

HAGEN
Honey Center
GOLF BALL

It's a Honey
for **ACCURACY**

It's a Honey
for **DISTANCE**

It's a Honey
for **DURABILITY**

Hagen
3

PURE
HONEY
Center

“It’s a Honey” shouts America! On every tee, every fairway and every green, “It’s a Honey,” means just one thing—The Hagen “Honey Center”.

And in the pro shop, the Hagen Honey Center means just two things—profits and satisfied club members. Give your members the opportunity to play the most talked-of ball of the year, the Hagen “Honey Center” and watch your profits mount. Write for prices and our booklet—“Bees Buzz Into Big Business”—the story of the Hagen Honey Center Ball.



CANADIAN CLUB WINNER

Harry Hampton (left), Beverly CC pro, is awarded case of Canadian Club for an eagle on home hole at Western Open, by Jeff Field (right), Hiram Walker's representative. Horton Smith, Johnny Rogers and Bill Mehlhorn also won Canadian Club prizes at this hole.

Mehlhorn was the only Western Open player to win a case of Century gin for an eagle at the par-5 thirteenth. Cases of Budweiser were offered for eagles at the par-5 second hole but no eagles were recorded during the tournament.

70 into George. Earl Rickrich, Burke's assistant credit manager, won from Raymond Crouse of the Burke stock-room by default. Crouse probably guessed he couldn't stand up against Earl's figuring. Alex Turner, head of the Burke golf ball dept., won second flight honors in the club tournament.

Bob, Ray and Alex all are members of the Burke field testing staff and are raising hell with Bob, Ray and Alex because the code, they say, cut them out of some subsidy jack.

* * *

SUCCESS OF THE Western Open this year assures the continuation of the affair which last year was threatened with cancellation because of lack of pro support.

Harry Cooper, winner in the second of the 18-hole play-offs after Ky Laffoon had tied with him at the end of the 18 extra holes originally scheduled, ran true to Calcutta pool form. He drew top bid in the pool. The Laffoon feat of going six rounds under 70 and still losing out, is one for Ripley's Believe It or Leave It.

Horton Smith played two rounds with a painful injury in the muscles of his left side and then withdrew after he had given

the tournament greatly appreciated support. Eight all-star pairings Sunday, headed by the Armour-Hagen twosome, gave the customers the greatest pairing arrangement any major tournament has seen for years. Heat on Sunday morning reached 110 at places on the course. It almost caused collapse of Jock Hutchison and Hagen.

Eleventh-hour entries made the field so large that some of the last starters were compelled to finish their initial rounds the second day of the tournament as play was by twosomes the first day.

* * *

LESSON OF THE affair was that a major golf tournament in a city the size of Peoria handled by competent and active club committees and with lively local newspaper support is a bigger financial success by far than most of the tournaments run in larger cities. Pros playing in the tournament were treated to a fine exhibition of proper club-pro relations by seeing the manner in which Peoria CC officials and members worked with their pro, Elmer Biggs, and the way in which Biggs labors for his club people. Biggs was a prime-mover in getting the club to invite and successfully conduct the Western Open.

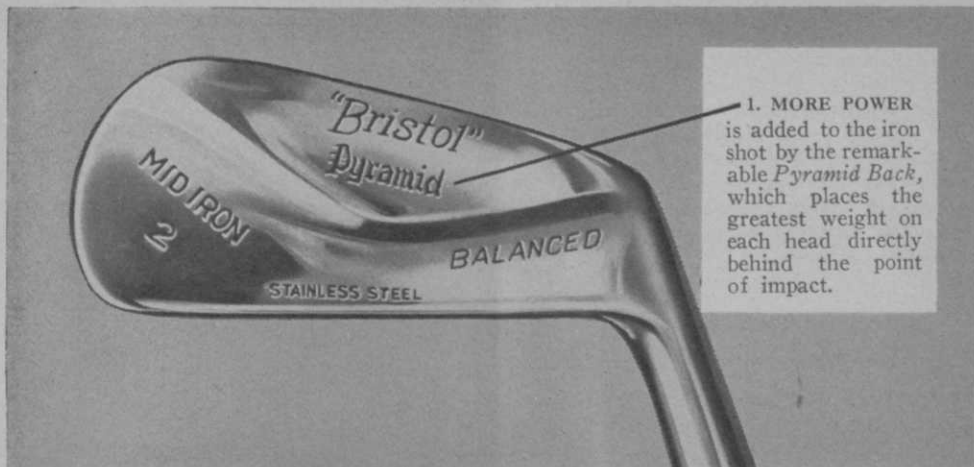
The family reunion aspect of the Western Open as is evidenced in the relations between contestants and Western officials gives cause for rejoicing that this event was not abandoned.

As a suggestion for this and other events GOLFDOM mentions a matter often overlooked. Checks for prize money should be handed to players promptly at the conclusion of the event instead of being mailed later to their home addresses. The boys, now and then, need the dough to get home. Tournament golf is an expensive gamble for them.

* * *

IF YOU want to put a punch into your club publication, use some illustrations of members. The *Breeze*, published by the Westward-Ho CC (Chicago district) started doing this with its June issue and produced a bright looking four-page club organ.

Among reports on various activities at the club was a story of a one-hour caddie strike, in which the chairman responsible for this department reminded the members of one thing that's frequently forgotten in caddie relations; that the caddies are just boys.



In no other clubheads
will you find these
3 AIDS TO
BETTER IRON SHOTS

As you know, the surest way to lower scores lies in a more complete control of iron shots. Read on this page how, in three vital ways, Bristol Pyramid Irons improve control and accuracy. In no other irons will you find all of these practical features.

This season many golfers, expert and novice, have tried them out. Already Bristol Pyramid Irons have become the talk of many a locker room.

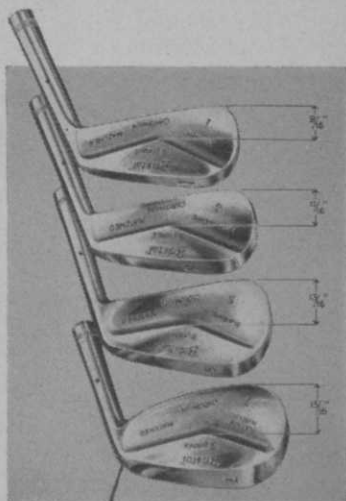
Feature these clubs in your shop. Examine the heads. Swing the clubs. Realize how surely they can improve your game—in **distance**, in **accuracy**, in **better control**.

SEND TODAY for the new Bristol Golf Catalog, with full descriptions of all Bristol Individualized Clubs—irons and woods, an absorbing and instructive book.

THE HORTON MFG. CO.
187 Horton St., Bristol, Conn.

GOLFERS "GO FOR" NEW "WHIP-IT" SHAFT

Another new sensation is the new Bristol "Whip-it" Shaft, with an extra quota of whip which provides an amazing sweet feel, with added distance and accuracy. This is because, while "whippy", there is no chance of "wobble" under the grip. Just swing a club with a "Whip-it" shaft, on either a wood or iron club. Bristol clubs are available either with "Whip-it" shafts or with the regular Bristol steel shafts.



2. MORE DISTANCE

and top spin with long range clubs. **MORE LOFT** and back-spin with short range clubs, result from *Adjusted Weight*. As the depth and loft of the blade increases, the pyramid weight falls lower.



3. SWEET FEEL

on every shot is provided by the *Weighted Sole*, which puts the balance at the *bottom* of the club head.

BRISTOL PYRAMID IRONS

The greenkeepers' association is beginning to attract new members from the distant corners of the state and is interesting the greenkeepers not reached previous to this time. Practically all courses are reporting a moderate to heavy increase in play over last year. Everything bodes well for a good season of activities among the Iowa greenkeepers. The only pressing problem at present is the long continued drouth.

John Shanahan, Brae Burn Vet Greenkeeper, Is Honored

PERHAPS IT'S significant that the aristocratic golf clubs have been most active in honoring their veteran employees. Brae Burn CC (Boston district) is the latest to pay tribute to one of the fellows who has served it faithfully and ably. On June 13 "John Shanahan day" was observed at the club and the veteran Celt was guest of honor at a club dinner. He was presented with a token of appreciation of his services to the club.

John's 31st year of service to Brae Burn was further signalized by the New England Greenkeepers' *Newsletter* devoting an issue to him.

The *Newsletter* said about John:

"John Shanahan was born in Temple-derry, County Tipperary, Ireland, in 1864. Coming to this country at the age of 24, he worked for some fifteen years as a stonemason for the J. Burke Contracting Company. This company was employed by Brae Burn in changing the nine-hole course to eighteen. During the reconstruction, Mr. Burke died, and John was chosen to complete the work, and afterwards to become greenkeeper. Since that time, John has become known internationally as the dean of New England greenkeepers, and his greens have often been cited as some of the best in the world.

"In 1924, when the Greenkeepers Club of New England was organized, John was one of the most earnest workers, and was its first president, holding that office for five years. During all the years of the club, John has done more than any other to promote the best for the club and for golf. To this friend of all, and especial friend of all greenkeepers, we are honored to pay tribute."

Shanahan also was honored by an editorial in the *Boston Post*, which is one of the very few times a living greenkeeper

Iowa Greenkeepers Hold Big June Meeting

By V. T. STOUTEMYER

BETWEEN 45 and 50 greenkeepers were present at the annual business meeting of the Iowa Greenkeepers' Association, held June 12 at the Wakonda Club, Des Moines. The attendance broke all records for the monthly meeting of the association. Seven new members were taken in, bringing the total membership up to 61.

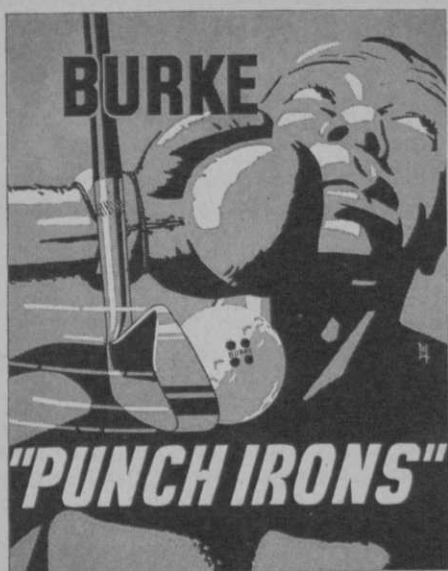
The morning was spent in going over the course and also in inspecting the newly installed turf garden of the USGA Green Section located on the grounds. In



Leaders in Iowa Greenkeepers' Group (left to right): Joe Benson, Jack Welch and C. G. Yarn.

spite of an unfavorable season, these plots have made wonderful progress and nearly all are in good shape. Fertilizer experiments are already showing striking results, and the superiority of the heavily fertilized plots over those fertilized either lightly or not at all is very noticeable. The Wakonda course is faring very well throughout the drouth period because of the large number of irrigated fairways. The greens are in perfect condition, which is quite the usual thing at this club.

At the business meeting Jack Welch, pro-greenkeeper of the Wakonda Club, was re-elected president of the organization; Joe Benson, Cedar Rapids CC, was elected vice president; C. G. Yarn, Woodside GC, Des Moines, and Ed White, Davenport Muni Course were re-elected secretary and treasurer, respectively. At the business meeting a plan was partially worked out for the forming of regional organizations within the greenkeepers' association. Under this plan there will be five or six districts in Iowa with regional offices. This has been considered advisable because of the great size of the state.



...give
DISTANCE
plus **ACCURACY**

• In Burke Punchirons the weight is concentrated directly back of the point of impact, but instead of bunching it all in one place—and making it look like a club with a bunion—the weight has been added all along THE POSSIBLE HITTING SURFACE. And this has been done without deforming it in any way.

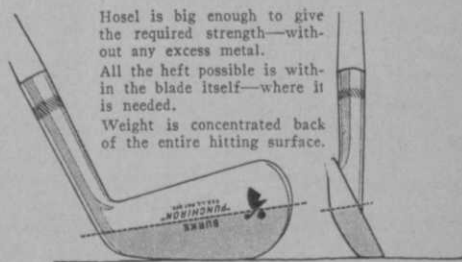
It is a beautiful job which actually delivers DISTANCE and ACCURACY.

Curves are coming back, you know, and the Punchiron has alluring curves—where they belong.

There are a lot of your members who will buy Punchirons the minute they get their hands on them. They are the answer to the golfer's prayer. Place your order promptly. Here's a chance for a quick turnover.

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Clubs • Bags • Balls

THE BURKE GOLF CO., NEWARK, OHIO



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IDEAL FOR
CADDY UNIFORMS

Made of Terry Cloth (Bath Toweling), Yellow, White or Blue, with Club Emblem sewed on. Adds style and dignity at small cost. Sample on request.

\$1 COMPLETE, INCLUDING CLUB EMBLEM ● LIGHT DURABLE, COLOR-FAST

Worn as Shirt or Sweater by Members, Too.

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A Service Your Members Need

"GRIP-RITE SHU-SPIKES"

Give a firm stance—PREVENT SLIPPING

First choice of pros because:

- easily, quickly inserted or removed from any shoe
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50 "GRIP RITE" 3

SHU-SPIKES

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Hartford, Conn., - U.S.A.

GOLF PAX

SUCCESSOR TO GOLF BAGS . . . Pros, coast to coast, finding this revolutionary new type bag biggest seller in years. Ask the Tuffhorse salesman. Des Moines Glove & Mfg. Co., Des Moines, Ia.

has achieved a spot in newspaper editorial columns.

Under the heading, "Well Deserved," the *Post* printed:

"An unusual honor was paid the other day to a loyal, efficient employee who looked upon his job as one to be done well, when the members of the Brae Burn Country Club feted John Shanahan. As greenkeeper for the famous golf club, Mr. Shanahan has given 31 years of service, and earned the respect of everyone from the club president to the newest novice among the caddies. Fittingly enough, a special tourney was put on in his honor.

The key to the character of the honored greenkeeper was found in his response to speeches of praise, in which he said that he was most pleased to be known as an honest man. A man like Mr. Shanahan is richer by far than many with millions."

M&BCGA and WMGA Hold Joint Meet at Lansing

A CLIPPING from an unidentified Lansing (Mich.) newspaper, sent in by Herb Shave, indicates considerable activity this season by the members of the Michigan and Border Cities Greenkeepers' assn. and the Western Michigan Greenkeepers' assn. Says the clipping:

"Seventy-five sun-tanned, weather-beaten veterans of a peacetime war that never ends met on a miniature battlefield recently, an unusually peaceful appearing battlefield, consisting of nothing more than a huge oblong of smoothly cut green turf.

"The huge oblong was marked off into a series of squares, and even to the uninitiated, though the squares were all one continuous piece of turf, there was a difference noticeable between the turf in the various squares.

"It was a joint meeting of the Michigan and Border Cities Greenkeepers' Association with the Western Michigan Greenkeepers' Association, more than a score of Michigan cities being represented. The miniature battlefield was an experimental turf plot on the grounds of Michigan State College at East Lansing, Mich.

"A day of reckoning was at hand for the oblong turf plot represented three years of peaceful warfare. On it has been fought many of the problems that make a greenkeeper's task nearly a 24-hour-a-day job and requires expenditures of sums running into thousands of dollars on every well-kept golf course.

"The experimental plot, C. Ernest Millar, professor of soils, went on to state, offers a vast source of valuable information available to the greenkeepers and golf course operators throughout the state.

"William Smith, of Red Run, president of the Michigan and Border Cities Greenkeepers' Association, and William Phillipson, of Blythefield, Grand Rapids, president of the Western Michigan group, heartily indorsed this view and 75 sun-tanned, weather-beaten veterans of a war that never ends, showed they concurred by attending."

Pros Warn Comrades of Dangers in Cheap, Unknown Ball Deals

SOME PROS who have long-established reputations as smart business men are starting to yell for the coppers; they complain that the pro reputation for select quality, fair prices and moderate profit which has put the pros in command of the golf market after a quarter of a century of patient toil now is being endangered by practices that threaten to destroy the pro reputation with the public.

These leading pros say that in a couple of years it is possible to ruin public buying confidence that has taken 25 years to build, by the practice of buying cheap private branded balls and selling them at any price the customers are willing to pay.

For instance, there is one ball that can be bought for \$1.80 a dozen by the pros. Even a superficial outside inspection of the ball shows the \$1.80 pro price makes

the ball no bargain. But some of the boys who are not very bright as merchandisers are retailing the ball from 3 for \$1 up to 75 cents apiece. It seems hard to believe that the public will fall for this at 75 cents but in one case a pro who was given a job because his officials and members wanted a man to protect their merchandise values, is double-crossing the people who hired him. In this case the pro is paying 15 cents for a ball and selling it at 60 cents profit. It won't last long. His members will catch up with him and he will be out, but the story will get around and damage the standing of other professionals who have been scrupulously careful of the values and fair deals they have been giving their members.

It Didn't Pay Stores

This is the sort of stunt that put the stores in bad with smart buyers of golf

Build up a ball business that the stores can't take from you!



"C'n y' imagine he breaks a hundred the first time he plays a Penfold and can't wait to celebrate."

Reprint of illustration of the June Penfold magazine advertisement

THREE years ago, when Penfold stopped making balls for others and began to make "Penfolds", he started the "pro-only" idea. Today that idea is stronger than ever and pros behind Penfolds have the one real weapon to beat cut-price store competition.

Your members must come to you for Penfolds. Penfolds can't be bought in stores because we don't sell the stores. No member can tell you, "I get them cheaper downtown."

Almost 2,000 of your fellow-pros sell Penfolds. These boys are building up a permanent, profitable ball business that the stores can't take from them.

How about you?

PENFOLD GOLF BALLS, INC.

67 West 44th St.

New York City

THE Penfold LL

THE Penfold LT

THE Penfold LHS

THE Penfold 50

merchandise and knocked them out of their strong position in the golf business as soon as they had gone once around the sucker crop. Any pro who figures on keeping a job and building it up would see the danger in throwing this fast one of supplying a \$1.80 wholesale ball at any price the players would pay.

One thing that makes pro golf a tough business is that when a pro is discovered in a performance like this and is canned by officials who make a justifiable holler he usually is fast enough talker to gab himself into another spot where the same old act is put on.

The pro business is hard when it comes to making a profit out of merchandise sales and the only reason many of the fellows have been able to do better than the average small retailer in golf goods merchandising is because they have consumer confidence. It is these men who have been able to make a fair profit out of legitimate retailing who now are howling about the boys being led astray on unknown brand balls at low trade prices. The pro who is new to the racket falls for the line that he can get whatever the traffic will bear as the retail price of the balls. If he would simply confine to his

own case his injury to pro standing with the buying public it wouldn't be so bad. But people who have been trimmed make the discovery and suspect all the pros.

Warn Pros to Protect Themselves

In some cases the experienced and successful professionals have been able to show the boys who have been misguided their error. However, there are cases that can't be discovered and treated personally by the knowing pros and they have asked GOLFDOM to pass along a warning. At present all available evidence does not indicate that the evil has spread very far. That is fortunate because if it had the stores would be able to say that the pros, despite their past record, their acquaintance with the tricks, and their fidelity to their players' interests, finally were getting no better than the stores that sell the players any junk so long as there is a profit in it for the stores.

The stores have played their business for the dough alone and after some sad years on this basis are easing up on their drives for golf business. On the other hand the pros have spent a lot of time and effort developing the market and providing the golfers with honest, expert

You got what you wanted *What are you going to do with it?*

The P. G. A. ball arrangement with the leading manufacturers was what you members asked for in:

- (1) *Highest specifications and quality.*
- (2) *Complete protection.*
- (3) *Income enabling your association to give you more service and lower dues.*

Feature P. G. A. balls in your sales and turn your words into profitable action.

PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

National Headquarters: First National Bank Building, Chicago

service with an idea of ultimate profit rather than speedy returns.

As the situation now stands the pro business position is stronger than ever before and looking brighter while the stores for the most part are reconciled to the future of their golf business as a feeder instead of a lively, strong profit department.

Whether or not the pros can take advantage of the present status and develop their opportunities depends on several things, but foremost of these factors is the firm protection of the pro reputation as the supplier who always gives the public the best for the money at a reasonable profit.

Figures Fool Them

In the case of golf balls at \$1.80 a dozen we have been informed by several manufacturers that there can be strong question of the cost figures of any manufacturer who claims he can make anything in the nature of a 3 for \$1 retail golf ball at an over-all manufacturers' cost of \$1.80. Therefore, they tell us, the manufacturer is fooling himself on this \$1.80 price. If any manufacturer wants to fool himself and can confine the sad results of this fooling to his own case, it's O.K. But if he tempts any pros into trouble that will expand to injure more pros that's not right, say those smart professionals who have nominated themselves as their brothers' keepers and protectors of the public trust in pro merchandising.

The moral of the story is that when any of these tricky unknown brand deals are offered to you, look them over carefully. There may be a devastating back-fire in these arrangements—one that will shatter the buying confidence that is the pros' business foundation.

Icely Trophy Made for Western Girls' Event

THE YOUNGSTER who wins the Women's Western Junior championship this year will be awarded the Icely trophy, the gift of L. B. Icely, president of Wilson-Western Sporting Goods Co., to the Women's Western GA in recognition of the Western Women's activities in encouraging golf among girls.

This year's Women's Western Junior will be played at the Park Ridge CC (Chicago district) July 9-12. There will be

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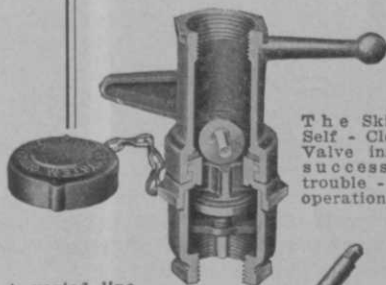
• • the ONE Dependable Source for SPECIALIZED IRRIGATION

Golf course watering requires adequate, trouble-free equipment, expert installation and irrigation knowledge — that's where Skinner equipment and engineers excel.

For more than 20 years Skinner has met and solved every watering problem—that's why it is advantageous to consult with Skinner Engineers on your Course Watering. Skinner plans embrace underground, hoseless, semi-portable snap valve and portable types.

A card or letter today will bring details without obligation.

The Skinner Irrigation Co.
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The Skinner Self-Closing Valve insures successful, trouble-free operation.

A varied line of sprinklers can be used with this Skinner Snap Valve.



There is a Skinner Portable Sprinkler to meet every watering need.

Rain at the Turn of a Valve

flights for all entrants. The event has been a great developer of women's golf interest and talent. Among stars who made championship debuts at the Junior is Virginia Van Wie, women's national champion. It is an event that affords pros a great opportunity for developing



women's golf interest and establishing reputations as tutors of feminine golfing talent. Pros who have youngsters who can enter this tournament should immediately discuss the matter of their pupils' entries with the parents of the youngsters.

The Icely trophy is hand-wrought of heavy silver by the Kalo Shop, famous designers and makers of jewelry. It has been planned to serve as a flower vase and makes a striking trophy.

CADDIES PEPPED UP AS PRO SALES STAFF BY CONTEST

New York City.—Merchandising experts in all lines are watching with keen interest a national caddie sales campaign recently launched in the golf field by the Platinum Products Co., 521 Fifth Ave., New York. If the campaign goes across smoothly and successfully the experts believe that the pro will be established in a most enviable merchandising position.

The campaign is on the Golite lighters for cigarettes. The kids are given commissions on the sales and the pros or caddie-masters get an over-riding commission for their own work in encouraging and directing the campaigns on club members. In addition to their sales commission there are monthly prizes of automobiles, university scholarships, trips on exhibition tours with Olin Dutra and Walter Hagen, world's fair trips, golf clubs, golf balls, bicycles, autographed pictures of Dutra and special cash prizes. The pro deal is arranged so a pro gets a substantial margin from his retailing.

Early reception of the proposition looks like it is going to go over in big style. The lighter is extensively advertised and is featured at many of the leading retail stores. It is an ingenious device.

In addition to the profit angle, which is very attractive, many pros are inclined to believe that the proposition is going to help them develop the business thinking of their caddie forces. The trouble has been that the kids often are inclined to think of caddying only as a profitable way to spend time instead of as a business. Now these pros figure that if the kids get a chance to pick up some money outside, as a result of their association with the golf business, the kids will appreciate the pro putting them in line for this profit and function as a sales missionary and boosting force for the pro.

Details of the campaign are arranged to keep the members from being subjected to sales talk around the club; a demonstration of the lighter when opportunity is

● SPREADERS

A full line of golf course spreaders, seeders and barrel sprinklers. Ideal equipment for spreading compost, fertilizers and plant foods quickly and uniformly. Handles all dry materials. Also equipment for liquid chemicals and seeding.

Practical — Economical — Fool-proof

Write today for free catalog of the complete Thompson Line, and name of nearest Golf Supply House.

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