



I'm happy to welcome Craig Wood and Mac Smith to the Dunlop family . . . two great golfers tied up with a great new ball, the Dunlop Gold Cup. Believe me Dunlop is going places in 1935.

VINCENT RICHARDS

Thanks, Vinnie! To go places in golf you need a good ball and a good pro policy. We've got both with Dunlop. Here's to the biggest year the pros have seen since 1929.

CRAIG WOOD



This year at Oakmont, three pro's broke par with Dunlop Gold Cups in one day . . . an amateur cracked the amateur course-record with a Gold Cup . . . while my low medal (5 under par for 72 holes) won first place with a Gold Cup.

MAC SMITH



THE NEW DUNLOP GOLD CUP

"The golf ball they're hitting a mile"

Northern California PGA. Harold Sampson and Dewey Longworth arranged this with L. B. Icely, president of Wilson Sporting Goods Co.

In southern California she will play in a mixed foursome exhibition, also for a PGA benefit. Hicks also will play at Seattle and Portland. At Portland she will play for a fund to finance the local public links team. Other PGA sections are making arrangements with Wilson for Helen's appearance for section pro funds.

Joyce Wethered, whose tour to the United States has been hanging fire ever since she turned pro, will come over in May and play for about 10 weeks. Plans to have Hicks and Wethered play as a team still are pending. Wethered's appearance will be on a guarantee basis at the clubs. When plans first were discussed for her American tour the British girl star would not consider exhibition matches with big galleries. She had her eye on movie money but the movie magnates would make no bids.



Walter Olson congratulating Armour on his win of a rug at Miami Open.

AGAIN the caddie problem comes up. Some clubs now are discontinuing more than one grade of caddie. If a kid isn't Grade A, or gets three legitimate complaints turned in against him, he is dropped from the caddie roster. There are enough boys to go around.

One of the best little ideas for caddies we have seen is the simple leaflet "Rules, Questions and Answers for Caddies" compiled a couple of years ago by Lawrence Anthes, Philmont CC caddiemaster. This Anthes knows his stuff. Maybe he has a few copies of the leaflet. If you want to take a chance and send him a stamped return envelop, write him at Willow Grove, Pa.

NEW ENGLAND claims more promising young pro playing stars than any other section. Why this should be even the new England PGA members can't explain, although some of the boys advance the hunch that the short playing season and lack of income sufficient to hire good assistants puts it up to the young pros in that section to be everything—good business man on the job, good teacher and grand player.

WALTER OLSON, rug magnate and golf nut of Chicago, added to the joy and profit of the Florida tournament season by giving each prize-winning pro one

of his "magic carpets." Olson's extra prize stirred up great tournament interest among the pros' wives. The players themselves were inspired to sparkling performances by having their spouses remind them on the first tee: "Bat their ears back, honey and win a rug because you know our living room carpet has a big hole burnt in it where baby bust the corn liquor bottle."

The fellows are hoping the home-town grocers, gas company and landlords will follow the Olson lead of putting up merchandise prizes.

ROLAND WINGATE, pro at The Country Club, Brookline Mass., this winter allotted some of his radio time over Station WAAB in Boston to the Greenkeepers' Club of New England. Guy West, president of the club told of its formation in 1923 with 41 members and its present membership of 100. He told of the club's work as did Howard Farrant and Charles W. Parker.

The broadcast was well received by golfers and the general public. It's a hunch that should be picked up by other sectional greenkeeping organizations. They have good speakers and authorities who can give golfers and those interested in private lawn maintenance many welcome tips this spring and summer.

Golf's finest *sold by pros only*

**SWEET
SHOT
75c**

In two Styles—
DISTANCE

•
TOUGH
with patented
Armor Plate
cover



• We have reserved our Sweet Shot Ball, "Golf's finest," for exclusive Pro Sale. You will have no cut price competition on this ball.

Because of the extreme care used in its manufacture, it is produced in somewhat limited quantities. The Sweet Shot is literally custom made. Every feature of construction and performance learned in 30 years' experience is built into this ball. Write today for description of our Pro Line for 1935.

THE WORTHINGTON BALL CO.
ELYRIA, OHIO

FREE

Have a supply of the 64 page, Rules of Golf Booklet for distribution to your members. We will furnish them to Golf Professionals free on request, write today.

WORTHINGTON
world's largest exclusive
GOLF BALL MAKER

SIMPLE BUT SOUND

By CARL HORN

Fred Dinger, Agawam Pro, Has No Complex Shop Policies to Confuse His Members

THE PRO who has been able to keep business good during the last two trying years is the fellow who is set in good shape for the return of something approaching normal business conditions. By this dope Fred Dinger, pro at Agawam Hunt, Providence, R. I., is set for a great year.

Fred is started right for business, because his shop is situated at the first tee and each member goes through his shop before playing. But that fortunate circumstance isn't enough to account by itself for the business Dinger has been doing. He is a thoughtful, active worker and makes it easy for his members to buy.

One of the biggest aids to good business he has used during the last two years is the trade-in plan. By keeping a close watch on members' bags and noting when the member apparently is attracted by some clubs in the attractive shop at Agawam, Dinger knows just when it is advisable to begin some subtle selling work. Say a member has his eye on a set of irons that retail for \$75. Perhaps he is wondering whether it would be wise to spend the money for this set, or for some other reason is undecided. Dinger casually volunteers an offer on the prospective member's old clubs as a trade-in. "Nine times out of ten," said Fred, "the member is more than delighted and buys promptly."

The Trade-In Market

It is Dinger's observation that there is a surprisingly large number of public course players who would sooner have a used club of fine design, workmanship and materials at \$3 than to pay \$2 or \$3 for a new club of decidedly inferior material. Dinger says that many of the municipal course players are former caddies who know a good golf club when they get their hands on one.

It is Dinger's opinion that the present lively increase in the number of new players is providing a great outlet for pro trade-in clubs at prices enabling the pro to do a highly profitable volume of business with members who have been holding off buying. It means some more work, of course, Dinger says, but no one ought to

have a complaint about more work these days if more money can be made.

Dinger figures that the proper placing of these trade-in clubs is doing a pretty fair job of making the territory a better one for quality merchandise.

Fred's policy on stocking is to carry a good stock of high-class merchandise with not much of any item but a representative and broad variety. He makes it a point to order a set of woods to go with each set of iron clubs he sells, because he has found that when a fellow likes a new set of irons well enough to buy them, selling him the companion set of woods is not much more than a formality.

In one corner of his shop is a display of "specials." Here he has odd clubs such as wedges and other special clubs and putters. There is a putting green just outside the door of the shop and Dinger encourages members to try out any of the putters in the "special" stock. Any other of the "odd" clubs may be tried out during a round. The trial business has made a lot of sales at Agawam.

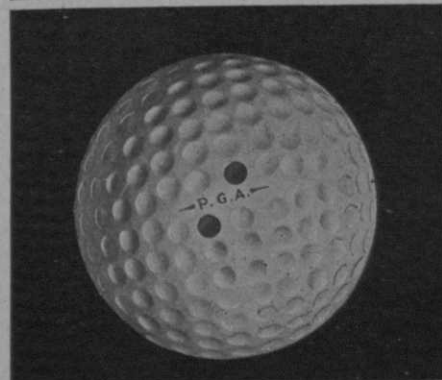
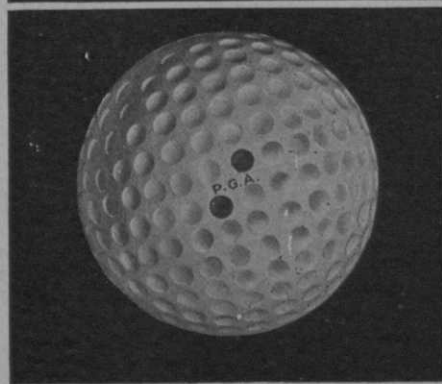
"Satisfaction Guaranteed"

Dinger doesn't confine his policy of "satisfaction in play" to these clubs from the special stock. He carries at all times a large selection of balls ranging from 25c to \$1 in price. If a member feels that the ball hasn't stood the gaff as it should, according to its price and specifications, he cheerfully replaces it. If there's anything really wrong with the ball he says that the manufacturers have shown a willingness to make good, but if the ball is O.K. and the fault is the member's, Dinger just as cheerfully makes the replacement and keeps his mouth shut. This policy has given him such complete control over Agawam members' ball business that the cut-price ball sales seldom register any effect on his people.

The point that Dinger makes in this connection is that pros sometimes forget to place due emphasis on the feature that they have exclusively—that of providing the merchandise right at the point of use and allowing tests or promptly making adjustments in case of unsatisfactory merchandise. In his opinion, the pros, by mak-

Completely New for 1935!

SPALDING P.G.A. CHAMPIONSHIP and P.G.A. BLACK GOLF BALLS



Featuring

An entirely new construction...

entirely new covers

INCREASED DISTANCE

INCREASED DURABILITY

- The new SPALDING P.G.A. CHAMPIONSHIP. The ball recommended for experts. Extremely hard wound and highly controllable. Longer in distance and tougher in cover than last year. Dimple only. Retail, 75c each.
- The new SPALDING P.G.A. BLACK. The ball recommended for the low handicap golfer. Tightly wound. Controllable. More durable in cover than in 1934, with increased distance. Dimple only. Retail, 75c each.
- The SPALDING P.G.A. RED. Perfect for the average golfer for whom it is designed, the construction of the RED remains exactly as it was last year. Combines first-grade distance with maximum durability. Dimple only. Retail, 75c each.

A.G. Spalding & Bros.



nois the PGA sectional stars have agreed to give lectures and demonstrations without cost to the schools or pupils to get the idea started.

George Jacobus and Joe Williams, noted sports columnist of the Scripps-Howard newspapers, have been conferring on a plan to put golf instruction in New York and New Jersey schools. Jacobus recently had a yarn in the athletic Coach Magazine, giving the coaches a close-up on the golf promotion ideas of the pros and inviting co-operation.

Says Ball-Rack Works Fine for Him as First Tee Starter

AS a further suggestion to "J. L." of Oregon, who asked GOLFDOM for a practical fee-course starting system, Peter J. Raklets of Youngstown, O., votes for the ball-rack. He writes:

"I have tried the ball-rack system and have found it very successful. My starter is stationed at the tee on week-ends and holidays, when play is heavy. I instruct my cashier to tell the players to give their ball, which should be marked with initials or in some other way for identification, to the starter. He places the ball in the upper end of the rack.

"When he wants to call players to the tee, he takes a ball from the lower end of the rack and calls out the make of ball or the initials. If the player does not respond to the call, he puts the ball on the ground alongside the rack until claimed.

"The system has worked so well that during week-day play, when there is no reason to do so, players get in the habit of dropping a ball in the rack to keep track of their starting order."

New England PGA "Get Together" In Boston, April 15

SECOND annual "Get Together" of the New England PGA will be held at Hotel Somerset, Boston, April 15 at 6:30.

Manufacturers will show their 1935 lines to the pros and there will be a business session and dinner. First time the idea was tried it went over great. The boys got a chance to do some extensive shopping and the manufacturers were able to display complete lines. Time and money was saved for all concerned.

Comparisons and discussion of business plans for the year will be made by the pros at the meeting. It's a stunt worthy of adoption by all other PGA sections.

ing more of a concerted selling drive around this point, would vastly increase their percentage of the total golf business.

During the last three years Dinger has kept his lesson business in good shape by use of a lesson card giving the pupil five hours of lessons at a cost of \$12. His rate is \$3 an hour, so the buyer of the card saves \$3. The card proposition not only has kept him busy, but by encouraging the members to take a series of lessons he is enabled to show them improved games. This is advertising that helps him to sell more lessons. The tickets frequently are purchased as birthday and holiday presents.

None of the things that Dinger has done to make his business operations profitable, and attractive to his members, are complex. They are just the simple things, well and cheerfully done. He is a great advocate of doing the simple thing, promptly and ably, in a genuine spirit of service to the members. When you boil down his policy it merely is "Do it simply. Do it right. BUT DO IT!"

SECTIONAL and national PGA plans to push golf instruction in schools are high spots of early season work. In Illi-

"I'll tell 'em —
You'll sell 'em"

—SAYS IGLOO IKE

"I'm getting my name in the papers! Yes, sir, and my picture, too. I'm peering out from the pages of all the golf publications and all kinds of national magazines to tell golfers about the new MacGregor Dry Ice Center Golf Ball.

"I'm going to see to it that golfers all over the country go crowding into shops where this new ball is handled.

"Rip my sealskins! I've never seen anything like it for warming up cold customers. Try it and see. Send in a trial order, place the balls on display, and I'll do the rest. The retail price is 75c and there's plenty of profit on every sale."

* * *

Igloo Ike is right! This year MacGregor is giving pros something worth getting excited about. We're giving you a great



new ball backed by sure-fire displays and sales-producing advertising. And we're giving you a real profit opportunity on MacGregor Tommy Armour Golf Clubs which will be sold by pros exclusively.

May we send you complete information about these new clubs and also the new Dry Ice Center Ball? Write, telephone or wire today. The Crawford, McGregor and Canby Company, Dayton, Ohio. In Canada, Adanac Golf Clubs, Ltd., Toronto, Ontario.

THIS IS A *Macgregor* YEAR

CROWDS ATTEND AMHERST CONFAB

By HERB GRAFFIS

Second Massachusetts Recreation Conference Draws Large Attendance of Sports Experts

SECOND annual recreation conference at Massachusetts State college, Amherst, March 15-17, confirmed observers' first hunches that this conference is one of the really big and effective jobs in handling the operating departments of "the new leisure."

With school's famous greenkeeping course as a nucleus, the conference was built out to include forestry, hunting and fishing, winter sports, camping, hiking, archery and community recreation. In the MSC athletic "Cage"—a building ideally suited for exhibition purposes many manufacturers had displays of equipment for golf and other sports. Extremely interesting and educational display were made by the greenkeeping students of MSC, the Connecticut Assn. of Golf Course Supts., Greenkeepers' Club of New England, Northeastern New York Greenkeepers' Assn. and the MSC Greenkeepers Alumni Assn.

The MSC students' exhibit on the influence of soils on some important factors of turf culture, combining a chart and demonstrations, was something that would ease many problems if it could be more extensively displayed before greenkeepers and club officials. Sample boxes of turf from members' courses were displayed by the Connecticut superintendents in a way that should be copied by many other sectional greenkeeping organizations. The Connecticut fellows' exhibit went on tour for display at garden club meetings and in store windows in the state, after being one of the show-stoppers to the crowd of approximately 3,000 that inspected the exhibits. Prizes were awarded at the MSC exhibit for soil composition judging and for sowing of mixed German bent at 4 lbs. per 1,000 sq. ft.

Many Greensmen Attend

About 250 greenkeepers, pros and club officials sat in at the golf sessions. The program was broad and well balanced. All of the addresses deserve more space than can be given them here. At a sectional heads' conference presided over by Hugh Baker, president of MSC, plans were dis-

cussed for the publication of all sections' papers in full each year.

Brief summaries of golf section addresses follow.

Miss Elfriede Klaucke, of MSC agronomy dept., a very bright and serious lass, making her maiden flight in convention addressing, showed by blackboard illustrations of grass structure that it was possible to identify grasses without being misled by apparent differences in the same strain of grass grown under different conditions.

Charles L. Parker advised that ski slopes be laid out for the duffers instead of the Grade A skiers who are only about 10% of these pastimers. Select slides where the prevailing winds and sunshine will not sweep snow off and see that slides are free of stump, rocks and trees, he said. He pointed out dangers of improperly constructed toboggan chutes and gave some pointers on toboggan, ski slope and skating pond location with reference to clubhouse. Bob-sled runs he said cost too much for country clubs, commenting that the Olympic games run cost \$100,000.

Tremendous increase in winter sports at New England country clubs unquestionably was influenced by the first recreational conference. Last season almost all New England clubs had winter sports facilities which means more interest and income for the club and more responsibility for greenkeepers.

Jay Haddock, instructor in agronomy, MSC, reminded greenkeepers that most fertile soils are teeming with beneficial bacteria and mentioned as factors of growth favorable to soil micro-organisms temperatures of from 40 to 100 degrees F (with 83 degrees being best); 20% to 40% moisture, 35% oxygen, organic food, and a slightly acid condition.

H. C. Darling, formerly MSC greenkeeping student and star athlete and now owner of Juniper Hill GC, Northboro spoke of the necessity of proper rates for fee courses and urgency of fee course owners' agreement to preserve a fair scale. Rate competition with muni courses is impossible, Darling stated. Education of fee course players in golf etiquette and

Espinosa

A NEW PRINCIPLE AND A NEW BLADE
 CONCENTRATED DRIVING POWER BEHIND THE BALL
 GRADUATED "WEIGHT BALANCE" ALONG BACK OF HITTING AREA



TRIANGULATED BLADE

A new and scientifically designed blade used in actual tournament play by Al and Abe Espinosa and other professional players.

The "Triangulated Back" is tapered from toe to heel and increased in width with the depth and loft of the club to obtain an even distribution of weight. The perfect balance, the indefinable "feel" of the club head "hitting through the ball" will appeal to the par shooter as well as the ordinary golfer.

Espinosa "Triangulated" Irons give greater accuracy, greater distance, more top spin with the long range clubs, more back spin with the short irons.

Spring Action Shafts
a new wrinkle in golf

An exclusive Goldsmith shaft with a "Spring-Action" spiral coil placed at the correct and scientifically determined flexing point gives . . . correct amount of flexibility . . . vibrationless, shockless feel . . . dissipates shaft strain . . . gives additional distance.

THERE ARE ESPINOSA MODEL WOODS
 TO MATCH THE ESPINOSA IRONS

THE P. GOLDSMITH SONS, INC.
 JOHN & FINDLAY STS. CINCINNATI, OHIO U. S. A.

Tell us any idea for making GOLFDOM advertising more helpful

consideration for the course were two details he said could be well handled by a competent pro. Work that fee courses are doing in advertising and developing golf calls for appreciation and cooperation from all factors in the game.

Legislative matters, competition of horse racing, and the tendency of fee course owners to get panicky when they hear rumors of cut rates at competing fee courses all require that New England fee course owners organize, or else . . . Darling concluded.

"Pink Spot" Another Turf Misery

L. E. Erwin of the Rhode Island Experiment station showed lantern slides on "pink spot" which has been growing in seriousness in New England. It's from the size of a dollar up to 1½ ft. in diameter and hits bluegrass, bent and rye. It is found in abundance on fairways. Tips of affected grass get red and very hard. In wet fall the disease spreads. It is often confused with dollar spot. It bleaches the grass white. Calo-Clor was recommended as control. The disease likes a little colder weather than brown-patch. In Australia the disease is active the year around, but in New England its activity so far has been confined to the period from June to October, inclusive.

Howard Farrant, greenkeeper of The Country Club (Brookline, Mass.) told of getting his course ready for the 1934 National Amateur. Plenty of sand in traps, mowing fairways with reference to the shots required, cup location and attention to tree trimming, were mentioned as high spots.

Alfred T. Comstock, chairman Park commissioners, Lynn, Mass., related details of handling CWA labor on golf projects. Municipal golf courses, he said, usually require nothing from tax levies. At Lynn a big factor in the operation of the muni course is a private club with elected officials and small dues. Much development work is done in group lessons. School children and industrial golf leagues are lively phases of the operation. One hundred four men teams are signed up for league competition this year.

Clubhouse parties are conducted as counter-attractions to roadhouses and dance halls. A brisk winter sports schedule is conducted. Comstock regards well run municipal golf as a big item in municipal promotion. He also said that the formation of a private club at a muni course is an effective way of teaching and enforcing golf etiquette. There are 650

season members at the Lynn muni course.

E. E. Evaul, a star practical troubleshooter of the New Jersey State Experiment station made a great talk on the effect of soil texture and structure in fine turf maintenance. Evaul had a number of turf and soil specimens the fellows examined and discussed for more than an hour after his address was ended. Evaul is out of golf turf work now because the state recently cut short its funds for this work. This is a tip-off to the futility of hoping that state stations will be able to make up for curtailment in USGA Green Section activities.

Evaul pointed out accumulative dangers of improper top-dressing and drainage that separates in layers and seals the soil at low spots. Soil packing from watering, traffic, rolling, mowing and worming also contributed to plenty of hell for the greenkeeper. Spiking affords temporary relief.

Evaul advocated that the greenkeeper, pro, manager and green-chairman play a round of golf once a week or otherwise make a careful inspection of the course together.

He reminded that arsenate of lead was not a permanent proposition but had to be regularly applied. He also counseled that greenkeepers and chairmen need a long time plan into which each year's work fits, and that complete records be kept for benefit to the work and for protection and advancement of the greenkeeper.

Herb Graffis, editor of GOLFDOM, two-timed the conference with talks on the Prevention and Cure of Brain-Patch among greenkeepers and green-chairmen. He made clinical analysis of specific cases of brain-patch showing how the disease costs golf operations more than any other disease. Mentioned in detail were examples of conditions under which brain-patch flourishes; principal ones being bull-headedness, ignorance, suspicion, haste, gossip, miserly attitude, narrowness, and plain lack of sportsmanship. In recommending a cure for most cases of brain-patch, he advised that when the first symptoms appear, that of a pouting or fluent bellyache, that the victim immediately examine himself to see if he might be wrong instead of the other guy.

Guy West, talking on "The Club, the Greenkeeper and the Research Worker", said that the first step in getting good results from the greenkeeping department was to hire the right man and let him budget and buy. The greenkeeper must not order what the club can't pay for, he