubs that are 10 to 20 per cent shy of their limit figure they are in unhappy shape, whereas if they had stuck to their original limit of membership they would have waiting lists.

\* \* \*

**ENGLISH GOLF UNION** and Lloyd's underwriters have worked out an insurance arrangement which protects golf club members against injury claims, claims for damage to property or loss of personal effects. Rates are low providing the entire membership of a club insures under the arrangement.

\* \* \*

**PRO JOB** situation in England seems to be about as tight as in the U. S. H. C. Jolly recently was appointed to the Hendon club's pro job over 163 other applicants. Jolly is one of England's foremost playing pros.

\* \* \*

**KIRKWOOD-SARAZEN** tour of the far east which was to end up at the British Open won't be taken this year. Australia, where big dough was expected, does not feel like going for guarantees warranting the boys to take the trip.

Gene has taken to aviation and golf architecture; Joe is in the middle of labor-pains with another revision of the manuscript on his golf book. Kirkwood may make the trip alone, although chances are doubtful.