

# Everywhere THEY'RE TALKING ABOUT H<sup>A</sup>ND B CLUBS

"Sweet feel of the finest hickory"  
 . . . . "Less weight, more power"  
 . . . . "No doodads, just smoothly  
 flowing lines that promote confi-  
 dence" . . . . "Whip action you  
 can control" . . . . "The repeat  
 taper does it" . . . . "You hear it  
 talked of everywhere" . . . . "Look  
 right, feel right, play right."

Get on the band wagon. PLAY  
 with these clubs and you'll surely  
 SELL them.

Hillerich & Bradsby Co.  
 Louisville, Kentucky



LOUISVILLE  
**POWER-BILT**  
 Golf Clubs

HILLERICH & BRADSBY COMPANY, Incorporated, LOUISVILLE, KENTUCKY

GOLFDOM advertisers know the golf field; write, they'll help you

part of the membership are bargain hunters and his lesson business never had been much.

Thus far the idea has worked out well for him in standard brand ball sales at all prices and has developed considerable lesson business in addition to the lessons he gives as ball sales premiums.

**JOCK DRYBURGH**, pro at Cherry Hill GC (Chicago district) put across in his shop an idea that seems to call for attention by all the pros and manufacturers in unison.

Jock put up signs: "National Pro Week," "Think Twice and Buy on Your Pro's Advice", and other signs of that type. Members who otherwise wouldn't have paid much attention to shop merchandise came in and bought.

Dryburgh talked up his "week" among players as well as advertised it by signs. He told the players shortly ahead of the week that it was coming on and to get ready for some great buys.

**AT THE** General Brock hotel during that open Tony Manero won, a very pleasant old settler's reunion was held by George Cumming, veteran pro at the Toronto GC, and a fellow who used to caddie for George 25 years ago.

The reunion meeting broke up at 5 A.M. Saturday morning and gives you a tip as to who was the other fellow with George. The other fellow was Walter Hagen. George recalled that right after Ouimet won the Open at Brookline in 1913 Walter told George that a kid named Hagen was going to win the next National Open.

Instead of taking it just as a case of a kid popping off, Cumming accepted young Hagen's remarks seriously. It's a good thing George did, because Walter went out to Midlothian next year and won his first national championship.

It looked for a while like Walter might win the General Brock tournament, but the last nine hot and hilly holes dragged the battle out of him, just like the last nine holes burned him out at Oakmont.

Old Uncle Walter this year is hitting the ball as well as he ever did in his life, and he's the right choice for another Ryder cup team captaincy.

**WILLIE HOARE**, vet pro and salesman, continues to do nicely as he works out of an illness that has kept work out of bounds for him for more than a year.

A National Open program autographed by more than a hundred of the contestants, other golf businessmen and reporters, was sent to Willie. He asks us to thank the fellows for him. The doctor says nix on Willie's idea of writing all the autographers personally.

**EARLY** this year Prof. L. S. Dickinson gave a talk on turf culture to members and guests of the Manchester (Mass.) CC that was so well received the idea seems worth adopting at other clubs.

Especially to members interested in their own lawns would such a talk by the club's greenkeeper be instructive as well as interesting. A close-up on course maintenance methods and problems, given after dinner by the greenkeeper, would make a good feature on almost any club's entertainment program.

**BRITISH** estimate expenses of their 1935 Ryder cup team's American tour as \$18,000. The British PGA had early this year approximately \$12,000 to the credit of the Ryder cup fund, mainly money made at the 1933 Ryder cup matches at Southport.

**HUGH MOORE**, pro-supt. at the Radium Springs (Ga.) GC, recently tied the course record of 66 which Horton Smith set in the Radium Springs open several years ago. A 66 by itself is no story but when it is made by a fellow most of whose time is devoted to greenkeeping, construction and teaching, there ought to be a little tale in the figures.

Here the moral is, from Moore himself:

"While I was building the Sea Island Beach course I had no time for playing and lost what had been a first class game. I fretted around because I couldn't pick it up where I had dropped it and got rather disgusted and discouraged. Finally it dawned on me that I ought to do what all the pros tell the amateurs to do, go to a pro for lessons:

"I spend some time getting instruction from Al Watrous and then some time with Horton Smith as teacher. I got my game back in improved shape.

"The experience made me wonder if pros aren't missing a bet by not taking more lessons from fellows they regard as first class teachers. It would provide an example that ought to help boost lesson business clear down the line."

**TWO  
GREAT VALUES**  
*by*  
**DUNLOP**

**DUNLOP GOLD CUP  
75c**



**DUNLOP P. G. A.  
75c**

**DUNLOP TIRE AND RUBBER CO, BUFFALO, N. Y.**

Tell us any idea for making GOLFDOM advertising more helpful

## CAN YOU RE-ORGANIZE?

### Several Openings Indicated For Men Who Can Manage

**T**HERE seems to be a new type of job opening for the golf businessman; that of club reorganization and operation.

Several letters received by GOLFDOM this year have asked for the type of fellow who can go out and get members, manage the club's entire operations and teach members to play.

There probably are 300 clubs that have no pros now that could use a thorough and active golf business man with profit to the clubs and the men. Of course these clubs are in rather small towns and cities but a good man can make a fine living for himself and his family and be a prominent, respected and valued member of the community by doing a golf job right in any of these spots.

But the fellow has to be good, and he has to be a worker and thinker. Any of the jobs would be a sad, quick bust for a fellow who wants to stay around the course and let the golf come to him.

From A. W. Fox of Larned, Kan., we got one of these significant letters last month. Mr. Fox wrote:

"We have an established golf course under lease and now are about to buy the property. Do you know anyone who could come here and organize the club? Possibly the American Legion will take an active part in the club's organization.

"We have 130 members at the present time although we are not definitely organized. We have operated 20 years. Next May we will hold the Southwest Kansas spring tournament.

"I believe there is an opportunity here for the right man to organize and take over the management of the club. It is the only thing of its kind around here.

"If you know anyone who is qualified and interested will you please have them write me for any information they may want and tell me some of the ideas they would put into work here?"

Now that's one. It does look plain enough that there is an opportunity for the right man at Larned and a score of other towns of that character where there are no pros. But who is the right man? There are plenty of pros out of jobs now—some of them out through no fault of their own. Which of them is qualified by

training and temperament to make good on this sort of a job?

Another letter comes to us from a man who is looking for a golf club operator. The club this man represents as trustee for the bondholders probably is one of those many clubs that have run into difficulties because of operation by unpaid, elected and inexperienced officials who have to take a little time off from their private businesses to run the somewhat complex and exacting affairs of a golf club. The situation is not unique. It repeatedly points out the reason for the trend of general management of golf clubs by men to whom golf is their one business.

This letter reads:

"At a meeting of the members last night it was decided to turn the club over to the bondholders August 1 because income has been insufficient to pay operating expenses. A lot of old members dropped out since foreclosure was started 18 months ago.

"It is my idea that the bondholders need a man who can conduct a re-organization campaign and re-write 150 to 200 members to re-purchase the club from the bondholders. Such a man then would have a good position as general manager of the club.

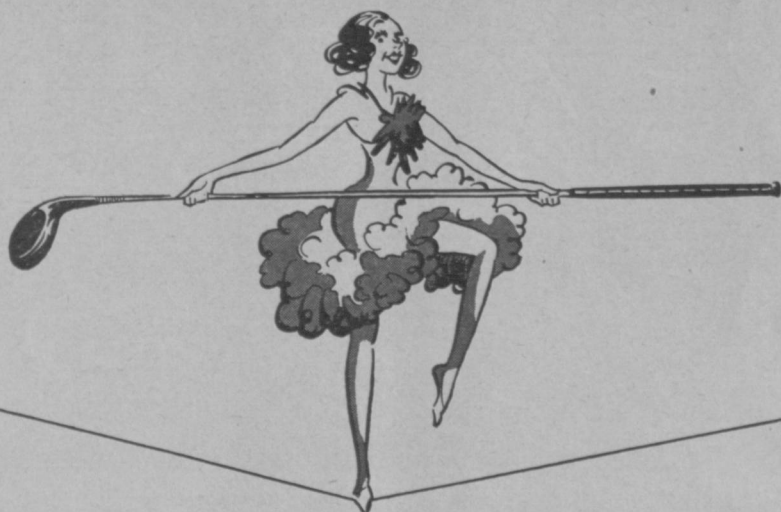
"At present we do not have a pro. The club is being operated by a steward under the board of directors. Population of our town is 30,000.

"If you have anyone interested in a job of this kind I will be glad to hear from him."

Long distance that thing looks promising. The fellow who would properly effect the reorganization these people want would of course put into the re-organization contract that he was to operate the club without amateur dominance and interference, so he would have a good chance of putting the establishment right side up again. Naturally, if he were smart enough to handle the job, he would want all the good suggestions and help he could get but he couldn't be handicapped by inept messing around and bossing.

It's been our observation that the majority of golf club officials don't want to have to concern themselves with details of operation. Those who do haven't acquired full confidence in the ability of the men they have hired to do the work, or in some cases are woefully ignorant of the work required and misdirect their energy to no particular good for the club.

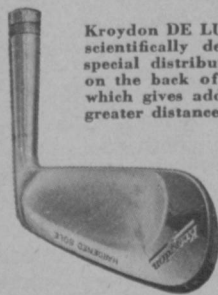




## Sweet Balance and Feel mean Sweet Profits for **YOU!**

It's hard to put into words the feeling of confidence and "sureness" Kroydon Hy-Power Clubs give a player right from the start. But it's easy enough to explain *why*. For Kroydon's Triple-Taper Shaft is that remarkable invention which makes possible "*feel control*"—bringing the taper exactly where it belongs for the particular degree of flexibility each player prefers; as well as for each and every club in the set.

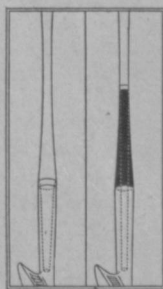
Cash in on the demand this spectacular club is creating! See your local Kroydon representative or write for our new catalog and full particulars about our proposition. The Kroydon Company, Maplewood, N. J.



Kroydon DE LUXE Blades are scientifically designed with a special distribution of weight on the back of the club-head which gives added power . . . greater distance.

# Kroydon

## CLUBS FOR BETTER GOLF



BUILT-IN . . . BUILT-UP

Kroydon Hy-Power Clubs have a drawn-steel shaft with a triple-taper which makes the shoulder of the shaft where it is attached to the club-head stronger than at any other point. The extra strength and power are there in plain view—they're not simulated by a false "neck" or built-up shoulder.



Here is Many, Blanc's cocktail room in their bartender's school.

## MEETING TODAY'S SHORTAGE OF BARTENDERS

**A**MONG the problems of liquor with which the golf club manager must worry is the major one of a scarcity of expert bartenders. This problem is made serious in most districts by the inability to provide year-around jobs for the bartenders at golf clubs and by the increasing demand for mixed drinks, the latter a phase of women's lively interest in golf.

Smart club management calls for attention to a revival of club reputation for drinks which was a factor in club operation prior to prohibition and which is more than ever something for the members and guests to brag about now that women are drinking at clubs.

In some metropolitan districts, bartender training schools have been conducted and have been well attended by bartenders, tavern managers and by club managers whose acquaintance with matters of mixed drink mixing and service has rusted during prohibition. One of the most interesting and helpful of these training establishments is the only one run in the Chicago district, that conducted by Many, Blanc & Co., Inc. This veteran organization of importers started its school last spring during the Liquor show, originally intending to conduct two classes a day. The school proved so instructive that four classes a

day were held before the show closed and an attendance of 500 men had sat in the classes.

After the close of the show the school was continued in Many, Blanc's model cocktail bar. The school had had a registration of approximately 1,000 bartenders and bar operators. The Chicago Bartenders' union for the last six months has furnished a weekly class of about 40 men.

Faculty of the school is headed by A. I. Stone, a veteran star of mixology. Stone varies his inside work with outside surveys of the leading club and hotel and other commercial bars of the country to keep in touch with new ideas. In addition to training bartenders and informing bar operators, the Many, Blanc school is training quarters for the company's sales representatives. No effort can be made to conduct the school in various cities away from Chicago, say the Many, Blanc people, because of the inability to transport glassware and other service equipment and supplies for the sort of a bar suitable for high class golf clubs.

One point brought out in the bartenders' school lessons is the proper selection of glassware for drink service. Especially in the refinement and correctness of service required at golf clubs is the matter of proper glassware highly important.

# P. G. A.

—on golf balls certifies highest manufacturing standards—greatest value in money and in playing performance to the buyer—expert, conscientious selling service from a master professional. Only members of the Professional Golfers Association of America are entitled to sell P.G.A. golf balls. Their profits are protected. Their players are protected against purchase of balls of uncertain quality, or balls unsuited to their games. If you are not a P.G.A. member and your qualifications permit you to apply for membership, consult your sectional P.G.A. officials quickly. Players at your course want P.G.A. balls. There's profit and high professional standing in the supply of the P.G.A. brand.

## PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

General Headquarters: FIRST NATIONAL BANK BLDG. CHICAGO

# Golf Balls

### Here's a Good Man for Some Manufacturer

This fellow is a real sales-promoter. He is experienced in national advertising and sales promotion work with a lot of successful manufacturer and advertising agency performance.

He is well-known—a sound, hard, smart worker who stays on the job until it's done and the sales are coming in.

He's 40. Married. No children. Right now he is an advertising agency account executive.

You can trust this fellow on ability, character—everything.

If you want to know about him, write me.

**HERB GRAFFIS**  
14 East Jackson Blvd.  
Chicago



### FUNGOL Licks Worst Cases of Brown Patch

Leading Golf Course Managers agree FUNGOL is a double knockout for Large and Small Brown Patch as well as Soil Vermin. Usage is increasing everywhere.

Hundreds of Greenkeepers wouldn't use anything but FUNGOL to keep Courses free from Earthworms, Cutworms, Sod Webworms, Grubs, etc.

With its big covering capacity of 3,500 to 7,000 square feet of Green to the pound, FUNGOL economy stands out by itself.

Make a test of FUNGOL yourself. Learn all about this double duty product.

We'll send you a sample free.

Write today . . .

**McCLAIN BROTHERS COMPANY**  
127 Second Street, Canton, Ohio

#### VEG-E-TONIC

Get this new turf life builder. High percentage Nitrogen, Phosphoric Acid and Potash keeps grass growing strong. Dissolves in water. Sample Free.

Twenty-one different pieces of glassware for class bar service are in the Many, Blanc school's equipment. Recipe and service suggestions according to weather conditions form a valuable part of the school's lessons.

For golf club hot weather service particular attention is paid to instruction concerning the tall cool drinks; collins', fizzes, rickeys and juleps. Expert touches of mixing and service that make these drinks distinctive works of art instead of the usual rush jobs of throwing messes together, are of interest and value to golf club managers.

Another detail of the bartenders' school course that helps to solve a golf club problem is that of bar efficiency. Rush crowds, lack of bar space and bartenders make the golf club mixed drink service problem one that must eliminate all lost and waste operations. Neatness, speed, proper mixing and chilling, and uniformity are objectives of the school's training. Liquors and glassware are correctly selected and grouped for ease and speed in mixing drinks of precisely the character ordered.

Although the angle that is played up at the Many, Blanc bartender school classes

for club bartenders is the primary one of superiority in taste and service, the serious matter of bar profits also is treated in good balance. Illustrations are given of increased bar operating costs by as much as 25%, with the increased cost meaning a reduction rather than an improvement in the character of drinks mixed.

Admission to the Many, Blanc school is free to club managers and to bartenders for whom attendance at the school has been arranged by the manager for whom the bartender works.

### Member's Manual Is Gem of Club Booklet

**T**ROY (O.) CC has a Member's Manual that's one of the best booklets of club information GOLFDOM has seen. The booklet has 16 pages and cover and fits the regulation large letter envelope. Its contents include a statement of the purposes and policy of the club, information and regulations on the dining room, on picnic facilities, the social and golfing calendars for the year, data on the course, golf regulations, swimming pool information, junior rules, guest regulations and a roster of members and officials.

**P** Feed a natural grass food this fall for **BETTER TURF** next spring.

# Premier 7 POULTRY MANURE

## 7 reasons why:

- 1—It is a natural grass food and stimulant.
- 2—It is a balanced manure containing 6% Ammonia, 2.50% Phosphoric Acid and 1 to 2% Potash.
- 3—It contains no live weed seeds.
- 4—Being organic, it aids humus and aids bacterial action.
- 5—It can be applied with a minimum of labor and expense.
- 6—Being more soluble than other manures, it is more available.
- 7—Being finely pulverized, it is quickly absorbed into the soil.

A natural grass food and stimulant of long lasting turf benefit. For more than twenty years **PREMIER** has been known as "the old reliable" of the golf field. Try it!

**Premier Poultry Manure Co.**

327 So. LaSalle St.

Chicago, Illinois

(Write for Nearest Dealer's Name)



## SPIKING HELPS Turf Benefits and Economy Result from Regular Use of Modern Equipment

By C. C. WORTHINGTON

**T**OO little attention is paid to spiking greens. This is conceded by most of the authorities on turf culture.

Until recent years little if any treatment of this kind was recommended for the reason possibly, that no well designed spiking machine existed. But upon the appearance of the modern spiker a few years ago, many greenkeepers, anxious to try any treatment that promised to ward off brown patch and the burning, hardening effect of the summer heat, took up its test systematically.

The results of these tests differed somewhat of course, depending upon where the courses were located and upon the quality of the turf and the severity of the heat. They have been so successful however in the majority of cases, as to warrant the statement that the spiker should be looked upon as an essential part of a putting green's equipment.

As a rule the spiker should be used at least twice a week. Following each application, the green should be freely watered. As the water is quickly absorbed through the spike openings in the ground, it passes at once and below the roots, which under this treatment, grow downward away from the surface. The formation of the hard, compact root mat, found to exist on many greens is thus prevented. This rubber-like mat stifles the growth of the turf, robs it of its vigor, and renders it an easy victim to many troubles.

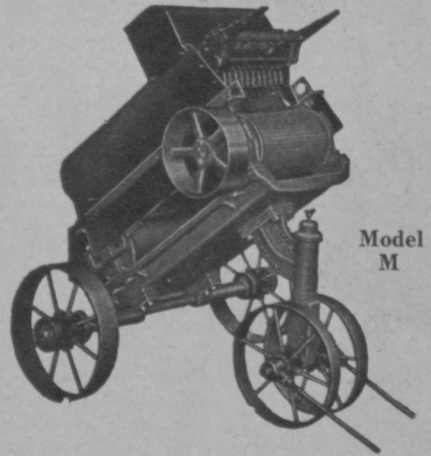
If the green is spiked, water may be thrown over it by any means so long as the quantity is sufficient to supply what the roots are known to demand. With the water thrown on in volume, time is saved and less water is needed. It seeks the roots immediately through the spiker perforations before it is wasted by running off the surface or lost by evaporation.

The substratum of the ground being thus kept properly damp, the greatly invigorated and strengthened turf resists the baking process of the sun and remains, during the heated period, in the velvety, yielding condition that in our climate may be secured in no other way.

The objection is sometimes heard against spiking, that it may cut the roots.

## What USERS SAY about ROYER COMPOST MIXERS

- ... saving us the labor of four men, or about \$800 a year.
- ... and has cut our cost of preparing compost more than 75%.
- ... our Royer's sixth year and still operating like new.
- ... with our Royer, we now use all this raw material and this has meant considerable saving.
- ... even when we feed it old sod or damp lumpy dirt, the Royer turns out excellent compost.

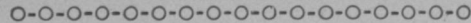


Model  
M

**ROYERS** make compost so much quicker and better that users invariably effect savings from 70% to 90% in compost preparation.

*Sold thru leading  
Golf Equipment Dealers*

**ROYER**  
**FOUNDRY & MACHINE CO.**  
158 Pringle St.                      Kingston, Pa.



For  
Crack Amateurs  
and Professionals



THE IMPROVED

**KING PLUS**



75c

in pro shops

Sole Distributors  
**JOHN WANAMAKER**  
Philadelphia      New York  
Kimball Bldg.   115 Federal St.   730 So. Grand Ave.  
Chicago      Boston      Los Angeles

Prices Now Lower

**GRASS SEED**  
of "Known Quality"

Write for Market Prices on all varieties of Bents and other grasses and mixtures for fine turf.

*Late Summer or early Fall Sowing is Best.*

Also Golf Course Equipment, Fertilizers, and requisites of guaranteed quality.

**1935 "Golf Turf"**

book on to make and maintain turf—free on request.

*Stump & Walter Co*

132 to 138 Church Street  
(Corner Warren Street)  
**NEW YORK**

If it does it is not harmful—it may be in fact beneficial.

As an accompaniment of spiking treatment, greens should be topdressed, seeded and fertilized frequently. Some greens will be found to require more dressing than others, depending upon how long they have remained unspiked and how long the matted roots have existed.

Any roughness produced by the action of the spikes may be smothered over by light rolling, not severe enough to do more than to lightly press down whatever little disturbance of the surface has occurred. A light roller attached to the rear of the spiker is a convenient way to carry out this smoothing operation.

## OUSTED PRO WAILS

**Having Put Fee Course in Black, Gets Gate**

**C**HECKING GOLFDOM'S mail for an average month, it becomes plain that the fee courses have more problems than any other type of establishment in golf.

Not a little of it, kindly candor compels us to say, is their own fault. Golf is a business and like any other business requires men who know the business for its successful operation. The real estate men, the doctors, lawyers, butchers, bakers, merchant chiefs and farmers who started fee courses when it looked like the nation was golf crazy, are learning one important thing about fee course management and that is to hire a dependable man who knows golf to operate the plant.

It is really pathetic how the old rackets are worked on the hopeful fee course owners. Even the two-for-one ticket book, which was a sad flop when tried before, has returned and the promoters gather a sweet harvest from the unwary at the start of the season. After the two-rounnds-for-the-price-of-one gag has been worked several times—always with enough time in between to let the suckers forget—you would think that the fee course owners would recall that the gag never brought in any increased income but cost the fee course owners who participated in the scheme plenty of income.

The promoters were the boys who cashed in. They had a small printing bill, and got a half buck out of every dollar the 2-for-1 coupon books gathered from the players.