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Bill Mehlhorn



Victor Ghezzi

Leading Professionals DESIGNED THESE CLUBS

We asked these and dozens more what they looked for first in a well designed golf club and they answered to a man—"A plain head with smoothly flowing lines—and a steel shaft with the sweet feel of hickory!" So that's how these new POWER-BILTS were made.

They LOOK RIGHT and inspire immediate confidence.


They FEEL RIGHT because of their perfect balance.

They PLAY RIGHT because the new steel shaft built to H & B specifications by Heddon gives the double whip action of finest hickory.


You'll like the *selling* and *playing* advantages of these new POWER-BILTS from the instant you look 'em over. Ask for catalog and prices and about the free display rack.

◀ You're invited to play in the Louisville \$5,000.00 Open, Audubon Country Club, October 11, 12 and 13th. ▶

LOUISVILLE
POWER-BILT
Golf Clubs



Shafts drawn
to H. & B.
Specifications
by Heddon



Blades
POWER-BILT
by H. & B.

HILLERICH & BRADSBY COMPANY, LOUISVILLE, KY.

is above or below 70, this scale is moved up or down until the scratch or zero mark is opposite the par number. The advent of a new member will necessitate only the insertion of a new sheet into the alphabetical arrangement, or, in the case of a dropped member, the removal of a sheet.

After the first season using this system, Richter found it eliminated all the usual grief connected with the determination of handicaps. He has taken out a copyright on the "Record of Games" sheet and hopes in a short time to be able to place a loose-leaf notebook on the market for the use of all handicap committees.

Star Pros Giggle or Groan at \$62.50 Offer

TWO years ago when GOLFDOM first proposed the idea of pro team-matches between the stars of the New York and Chicago districts we suggested the event as something that would be worth serious consideration by the pros if enough money could be secured for the competition.

With the addition of Laffoon and Shute to the Chicago district this year, the idea bobs up again because of the energy of the publicity man for a Mr. Pixley, a fine fellow, golf nut and brewer of the biggest and best bellyful of soup in town for a dime.

The Pixley offer is \$1,000 as a prize for the match, whereupon some of the unthinking clap hands and wonder why the Chicago and New York stars don't run right down to study time tables of the American Airways (whose press agents also is a pal of ours).

The reason they don't is \$1,000 divided 16 ways, among the eight men on each team. If \$62.50 is the cut of each of 16 outstanding stars in a great event, then the pros would be doing better by training for the marble-shooting championship of the country.

It's our hope that pros eventually will get financial rewards on a basis commensurate with their service and interest to the public. There's a reasonable limit to which a fair-minded, informed sporting public ought to ask the pros to contribute "for publicity purposes". There's got to be cash reward and inspiration in the pro business, just as there has to be in soup leadership, press agency or publishing.

WITH the Jap team competing in the US Open and receiving the guest courtesy of exemption from qualifying, it will be interesting to observe what the visitors register in gate appeal.

Chances look good for an Australian team coming over to compete in the winter circuit and to stay for the National Open of 1936. Perhaps by that time there may be a South American team appearing. This development indicates that it may not be many years before the U. S. National Open becomes the International Open. If this international angle helps to make up for the gallery income slump the USGA has suffered since the Jones departure, the PGA then may be credited with having solved a problem that has given the USGA many head-aches.

SEATTLE pros, after looking over the warming-up play of the Japanese pro team, told Bill Steedman, local golf writer, that the invaders will furnish some strong competition.

The Japs went right to work with their games. They landed Sunday morning, April 21 and played at Earlington Sunday afternoon. Miyamoto, captain of the team, scored par 72. Others were in the middle seventies. Next day, in driving rain the Japs played Seattle GC. Nakamura led the team with 75, two over par.

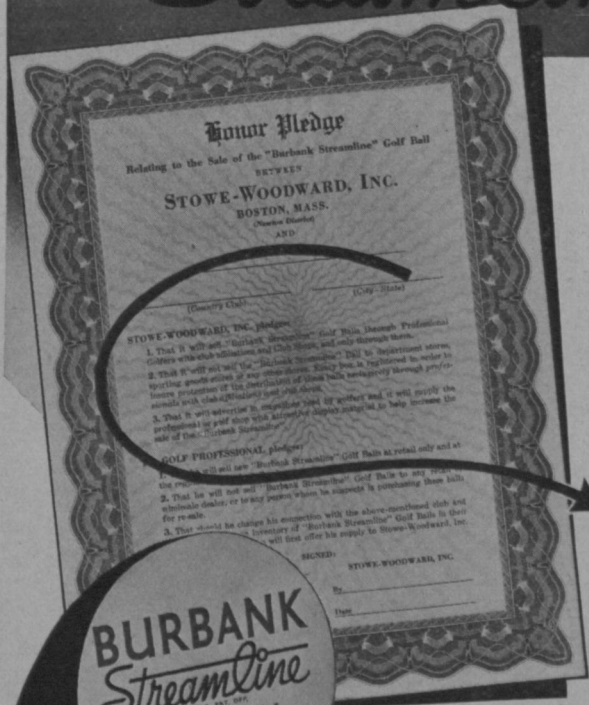
Fred Henwood, Pacific Northwest PGA president and Pat Patterson, veteran PGA official, expressed belief that most galleries will be surprised at the length of Japanese players' driving, although team members all are lightweights and small. Jasuda weighs only 110. Asami, heavyweight of the team scales at 150. Chin is the tallest team member. He is 5 ft., 10 in. and weighs 130.

To the Seattle pro's pre-view, the youngest Jap, Toda, appears as most dangerous competitor.

THIS young feller Bob Godley, golf editor of the Cleveland Press, comes up with another bright idea. The Press has formed the "Two Under Par" club for golfers who score eagles in any tournament—club, sectional or PGA—or in any "friendly foursome", when such eagles are made on courses of clubs belonging to the Cleveland District GA. Prize awarded to each eagle scorer will be a ticket to the National Amateur in Cleveland this fall.

Bob started the club when golfers were "still gasping over Gene Sarazen's miraculous double eagle, three under par."

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A GOLF BALL on which you can build a profitable business without fear of cut rate "down-town" competition. A signed HONOR PLEDGE is given you as evidence of its manufacturer's firm intention to protect you. This pledge reads:

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FOR CHAMPS

By HOWARD D. FARRANT
Supt., The Country Club, Brookline, Mass.
(At Massachusetts State college conference)

WHEN Brookline first received notification from the USGA awarding us the Amateur Championship for 1934, my green-chairman immediately called me into conference and explained at length his ideas of the steps we would have to take to put our course in as good a condition as possible. He stated that putting our course in good playing condition should not be confined to the condition of the putting surfaces, because the condition of the rest of the course was equally important. We considered it necessary to measure the depth of sand throughout every trap so as to make sure there were no hidden stones or rocks that would interfere with an explosion shot; that the banks of the traps should be carefully scrutinized so as to eliminate any holes where balls could come to rest in an unplayable lie. We then looked at the greens from various angles to make sure that there were no branches overhanging any green which would unfairly interfere with an approach shot played from a drive which was slightly off the line. Branches in close proximity to traps were also eliminated so as not to interfere with the back swing. I mention these few examples to show how carefully we went into detail.

Certain changes were made on the course during the past few years but please do not misunderstand me—these changes were not made for a large tournament, but were made to meet up with the times. The long flight of the new golf balls was one reason. Another—the demand for accuracy on the course. All meant that the standard of golf today is materially higher than ten years ago. To keep within an average labor cost we had to eliminate and make additions where necessary to keep up with the trends.

Tournament Tees

When a club is having a large tournament, naturally it wants the course to play long. Length seems to be a big factor and some clubs have gone to great expense by building new back tees. They are used, at the most, a very few times,

What work is done when a course is groomed for a big championship

because the average player cannot get enjoyment out of the back-breaking drives he should get, but seldom does. There is, of course, this angle—that the clubs with these back tees are fortunate to have all this spare land, but with the way things have been, the up-keep must cost something. It is the cost that clubs now think of first. So at The Country Club, the tees are where they have been for years, except that one or two were moved right or left for a better line of play. We could not lengthen the course on account of our boundary lines, but even had we the room to do this we would not, as we could see other ways and means of tightening the course to make one play real golf and still have our upkeep at the same cost. Our tees during the season of 1934 had the same treatment as other years. That is, they were fertilized and top-dressed twice and cut two or three times each week.

During the National Amateur, each tee was roped off fan-shaped, allowing the player plenty of room and protecting the spectators from a pulled or pushed tee shot. Tees were roped off a few days before the start of the tournament and remained so until the last day. In roping off the tees we used 800 iron stakes and 12,000 ft. of rope, which is purchased by the club holding the tournament from the club that had the last tournament. During the week, section men were responsible to have these ropes in a tight and neat condition. Tee markers were changed whenever the wear and tear demanded a move. The average plate position on each tee was from half way on the tee to the back.

Handling Fairways and Rough

Fairways and the rough have a lot to do with making your course play hard. Not many years back most fairways were cut with a nice long line generally quite straight, as wide near the green as it was near the tee, and often with a nice spread of fairway all around the green.

On a public course this naturally would be fine, but for a real test of skill by

allowing width where it is needed and making all our approaches very narrow we have demanded more accuracy from the player. In some places we have cut new lines altogether on a fairway so as to make some traps which we did not care to move come into play. In one case, a perfectly straight hole was cut so as to make a slight dog leg to use traps built years ago, and the rough along this particular hole is such that you will want to follow the fairway. It is not only to make the course harder to play, but the appearance of a winding fairway leading up to a bottle neck green makes one feel a little more golf-minded.

Our rough we have cleaned the past few years so that we cut most of it by tractor, but it has meant a lot of work in moving stumps and rocks, tiling, open drainage ditches, covering ledges, filling bad holes and limbing trees where needed, so with any large tournament coming along, a four- or five-week growth of the rough requires more skill from the expert player than the average shallow trap. Of course with a gallery around, after a few days it is pretty well trampled.

In the fall of 1933 we concentrated on the weak spots in fairways, and with the fairway watering system installed that fall, 1934 showed a big improvement in the turf. Fairways had their fertilization and were cut two or three times each week. The only unusual thing about fairways the past season was the running of a white line in the rough on three holes. Two of these lines were for the marshals to keep the gallery behind, the other was an out of bounds line where before we only had stakes.

During the tournament our fairway cutting was done early and late—that is, starting early in the morning, both tractors cutting with seven units would start, one on number one, the other on number two hole and keep going forward until play had caught up. They would then jump to the 17th and 18th fairway and work back until stopped by play. Fairways left uncut were finished later that day, and at no time was there any night cutting of fairways, tees or greens.

Reduce Traps

It used to be said if you had a lot of traps you must have a hard golf course, but we all feel quite differently about it now, so we have been filling traps all over the championship course. In 1929 we had

The PERFECT Colonel

with the Sensational
GYRO CENTER



PERFECTLY BALANCED

Professional and amateur golfers are hailing the Perfect Colonel as the greatest golf ball they have ever played. It gives tremendous distance from the tee and dead-on putting accuracy on the green.

The gyroscope principle of the Perfect Colonel keeps it always in perfect balance which makes for true putting and consequently, lowers scores.

Made either in dimpled or mesh marking.

Send for descriptive folder



is made with the same Gyro center — in thin or extra tough cover. Recommend it to your club members. They'll thank you for the tip.



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ST. MUNGO SALES CORPORATION
NEWARK, N. J.

Originators and Oldest Manufacturers of
Liquid Center Golf Balls in America

Stores are BOOTLEGGING Penfold's!

WE MUST HAVE YOUR HELP

SOME of the "smarter" stores are getting Penfolds now and again—but *not from Penfold!* How, where or through whom they get balls is what we want to find out—and stop!

The matter has been taken up with the local PGA in each instance and we're getting cooperation. Now we're asking every pro to pitch in and help.

By this time Penfolds are very desirable store items because their prices have never been cut. The stores want them—and as a couple told us—they're going to get them. We therefore urge every pro not to resell Penfolds to strangers — no matter how alluring the offer.

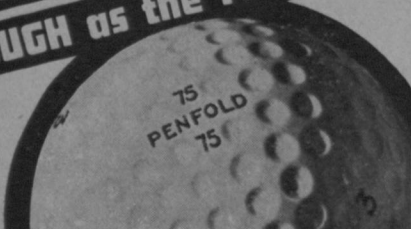
We feel that our pro policy is the only way the pro can buck cut-price store competition. And we can keep it clean—if you'll help.

PENFOLD : 67 WEST 44 : NEW YORK

Chicago : Cleveland : Moline

This is the ball that "couldn't be built"—so Penfold built it! The only one of its kind—and PRO-ONLY

a THIN-COVER
championship ball that's
TOUGH as the TOUGHEST!



185 and we now have 111, and we are still considering eliminating a few more. Some of these filled traps were old cross bunkers and many of them were never used. The old traps were pretty much the same shape, usually with a nice even edge. Today our traps are of all shapes and sizes, and most of them are with the steep face towards the green, and with a grass tongue cut in somewhere along the face to eliminate the player walking up the face of the trap and leaving foot marks. We did not eliminate these traps for the National Amateur, but for the benefit of our members and to save on our upkeep. We were particular about the depth of sand in each trap, and this was hauled in the previous winter.

Greens Are Smaller

The greens at The Country Club up to a few years ago were quite large, but we have reduced the number of square feet on the putting surface by pulling traps in closer, rounding square corners and curving straight lines, so that when you play a shot to the green you think where you would like to be, not just shoot away and figure you will be near enough. Surely it does give the better golfer a chance to come through. The past season our greens were treated as in other years, no more, or no less food, nor did they have any special attention.

During the National Amateur, greens were cut every morning. During this tournament they were cut at the same height we had been cutting all season, as we feel often when the height of cut is changed up or down it invariably leads to trouble of some kind. To help out with the gallery we laid out large white lines around each green. These lines were six inches wide, and during the one week of play we used one and one-half tons of whitening. It was a problem to keep these lines showing clearly as we had considerable wet weather, so it meant going over them a number of times. We hauled the whitening, whitewash buckets, brushes and water around the course by truck. These lines were well out from the greens, keeping outside of the surrounding traps, and the circle was large enough so a large gathering had room to witness the play on or around the green.

Placing cups at a championship is generally the duty of the chairman of the Championship committee of the USGA, but due to the fact that our green-chairman was associated with the USGA, this

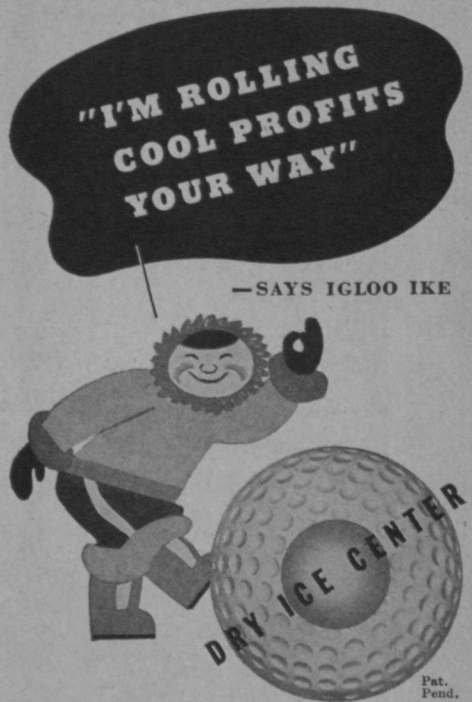
duty was left to him. We therefore studied carefully the contours of each green so as to be sure that the cup was placed in as fair a position as possible, constantly bearing in mind that we did not want any contestant to feel that the cup had been placed in an unfair or tricky position. You will probably all be interested to learn that even with a playing field of over 180 contestants and persistent rains, the location of these cups were unchanged the entire tournament, with the exception of one change on five greens and one of these changes was made necessary on account of a player having to use his niblick on an imbedded ball. Our caddies being well trained were extremely careful in removing and replacing the pin, thereby avoiding injury to the rim of the cups.

Other Joys and Sorrows

There are numerous unexpected things in any large tournament which come up. In one case we had a young lady who dropped a ring through a man-hole cover into a catch basin. While the large crowd around the home green looked on, four men had to bucket out the contents of the catch basin and after a time we were fortunate in finding the ring.

The score board must be in some desirable place, where all can see, so this, naturally, must be roped off. Around the course were eight telephone booths which had to be trucked out and in, and numerous other details while not large, did take time. One thing which is always an eyesore is the litter of papers and bottles left around, so we had a caddie with a bag over his shoulder and spiked stick on the go all the time. The workmen were also instructed to help on this clean-up. We feel we have a mighty fine crew at our club, and these men are interested in seeing things done for the best, not only in a large tournament, but right through any golf season, and we have been very fortunate in being able to keep these men over a period of years.

Where you are apt to have a few large tournaments I think the chairman of the golf committee should be a man who is actually interested in the golfing end of the club as well as the financial end. He should not be satisfied to sit back and say "Carry on," but be on his toes all the time and see some of the work actually done. Then he would realize what a man can be expected to do. My chairman, Mr. Pierce, is of this type, on his toes all the time—and on mine, too—which, I think it



—SAYS IGLOO IKE

Almost everywhere you look these days, you see the wide-faced grin of Igloo Ike. You see him in the pages of golfing publications, in national magazines, on counters.

And wherever you see him, he's pushing the new MacGregor Dry Ice Center Ball—building sales and profits for you.

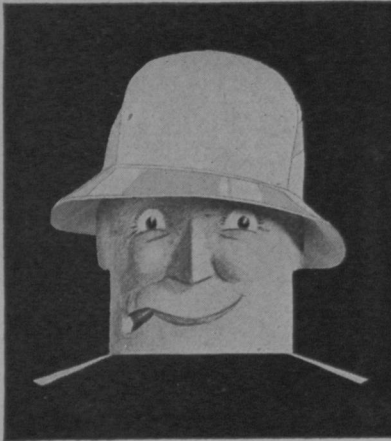
Pros who know a good thing when they see it are freezing onto the Dry Ice Center Ball as the hottest sales opportunity of the year.

It's clicking! It's clicking sweet music to the ears of thousands out on the course. And it's keeping cash registers clicking, too! It's the fastest selling ball you've ever handled.

And talk about repeat business! It's on the ice!

The retail price is 75c. The profit is *right*. Cash in on this new ball *now*. Write, or wire, today. The Crawford, McGregor and Canby Company, Dayton, Ohio. In Canada, Adanac Golf Clubs, Ltd., Toronto, Ontario.

THIS IS A MACGREGOR YEAR



BOZO, the SOD-BUSTER says...

"Why Under the Sun, Don't You Wear One"

Congo Hats are made of soft pliable pre-shrunk duck with Airflo Breathers and a celluloid no-glare eye-shade. They're the top for golfers. 50¢ retail. Merchandise Display furnished free.

Write for Sportswear catalog.
JACKMAN SPORTSWEAR CO., INC.
 218 Wabash Avenue - - - Chicago, Ill.

CONGO
America's Sunshine Hat



is as it should be. It surely is good protection.

Then your crew on the course: In my mind, you have got to understand human nature a little and you surely have to have a heart. Things do not always go right and often flying off the handle makes more trouble than a few seconds of thought. My crew has worked well and I appreciate it.

Now comes the point of being satisfied with the conditions on a course. I never have been, and never will be satisfied. You have heard people say after a tournament "Well, your worries are over now." To me that sounds like "hokum," or else they do not understand the ways of a golf course. There is always plenty to worry about.

SELLING THE CLUB

**Succeeds By Learning
 What Market Wants,
 Supplying It**

A VERY direct way of looking at the selling problem of golf clubs has been responsible for the Fenimore CC (New York district) emerging from the depression safe and sound and confident of a marvelous 1935 season.

Harry Hirschfeld, a quiet, competent gentleman who fought in the trenches as Fenimore's green-chairman and now is chairman of its executive committee, told a GOLFDOM correspondent the answer to Fenimore's success in this brief advice; "See what your members want and sell them the knowledge that you have provided everything they want." This pretty well simplifies the problem of club operation because the members don't want a deficit.

Here are some of the things Fenimore provided: a nine-hole course, where women can play Saturdays, Sundays and holidays, in addition to the club's championship 18-hole plant which has a one-man fairway watering system; an outdoor swimming pool, winter sports, tennis courts, a solarium exclusively for men, an outdoor dancing floor having adjacent dining facilities for 700, talking motion pictures Sunday nights, and free group golf lessons for women and children.

There also is a solarium and game room exclusively for women at Fenimore.

A small charge added on each caddie fee will pay off the cost of the Fenimore



**GOLF CLUBS USE MORE
 MILORGANITE
 THAN ANY OTHER FERTILIZER**

watering system by the end of the 1935 season according to present indications. On the swimming pool—one of the big "draws" of the club, all operating costs including salary of a supervisor, account for a slight loss annually, but in 1934 this loss was far more than offset by the restaurant and bar business done with pool users.

The clubhouse, a remodeled old stone mansion, is maintained in immaculate condition and due to its domestic architectural aspect has contributed much to the family character of Fenimore club life.

There are two bars at Fenimore. Their business the first year of repeal was highly profitable, especially on Sunday nights when the talkies are shown. There is no charge for the talkies to members and guests dining at the club. A charge of \$1 is made to members having guests but not using club dining facilities.

Every Saturday night from Memorial day to Labor day an orchestra plays for dancing. An amplifying system provides record music to those who want dance music on nights an orchestra is not engaged.

With these facilities determined by a thoughtful survey of the members individually instead of by guesses at the directors meetings, Fenimore has kept well up to its 350 membership limit all through the depression. Dues are \$225 annually. There have been no assessments.

TOURNAMENTS boost golf. Junior Chamber of Commerce at Boise, Idaho, which put on the Idaho Open with \$500 prize money last year, is hiking the dough to \$750 this year. Tourney will be played at Plantation GC, Boise, Sept. 6-8. It's not big dough as some of the boys see money but it is very helpful legal tender in furthering the boost the first event gave golf in Idaho.

Bob Duncan, Plantation's pro, is taking entries and invites all the boys.

IN building the Keweenaw public golf course, relief job, on northermost point of Michigan, 187,000 trees were cut and 165,000 stumps blasted. Although cost of course to date, \$146,092, has been criticized, this cost includes 167 acres of land valued at \$20,000, contributed by the Keweenaw Copper Co. Firewood to the extent of 30,000 cords and value of \$120,000 for relief distribution has been cut in making the course, thus making net cost of course to date, \$6,092.



Right Downtown

When you stop at Hotel Fort Shelby, you don't waste valuable minutes "getting places"; you're near everything—the shops, theatres—even the transportation depots. 900 rooms and suites—all with private bath—circulating ice water—box-mattressed beds and tip-eliminating servidors. Rooms \$2 to \$10. Suites \$6 to \$25.

**HOTEL
FORT SHELBY
DETROIT**

"AGLOW WITH FRIENDLINESS"

DROUGHT BRINGS SAVING

By LENY CALDERWOOD
Pro, Emporia (Kans.) CC

Water Shortage Forces Club to Install Its Own Watering System

THE terrible drought year of 1934 which burned up fairways on practically every golf course in the middle-west actually brought about a big reduction in the cost of watering the greens at the Emporia (Kan.) CC.

Of all the cities hit by the drought, Emporia suffered as one of the worst. The water supply for the city had already decreased so rapidly that the population was faced with a serious problem of a water shortage, even for the necessary domestic purposes. Twenty-some consecutive days with temperatures over a hundred degrees burned the fairways to a crisp. Then the mayor of the city ordered the country club to cease watering the greens which were being watered from the city water system. A few days without water would completely finish our greens which were already suffering from the heat.

Fortunately our course had a lake of quite an area and, at normal, its depth reached nearly thirty feet in places. Immediately our club president, C. W. Burnap, called a special meeting of the directors. Several years before this Mr. Burnap had drawn up a plan whereby the greens could be watered from the club's own lake at a saving, but hesitated to carry out this plan because of financial conditions which at that time confronted many clubs. However the water would have to be taken from the lake or the club would lose its greens. So the directors approved the president's plans for the club's own permanent watering system.

Of course, a permanent system could not be constructed in time to save the greens from burning. New pumps could not be ordered and installed in time to keep the greens still unharmed from lack of water. Although pumps were very much in demand throughout the country by farmers, Mr. Burnap secured a used pump and set it up the following night, connecting it with one of the main lines which ran near the lake. This proved unsatisfactory but it supplied enough water to keep the grass alive until the permanent system could be finished.

Main lines were quickly laid and hooked up with branch lines to the greens. A new

pump and an automatic electric motor with pressure tank were installed. And now the club has its own permanent watering system which is sure to save much money over a period of years. Too, after a few applications of lake water, the greens showed a bright healthy color that had been lacking, probably due to chemicals in the city water.

According to Mr. Burnap's figures, the club had been paying the city 25 cents per thousand gals of water. It costs the club 7c per thousand gals, counting depreciation on the pump, to pump its own water from the lake. The new system has also helped to cut the labor for watering the greens to about half that used for watering from the city system. Formerly, only three or four greens could be watered at one time on account of pressure from the city water system, but nine greens can easily be watered with ample pressure from our own pumping system. This saving will pay for the installation of the new permanent system in two year's time.

The total expense to the club was \$750. Nearly all of the pipe laid for the new lines was used pipe bought from the oil fields. In the rearrangement of the system 2,400 feet of trunk line was laid. A used pressure tank was also secured for \$35. The electric motor and a plunger type pump, pumping 2,100 gallons of water per hour, were purchased new for \$230. The cost of labor was low, as several of our club members donated their time.

Jersey Genius Speeds Fairway Fertilization

KENT BRADLEY, ingenious New Jersey greenkeeper, has scored another in speeding up golf course maintenance work.

His recent achievement was to fertilize about two acres of lawns and all the fairways from tee to green on 27 holes, in 22 hours running time, including trips to the barn to load up! Fairways are from 150