

Spalding offers a new way to keep golfers happy—

ONE OF THE fundamentals of good business is making a customer happy—and *keeping* him happy.

One of the best ways to *make* a golfer happy is to sell him a set of Bobby Jones Cushion-neck Irons. And this year, these Irons incorporate a new feature designed to *keep* a golfer happy—if he should ever happen to break a club.

This feature is the new and exclusive Spalding Screw-lock Construction. Now, in the event of a broken shaft, this Screw-lock Construction allows you to give your

customers a service they've never had before.

For, right in your own shop, you unscrew the head of the club—replace the broken shaft with a special "service" shaft—and the iron is again ready for play—all in a few minutes. You loan the golfer this shaft, thus enabling him to keep his set complete, until the Spalding factory can make an exact custom built duplicate of the broken shaft.

As a professional, you will benefit by giving your customers this exclusive service to keep them happy.

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Spalding

ROBERT T. JONES JR.
CUSHION-NECK
GOLF CLUBS

with the treatment pros got back in those days before Walter began to remind the public that pros were not peons and were entitled to rating as white, polite and 21, in nice company.

But before we get to that, let us mention that the tournament will not be held unless Rochester is assured of enough prominent pro entries to make the tournament a first class one.

* * *

HUNTER CC, Richmond, Ill., northwest of Chicago, has all of its greens in the shapes of states or countries. The holes are as follows: Wisconsin, Scotland, North America, England, Africa, South America, New York, Maine and Australia on the out nine. On the incoming nine are Illinois, Colorado, France, Florida, Switzerland, Spain, Ohio, Ireland and Texas.

Yardage and par are 3,385-3,110—6,495; 37-35—72.

* * *

JAPAN plans a National Open golf tournament. According to the Golfers' Handbook there are 10 golf clubs in Japan, one of which has two 18-hole courses.

* * *

ST. PAUL is repeating its \$5,000 Open tournament this year. Date will be July 12-15. This is the fifth year of a tournament in St. Paul.

The Junior Chamber of Commerce did not go ahead with its plans until it had sent letters to leading pros asking them whether or not they would play. They told the pros that if professional support was not forthcoming the event would be cancelled for keeps.

* * *

ONE OF THE bright remarks made by an expert observer of things in the golf field: "Members are starting to come back to clubs that haven't gone back."

* * *

GREAT BRITAIN is to have a public course championship. Present plans call for 36 hole scratch competition the first day and a national handicap competition the second day of the tournament. Players from the rounds of both days will qualify for the final 36 holes.

An intercity team match will be played. Fred Pignon, golf writer for the *Daily Mail*, London, estimates there are 100,000 public course players in Great Britain.

SPEAK PLAIN

Standardize Simple Golf Terms to Make Pupils Understand

By WALTER KELLER

THERE has been much talk lately of standardizing golf instruction, which is a good idea—if it can be done.

While standardization is in the air, mightn't it be a good idea to try to standardize golf terms so that instructors and pupils can understand one another?

As an instructor I have many amusing instances of the strange misuse of words in golf that leads to much misunderstanding.

Perhaps the most frequent is the everlasting repetition of something the wrists have to do; whereas the wrists practically do nothing at all, except act as a hinge on which the hands move.

A pupil asked me the other day, "Where should I break my wrists in the downward swing?" and I said, somewhat flippantly, I am afraid, "I wouldn't do it at all if I were you. They will be useful when you come to hit the ball." What he meant was, where did he uncock or unbend his hands. Another asked, "Where do I cock my wrists in the upward swing?" and the answer is you cannot "cock" your "wrist" any more than you can cock your ankle.

One can in the upward swing bend one's hands upward, "cock" the hands, if one wants to use the common word, but cocking the wrist just cannot be done.

Let us therefore agree to say the part of the body we mean, which is hands and not wrists. This would be a very useful start on standardized golf terms.

Then, again, I have pupils talking to me of "throwing the club head through the ball."

It is important in golf to use the right words, for one gets one's mental picture from the words used. We do not here want a picture of a ruined ball with the club emerging from the front of it. What we want is a clear mental image of a ball on its way down the line to the hole and the club-head going on after it with its face at a right angle to the flight line. Follow the ball with the club-head as far as you can is the mental picture desired here,

NEW TRU-WHIP CLUBS GIVE 10 to 40 yards more distance - plus accuracy



SEND SALES SKYROCKETING DURING JUNE

If you want to make the most out of the 1934 golf season, you'll have to work fast between now and July 1st. This is "peak season" . . . the time when you get the cream of the business—make more sales—earn bigger profits.

MacGregor's new Tru-Whip Woods and Irons can help you skyrocket your sales this month. Records up to now *prove* it. These clubs are the sensation of 1934. They not only give 10 to 40 yards more distance, *but they give accuracy as well.* They're the first clubs of their kind ever perfected,

The MacGregor "Control Sleeve" keeps the grip rigid. The MacGregor "Neutralizer" keeps the neck solid. This produces extra whip and gives the clubhead a shorter, livelier kick. The ball just *has* to travel farther and faster. Yet, because the *neck and grip are rigid,*

Tru-Whip is as accurate as a stiff-shafted club. Feature this amazing club this month and watch your sales reach new high levels. Full particulars in 20-page booklet, sent free. Mail coupon today. The Crawford, McGregor & Canby Co., Dayton, O.



MACGREGOR
TRU-WHIP GOLF CLUBS

FREE . . . 20-PAGE BOOKLET
THE CRAWFORD, MCGREGOR & CANBY CO.,
Dept. A-38, Dayton, Ohio.
Please send free, 20-page Booklet that tells all about
your new Tru-Whip Golf Clubs.

Name
Address

and that is the outstanding feature of the best drivers today, and especially of Bobby Jones' drive.

Then they talk about "pivoting at the waist" as everybody is told by teachers and writers to do. It can not be done by any waist with which I have been familiar.

One pivots mainly below the waist by means of feet and legs. When these have moved the hips as far round as they should go the shoulders finish it. The waist has practically no independent rotary action at all.

I was teaching a pupil to putt. He seemed more interested in the hole than in the putter.

"What are you trying to do?" I asked him. "I am getting my right angle to the hole," he said.

I told him gently that his concern was much nearer home than that.

"You can not get a right angle with a circle, which the hole is," I said. "You must get your right angle with an imaginary line running off the center of your putter. All putts are straight at their start and you must settle your right angle right at the putter-face. After that, if you have your putting stroke properly grooved, all you've got to think about is

length and that one thing is quite enough for any putter to think of while playing the stroke. You are only looking for trouble in letting your mind wander away to the hole and trying to visualize a right angle made by your putter face with the circular hole. It just isn't in the game or in mechanics, so get the right idea. There is enough difficulty in the putt even if you have visualized it correctly. Unless you have, it is any odds that your results will be very disappointing.

As a matter of fact it is quite apparent, from the manner in which many people address the ball in the putt, that they are entirely lacking in the proper mental picture especially of the right angle that must be right under their eyes to be of any use to them.

There are numerous other instances that could be given but probably these few will be enough to suggest the advisability of extending the standardization of golf tuition enough to use the correct names of the various parts of the body that do the work. It would be just as sensible to tell one to cock one's left ankle instead of raising the left heel, in fact much more so, than to tell them to cock the wrists when one means the hands.

Penfolds are nationally advertised as pro-only

3rd pro-only year biggest yet



Penfold LHS . . . 75c
(2 cover weights)

Penfold 50 50c

Penfold LL and LT, 81 each

PENFOLD GOLF BALLS, Inc.

67 West 44th Street, New York City

Jack Schaefer, Inc., 730 South Grand Avenue
Los Angeles, Cal.

Pros want Penfold's protection against cut-price stores

Today, Penfolds are nationally advertised golf balls. Every month every Penfold 'ad' tells the world that Penfolds are sold only to and through the Pro!

Here's the set-up that boosts a pro's shop profits. Over 1500 of your fellow pros found that out already—and 1500 pros can't be wrong.

Push Penfolds and nearby stores *can't undersell you!* Cut-price competition on Penfolds just doesn't exist. When your members want Penfolds they've got to *come to you—alone.* There's a lot of satisfaction in building up that kind of business—*permanent, profitable satisfaction.*

Write for new, low 1934 prices.

Pro Becomes Professor in Building College Golf

WHEN THE story came out that Gene Sarazen was associated with Thomson and Jones in the building of a new golf course for Colgate university, golfers generally began to pay new attention to the spreading development of golf in the colleges. Here and there factors in the golf business have been keenly aware of what a tremendous effect on the game's future is bound to be exercised by special attention in colleges but generally the college game has been left to care for itself. Several of the larger colleges have courses equal to those of the first-class private clubs and even during the depression some smaller schools have built satisfactory courses.

Now college golf seems due for a big day. The Colgate case was one example. Gene's association with that affair gave it national publicity and was a smart piece of business as well as fine sportsmanship for the Roving Roman. Another case significant of the college golf conditions is that at the University of Washington at Pullman where the students are rebuilding their 9-hole nine-year-old sand green course into a fine green green course.

Before it's too late and the evidence is buried under the weight of later developments let's tell about a pioneer in college golf, a modest hard-working Scot whose work with college golf is bound to have a strong influence on the imminent activities in this field. Jim Dalgety is the pro's name. Six years ago he came to the Seven Oaks GC at Hamilton, N. Y., where Colgate is located. The students played free at Seven Oaks when they wanted to, but not many of them wanted to play. Two years ago the club started charging the students 25c a day or \$5 a semester for playing privileges. Four dollars of the semester fee went to the club and \$1 to the Colgate University GC for prizes. This spring Seven Oaks has about 52 student members. Dalgety bought a handsome championship trophy and medals and used the rest for sweepstakes, handicap events, etc.

Kids Like Club Idea

Jim rates the club idea highly. He says that it stimulates interest among the stu-



Jim Dalgety, whose pioneer work with college golfers is paying out handsomely

dents and strongly urges its use wherever students are given playing privileges by a private club. Dalgety was the founder of the university golf club and labored faithfully in making it a success. He was encouraged and helped by Bill Reid, the university's graduate manager, but for the greater part played a lone hand, happy in the knowledge that he was going to bring the enjoyment of the game to the students.

Class lessons have been features of Dalgety's development work. About three years ago he started with 12 students, most of whom were boys who couldn't take the regular gym exercises. Now Jim's classes average 72 and he expects more next winter. He teaches 10 at a time for hour instruction periods.

Winters are severe at Hamilton. The autumns come early and the springs late, so Dalgety has plenty of opportunity to see how long and sound indoor instruction works for students whose outdoor playing season is limited. The games his students shoot is indicative of masterly instruction.

Field for Pros

With golf growing in the colleges it is apparent that the field for the services of pros who are excellent tutors is expanding.

It doesn't seem in the books now that there will be any pro come out of college golf with athletic coach fame like that of the late Rockne, but we'll probably see the day when some of the professionals become somewhat famous and fairly well-to-do because of their instruction of collegians.

Colgate has one of the first courses in golf among American universities, so it is believed, and the outline of the course Dalgety has been teaching has been requested by the physical education departments of several universities lately.

The outline of the course:

Elementary Course in Golf for Beginners

JAMES M. DALGETY, Director

I. History and Evolution of Golf.

Information on this history can be found in any good text book on golf.

As to the evolution students should be made acquainted with the early handicaps of the game, i. e., feather balls, golf clubs, and condition of courses. Introduction of the gutta ball. Introduction of rubber cored ball with dates. Early scores of championships, etc., both home and abroad.

II. Construction.

This is very elementary. The object in teaching this part of the course being to get the student to fully appreciate the value of the golf course. Then there is the possibility of the student holding office in some club in the future.

A. Course selection.

1. Golf course architect should be consulted before land is purchased.
2. Consideration of cost of the land.
3. Consideration of cost of clearing land, tree roots, swamps, ditches, brush, etc.
4. Requirements—Water, proper soil, accessibility, topography, electricity, telephone, roads.

B. Course construction.

1. Services of COMPETENT golf course architect required.
2. Definite sum set aside for plans.
3. Location of greens—choose sites that are economical, i. e., least work in haulage of soil, etc.
4. Location of tees—do not elevate unless visibility is required. Blend into the landscape as much as possible.

C. Drainage.

1. Main line of watering system—3-inch pipe is adequate.
2. Distribution—1-inch furrow, 6 inches deep.

3. Drain cock at each low spot. Outlet at each tee and green.

D. Material required—

Manure supply, muck supply, suitable soil supply.

Purchase—Arsenate of lead, peat moss. Fertilizers—Potash, phosphate, nitrogen.

E. Construction of greens.

1. Determine contour of green.
2. Drain where necessary.
3. Give green adequate surface drainage.

Layer (a) 3 inches of rough manure; (b) 6 inches of enriched top soil ($\frac{1}{4}$ manure); (c) 3 inches germinating layer—peat moss, muck, light soil if necessary. Do not lack light sand to lighten heavy soil.

4. Sample of soil should be analyzed before construction of green is begun.

5. The following chemicals should be added for elimination of grubs, Japanese beetles, angle worms, chickweed, etc.—Arsenate of lead, 35 lbs. per 1,000 sq. ft.; phosphate, 300 lbs. per 6,000 sq. ft.; potash, 150 lbs. per 6,000 sq. ft.

6. Seed or plant to stolons. If stolons are used it is advised that club should own their own stolon nursery.

7. All soil should be screened to eliminate stones, etc.

F. Fairways.

Should be plowed and properly drained. If any bowls the use of a French drain is advised. Hand raked for stones. Then drag with Scotch chain harrow, fertilize, and then seed.

Seeding—Rich soil, bluegrass 2/3; red top, 1/3; poor soil, fescue, 2/3; red top, 1/3; 150 to 250 lbs. per acre.

C. Course equipment.

Pro shop, barn, compost shed, caddy shelter, rain shelters about the course, water hazard bridges.

H. Care and maintenance.

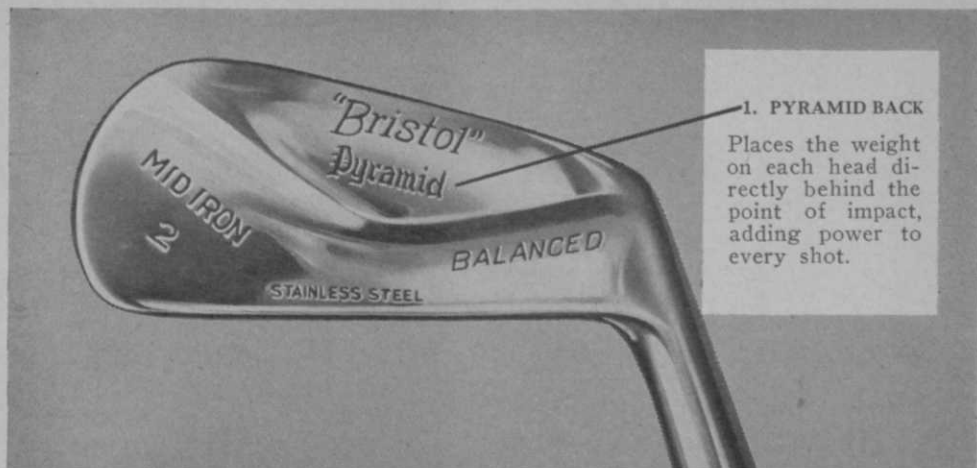
See local greenkeeper. Information can be had from the U. S. Department of Agriculture and from the Green Section of the U. S. Golf Association if the club is a member.

III. Rules of Golf.

Students should be taught the rules towards the end of the course as they will then be better able to understand some of the terms used.

IV. Etiquette of Golf.

Most important that students learn thoroughly the above for own and other's pleasure.



1. PYRAMID BACK

Places the weight on each head directly behind the point of impact, adding power to every shot.

Try These Irons Yourself

Only Pyramids Have These Three Features

Longer shots, greater accuracy, lowered handicaps will come to your customers when they swing a Bristol PYRAMID Iron. Pros have found that these irons are the rage this year. And golfers are learning it, too.

Our advertising in magazines and newspapers is building up plenty of interest that will result in inquiries to you. Substantial sales are indicating how rapidly golfers are taking to Bristol PYRAMID Irons. If you don't know these irons find out about them today.

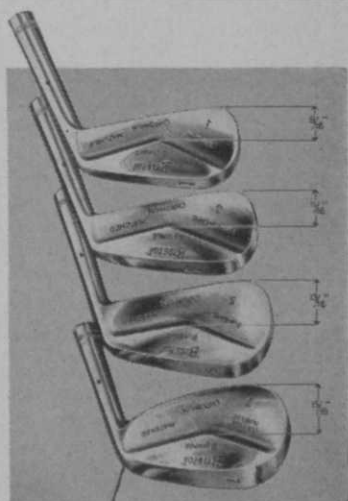
Write for Catalog of Bristol Individualized Clubs — both Irons and Woods.

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

THE "WHIP-IT" SHAFT IS GOING STRONG

And no wonder! Bristol's new shaft is whippier than the ordinary; yet it is so constructed that there is no "wobble"—no sacrifice of accuracy.

Bristol Woods and Irons come either with the regular Bristol Steel Shafts or with "Whip-it" Shafts.



2. ADJUSTED WEIGHT

As the depth and loft of the blade increases, the pyramid weight falls lower. This means, with long range clubs, more distance and top spin—with short range clubs, more loft and back spin.



3. WEIGHTED SOLE

Puts the balance at the bottom of the clubhead, providing a distinctly sweeter feel for every club.

BRISTOL PYRAMID IRONS

V. Tournament and competition organization.

Explain to students how Sweepstakes, Club Championships, Handicap tournaments, etc., are run. Also open and amateur championships.

VI. Fundamentals of Golf.

- A. Grip.
- B. Stance.
- C. Pivot.
- D. Swing.

It will be noted that Dalgety tells the boys not only how to play but a lot of information that qualifies them to be ring-leaders in golf promotion activities when they return to their homes.

The students also are given talks on the etiquette of the game, a spot where wide education is sorely needed now.

Dalgety furnishes his students with a summary on "How to Improve Your Game" that's good dope for the kids. Here it is:

Tips on How to Improve Your Game

1. *Never stand too long over the ball—but don't be in any hurry on the back swing or on the down stroke.*
2. *Don't break your wrists too quickly on the back swing.*
3. *Don't start the back swing outside of the ball—start the club back on an inside circle.*
4. *Don't grip too tightly with the right hand on the back swing.*
5. *Don't move your head—let it be your anchor.*
6. *Don't start your swing down too quickly—let it pick up speed on the way through.*
7. *Keep control of the club with the left hand and wrist—try to keep the left arm as straight as possible.*
8. *Hit on through with the arms—not the body—don't "put the brakes on" your down swing.*
9. *Never let the hands get ahead of the club head.*
10. *Concentrate on your shot—not on the hazard in front of you.*
11. *When in the rough use a somewhat easier swing—don't press and you will get happier results.*
12. *When in dire trouble be sure of getting out—never try for distance out of a sand trap or bad rough.*
13. *Keep your head and body still while putting—strive for rhythm in your putting stroke.*

14. *Learn thoroughly the Etiquette of Golf.*

15. *When you are off don't blame the caddie or the clubs or ball, see a good professional and he will straighten you out.*

16. *Do not take advice from friends or acquaintances not qualified to give such. It usually will ruin what little you already know.*

17. *Always remember that CONSTANT and METHODOICAL PRACTICE and good tuition make a good game.*

18. *Learn to appreciate the value of your clubs, your golf course, and your caddie.*

The schedule Dalgety prepared for the Colgate students this year follows:

SPRING

1. Colgate University G. C. Championship 18 holes qualifying—18 medal—36 holes final.
2. Intra-mural Team Championship (team 4 men).
3. Inter Club matches with Yahnundasis SC, Utica. Inter Club matches with the Oneonta GC,—Oneonta.
4. Sweepstakes, etc.
5. Inter-Collegiate matches with Syracuse, home and home; Cornell home and home; Union, home and home; Hamilton, here; Haverford, here; Middleburg, here. On a 900 mile trip Colgate played Dartmouth at Hanover, Amherst at Amherst, Springfield CC at Springfield, Union at Schenectady, and Army at West Point. Results: Colgate won 8, lost 4, tied 1.

FALL PROGRAM

1. Intra-mural Championship (individual).
2. Scotch Foursome Championship.
3. Long Driving Contest, Sweepstakes, etc.
4. Inter-Club matches.


Jim Dalgety is very enthusiastic about his work and the prospects of college golf extension. If any pros want additional details of the grand job Jim is doing, they can get the dope they desire by writing him at the Seven Oaks GC., Hamilton, N. Y.

British Golf Unions Renew Greens Research Support

SUPPORT of the Board of Greenkeeping Research station at Bingley, England, which was guaranteed for a period of five years, ending December 31, 1933, has been renewed. The board's 1933 annual report of work and finances has been published.

It's a Honey

SHOUTS AMERICA



HAGEN
Honey Center
GOLF BALLS

Golfers, nation-wide, have set their seal of approval on the Hagen Honey Center. And when America approves a product, she does it quite volubly, with hard cold cash. The Honey Center, is over and how! "It's a Honey". Why not get the facts on America's fast-selling, tremendously popular golf ball and the Walter Hagen line of ultra Golf Clubs. A letter will bring complete information.

THE L. A. YOUNG GOLF COMPANY, DETROIT, MICH. *Hagen Products*



JACK
DRUCKER

Drucker Looks for Trouble and Keeps Members Happy

By HERB GRAFFIS

PROS being disturbed when members kick is an old story in the golf business, but the tale is rare of a pro who is concerned if he doesn't get complaints about any of those things that are liable to go wrong in the best regulated families.

Jack Drucker is the pro who looks for trouble.

That's a far more delicate job than handling trouble when it comes right up and smacks you, as it does often enough in this peculiar business of pro golf. You can't be obviously looking for grief or you'll stir up imaginary misery where it doesn't exist, but if you take a tip out of Drucker's successful experience you'll be a secret service man on the hunt for anything that might have gone wrong.

Drucker is the pleasant-panned, competent young Dutchman who serves the Chicago Golf Club, that veteran, aristocratic organization on the western output of the Chicago district. He came out from the east as a youngster to work as Chicago Golf's pro. He returned to the New York metropolitan district after several years at Chicago Golf and had the unusual experience of having the club he had left draft him back into its employ. This means Chicago Golf rates Drucker as AAA1.

Jack has those traditional Dutch virtues of thoroughness, diligence and good management of the dollar without squeezing those guilders in a death-grip in his mitt. He listens and looks and if he sees an idea in instruction or shop operation that looks O.K. he adopts it promptly. He is quiet and able. All of those qualifications make him quite a guy for any club's money. But they are qualifications that are shared by a number of other professionals at gold-coast clubs, of whom you seldom read on the sport pages unless they finish their Monday morning shopping in time to take part in the pro or pro-amateur neighborhood tournaments on their off days.

So, outside of tagging Drucker as a good steady performer and a credit to pro golf, I never figured there was much of a different story about the guy until one day I asked him what had wiped that kid grin from his face.

Jack Suffers Rare Complaint

"I haven't been able to find anything wrong," he complained.

"Are you screwy?" I asked. "All Monday morning visiting with the boys on State street and Jackson boulevard, and nothing wrong? Keep it quiet from the rest of the lads or you will be kicked out of the PGA as being guilty of conduct unbecoming to a pro and gentleman."

"You don't get me. I mean there is absolutely no sign of anything wrong out at the club." Drucker was plenty puzzled.

After I had recovered from this unusual complaint I got some dope from Jack on his policy which I am sure will interest other pros, and probably will have a few ideas in it for officials, greenkeepers and managers. So here's the way Drucker looks at the pro job at an exclusive club (from this point in Jack is being quoted):

Where there are human beings there are bound to be cases of things not running perfectly. Even Robinson Crusoe and Friday had trouble on a desert isle.

Because there is bound to be something wrong some time, officials of older and higher clubs, being very successful business men, figure the best that possibly can be done is to hire fellows who locate the slightest indication of faults and correct them before these faults get serious. If everything was bound to run smooth all the time at Chicago Golf, would the club scour around and get a fellow like John MacGregor and pay him for his expert attention to the course? Would the club have hired Tony Faesen to manage its clubhouse? Or would I have had my job