

WALTER HAGEN



*Presents
the*

NEW
*American
Lady*

**WOODS
AND IRONS**

Here is the newest, most novel method ever devised to capture the women's market.

American Lady woods in No's. 1½ and 2½, are designed in every particular for women's needs and finished to their most fastidious tastes.

Chrome-plated American Lady Biflector back, Deflector sole irons that a woman really can play, in No's. 2, 3½, 5, 6½, 8 and 9, giving as closely as possible, in this arrangement of lofts, the results obtained from a full nine-club set. Wood heads and Hagen Layflex

shafts are finished in gray satin. Grips are in gray suede. Woods retail at \$7.00; irons at \$5.00. The English oval style bag is of gray Bedford Cord to match the clubs. Sells for \$10.00.

Display rack with each complete American Lady Set.

If you want to crash the women's market in a big way, remember that Hagen "American Lady" clubs are going to be magic words in 1936 and an open sesame to the women's field. Get the facts from your Hagen representative.

L. A. YOUNG GOLF CO... DETROIT

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the new "Equi-Tuned" shafts. Each shaft in the set is matched and balanced to the next shaft in line. This is accomplished by reducing the lower part of the shaft in circumference, making a shaft which has an upper part as the control section, and the lower part as the whip section. As the club gets shorter, the control section is lower, naturally stiffening the shaft progressively as the clubs get heavier and shorter.

In the woods the control section is about $1\frac{1}{2}$ in. lower on the brassie than on the driver and $1\frac{1}{2}$ in. lower on the spoon than on the brassie. This produces a set of shafts in which each club is proportionately stiffened up. In other words, in a set of three, the driver will have the average whip for that type of club, the brassie will be approximately 2½% stiffer than the driver and the spoon will be about 5% stiffer than the brassie. This proportion is about what the great players in golf use. The figures, of course, are approximate but will be held fairly close.

The "Equi-Tuned" steel shafts in irons make a wonderful balanced set because the same principle is used. The control section is lowered progressively $1\frac{1}{2}$ in. per shaft so, starting with the No. 1 iron as the base club, the Nos. 2, 3, 4, etc., will be progressively stiffer. This matching of shafts Horton believes is new, for the shaft is stiffened not by weight or length but by the construction of the shaft itself.

There is no possibility of conflict in the balancing of a set, for there is a distinguishing shoulder that shows the dividing line between the upper control section and the lower whip section on each shaft.

Burke Golf Co., on iron clubs for 1936 will put its main efforts behind the various lines of Punchirons. They were extremely well received this past season. The various Punchiron lines will be paralleled by lines using the conventional type of flange-sole heads. Both the Punchirons and flange irons will be offered in a line using the new Ribbon steel shaft.

In the wood clubs several new head models make their appearance, and the line will feature in addition new and attractive finishes.

The bag line has been completely restyled, and an entirely new hood will be found on all 8- and 9-inch bags. This hood, the Pacrite, does away with the use of individual wood head covers, one half of the hood remaining up all of the time. There are compartments providing for the carrying of up to five wood clubs. The nature of the construction makes the clubs just as easily available as from the ordinary type of bag, and saves fooling around with head covers which have become so popular in the past two years.

Burke's golf ball constructions have been

completely changed for 1936 from center to cover. In the construction of the 75c balls Burke has shifted from a plastic center to a liquid center. This liquid center differs from others in that it includes the use of Exonite, a sodium salt of dibutyl-dithio-carbamic acid in liquid form. This is one of the things that Burke says gives the new Hyspeed ball the additional distance reported by many of those who have already used this new ball. This new center in the 75c grade, plus a brand new cover in the 75c and 50c grade, will be the outstanding things in the Burke ball line for 1936.

Among the many interesting innovations in the L. A. Young Golf Co. 1936 Hagen line which will incite comment throughout next season are six new wood models, a more powerful iron blade, a wood and iron model exclusively for women, a complete new bag line, and an improved ball with the honey center.

The Hagen Spiral Groove shaft, which will be featured as possessing the desirable torsion found heretofore in hickory alone, will be carried in both wood and iron models. A streamlined wood bearing the name Center Poise is revolutionary in head contour, designed to cut down wind resistance and place 75% of the weight and volume relatively closer to the hitting surface. The Imperial Crown iron will embody the advantage of effective weight concentration together with the Deflector sole introduced successfully this year.

With features especially adapted to the woman player, the American Lady model will consist of only two woods, No's. $1\frac{1}{2}$ and $2\frac{1}{2}$, and six irons, No's. 2, $3\frac{1}{2}$, 5, $6\frac{1}{2}$, 8, and putter. Head and shaft finishes are in keeping with the simple beauty demanded by women players. Grips are of suede calfskin.

The Hagen bag line for 1936 will be particularly identified by the English Oval type of bag construction, the hoods of which are not only detachable but also optional with the buyer. In addition, other bags will range in price from \$1.25 to \$50.00.

All 1936 Hagen models will be ready for delivery November 1st.

The Golf Register Co. announces for 1936 a new popular priced automatic model, in which the ball re-tees itself up for another stroke. This model retails for only \$3.50, employs a real golf ball for practice driving, which accurately registers slice, hook, or straight ball, inside of four feet forward travel of ball, as convincingly demonstrated by mechanical driving machine tests recently conducted by a large eastern manufacturer. However, distance and initial direction of flight of the golf ball are not permanently

What the PGA ball has done for golf

This year sees a new high in PGA ball sales.

What have ALL the results been of this demonstration of sales strength and unity by the majority of business men in pro golf?

- 1 Produced profit for pros.
- 2 Assured full, honest value to buying players.
- 3 Protected the golf ball market against ruinous, hit-and-run re-tailing price slashers.
- 4 Advertised the first-class pro's function as an expert playing equipment counselor to his members.
- 5 Advertised the Professional Golfers Association as the active, competent collective power of pros for the good of the game—and that means the good of all the golf players, all the clubs and the straightforward manufacturers as well as the qualified professionals.
- 6 Reminded the public by the restricted availability of PGA balls that a man must be qualified properly before the authority, the PGA, recognizes him as a pro. Again, the PGA acts here in protecting the game and its players.
- 7 Financed, partially, group lesson work of PGA members of youngsters and women to extend and insure the golf market.
- 8 Gave convincing evidence of PGA members' ability to put across a sound merchandising proposition on quality products.
- 9 Reminded pros who might qualify for PGA membership that they were neglecting their present profits and future scope of pro golf by failing to join the organization that coordinates the efforts of all able professionals.

It appears from the above that the PGA members' job with the PGA ball this year is something that richly deserves the approval of golfers.

PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

General Headquarters - - - FIRST NATIONAL BANK BLDG., CHICAGO

Eastern Office - - - - - 150 Nassau Stret, NEW YORK

registered on the automatic model, but may be estimated by the forward motion of the ball before it returns to the tee. This new low priced addition to the Golf Register line is fully protected by patent. It should give the pros a good bit of extra income by introducing it among their pupils for indoor (or outdoor) fall and winter golf practice at home.

For 1936, John Wanamaker will make the Silvertown PGA ball in both championship and tough covers. This will be in addition to the Silver King 1936 ball Wanamaker will present. The company next year will be national distributors for the Kroydon line of clubs and of the C. S. Butchart line. In the latter line there are two new models for 1936.

A few minor changes will be made in the Joyce Wethered line of women's clubs for next year. Wanamaker expects a big business on these clubs and Joyce's highly successful American tour has paved the way. Wanamaker will not sell Kroydon's bags or balls; the 1936 deal applying only to Kroydon's clubs. A complete line of golf accessories also will be handled by Wanamaker next year.

Hillerich & Bradsby's pro-only line of Power-Bilt woods and irons, brought out late this spring, went over so well that the line will be continued with practically no change in 1936.

The H & B Power-Bilt clubs for 1936 offer four choices among the Heddon Duo-Flex shafts in the clubs. There are pro-stiff, standard, semi-flex, and a ladies' shaft presented.

Salesmen of Link-Lyon, Inc., already have been showing features of the 1936 line of Macdonald Smith clubs to pros in metropolitan districts. The new clubs have been very favorably received. Mac and Al Link have worked out together some great numbers at prices making the market range extensive although the line has no cheap numbers in it and is strictly pro only.

American Fork & Hoe Co. is doing some mysterious work in its True Temper shaft mills which can be interpreted as a tip-off there are going to be some radical developments in True Temper shafts for 1936. Several special designs for manufacturers are being handled but are not to be publicized until the early spring.

Policy of the company indicates that the changes in the tube mill will have the purpose of protecting the American market for American steel shaft manufacturers.

P. Goldsmith Sons, Inc., who signed Babe Didrikson as a pro this year, registered well with the Babe's name on wo-

men's clubs and women's golf balls, in 75 and 50 cent types. The 1936 campaign on the Didrikson clubs will be based on the idea that about 70% of the nation's women golfers are playing with hand-made or cheap pick-up sets.

There was an interesting development in the Didrikson ball package this year. Investigation showed that most women buy balls in half-dozen lots or less, so the



company worked out an ingenious dozen package that could be split in the middle without lessening the display and sales value of the remaining half of the package.

This year the Goldsmith's Al Espinosa clubs began to do very well at pro shops in central states. Chances are that there will be a decided increase of effort for pro shop distribution of these clubs next year based on the satisfactory showing with pros in 1935.

Apparel lines this year again did well in pro shops and gave promise that live pro merchants can pick up a good piece of profit from these lines. There are pitfalls in the stock problem but most of these are so obvious they can be avoided.

The Jackman Sportswear Co., Chicago, plans in 1936 to extend its work in helping pros develop their apparel business. Max Mayer's Sons have the Helen Hicks and Tommy Armour sweaters that are scheduled for a pro shop push in 1936. The Hicks garment is made so it's flattering to the figure. Tommy's sweater coat is a practical and good looking item.

Arnold Authentic golf shoes are going to have a couple of new ones for 1936; one for men and the other for women. Both are a little heavier than the usual type and are especially adapted to wet weather play.

North & Pfeiffer Mfg. Co. are bringing out two new sizes of Grip-Spikes for golf shoes. The new numbers are long-wearing and renewable. The company also has a new brace facilitating insertion of the spikes. A new guide, showing where spikes should be inserted for best service in golf has been prepared.

**THE SEASON'S
WINNERS**
by
DUNLOP

DUNLOP GOLD CUP
75c



DUNLOP P. G. A.
75c

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

Thank you for buying from GOLFDOM advertisers: they are O K

Weed Control, "Air Conditioning" Are Greens Meet Features

FALL meetings of greens groups in six midwestern sections, held as part of the USGA Green Section work, revealed highly promising results from the Section's work in weed control and from experiments in preventing green troubles by proper circulation of air.

Much larger than usual was the attendance at most of the meetings. Sessions were held at Cleveland, Cincinnati, Chicago, Indianapolis, St. Louis, Buffalo, Pittsburgh and Detroit. Dr. John Monteith, Jr., technical chief of the Green Section, presided. At the Mill Road farm Midwest experimental garden, 160 greenkeepers, chairmen and supply men registered. Green-chairmen attendance at the fall meetings was estimated at slightly less than 10%. This is tip-off to USGA difficulty in financing vital work of the Green Section. As usual, attending chairmen marvelled at work done by the Section.

Impressive results were shown at test plots on chemical weed control but, as Monteith explained, the Section hesitates to recommend treatment in its present stage because of risks and uncertainties of treatment which the Section hopes to clear away if money is available to carry tests to conclusion. At the Midwest garden, crabgrass and dandelion control experiments, carried on under the supervision of C. A. Tregillus, were amazingly effective on some plots. Time of application and weather conditions seem to be important factors in weed treatments with which USGA is experimenting.

Fertilizer tests at the Midwest garden, now in their eighth year, showed the necessity of continuous attention to turf research work.

Highly interesting and significant was the work in air circulation as a greens trouble preventive brought into sharp focus at the Cincinnati CC by Jim Morrison. Greens located where there is but little air circulation were given treatment by electric fans. There was a pronounced reduction in brown patch, dollar spot and scald, although this year at Cincinnati results were not as great as last year, due probably to this season's greater humidity. Tests of this treatment were made at Arlington with excellent results.

Use of fans in circulating air first was suggested several years ago by Alex Pirie, veteran supt. of Old Elm club (Chicago

NEW RAIN KING

Throws
every known
kind of spray
over circles
12 to 100
feet

Only
\$3.50



Instantly set to turn as slow as one revolution per minute for good drenching downpour—or faster, for lighter spray on seeded plots, etc. Can't stall on any speed, even on slopes or in high winds. New adjustable 2-jet brass nozzle. Rugged. Substantial. Good looking. Will weather any kind of usage and last a lifetime. New easy-to-move disc-type base. Height 11½ ins. Made and guaranteed by Chicago Flexible Shaft Co., 5512 Roosevelt Rd., Chicago, Ill. 45 years making Quality products.

Sold by All Golf Course Supply and Wholesale and Retail Hardware Houses

CHANGES in SCORE CARDS

referring more particularly to allocation of handicap strokes and pars on longest holes.

**Were recommended by
the USGA in Jan., 1935**

These, vitally, affect *your score card* if you would have it correct.

Full explanation in our price list in a section titled "Preparation of Copy for Score Cards."

That Happy Combination of Quality and Economy is offered in our

**New Broadmoor One-Color
Score Card**

Produced by a New Process, its price is \$21 for 5,000. The card, fully complete and comprehensive, is not small and the stock is heavy.

Samples to clubs on request

JOHN H. VESTAL CO., Printers
703 South La Salle Street - Chicago

district), at a Green Section annual meeting in Chicago. Pirie ran wires out to a green near the clubhouse, turned on an oscillating fan at night and kept a green he'd been having a lot of trouble with.

When Pirie told about it at that meeting his tale was generally received with yawns and giggles. He now finds himself in the satisfied status of the fellow in the ads who was laughed at when he sat down to play the piano but who made them all gasp and applaud. Monteith, observing how betterment of air circulation around greens by tree removal improved green condition, took up the fan idea and worked with Morrison who was applying the fan idea with success at Cincinnati.

There is some objection about fan noise from householders in the vicinity of greens. Morrison has found that a few hours' operating of fans toward morning is as effective as all-night operation. Fan circulation also makes it possible to get work done on greens earlier. Current cost at Cincinnati has been about \$5 a month. Use of water motors in fan operating has been suggested as has been fans as large as airplane propellers, mounted on course tractors and operated by tractor motor.

Question box sessions were conducted at several fall meetings. Questions reflected severity of maintenance conditions this year and the dismal fact that greenkeepers are put in the middle by acts of the Almighty from the top and catching hell from here below.

Monteith remarked he had observed fertilizer deficiencies now are being seriously felt at courses. Regarding height of green cutting in hot weather, Monteith said it made no great difference from the grass cultural standpoint, but longer greens will hold a ball better without excess watering, if members will stand for longer greens.

The Section chief also pointed out that failure to apply enough chemical treatment to greens had been responsible for part of this year's turf disease and reminded greenkeepers that chemicals applied one day might be washed out by a rain later that day and chemical effectiveness removed. Lime deficiency, in his opinion, accounted for a lot of scald he had observed.

THE best time to sow grass seed or plant stolons is when Mother Nature does this work—in the fall just before the autumn rains.

NOW! . . . a woman's clubs
for a woman's game!

Joyce Wethered

**WOODS
IRONS**

"THE CLUBS OF
A CHAMPION"



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**This New Leather Dressing
Will Please You**



LEXOL, quickly and easily applied to all leathers, works its own way into the pores, restoring the leather's original suppleness and strength. No tedious "rub-in". Fine for wet shoes, leather bags, club grips, etc. On wet leather simply apply thin coating before leather dries to maintain its softness. Just what country clubs need for pro shop and locker room.
Prices: Full pint \$1.00—Gal. \$4.00. Slightly higher west of Rockies and Canada. Special discounts to Pros. Order through your jobber or direct.

MARTIN DENNIS COMPANY

867 Summer Ave., Newark, N. J.

Good Leather Deserves Care — Use LEXOL

Based on U.S.G.A. Champion Course Selections

Here are facts on Cutting Equipment worth considering when making up your 1936 budget

Left, is Billy Burke, pro at Country Club of Cleveland, who lauds Bert Sheldon (right) as the club's



greenkeeping star whose maintenance methods and results increase pleasure and play of golf.

IN the last ten years all but two of the courses over which the National Opens have been played, are courses maintained by WORTHINGTON EQUIPMENT . . . in that same period all but three of the National Amateurs have been played on WORTHINGTON EQUIPPED courses . . . and from old St. Andrews both ways on the other side, all but four of the British Open courses in the last decade have been mowed by WORTHINGTONS.

Only sheer merit of the equipment itself and recognition of this merit by the experienced, able greenkeepers in charge of these courses, could account for this remarkable domination of the championship course situation by WORTHINGTON EQUIPMENT.

Strong, clever selling couldn't account for such a record over this period of years. The stuff has to be in the equipment design and construction.

So, it stands to plain, simple reason that you take no chance when you buy WORTHINGTON EQUIPMENT on the basis of its championship course record.

It costs you no more in first cost to

maintain in championship condition with WORTHINGTON EQUIPMENT. It costs you less in equipment operating and depreciation charges. That's another



In the background, part of the gallery scampering to view Lawson Little, Jr., in his fourth consecutive national amateur victory. In the foreground, Worthington equipment, victorious as usual in championship budget-making.

WORTHINGTON record that reaches to little nine-hole courses, beautifully and thriftily maintained.

In performance and cost WORTHINGTON EQUIPMENT gives you the combination that wins a place on your equipment budget for 1936.

Take the Championship course of the Country Club of Cleveland for the source of testimony on two expert counts regarding WORTHINGTON EQUIPMENT'S work and its efficiency.

Bert Sheldin, veteran star greenkeeper of the Country Club has no fat budget to work with. He is a competent business man doing a job for the big business men who are the club's officials and members. He selected WORTHINGTON.

Billy Burke, the Country Club's famous pro, says: "Bert Sheldin keeps our course in the most beautiful condition of any course I've ever played. Pros and members owe men like Bert a lot for knowing their business so well they increase the pleasure of golf."

And that's what you buy maintenance equipment for—to increase the pleasure of playing, hence the volume of playing.

When you can achieve this end with WORTHINGTON EQUIPMENT and save money in equipment costs—money that you desperately need for salary and other



Twilight creeps onto the Country Club of Cleveland's second fairway, but speeding ahead of nightfall, and after the days play, rolls WORTHINGTON championship equipment, grooming the course perfectly for the next day's play.

equipment and supply needs that mounted up during the *late* depression, what else do you need to worry about in budgeting for mowers and tractors in 1936?

The WORTHINGTON record at championship courses has given each expert greenkeeper, each earnest green-committee-man, the right answer to the mower and tractor budget question.

Golf courses selected for national championships by the United States Golf Association and by the Royal and Ancient on the other side are courses expertly appraised and approved for condition.

There's no guess work . . . no mere opinion of casual, uninformed golfers . . . governing these selections of championship courses.

Then should it mean that the highest type of successful, practical greenkeeping and the shrewdest, best-informed class of green-committees are cooperating effectively when a club is awarded a national championship?

Isn't it logical that the mower equipment has something to do with it? Can it be a mere coincidence that in the last 10 years all but 2 of the courses over which the National Opens have been played are those serviced by WORTHINGTON EQUIPMENT? That's a thought to think over when considering your 1936 budget.

Worthington Mower Company

Main Office:
Stroudsburg
Pennsylvania

Sales Agencies
in all Principal
Cities of U. S. A.

CURING DRAINAGE ILLS

PART 2

Last month, Ream told what faulty drainage does to greens and offered advice on correcting and preventing part of these miseries by means of surface drainage. In this concluding instalment, instructions are given for laying drain tile properly to handle sub-surface drainage.

THE system of drainage which is most popular and perhaps the most efficient is called the herring-bone system. In this system (illustrated in Diagram I), the main is laid through the lowest portion of the slope, following the general direction of the slope of the green, with the laterals staggered into it at angles from each side. If the laterals are 20 feet apart, there would be a lateral entering the main from opposite sides every 10 feet along the line. The laterals should run into the main not at right angles but at an angle in the direction of the flow.

Diagram 2 shows a situation where the green slopes in two directions. The main is placed at the lowest point of one slope and runs in the direction of the other, with laterals coming into it at angles, from both slopes. The main runs in the direction of the greatest slope.

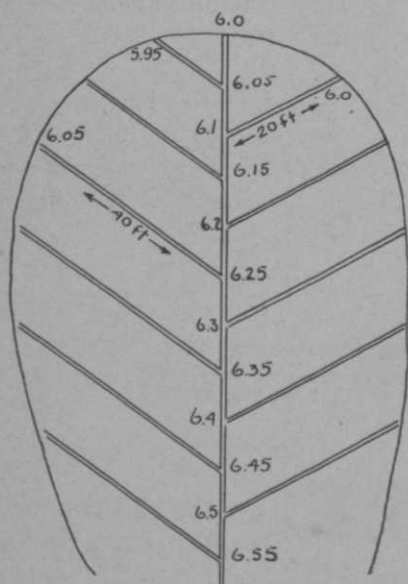


Diagram I. Herringbone type of drainage, with laterals staggered and evenly spaced.

By HOWARD REAM, Greenkeeper
Nacoma GC, Madison, Wisconsin

If the tile is being put in without any other modification of the green, the lines can be laid out, and the sod raised over the areas where the tile is to be placed. In digging the trench, the soil should be piled along the side, on canvas or tar paper to protect the turf. If the green is being rebuilt, the tiling operation should not begin until the final grade is obtained. In re-

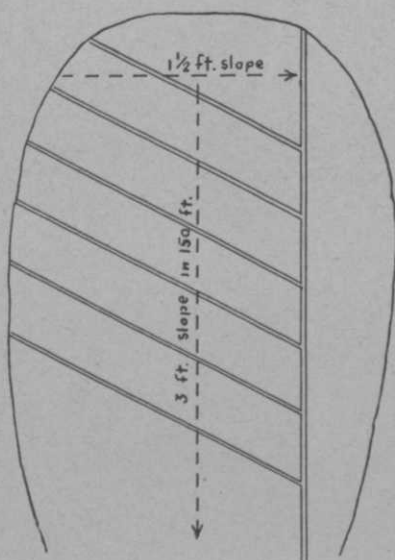


Diagram II. Where the green slopes laterally as well as from back to front, this type of drainage is used.

building the green it is well to improve the soil condition, working in as much peat and sand as necessary to make a soil of ideal physical condition. As was stated before, the physical condition of the soil has a great deal to do with the drainage properties, so that anything which can be done to improve the soil conditions at the time of rebuilding will tend to make the most optimum condition of drainage.

Don't Trust to Guess

As soon as the final grade is established, the green should be studied to decide the system to be used and the placing of the lines. The eye should never be