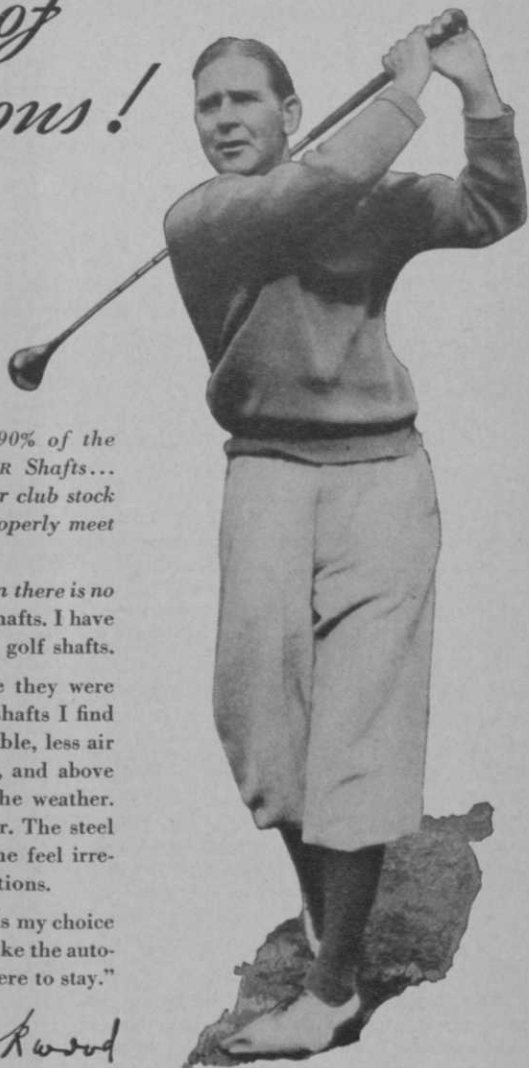


TRUE TEMPER SHAFTS

*The Choice of
Champions!*



There are many reasons why over 90% of the tournament winners use TRUE TEMPER Shafts... reasons why you should insist that your club stock be fitted with these famous shafts to properly meet every requirement of your customers.

"I unhesitatingly state that in my opinion there is no comparison between steel and hickory shafts. I have used and experimented with all known golf shafts.

"I have used TRUE TEMPER Shafts since they were first introduced in all my clubs. Steel shafts I find more superior in every way, more durable, less air resistant, which accelerates more speed, and above all, more uniform and not affected by the weather. This alone is a big and important factor. The steel shafted club will always retain the same feel irrespective of the change in climatic conditions.

"For trick shots and all golf shots, steel is my choice at all times. It has proven its worth and, like the automobile compared with the buggy, it is here to stay."

Joe Kirkwood

**THE AMERICAN
FORK & HOE CO.**

Sporting Goods Division
GENEVA, OHIO



when it could have its choice of a hundred fellows? No! If everything was going to be perfect all the time, Chicago Golf could have hired any punks and they'd be O.K. for the job.

So what does that situation put up to me in the pro department?

Troubles the Members Don't Know

It means that I have to be on the lookout constantly to see that if any little thing goes wrong in the slightest detail I am there to catch it and make it right. A pro who is on the job can discover these things and correct them a lot of times when the member doesn't even know there has been a slip, but the pro doesn't dare—or shouldn't—take the risk of the same error being repeated. It requires a lot of watching, but it's worth it. A fellow has to do it to be the man a high-class club wants.

So I have to ease around diplomatically and keep my ears and eyes hair-triggered. If there is the slightest complaint to my assistant he is instructed to give me the high-sign if I am in the shop, or to tip me off right after I come in if I happen to be out of the lesson tee.

Seldom Find 100% Wrong Guys

That old dope about the customer always being right isn't far wrong in the pro shop. Even if he's wrong he's right, because he is the man who pays. There are two things you can learn from complaints; either that your merchandise or method of doing business is wrong, or that your way of handling the man or woman who complains has been wrong. I have been in the pro business a fairly long time, and I have yet to see a member of any club where I have worked whom I would class as an All-American, 100% unreasonably . . . well, you know.

They probably exist, but the job of putting them right side up is one that belongs to the club officials, who will be glad to handle it for the peace of the community.

In pro merchandising this business of governing your operations in a way to avoid complaints calls for a lot of delicacy. At the exclusive clubs you can't have the least indication of forced selling. But your members expect—and have a right to expect—the best of everything and the first view of the good new things. You can't stock everything, so you have

to use a lot of judgment and be constantly shopping and investigating for fear the members may discover something that ought to be in your shop but isn't.

They often are shrewd buyers at these exclusive clubs. They are not tight and certainly not cheap, but they have to see value. If any merchandise goes wrong in even a minor degree, I have to make it right. My club inspection as the clubs go through the club-cleaner's hands is as careful as in some factories. I keep an eye on my club-cleaner and see that he is a well-trained and conscientious boy. He has to be on the lookout for trouble, and so does my assistant.

I hear pros talk about the troubles in the golf business and am willing to admit there are plenty, but our club members all have troubles in their businesses that in comparison don't seem to make the pro troubles too large for any of us to handle. The big edge that we have over most retailers is that we are handy when the merchandise we sell is being used, so if anything goes wrong we are right there to make it right. Customers of other retailers, in case of any real or imaginary fault, usually kick to everyone except the fellow who sold them the stuff. Then they don't go back to the same dealer to buy again, and they ruin that retailer's chances for business with their friends.

* * *

With that Drucker had said his little piece and walked off with his team-mate and pal, MacGregor, greenkeeper of Chicago Golf. This combination is one of the most loyal I know of in golf. Drucker will argue in hot spirit if anyone might suggest Mac isn't the world's greatest greenkeeper and Mac maintains that if every club had a pro like Drucker the problems of the clubs would be cut by 50%.

I don't know whether the Drucker yarn strikes the gang the same way it hit me, but it looks to me like Jack's policy of looking for mistakes before the mistakes come to a head, and being prepared to handle them, is something that hasn't been mentioned before as the reason for a good club hiring a pro who knows the business thoroughly. That's something that is worth a lot of money to a club. The way Drucker handles this detail at a club where the members are quiet, well-bred people who are not chronic squawkers identifies him as a star trouble-shooter and an accomplished diplomat.

SOME PLAIN GOLF BALL facts

BY a Pioneer with 30 YEARS EXCLUSIVE experience . . .

Remember —

1. It takes the combination of many factors to make a good Golf Ball.
2. It takes years to develop an efficient Golf Ball plant.
3. The center is the heart of your Golf Ball.
4. Don't be fooled by extravagant claims,—they do not make quality Golf Balls.

For 30 years we have made Golf Balls exclusively, devoted all our thoughts, energy and effort in developing and manufacturing a quality product. Over a period of many years, an organization of Golf Ball specialists has been created that has been responsible for many basic improvements in Golf Ball construction. Our modern plant is equipped with the latest and most improved machinery.

Because of our success, which has been built up over a period of years, we feel it is within our province to tell you a few plain Golf Ball facts. Golf Balls look alike, but underneath the paint there is a vast difference of construction that has a direct bearing on your score.



75c

Each

The SWEET SHOT—

has Worthington's new Patented COMPRESSION FILLED Liquid Center, a recent development that adds MANY YARDS to your drive. Center material does not settle or separate and therefore will not throw your Ball off balance. It is not affected by temperature changes and the consistency of material will never change. The Sweet Shot has a thin cover, is a lively Ball that is easily controlled and is especially recommended for

low handicap Golfers. SOLD IN PRO SHOPS ONLY.

No ONE FACTOR makes a good Ball, it must have a good center, core and cover. A quality Ball is the combination of many factors from the choice of the right materials to the skill and supervision of every one of the many operations. It takes years to build up an efficient organization that can be depended upon to turn out a product that is uniformly good.

The center of the Ball is very important because it has a direct bearing on the distance you get.

WORTHINGTON'S POLICY

Since 1904 it has been our policy to make our Golf Balls so good that Golfers will continue to use them because of satisfactory performance. During all these years we have grown slowly but steadily, year after year Worthington Golf Balls have found favor with more Golfers because of their sterling qualities. It has been our policy to make a product that would speak for itself and win its way upon its own merits. It has been our policy to continuously search for better methods that would give Golfers better performance. Our present line has improved features of construction, some of which are patented and found only in Worthington Golf Balls. Concentrated effort religiously pursued year after year has resulted in Golf Balls that Golfers willingly, and without pressure, continue to use. After 30 successful years, good Golf Balls are the only ones we can afford to make for OUR OWN as well as YOUR protection.

The **WORTHINGTON**
BALL CO. - ELYRIA - OHIO
Golf Balls EXCLUSIVELY since 1904

PGA BUSY

National and Sectional Bodies Snap Into Resultful Action

FROM definite evidence of achievement it begins to look like the PGA is showing the depression is over. Membership is increasing rapidly and the officials, all of whom have labored faithfully under discouraging circumstances, now see some results.

Jacobus, Treacy and Mackie have had their worries. The Jacobus kid was taken home from a southeastern section meeting suffering from a "strep" throat. George was seriously ill and in bed with this affliction but handled correspondence while he was confined. The PGA is fortunate that the Ridgewood club, where George is pro, takes such keen interest in the progress of the PGA. Each of the officials and members of this exclusive outfit has pitched in and helped the pro cause with advice and other cooperation from the club members' viewpoint.

Treacy has gone through the minutes of each meeting since the start of the PGA and in that job has picked a lot of loose ends that are being tied up. He spends each Monday in the Chicago headquarters and with the ever-diligent and capable Mrs. Irene Blakeman acting as assistant secretary, office manager, head nurse, staff correspondent and mother superior, the office runs smoothly.

Mackie has been battling the finances into good shape and putting some steam under PGA ball sales to add to the association's income. Jack also has done heavy work as a public speaker for the pro cause at eastern meetings, the stalwart veteran Scot turning in some great performances combining the eloquence of Patrick Henry and the selling power of a Kickapoo Indian Remedy patent medicine man.

On the West Coast the boys are putting on the heat. Willie Hunter, head of the Southern California section; the indefatigable J. A. (Pat) Patterson, secretary of that section, and their pals have stirred up the first Santa Monica midsummer Open, which is sponsored by the Santa Monica Junior Chamber of Commerce. A

strenuous campaign for new PGA members is being conducted with the ambition of getting every first-class pro who is eligible.

Most of the sections have made a feature of pro-women events on their tournament schedules this year. The Philadelphia section is the home of the most successful employment of this smart stunt.

Sections are appointing their committees on the teaching program, with the usual amount of argument and delay happening in most spots. However, even the fellows who are not carrying the banner for the instruction plan admit that it has been a great publicity idea for the pros and unquestionably has been responsible for a lively revival in lesson business.

Relations with the manufacturers and with the USGA are in fine shape.

Jacobus has suggested to each section that they make an assistant's tournament a feature of this year's tournament program.

Harlow has the business details of the PGA championship at Buffalo ironed out in a way that promises this affair will be one of the greatest financial successes in the organization's history.

The PGA is conducting an energetic membership campaign, both nationally and sectionally. Jacobus recently sent out a letter listing 13 points of the association's activities, with the idea of showing the non-members the outfit is doing plenty of constructive work for the pros.

Chicago Tribune-Fee Course School Expects 20,000

AT LEAST 20,000 pupils are expected to register for the second free golf school being conducted by the Chicago *Daily Tribune* and the 18 courses of the Chicago Daily Fee Golf Association. Last year's school had almost this many registrants. The present rate of registration indicates the 1933 figure will be surpassed.

The school plan the fee courses and *Tribune* figured out and conducted so successfully last year is being widely adopted in other cities this year. Changes in the plan this year cut down the number of class lessons from six to five and provide for a new division. The new division is couples, enabling husbands and wives to take their free lessons together.

To Sell **MORE** Golf Balls
The Pros of America's Golf Clubs
are installing

the
King
of golf ball salesmen



A PROMINENT PRO SAYS:

"I have had one in operation since November, 1932; increasing my regular sales about 40%. Have no hesitancy in recommending this machine to any of my friends."

- Install it in YOUR golf shop.
- It sells only your 75c balls.
- Pacific coast pros recommend it to all of their pro friends.
- Does NOT decrease your counter sales.
- It usually doubles sales; frequently triples them.
- Brings golf ball sales back to the pro shop.
- Puts a 75c ball on the tee of every player; he learns the thrill that better balls bring.
- It eliminates cheap drug store golf balls from your course.
- Golf club members are always pleased with the "King".

Jerry Glynn, Olympia Fields, Chicago, says: "Marvelous." L. Perry Ferguson, Culver City, Cal., says: "All seem pleased to get such high-grade, nationally advertised balls." W. S. Fairman, Miami Country Club, Florida, says: "It does away with cheap balls from cut rate drug stores." Arthur Clarkson, Rancho Golf Club, Los Angeles, says: "I recommend it . . . feel positive they will enjoy the same results that have been our good fortune."

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Junk Pile's Lesson Warns of Obsolescence Extravagance

By ARTHUR LANGTON

AMONG OTHER THINGS about golf courses that have suffered from the dep—the current phase of the economic cycle—are the junk heaps, although a bear market in this regard is something that nobody loses any sleep about, except maybe the junkman, and who ever caught a junkman asleep, anyway? In the dim and distant past, when two bits was not considered money and high prices were something to worry about instead of to pray for, there was a time when every golf shop was not a golf shop unless it had an imposing monument to busted pinions and bent shafts gracing the immediate vicinity. But today is another story, and about time, too, is the feeling prevalent among greens-hawks throughout the nation. Where once stood the awful pile dedicated to mechanical errors and imperfections there is now a depress—hole in the ground—made by club mechanics scraping up and digging another bit of haywire or strap iron from which to make a tool or repair a machine.

There are three reasons for this metamorphosis. The first is that owing to the fact that clubs are not spending as much money as they once did, it follows that they are not purchasing so much potential junk as they did when it was thought that free silver was history. Secondly, such equipment that is bought is cared for as much fine gold by expert mechanics and efficient upkeep machinery. Finally, and hereby hangs the burden of this tale, machines are better and last longer than they once did. The story still goes the rounds, passed on by bearded wiseacres, to the effect that "They don't put the stuff in the machines now that they used to." All of which in our humble opinion is something else to be thankful for. Maybe manufacturers used to put gold and silver and platinum in the machinery of the old days; whatever it was, it used to have the knack of buckling, breaking, and making the most goshawful mess that ever a mechanic quit his job about.

Or if it didn't break down with monotonous regularity, it wouldn't break down at

all, or do anything it was supposed to do. The first gang mower we ever saw was a greens machine; it required a gang of men to operate it. Weighted down as it was with rollers that must have been filled with cement, this juggernaut had the regulation push bar aft and a rope attached to the bow. One man operated in the stern to push and sight the course, while as many men as were available hauled on the rope to provide the balance of the locomotive power. The whole procession would proceed straight across the green, the machine being willing, and so on off the other side, no attempt being made to turn it on the green because of the foot or so of sod it would dig up in its attempt to frustrate all efforts to get it from the straight and narrow path. Two of us cut three greens with the contraption one afternoon, thereby establishing a record but laying us out for 24 hours. No, friends, this machine never wore out, but it wore everybody else out until one day it struck a weak spot in the barn floor and disappeared forever from view, thereby cheating the junk pile.

Pioneer Course Machinery

This machine had a running mate, if you could call it running, in a horsepowered contrivance that cut all of a four-foot swath if ever the bottom blade could be brought within nodding distance of the reel. The machine had the stuff, all right; what, nobody knows. One day we tried to sharpen the blades with a file, the only means at hand. The blades maintained their status quo but the file was made nearly as smooth as a ruler. The like of this machine has been found at the bottom of many a junk pile, still unbroken, and still resisting all attempts to do anything with it.

And then there were the early power machines, remember them? It seems that they were made of railroad trucks with engines on them that would do credit to a dredge. They were things of beauty and a joy forever with their radiators, fly-wheels, belts and pulleys scattered helter-

Macdonald Smith says

"THAT'S IT"

The

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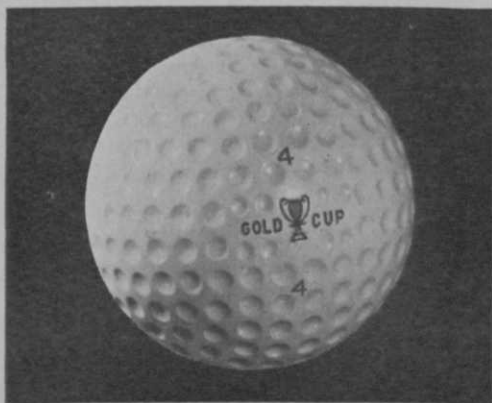
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YOU can take the canny Carnoustie Scot's word for it. Here is the finest golf ball ever made in America! Yet players pay no premium . . . this sensational new Dunlop Gold Cup costs just seventy-five cents . . . an outstanding bargain for pros to offer.

Only Dunlop could have built the Gold Cup. Behind it stand long years of experience in producing championship products . . . skilled craftsmen . . . Dunlop, the most famous name in golf. On the next round, try the new Gold Cup yourself. Then let it make money for you. Place an order today with your Dunlop representative or write

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It's easier to prevent brown patch than it is to nurse diseased turf back to health. More greenkeepers are realizing this year after year—and treating their greens with the two standard fungicides, Semesan and Nu-Green, to save the cost of repairing brown patch injury.

We recommend Semesan where soil is normally fertile; Nu-Green where fertility is lower. Both products contain the same effective ingredient for brown patch control.

Write for free booklet, "Champions against Brown Patch." Bayer-Semesan Co., Dept. A-4, Wilmington, Del.



SEMESAN

25 lbs. . . . \$ 46.25
100 lbs. . . . 180.00
300 lbs. . . . 525.00

NU-GREEN

25 lbs. . . . \$ 30.00
100 lbs. . . . 115.00
300 lbs. . . . 330.00



skelter over all. Only the mowing unit was located where one couldn't fall over it, and that was buried deep in the thing's innards where it took a day's work to get at it. To make a non-stop flight in one of these mowers was a sporting proposition, with the betting about even that the pilot would arrive at the other end of the fairway without accident. All betting was off if the machine had to traverse a side hill.

One greenkeeper was asked how he liked this latest innovation in golf equipment, and he replied, "Fine, only the horses are eating their heads off in the barn."

"Horses? What horses?"

"Why, the horses I have to keep to haul the mower out of soft spots on the fairway."

All this, of course, was a long time ago; but when power machines were made more efficient, speedier and lighter, they began to throw parts all over the course in a most careless manner. This situation developed to such an extent that it became a moot point among golf course superintendents as to whether it was better to follow along behind the machine and pick up everything that dropped off, or go ahead and clear the way of all matter that the previous machine had discarded. But even the strictest surveillance was not always completely successful, as reels that had run foul of a nesting bolt could testify. This era of the flying parts, about a decade ago, saw the junk pile reach the apex of its towering career. The daily growth of these heaps was more than perceptible, it was overwhelming. Nothing was secure from the fate of being gobbled up in its ravenous maw. 'Twas even whispered that men who have wandered too close have been engulfed, never to be seen again.

But even as the glory that was Greece and the might that was Rome began to decline, so the junk piles began to slow down their once impetuous development. Machinery began to be used which operated efficiently and with a minimum of breakage. Furthermore, manufacturers began to take an interested hand in the situation and advanced the principle that they felt some responsibility for the operation of their machines once they had sold them. In addition they produced as evidence of this new belief efficient service men and written guarantees.

Now replacing the junk pile is the store-room which contains spare or auxiliary

From any seedsman or golf supply house

parts instead of débris. Machines do not break down as they once did. Easily replaceable parts sometimes get worn, but no part is thrown away any more; the greenkeeper or the mechanic may be able to use it some day to make a sprinkler, a weed cutter, or an ice cream scoop for the clubhouse.

No, things aren't like they were in the old days, thank heaven and the er—current slowness of the economic situation. The junk pile of odds and ends has vanished. In its place there is the newer and less obvious factor of equipment obsolescence that eats into maintenance costs with serious gluttony and continues to retard progress because its junk pile moves around.

Iowa Greenkeepers Meet at Ottumwa

SECOND 1934 meeting of the Iowa Greenkeepers' association was held May 8 at the Ottumwa (Iowa) C. C. Dave Bonella, the genial pro-greenkeeper of the club, was host to a group of about 25 greenkeepers, which was a very good delegation considering the distance of the location from most of the larger cities of Iowa.

The visitors looked over this beautiful little nine-hole course on the edge of the city. Fairways and tees were in unusually good shape considering the unfavorable season, and the greens of Metropolitan bent left little to be desired for putting quality. The topsoil on the newer greens was prepared with a very large amount of peat and sand with the result that pitched balls are held without watering the green unduly. Examples of good tree surgery and planting around the course and the fine swimming pool were points of particular interest.

June meeting of the association will be held at the Wakonda club of Des Moines. The annual business meeting and election of officers will be held at this time. Also the greenkeepers will have an opportunity to inspect the new experimental turf garden which was planted on the grounds of the club last fall.

IN SODDING greens nitrogen should not be applied under the sod, for it may inhibit new root formation. Before laying sod, work super-phosphate into the underlying soil and apply nitrogen after the sod is in place.



No. 471 Illustrated

Notice

If you are looking for Quality, Service and Price in golf bags, then have us send you our latest advertising roll illustrating our entire line of "Can Pro" Golf Bags.

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NEWS FROM THE MANUFACTURERS

FATE-ROOT-HEATH PRESENTS PLYMOUTH TRACTOR

Plymouth, O.—A new low priced golf course tractor—the Plymouth—has just been announced by The Fate-Root-Heath Co., who also manufacture the Peerless Mower Sharpener familiar to most golf



The new Plymouth tractor.

clubs. The Plymouth tractor, according to the makers, combines unusual efficiency with modern appearance and has already attracted attention at golf courses.

Equipment includes a powerful, 4-cylinder Hercules engine capable of pulling a 5-gang mowing unit over most rolling fairways and a 7-gang unit over the ordinary course. Either low pressure tires or wide, "roller type" steel wheels are furnished as desired. A 4-speed transmission permits the tractor to travel at speeds varying from 1 to 25 miles per hour.

DUNLOP MOVES SPORT GOODS DISPLAY ROOMS

New York City.—Dunlop Tire and Rubber Co. announces the removal of the executive offices and display rooms of the sporting good division of the organization to suite 824, 500 Fifth avenue.

SPALDING PUSHES SCREW-LOCK SERVICE SHAFTS

New York City.—Developed to assist professionals to sell more Bobby Jones cushion neck registered irons, the new