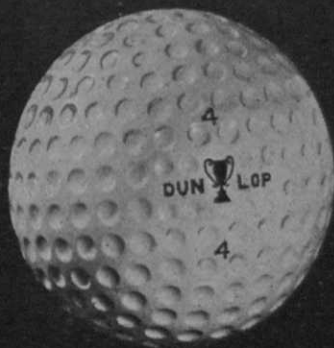
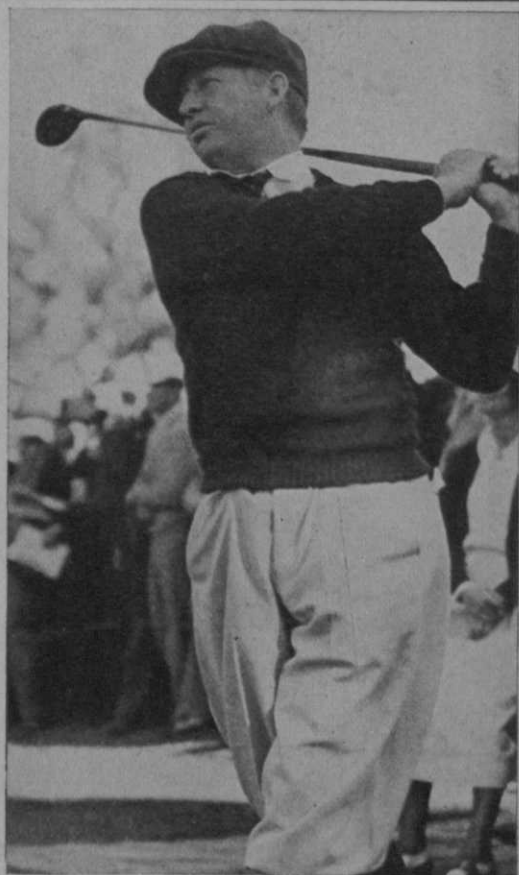


WITH your club members hitting them in mid-season form, push a ball that delivers the last yard of distance you're entitled to . . . that gives you the full advantage of a hard, sun-baked fairway. Take this tip from MacDonald Smith . . . try the Dunlop Gold Cup, a real golf ball through and through.

With championship qualities in-built—carrying the most famous name in golf—the sensational Dunlop Gold Cup is a golf ball thoroughbred. Players call it the finest ball ever made in America—and come back for more. On its record it deserves a trial. Next order . . . make it Gold Cups!

DUNLOP TIRE & RUBBER CO
500 FIFTH AVENUE, NEW YORK CITY

Mac Smith says,
"SMACK A BALL THAT'S REAL...
THE DUNLOP GOLD CUP"



**DUNLOP
GOLD CUP**

Seventy-five cents

Lower Interest Rate Is Wise Answer to Fee Plant Problem

By HERB GRAFFIS

INVESTORS who put money into daily fee courses during the 1927-1931 period of high real estate prices have found that their investments, like other investments in buildings and grounds made during that time, have to be readjusted.

Most of the real estate investments made during those years of rising prices and swiftly made sales have gone into the hands of receivers. This has been temporarily very pretty for receivers who are getting fat incomes, but investors who want to salvage something out of their investment have been paid off in headaches and tears. The sorry history of ghoulish connivance between courts, lawyers and professional receivers has been given in many newspaper stories. Golf would like to avoid this sort of costly agony in readjustment of its fee course properties, but probably must suffer. As long as humanity believes it can get rich by taking unfortunates into camp real estate equity holders will be victimized by the greedy and ignorant during tough times. Golf real estate will not be immune from this rap.

The situation works out this way: People who hold the paper figure they can foreclose and get the property for a few dimes on the dollar. With low carrying charges they believe they will be able to cut playing charges to such an extent they will get all the business in the neighborhood. They seldom budget any money for the development of the golf market or for making the course more attractive.

What happens?

Around in Circles to Ruin

Other course owners in desperation meet the cut prices. No one has any money for keeping the courses in shape and the wind-up is that fee course business in the entire district is ruined. What makes the picture turn out bad for the foreclosing parties is that government money goes into public courses in the neighborhood. Public course design and maintenance standard has improved

greatly. On the lower-priced play the municipal courses get business that formerly played on fee courses and private clubs that have lowered their initiation fees get those fee players who can qualify for private club membership.

The last act is that the foreclosing parties find their property won't give them a return on the throw-away price they paid and they are stuck along with the rest of the fee course owners.

This sad last chapter has been written just enough to provide a plain lesson—or warning.

Let us review some of the situations that have developed as a result of fee course foreclosures, and see what has been taught.

In the first place it is impossible for many fee courses built during the last nine years to pay 6 per cent interest now. Especially in the metropolitan districts where the plants were built on land valued at \$500 an acre and up, meeting the interest payments frequently is impossible even if only the scantiest amount is devoted to operation and maintenance of the plant.

Fee course play generally is falling off while municipal and private course play has been showing definite signs of a big revival. The reason in the majority of cases is plain; the maintenance of fee courses is not of any too high a grade simply because it requires money and money is what the fee course operators haven't got. The players have been around enough to recognize and demand good greens, fairways and tees.

Experienced Operators Essential

Absentee landlordism also has been responsible for the plight of some of the fee courses. Men who had a surplus to invest in the boom years got together and put in a fee course. When everything was coming their way and players had the urge and money there was no special necessity for a well-trained, conscientious and well-paid man on the job. Hiring active and able pros and giving them

financial arrangements that would result in the development of trade and anchorage of a satisfied patronage was seldom done. Where it was done you see courses that have weathered the storm far better than the average.

Since it is obvious that absentee management has been a failure in good times, it seems quite clear that you can't expect much of management by remote control in these times when hard-working, resourceful experts on the job are vital to existence of the plant.

Golf No Cash and Carry Business

There is another factor in the fee business that those who rush in to force receiverships don't consider. A fee plant to attract play has to be operated by people who have a keen interest in golf. The job is not a cash and carry business with code working hours. The successful operators of fee courses count a 10-hour day a short one. You have to show some personal interest in each male and female customer and help them to enjoy themselves. You have to keep peace and see that there are no battles about rules or golf etiquette.

Repeat hasn't done fee courses the good, financially, that it has done the private clubs. Lack of money to buy licenses has prevented some of the courses from operating attractive bars. In other cases the revenue from beer and liquor has been partially offset by higher food costs that the restaurant hasn't been able to pass on to the players because of the keen competition between fee courses on food business.

Most noticeable of the indications that all is not well in the fee course business is the condition of the courses. Most courses that people are hungry to foreclose on will require enough money and time for rehabilitation to discourage anyone who figures that he can immediately make money because of reduced interest payments.

Up Against It

The case of one ably managed fee course comes to mind in connection with this matter of maintenance requirements. The course was put into play six years ago. Since that time the establishment hasn't bought a dollar's worth of new equipment. Recall that an automobile which runs on smooth pavement is ready for replacement after three years and

you get an idea of the present condition of the mowing equipment and tractors that this course has been using since its original rough days. The course is starved for fertilizer. Landscaping needed to make the course profitably inviting, is lacking. The clubhouse is in desperate need of repairs and painting. The people who have been operating this plant know exactly what the plant needs and where money can be spent to make money, but every nickel outside of bare operating expenses has gone to holders of the property's paper in a frantic effort to stave off receivership. About \$200,000 was the value of this plant in the boom days. I suspect that some people are hanging around to smack down on this plant and take it away from its operators at around 20 cents on the dollar which they figure will be a smart steal.

The way this deal actually figures out though, is that reduced real estate prices already have cut the land price to about a third of the original price. To restore the course, clubhouse and equipment to condition needed for efficient and attractive operation will take at least three years after the foreclosures find out what's needed. The work will require a minimum expense around \$20,000 because things have run down terribly due to lack of money. There will have to be money spent for advertising and promotion. There will be operating deficits. The work will be harder than any the foreclosing people ever have done before and they will have agony with the fact that the earning period of a fee course in the north central district is six months at its longest.

In the end these foreclosing parties will be out money instead of being ahead a net profit which they could get by revising the interest terms downward.

To make it worse for the foreclosing parties, the present strugglers under the load, if forced out, can pick up an adjacent course on a shoe-string, rehabilitate it in an experienced manner and drag over a good part of the play they had at the course from which they were forced out.

Consequently our rather extensive observation and study of the fee course financial problem has convinced us that a fellow is a sucker to foreclose on most fee courses if he has an alternative of reducing interest charges and getting experienced, industrious and courageous operators to retain the plant.

The L.A. YOUNG

Presents the New



L. A. YOUNG
President



E. E. CHAPMAN
Vice President and
General Manager



RICHARD LINK
Factory Manager



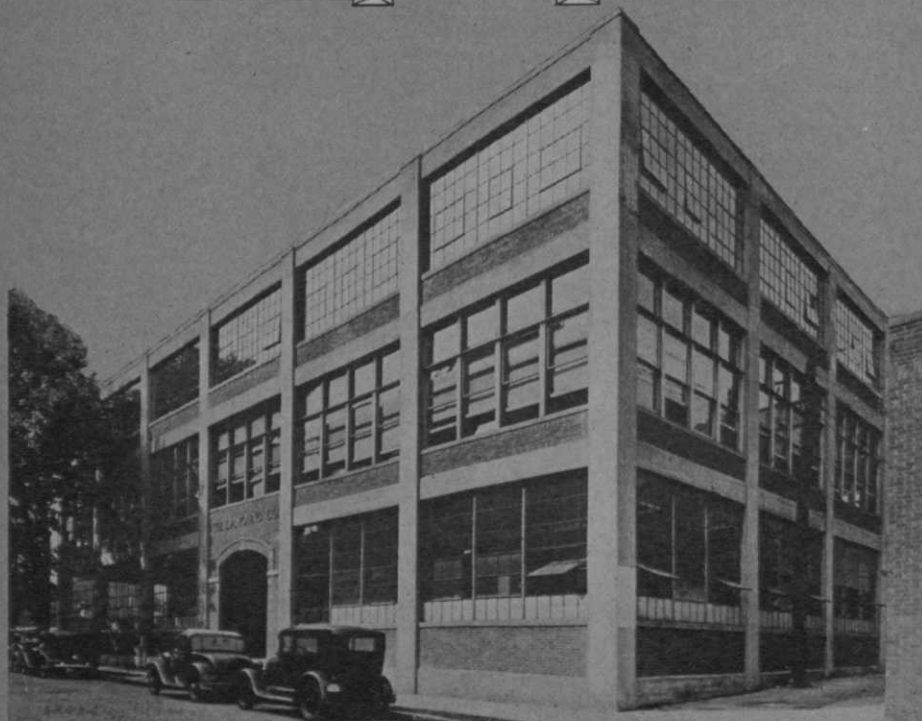
ED. J. FORREST
Repairs and
Adjustments



E. LE ROY
PELLETIER, Jr.
Advertising Manager



GEORGE J.
HERRMANN
Secretary



ORGANIZATION

1935 Hagen Line

Watch For Your HAGEN Representative

The Walter Hagen line of golf equipment for 1935 is the most complete and comprehensive we have ever presented.

Four new Woods and five new Irons make their debut, along with a Casehardened Honey Centered Golf Ball to be known as the Honey Boy.

Orders for delivery after October 1st are now being accepted on the Honey Boy.













Shortly, your Hagen representative will call, giving you a close-up, first hand inspection of the new models, which in design, contours and finish surpass even our finest past efforts.

Our enlarged factory facilities, with the completion of the new third story addition, now enable us to give you the best possible service on deliveries.

Watch for your Hagen representative, all of whom, with the exception of three Pacific Coast representatives, are shown on the right.

Several real surprises are in store for you.

THE L. A. YOUNG GOLF COMPANY
Hagen Products
DETROIT, MICHIGAN

		
WILBUR W. WOODS South Central Representative	GORDON GOYETTE North Central Representative	JIMMY MCGONAGILL South Western Representative
		
ARNOLD MINKLEY Central Representative	TOM ROBBINS Manager Chicago Branch	EDDIE RANKIN Michigan Representative
		
PAUL SAGE Pennsylvania Representative	BRUNO MINKLEY Central East Representative	STAN NORTHRUP South Eastern Representative
		
RUSSELL MATTERN New England Representative	LARRY DOW Manager New York Branch	B. R. E. POINSETT West Coast Manager

PICKED UP IN THE ROUGH

By HERB GRAFFIS

ACTION of the Women's Metropolitan District Golf Assn. in barring shorts as garments for women in their tournaments and the outspoken comment of other women's district organizations in advising their members they could play in shorts if they so desired, caused some nervousness among pros.

No pro hankers for the assignment of telling some strong-minded dame she can't play in shorts and that is a peril pros must have pushed at them when association officials call on pros to enforce rulings. Fortunately women association officials seldom are known to run out on a wrangle of their own making.

In one of the eastern district tournaments 47 women appeared in shorts. Shorts are something to be worn only after serious study by any female. It is hard for a pro to keep from laughing at some of the females in shorts and if he laughs he blows his job. On young dolls the shorts generally are O. K., barring unsightly red lumps on legs stabbed in by huge and ravenous tri-motored mosquitoes. A dame at any age has to have a pretty pair of gams to sport shorts and must not run too much to meat in the pants pocket zone. (For shot by shot score on women's sport fashions read GOLFDOM.)

* * *

UNQUESTIONABLY the Women's Metropolitan District Golf Assn. in calling shorts out of bounds protected two types of dames against themselves. These types are the gals who would look like clippings from the funny papers when they wear shorts and that nifty but dangerous and dizzy class that would fan dance around a golf course with a feather tied to the grip end of a club. It's this kind of a girl who causes young and innocent pros to emerge from the thickets during playing lessons, their cheeks afire and their eyes full of tears, and stumble back to the locker-room wondering whether they dare tell mother all.

* * *

NOTWITHSTANDING the heat, public interest in golf instruction this season has continued to be greater than in any other year, says Bob McDonald, famous veteran instructor.

Bob has a 90-tee illuminated practice layout at Addison street and Western avenue, about six miles northwest of Chicago's loop. Saturday nights noted professionals in the Chicago district give golf lectures and demonstrations. Crowds of from 300 to 500 attend. George Smith, Jock Hutchison and Tommy Armour have appeared in these affairs. Publicity and public interest given these demonstrations at the MacDonald plant are strong, while generally exhibition matches all over the country have not drawn any too well during the last several years.

The tip-off seems to be that the straight exhibition match plan is out as an attraction for the public but that a playing lecture and demonstration of shots will get the people to pay out their money.

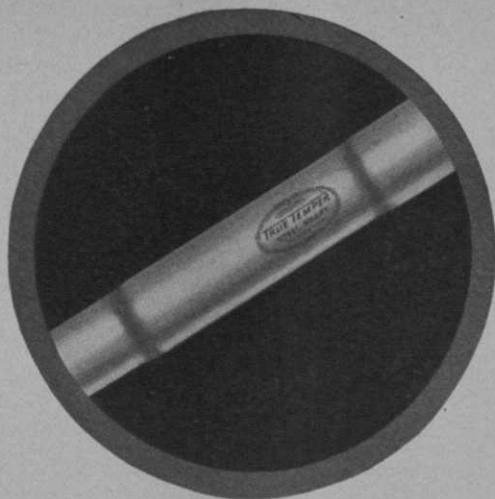
* * *

KANSAS CITY pros on their Mondays last year gave programs of demonstrations that were well received by the public. Three seasons ago when Armour and Sarazen were trouping they gave demonstrations and lectures before the matches. Many people paid for the lectures and demonstrations who did not follow the playing exhibitions.

The tough part of this kind of a show seems to be the difficulty the boys have in putting on the patter that goes with the shots and answering the questions of the customers. Armour is the country's stand-out in this respect but other lesser known fellows are coming along fast as a result of the training given them by the class lesson enterprises that have come into prominence during the last two seasons.

* * *

KIRKWOOD, golf's Young Man River, just keeps rolling along with his show, drawing big galleries and causing weeks of comment, when even big name straight exhibition matches have trouble pulling enough money through the gate to pay off the players. I've seen Joe's show at least 30 times and it seems to get better—liver, faster and trickier—every time he puts it on. Joe is the No. 1 guy in this trick shot business and the counting skips a bunch of numbers before the other boys begin to rate. Jack Redmond is at it again, after his around the world trick shot tour. Jack



1934 *has been a good golf year*

—we have enjoyed a very satisfactory business, which we believe is indicative of the entire industry.

FOR 1935

our plans are under way to bring you, as always, the latest developments in Steel Shaft design—shafts of the highest quality and superior workmanship and made to suit the varying requirements of every golfer.

In placing your orders with the club manufacturers for next season, we solicit your first consideration of the TRUE TEMPER line—merchandise that is a credit to the manufacturer who uses it and to the pro who sells it. Players are growing "Shaft-conscious."

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division • *Geneva, Ohio*



is far more of a polished performer now than he was even as a stage show star and with his travelog chatter gives the customers inflation value for their money. He isn't the player that Kirkwood is, of course, but despite that lack of playing fame, draws the trade.

* * *

DUTRA, taking a tip from the lecture and trick-shotters' success, introduced instruction, demonstrations and talk into his exhibitions and it increased his draw mightily. He knows golf instruction, has pleasing stage presence and answers dumb questions without embarrassing the earnest inquirer. In addition, he goes out on the course and shows them that he can do the stuff he talks about in knocking strokes off course records. This development of the exhibition business is harder, longer work than the straight playing routine but it looks like it's what all the boys are going to have to do if they are going to make enough out of touring to pay for the rent, rubber, grub and gasoline and have a little surplus to send to the folks back home.

By the way, the gallery at the Macdonald Saturday night exhibitions is about 50 per cent female. Reports on exhibition galleries throughout the country show women at 35 per cent to 50 per cent of the crowd of folks who want to see and learn how it's done.

* * *

OUT AT MACDONALD'S place, Bob told something that made a fellow wonder how we lived through the heat wave. Bob said the heat destroyed more than 2,000 practice balls in a little more than a week.

Most of the play at Bob's is in the late afternoon and evening. Kids don't pick up the balls until shortly after noon of the day following use of the balls. The boys would bring in balls black and out of shape just as though the balls had been against radiators.

About the top heat a ball will stand without going bad is 115 degrees. One hundred degrees is dangerous if the balls are kept in it any length of time. A thermometer in the pitcher's box at the Cub ball park, Chicago, read 120 degrees during one day of the high heat stretch.

* * *

THE MARATHON golfers are at it again. Latest claimant of a world record is Les Rayner, pro at Cooperstown (N. Y.) CC, who last month played 8 consecutive

18-hole rounds over his 6,312-yard home links in 12 hours and 45 minutes of play. Average time for a round was 1 hr., 35 min. and Rayner's average score was just under 78 per round.

Leaving the first tee at 4:40 a. m., Rayner had to walk approximately 47 miles accomplishing his feat, which was completed in a light rainstorm at 6:44 p. m. Different members of the Cooperstown CC played alongside the marathoner each round.

* * *

GORDON GOYETTE of the L. A. Young Golf Co. has made autograph hunters customers for Hagen balls. At the St. Paul open Gordon had Walter personally autograph a number of boxes of Hagen Honey-centers and passed the word around that boxes containing the signature of the original, one and only Hagen and three golf balls were obtainable at no advance in price at the Keller pro shop.

The tip-off sold balls singly and in boxes. Walter wore out a fountain pen signing.

* * *

WONDER HOW many golf clubs planning to make changes in pros, greenkeepers or managers, will have the decency to advise these men soon enough to enable them to look for other jobs for next season.

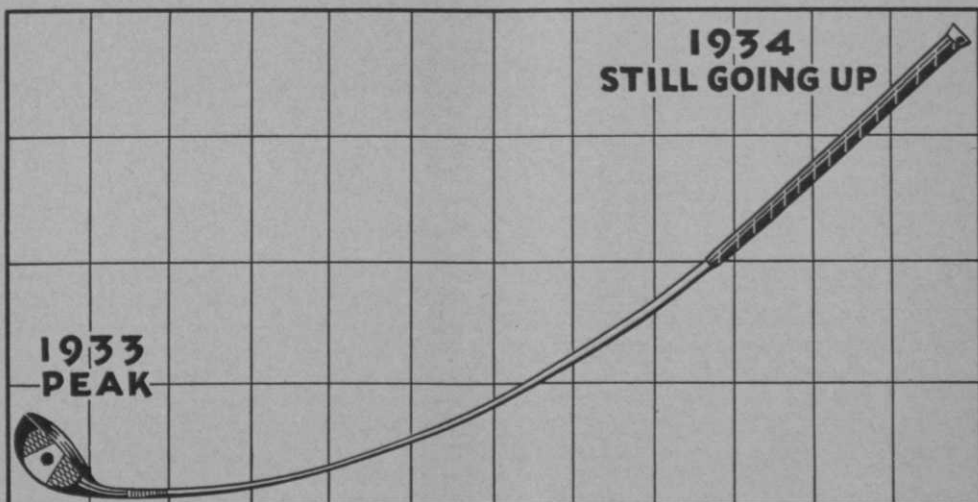
One of the most unfair and costly things a club does is to do its firing and hiring late when discharged men can't get other locations for the season and the crop of conspicuously desirable possibilities for the vacancies has been well picked over.

Clubs' excuse is that date of annual meeting is in the spring and no retiring administration wants to take action that might conflict with free operation of the incoming administration. That's another reason why club annual meetings and elections should be held at the conclusion of one season rather than just before the start of the next.

* * *

NATIONAL INDUSTRIAL Advertisers' Assn. will meet at the Netherland Plaza hotel, Sept. 20-21. Theme of the convention will be "Marketing Upwards in the Industrial Reconstruction Era." One thing that the industrial advertising experts will learn is that the rate of recovery in general industry since the January, 1933, bottom hasn't been as high as

It's been a Wonderful Year --thank You!



During the past 12 months, the leading Pros' and Players' enthusiasm for Kroydon's new flexographed Hy-Power Shaft has boosted the Kroydon Sales Curve handsomely.

Here is a "personalized" golf club—made in 3 types of flexibility—a shaft to fit every individual swing. A club that is scientifically constructed to take the guesswork out of golf.

If you are not familiar with the improved Kroydon line and our liberal policy of Pro Protection, see your local Kroydon representative or write The Kroydon Company, Maplewood, N. J.

Kroydon

CLUBS



the come-back of golf play, club membership and club financial position.

* * *

HAVE MANY of you paid any particular attention to the fact that the white kid baseball teams that fought out the finals in the junior world series, sponsored by the American Legion, were both from negro caddie territory?

Out of 30,000 squads of youngsters the teams from New Orleans, La., and Cumberland, Md., competed in the finals.

Some one with a lot of time probably could cook up a swell argument for giving the caddies a lot of attention as insurance for golf out of this baseball junior world series business.

You can argue all you want about golf's future being assured but 270,000 boys playing baseball in a national tournament show that game hasn't lost out to golf entirely.

* * *

THE MEDICAL profession and the hotels won the 1934 National Open. Olin Dutra's financial tough luck as title-holder seems to have hit a new low. The stalwart caballero from Monterey kept trouping to play exhibition dates he had promised to play for fellows but spent his gallery take paying off doctors who treated his amoebic dysentery and hotels where he had to recuperate.

Probably Olin will cash in nicely during the winter as he is to broadcast for Beechnut, whose gum wrappers by the hundreds of thousands are flung to the winds that blow over golf courses.

It is a guess of ours that this younger of the Dutra brothers will be offered a piece of jack for becoming one of the winter staff of pros at the Miami-Biltmore as it's the Doherty policy to have as many champions on the staff as can be lined up. Dutra loves his Brentwood and California, so if he does play at Miami-Biltmore this winter, you will know plenty was laid on the line for him.

We wouldn't be surprised if Henry Cotton, British Open winner, also sampled the Florida weather this winter.

* * *

WE WOULD not be caught completely off guard if the Florida situation this winter has something to do with some

more prominent women players turning "business woman" golfers.

Hicks has been a great success as the pioneer. She's worked hard and she's worked smartly and smilingly. It looks now like she is going to prove to be a great investment for Wilson-Western and make a nice juicy hunk of "what it takes" out of this business woman golfer deal.

Get good women golfers who have the idea of working, who have agreeable personalities and who can exercise will-power in keeping their claws sheathed when there is a chance to put in a plug for sales and you have people who can do profitable jobs of promotion.

Florida owes these women golfers some cash. The way they have been exploited as circus attractions and paid off in ham and eggs and hall bed-rooms by the Florida resort operators in the past has been the old stories of the slick city traveling man and the farmer's daughter, time after time.

* * *

GENERALLY THE leading women amateurs are far more gracious, well-mannered and brighter than say, a couple of dozen of the prominent male amateurs. They are better assets to a business establishment and to social gatherings than those amateur lads who get that queer idea that knocking the ball around the lot in small figures makes it necessary for them to be approached by people banging worshipful brows against the floor.

It was at the National Open at Merion that several sports writers were comparing well known professionals and leading amateurs as desirable additions to society. The writers named about a dozen big-time amateur sharpshooters as fellows who are personable, genial sportsmen, and then came to a stop.

Possibly that instance is a tip-off to why the sports section build-up of amateurs has languished. Jones had the game, of course, but he also was a modest, pleasant guy who never got himself into the idea that the capital J of his name started anything but Jones.

The pros owe a lot to those of their fellows in the public eye who have acted toward public and press in a well-mannered, considerate manner. If some of the amateurs would take lessons in manners from pros they would enjoy sweeter fruits of their golfing abilities and repay the game for what it has done for them.