

PICKED UP IN THE ROUGH

By HERB GRAFFIS

THERE IS NO chance of the USGA endorsing the idea of a national junior championship as long as those now active in the association's affairs retain their official connection and power.

The USGA present attitude is that before the national junior championship idea can be given serious consideration junior competitive events on an extensive basis by districts should have a history of sufficient length and character to establish a high-class sporting tradition.

Having done some ballyhooing for junior national championship ourselves it was with reluctance that we finally had to conclude the USGA fellows had the right idea in refusing to approve a national boys' championship. Thinking back to the earlier days of the public parks championship where merry young golf bums made petty larceny an essential detail of their golfing activities we were reminded that young men are inclined to over-emphasize the value of big-time competition at the expense of legitimate labor.

As long as humans are human, it probably will be a dangerous thing to mix up youngsters on the subjects of sport for sport's sake, and sport for glory, the expense account and seeing America first.

We have seen too many caddie and other junior boys events, in which the last kids to finish get the amazingly low scores, to stand pat on our first guess that a national boy's championship would be a good thing for keenly ambitious kids. The little girls play the game, but an alarming number of the boys play the scoreboard.

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AL F CAMPBELL, veteran New York State professional, seriously questions the idea of free group golf lessons to private club members or their youngsters. Alf says that if the fellows spend some time in selling people the right idea of instruction the lessons will be paid for and will carry more weight. His reasoning is that when a person goes to a specialist for treatment they expect to pay and are suspicious of treatment as a charity patient.

Alf is an expert practitioner himself. He never plays Saturday afternoon or Sunday morning but stands at his first tee greeting and advising his members.

His policy is to try and play with every club member at least once during the year. When they have equipment that needs replacing Alf loans them a club out of his bag after they have played bad shots. If they get a good shot with Alf's club—well, what's the use of telling you what happens if you are smart at selling golf playing equipment.

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SUMMER AND FALL tournament events are becoming so popular with sponsors in various localities that Bob Harlow's idea of a PGA team of star players begins to look like a necessity. These events don't draw enough gallery to give the sponsoring community good advertising or allow the sponsors a chance for a profit unless there are a number of the playing stars in the field.

Appearance of players can not be guaranteed now and the boys cannot afford to get in wrong at club jobs they want to keep by taking a lot of time off for making the tournaments.

It may seem strange to pros who are not tournament stars, but the tournament stars consider their club jobs by far their most important source of income and would not risk the loss of club connections unless certain of a guaranteed minimum income from tournament playing.

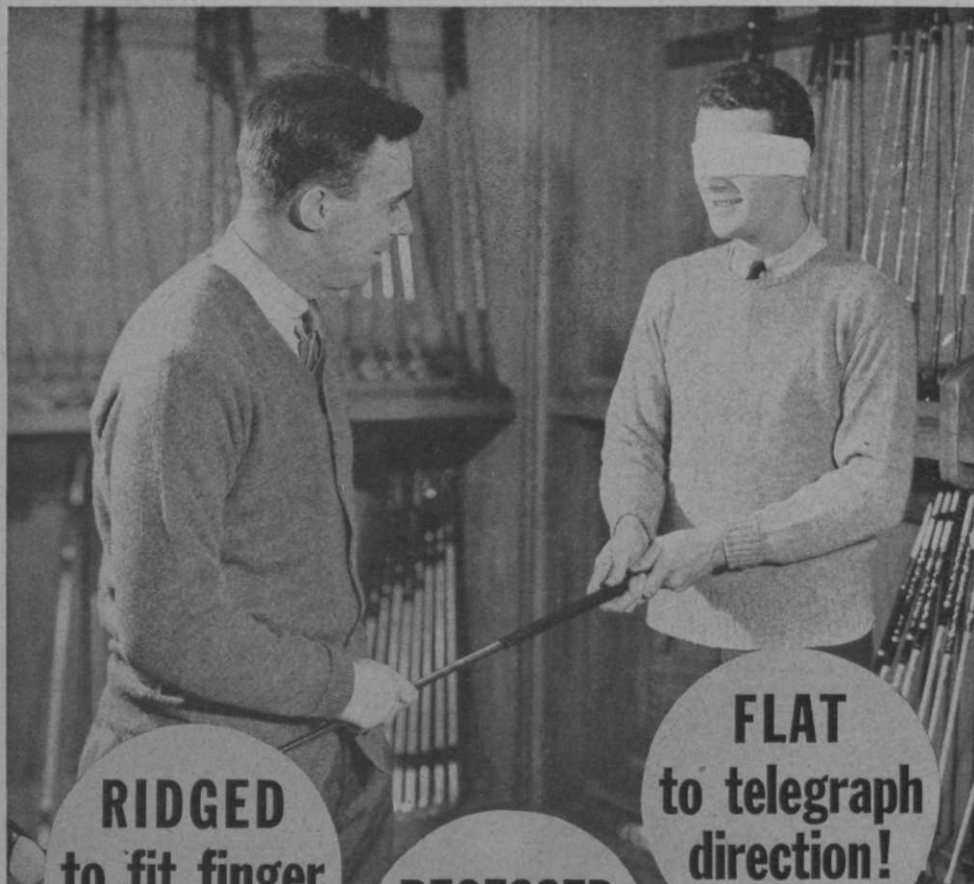
Dope on the small salaries of the Dean brothers, star pitchers for the Cardinals and announcement of a \$7,000 individual salary top by the National Hockey league has given some of the pros the idea that they are not doing badly as professional athletes' income goes these days.

From Sept. 1 until the winter swing concludes, the pros will be shooting for more than \$100,000 according to present indications and Harlow figures that with a pro team of eight stars as a basis, the summer schedule might be built up to fill all of the 20 weeks of the hot weather period.

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ONE THOUGHTLESS idea that curtails the golf season is the practice of some clubs in calling their late summer tournaments by titles that indicate the season is at end. Autumn weather is the best there is for golf in most of the cen-

This New



RIDGED
to fit finger
joints!

RECESSED
to lock into
hand!

FLAT
to telegraph
direction!

Spalding Grip...

... WILL GET THEM WITH THEIR EYES CLOSED!

SPALDING HAS DONE IT AGAIN!

Spalding's newest contribution to better golf is the Jones "Form Grip" in the Bobby Jones Irons and Woods!

The Form Grip is scientifically designed to fit the natural position of the player's hands. A ridge has been formed along the underside to fit snug into the finger joints — to prevent sidewise twisting once the shot's begun. Slight recesses, close to the upper edge, lock into the heel of the hand — to eliminate forward slip.

And down the right side of the grip there's a partially flat surface—parallel to the clubface. During the split-second before the club strikes the ball, this new feature telegraphs direction . . . actually enables the player to feel (and if necessary, correct) the direction of his clubface.

Golfers can see these improvements.

They can see the improvement they make in play. More important—they can see it with their eyes closed—and that makes a dramatic demonstration. Just tell the golfer to shut his eyes and to address an imaginary ball with one of these clubs. With his eyes shut, he'll grip it correctly—lay the club-head "dead to the ball." It's easy to see why this demonstration will open his eyes—stimulate the urge to own these superb golfing implements.

You ought to find the rest easy.

GOLF FLASH

Triumph in the U. S. Amateur. For the third straight time, Spalding Bobby Jones irons were played by the winner of the U. S. Amateur. This is a perfect record—for these clubs are only 3 seasons old. The Spalding ball shared laurels with the winner, too—the 17th triumph in this great classic in the last 20 years.

A. G. Spalding & Bros.

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ROBERT T. JONES, JR. GOLF CLUBS
WITH THE NEW JONES "FORM GRIP"



Hunch for pros: Arrange to give free group lessons in some nearby school this winter. It will do you, and golf, lots of good.

tral states. There is a constantly growing tendency to extend the season until snow-fall.

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THE HAZARD (Ky.) Open tournament looks like it will provide the most fun the playing pros have had for some time. The sportsmen in this thriving town are all pepped up over the promised visit of the big shots and guarantee a royal welcome. It will be Old Home Week for a lot of the pros, who have spent hours in hazards, although elsewhere than in Kentucky.

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FINANCIAL REPORT of the 1934 PGA championship run by the Buffalo Junior Chamber of Commerce shows almost half as much income from advance sale of weekly tickets as from gate admissions.

Nothing could give clearer evidence of the amount of able work the young business men of Buffalo did on this affair.

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MIAMI-BILTMORE'S idea of splitting that tournament's \$10,000 prize money into halves, one for class-A pros and the other for class-B professionals has the pros wondering whether the notion is a stunt to get publicity, a forecast that this premier event will become just another ordinary tournament, or what?

Feelers have been sent out asking pro opinion. The "name" pros who are responsible for gallery and publicity interest attached to the event in the past naturally condemn the split. The boys who will be in the vicinity of Miami anyway when this event is held hail the proposed division as

one of the happy aspects of the New Deal, assuring relief for all and the answer to what to do for the hamburgers this winter. The sharpshooting big-shots look at the California schedule offering \$14,000 during December against one chance at a Florida \$5,000 class total under the Miami-Biltmore arrangement and have begun to practice the chorus of "California Here I Come." This, of course, will make things at Miami-Biltmore still better for the lads who winter at Miami but who never have been able to dig deeply into the prize money because of the competition of nationally noted stars.

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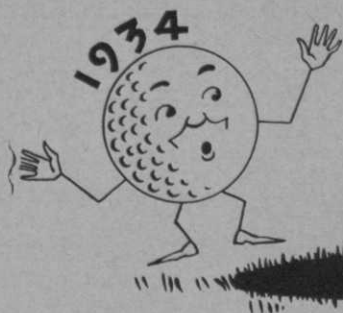
THE MYSTERY of the Miami-Biltmore arrangement is made deeper by considering that it is the intent to put into the A classification those pros who qualified for the national PGA tournament or who were among the first 30 at the National Open. Willie Macfarlane, who won the Miami-Biltmore \$10,000 Open last year, automatically is rated as a Miami-Biltmore class-B pro under the proposed arrangement!

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JUST HOW THE change will work out in making a more extensive split of the dough no one can forecast in advance, but the chances are that the same fellows who would win under the old \$10,000 arrangement will get about half the dough under the new deal with a few added names on the list to be visited by Santa Claus.

Those pros who see in the new split a chance to get some prize money as a re-

**1934 was
a "Birdie" -**



let's make 1935 a "Hole in One"

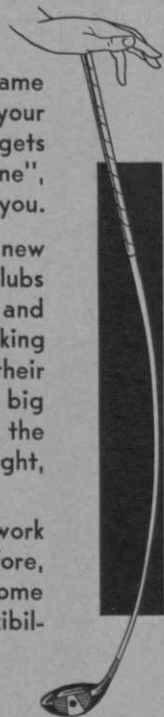
If you want to get the same kind of a thrill out of your business that a golfer gets out of a "hole in one", Kroydon is the line for you.

During '34, Kroydon's new Flexographed Hy-Power Clubs set a new high for SALES and PLAYER-PRESTIGE — ranking pros giving Kroydon's their stamp of approval in a big way. With such a start the outlook for '35 is bright, indeed.

Kroydon's take the guesswork out of golf as never before, with matched sets that come in various degrees of flexibil-

ity to suit the individual's own swing and build. You can "prescribe" them for a player with confidence that they will improve his game. A personal trial of Kroydon's will show you why.

Let us tell you more about Kroydon's exclusive construction features and the Kroydon policy of PRO-PROTECTION which safeguards you against price-cutting and unfair competition. Take steps now to "GET YOURS" in '35. See your local Kroydon representative or write The Kroydon Company, Maplewood, N. J.



Kroydon
CLUBS

PROVING THERE

For the first time since professionals have become merchants, a line of sales producers have been created which will turn the tide of some of the Christmas money into the professional's pocket. Leaders in this type of merchandising tell us the packages are "knock-outs."

This great plus value for no extra charge certainly gives one of the greatest Christmas values ever offered. You can take orders from your members right now. Many of them will appreciate your relieving them of their yearly search for something different. This is an opportunity they will not be able to match. A wonderful plus value for the price of

the balls alone and a full margin of profit for you. Now will you believe in Santa Claus? Write to the nearest Wilson-Western divisional branch for particulars.

The Cocktail Shaker Package

Shake out the dozen Wilson HOL-HI golf balls and you have a fine cocktail shaker. Hand blown glass decorated in the modern style with fired-in silver bands striped with ebony black—a regulation full metal strainer top. Holds exactly one dozen HOL-HI golf balls or one full quart of cocktail.

This shaker is packed in an attractive Christmas pasteboard container as shown in illustration, printed silver on black—unique and different and, just as an added measure, is included a little booklet of choice recipes on special drinks and how to mix them.

The cocktail shaker, container and book are plus measure for your customers such as you have probably never before had the privilege to offer.

Toilet Case Container

Here is a useful package that will stand for years of after-use service. Made of genuine leather finely constructed by skilled workmen. Just holds one dozen HOL-HI golf balls.—take the HOL-HI balls out and you have a



IS A SANTA CLAUS

traveling case for toothbrush, razor, shaving cream or what-not.

This fine traveling case must not be confused with cheaply constructed containers. All of its fittings and materials are of the best and makes a phenomenal value. A traveling case and one dozen finest quality HOL-HI golf balls for the price of the balls alone.

Cigarette Holder Package One-Half Dozen Balls

A lift, and presto! you have a gift in each hand. In the right hand, one-half dozen neatly boxed Wilson HOL-HI golf balls—in the left hand, as neat a little cigarette holder as one can imagine.

This holder is a finely made article such as would sell in a high class gift shop up to one-half the price of the balls—in the special Wilson packing it costs you nothing. Made of chrome metal with a black composition base, lacquered Chinese red inside—it makes a most attractive item welcome in any den or living room. This fine plus value together with champion quality HOL-HI golf balls all for the price of balls alone.

Sheer S. A. (Sales Appeal). That's what this little red, black and silver box has a lot of. It will make every Christmas shopper stop and peek inside. He'll find a half-dozen of the famous Wilson golf balls—just right for Christmas gifts.

Here's the answer to your demand for something different, unique—with a ready acceptance . . .

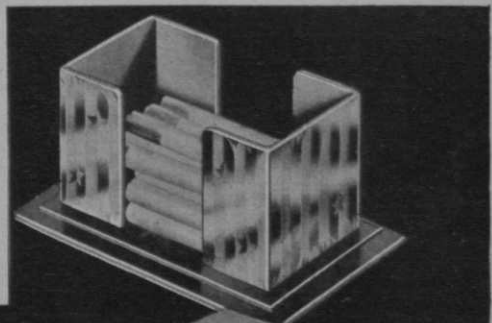
Double duty containers filled with Wilson's finest nationally advertised golf balls—merchandise of established value which has never been subjected to price cutting—and "believe it or not," all for the price of the balls alone.

Your full markup is in them, they cost the customer no more—now do you believe in Santa Claus? If this does not mean quick sales in quantity, we don't know our golfers.

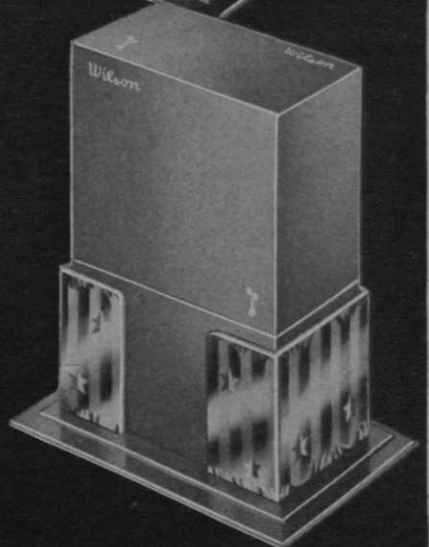
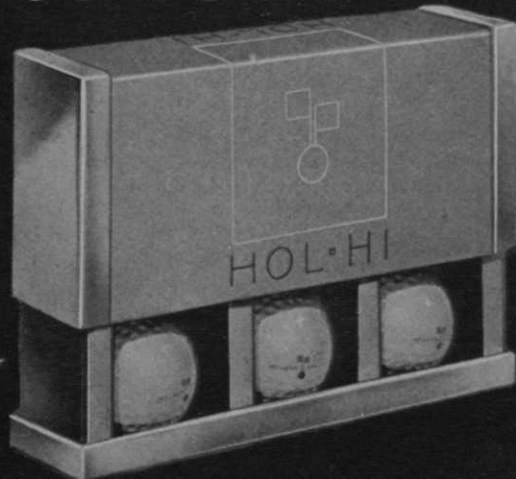


*By this mark you shall know
fine golf equipment*

WILSON-WESTERN SPORTING GOODS CO.
CHICAGO, NEW YORK AND OTHER LEADING CITIES



Wilson



ward for playing as gentlemen of the ensemble in the show, probably are in for a disappointment. The first and surest effect of the Class-B division will be to draw to Miami-Biltmore assorted lots of the many low-scoring assistants, caddies, caddie-masters and pseudo-amateurs who will turn pro instantly when there is \$100 prize money in sight. These newcomers will account for a good part of that Class-B dough and whatever publicity attaches to Class-B merit will be used vigorously by these laddies in going after pro jobs back home.

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THE IDEA LOOKS to us like a poor thing for all the first class pros, whether or not they are tournament stars, and a sad publicity misstep for Miami-Biltmore in reducing one of the country's major events to the national publicity basis of the Painted Privy Junior Chamber of Commerce Open. Maybe the main idea of the whole thing was to get printed discussion and not as a seriously contemplated move. The tip-off to this hunch being a "phoney" is seen in the way the newspapers generally have shown no interest in printing publicity about a tournament that gives itself a Class-B rating.

But, after all, brothers, it's the Miami-Biltmore's dough, to do with as Miami-Biltmore pleases.

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BOB HARLOW figures around \$200,000 prize money is played for annually by pros. There's a lot of dough in the aggregate of the Monday events and annual championships held by the PGA sections, even if entry fees paid by the pros do account for quite a part of it.

Local tournaments such as the \$500 Open held late in September by the Blytheville (Ark.) CC are growing at a rate promising there may be a \$300,000 prize list in a year or two.

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INTERNATIONAL HARVESTER'S unique demonstration at the Century of Progress of a tractor operated by remote control with radio equipment is something that must give greenkeepers a happy thought of the future.

Won't it be great in that day to come when the greenkeeper can lie late abed until 7 a. m., almost, and by pressing the right buttons at his bedside have the fairways, greens and tees mowed?

IT PAYS TO READ the papers to find out what's going on. The American PGA team going to Australia, making the longest trip ever made by a national professional team, is directly the result of a practice of reading the "out of town" papers followed by Bob Harlow, tournament manager of the PGA, ever since he was a kid correspondent for Philadelphia papers at the University of Pennsylvania.

Right after his return from England in 1933 Harlow picked up a copy of the *Referee*, the famous Australian sporting paper. The *Referee* told of the 1934 Centenary celebration at Melbourne which was to be featured by big sporting events. Harlow immediately got in touch with Australian golf authorities, writing many letters to various spots "down under," but they didn't want to guarantee any expenses. Harlow kept after them until they agreed to make guarantees and now the boys are on their way to a history-making tour.

It's a great lesson in keeping the eyes open for chances for pro tournaments and working on them until they are definitely set.

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INTERNATIONAL GOLF competition seems to be about the only international sporting activity that isn't accompanied by wrangles and bitterness that should be absent when sportsmen are present.

The boat races had all the fine, friendly spirit of competition that used to be shown when the Capone mob and the Touhy torpedoes fought for control of bootlegging territory.

But by far the most vicious campaign of abuse conducted by newspapers and partisans in an international event seems to have been that featuring the English-Australian matches at the leisurely pastime of cricket. English papers scorned their own team in some instances and frequently hammered the Australian team maliciously. About the rawest reference we have seen in a sports story was in an English tale saying that the feud that burst forth in the cricket matches dated back to the war when some English outfits "had their bayonets ready to meet the Aussies."

And we are supposed to take our sport "intensely," while the English take their sport "for sport's sake."

Henry Cotton and Percy Alliss probably will be over here for some of the winter tournaments and we're willing to bet right now that the toughest part of the trip for



TRUE TEMPER

presents the

**LAMINATED
SPIRAL SHAFT**

*What it is * * **

An entirely new steel shaft produced by spirally winding extremely thin alloy steel ribbon.

The edge at the surface and for approximately one-third of the ribbon area, is brazed with silver . . . the remainder of the inside of the shaft is in a measure free to move upon itself.

*What it does * * **

At impact this new shaft imparts an extremely vibrationless and shockless "feel" and has the ability to partially absorb and dissipate shaft strains.

These shafts are not to be confused with rigid lap-welded pipes, which are cheaper than seamless tubes. Rather they may be compared to built-up veneer, with its well-known springy qualities.

Ask your manufacturer or write us direct for further details on this modern addition to the famous TRUE TEMPER line—soon ready for distribution.

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division

Geneva, Ohio

TRUE TEMPER STEEL SHAFTS

them will be the excess of American welcome.

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THE PRO MAY THINK he is getting some punishment from ball sales competition with drug stores but he is not suffering in this respect as much as the sporting goods stores, according to W. R. Searles of Alex Taylor and Co., large New York sporting goods retailers.

Searles, in an issue of *Sporting Goods Journal*, writes:

"Druggists are noted for the glee with which they cut-in on the other fellow's business. Sporting goods stores do not realize and will never know the volume of business they have already lost to the drug-stores.

"What has Mr. Sporting Goods Merchant got to do to stop the manufacturers from selling the chain drugstores? If he doesn't do this, he is going to awaken some fine morning and on his way to business find the neighborhood drugstore window proudly exhibiting his pet matched-sets, one of the few articles he has left where there is a volume and a decent profit that the druggist has not already taken advantage of and added to his line."

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OLIN DUTRA makes his debut in radio Thanksgiving week. The National Open champion has a dramatized part in the Beech-Nut "Red Davis" feature over NBC. Part of the publicity on this is picture releases showing Olin striding a fairway accompanying a couple of young women in the Beech-Nut program. The girls are attired in shorts. Olin, in those publicity pictures, looks scared like a guy who has just hooked a hard one into a gallery at a nudist colony.

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"CRAB GRASS CONTROL on Lawns," the subject of a press release by the New Jersey Agricultural Experiment Station and written by Prof. Howard B. Sprague, is something that shows how closely turf work on golf courses and lawns is allied. This sort of press material coming to the attention of home owners puts the tax payers in a mood for approving turf research work.

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THE GOLFERS are turning actors, and the actors, golfers. Adolphe Menjou got a hole in one at Riviera's sixteenth. He applied for a US Hole-in-One medal. He made his ace with a 444 US Royal.

WONDER WHAT has happened to the old gag that teaching ruined a pro's playing ability? That used to be a favorite alibi until Johnny Farrell won a National open championship and came out with the comment that there was no sense to the remark.

Checking over the list of champions this year we find that without exception the titles are held by fellows who are kept extremely busy at the lesson tees of their clubs. Considerably above the average pro lesson business is that done by Olin Dutra, Henry Cotton, Harry Cooper, Paul Runyan and Tommy Armour.

Maybe the old moan should be revised to read: "I don't get enough teaching business to make me a playing champion."

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THERE ARE 75 ardent golfers among the 1,600 employees of Ringling Brothers circus. They are so keen for the game that they have their own professional, Lloyd Greenamyre, travel with them. For six years Lloyd was pro at the Bobby Jones course, Sarasota, Fla., where some of the circus folks winter.

When the circus was in Detroit Greenamyre visited the Hagen factory to get some special playing equipment for members of his migratory club. An 8 ft. 2 in., giant had to be fitted and a contortionist wanted a complete set of whippy shafted clubs.

Width of Fairways Not Covered by Rules of Golf

THERE IS NOTHING in the Rules of Golf which differentiates between fairway and rough. This is because in the old days, before mowers were introduced to keep the fairways smooth, a player took his lies as he found them and was not favored with a carefully mowed path from tee to green. From the standpoint of the Rules, there is no specified width for fairways.

Custom, however, has developed a fairly common practice in this regard, influence on the one hand by the desire of the players to have an area of reasonable width into which to aim their shots, and on the other hand by the desires of the club officials to hold mowing expenses within budget limits. Some courses hold their fairways down to 150 feet; others are more generous and give their players 200 feet of mowed turf. The average is in the neighborhood of 180 feet.