

**IMPACT**—that's what makes a golf ball go! Speed of swing times weight of club head—and the shaft just has to "take it."

The New **TRUE TEMPER** Golf Shaft is made from a seamless tube of super-alloy steel with a patented and exclusive thick walled tip, giving greatest strength at the club head, the point of greatest strain. That's why **TRUE TEMPER** Shafts can "take it." That's why every single ounce of power in your swing is passed on to the ball by a **TRUE TEMPER** Golf Shaft.

Made in every desired, beautiful and durable finish—in every degree of weight, and flexibility or whip to suit your taste and style of play.

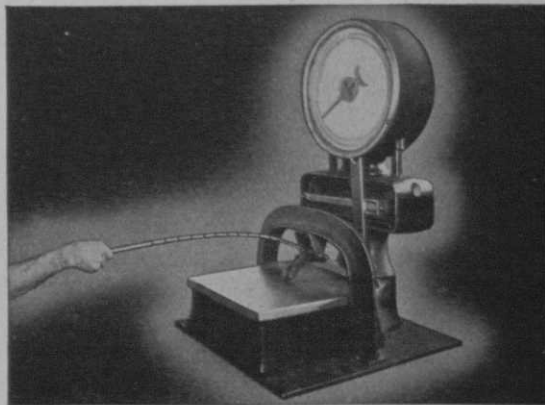
Your pro or dealer can show you the new, improved 1936 Model Golf Clubs of your favorite make, shafted with **TRUE TEMPER** Steel for greater strength and power. Write for copy of "Golfing Progress." It's free.

## **THE AMERICAN FORK & HOE COMPANY**

**Sporting Goods Division, Dept. 16, Geneva, Ohio**

### *TRUE TEMPER Shafts Can "Take It"*

Each **TRUE TEMPER** Golf Shaft is tested, as shown, in this weighing machine. The tip end is inserted in a socket. A pressure of more than 100 pounds is then applied to prove its power and strength.



# **TRUE TEMPER**

*Steel Golf Shafts*

Use GOLFDOM'S advertising pages as your safe buying guide

# LET'S GIVE THE CADDIE A BREAK

By LAWRENCE ANTHES

Caddymaster  
Philmont (Pa.) CC

**T**HERE ARE several reasons why the caddie problem is a major 'worry' at nearly all golf clubs. Most of these troubles can be eliminated by understanding the conditions which cause them. To have an efficient caddie force you must have, first of all, a caddie committee composed of men who are alive to their duties. They should see that their orders are carried out, but at the same time, being just in their decisions. Common sense must be the basis of their orders, and the committee must be ready to explain in weekly talks to the boys the reasons why such rules have been laid down by the club for the caddies' guidance.

An efficient caddymaster is the second most important cog in the machine. There are more good caddies at clubs having an efficient committee and a mediocre caddymaster than at clubs where the caddymaster reigns supreme. The committee is to the caddie force what the "old grads" are to the football team. "Let's show them how the boys at our club can really caddie"; "Boys, we are proud of your work," and similar expressions at a weekly pep meeting mean much to the boys. This same thought expressed by the caddymaster would give the boys the idea he hoped they would caddie better so that he could get a raise in pay or a day off. To them he is their boss only so far as he transmits the caddie committee's orders to them and assigns them to caddie for the members.

The caddymaster is the mediator between two hostile factions—the caddies, who always seem to want the bag the other fellow has, and the members (and here our problem appears) who want what they far too often do not get, namely good caddie service. If the caddymaster cannot train caddies to meet the critical demands of the members, he is in trouble at the beginning; because, lacking the cooperation of his committee, he cannot bring forth the desired results. He can demonstrate all day on the proper ways of "toting" the bag, lining up the ball, and

all the many details that go with caddying; but, one thing he cannot do is to so impress his caddies with his importance that they will be inspired to do their utmost to carry out his instructions.

Colleges do not send the leader of the glee club or their Latin professor to talk to the team on the eve of its big game—they send in the old grad who was the hero in years gone by. "Club spirit" properly instilled in caddies and kept burning bright by frequent pep meetings will do more to eliminate caddie problems than all other methods combined. To what avail is it to properly train a caddie, if after all his training he does not apply himself to his duties? His knowing how does not help unless he is willing to give forth his best efforts at all times.

## There Are Few Perfect Caddies

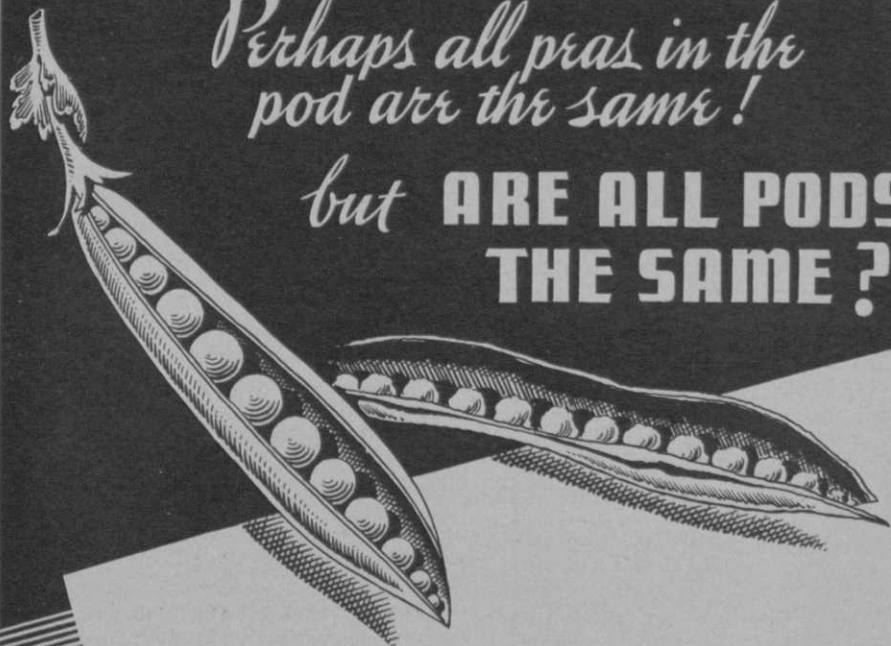
Eighteen years' experience in handling caddies convinces me that perfect caddies are born and not produced by intensive instruction. True, most caddies can, by efficient instruction, be taught to caddie satisfactorily; but your outstanding caddie is as rare as big league ball players are to the number who play ball.

Few caddies ever reach the perfect 100% rating. An average mark of 80% would make a perfect caddie force. Although all clubs have a few 95% boys, half the balance run from 80 to 85% and the rest, all based on efficiency, run from zero to a passable 70%. Our problem then is not so much to turn out the impossible, but to bring up the average to as near perfect a mark as is possible.

To accomplish this, proper methods in grading caddies and then instructing them efficiently are of utmost importance. After learning how to carry the bag, every boy should be taught to line up balls properly and to walk in a straight line to his ball.

Perhaps all peas in the  
pod are the same!

but **ARE ALL PODS  
THE SAME?**



And just to reverse the above, while all leading brands of golf balls will be contained this year in the same type of pods — vulcanized covers — don't forget there still can be a tremendous difference in what is between the two halves of the cover.

For 1936, The L. A. Young Golf Company is giving you the very finest center materials, and rubber winding, unexcelled in quality and application.

Moreover, the method by which these balls are wound, is entirely new to this industry—exclusive with Hagen.

Machinery especially designed and built to our own

specifications puts on the rubber winding under the highest practicable compression.

Every ball is precision wound—each an evidence of the finest workmanship you have ever seen.

And, of course, both the Walter Hagen distance and the Honey Boy tough-covered ball, contain the Hagen honey center—the best yet devised.

Center of the Tom Boy is our hollow pill construction, again exclusive with Hagen.

For 1936, look not only to the pod, but to what is contained therein. And if you do, you'll have to rate Hagen ace-high!

**L. A. Y O U N G G O L F C O. . . D E T R O I T**

With practice this will make him instinctively not only mark the spot where his ball comes to rest but cause him also to observe all unusual "signs" on the line to its new location. Boys so trained may wander off the line but they can easily realign their steps to the proper course. A ball so lined up is more easily found because the caddie has several markers instead of one.

It is the caddie's duty and to his best interest to watch and line up every ball in his match. The most tiresome duty in caddying is to help look for the ball you didn't see. By training caddies to watch all balls, endless time is saved, and players can get around the course from fifteen to thirty minutes faster, thus speeding up the entire course on busy days.

Many otherwise excellent caddies spoil their efforts by suggesting clubs to members. A perfect caddie never suggests a club unless first, in preference to attempting to help a bewildered golfer, he informs the player as to the distance to the pin. A caddie must know the length of each hole and the distance to the green from where his player's drive comes to rest.

I advocate that every course have a hole where caddies be instructed in gauging distance, markers being placed every ten yards from 50 to 230 yd.

At Philmont, thanks to splendid co-operation of the caddie committee (Ray Slotter and Alex Conn), we have an excellent group of 400 trained caddies for our two courses. They are instructed every week in their duties. All new boys, after receiving individual instruction, are placed in "B" class until they prove by getting three recommendations, signed by players on slips provided for that purpose, that they have thoroughly mastered the instruction given them and are therefore capable of fulfilling their duties as "A" class caddies.

"A" class boys, upon receiving complaints such as failing to line up balls properly, lagging behind, etc., are placed in class "B," and they must be recommended by several members to return them to their former "A" rating. Boys placed in class "B" from a higher rating usually find one round sufficient to show them the error of their ways.

To summarize—to improve any caddie service means to instill a loyal club spirit in the caddies, give competent instruction, and provide a proper means of grading caddies by the quality of service rendered by them.

## Shop Insurance Vital to Wise Pro Business

By TOM NEWLOVE  
Pro, Syracuse (N.Y.) Yacht & CC

**P**ROTECT yourself against fire and theft at your golf-shop!!!! My advice to all professionals is based on personal experience.

Last fall, the night before by return from the Glens Falls tournament, my entire shop, equipment, new stock, 80 sets of members' clubs—absolutely everything—was burned to ashes in a fire of unknown origin.

Fortunately I have carried my All-Risk insurance policy with the PGA for several years and it certainly turned out to be a life-saver. The settlement made by the company, which was very fair, went a long way toward helping me replace my equipment, stock, etc., which otherwise would have been a total loss—a thing which none of us can afford these days.

Since my loss was comparatively small to what it would have been had I not carried insurance, I was able to give my club members who lost their clubs in the fire, a very liberal discount on new clubs. This I was glad to do, and it was appreciated by them since very few carried a personal policy on their clubs.

I should also like to say a word in appreciation to the golf companies who cooperated with me in sending out new clubs, balls and bags as soon as they heard of my misfortune.

My club—the Syracuse Yacht and CC—has built a new shop of stucco and brick. This is a fine investment for any club as it will not only be a protection to the professional but also to all members.

Regardless of the fact that the new shop is supposed to be both burglar-proof and fire-proof, I shall continue to carry insurance sufficient to cover my entire stock. One experience of this kind makes you appreciate more than ever the benefits of the PGA.

**H**OW many members realize their pros may not be paid much of a salary but have to make a living by selling quotas of golf merchandise that would scare most merchants in other lines?

If pros can get officials to cooperate in educating members in that matter a heavy part of the pro's merchandising and earning problems will be solved.

# AN OPEN LETTER

*from Vincent Richards*

TO THE GOLF PROFESSIONAL:

In the past few years, professionals have been rightly concerned lest too many new types of sales outlets should assume too great a share in the distribution of high quality golf equipment.

It seems obvious that professionals have not suffered alone from this condition ...that manufacturers of quality products, worth fair prices, have likewise suffered.

Definite steps have been taken by Dunlop, at a temporary loss in volume, in order to help to bring this situation under control. The company is confident that 1936 sales returns both for Dunlop and for their professional friends, will more than justify this action.

*Vincent Richards*

General Manager  
Sports Goods Division  
Dunlop Tire and Rubber Co.

# A HELPER WHO HINDERED

By DAVE MUSSELMAN

**W**HOO should hire the assistant pro—the pro or the club? Club officials are justified in hiring the assistant only if they haven't faith in its pro's ability to make the proper selection. And if the club hasn't faith in its pro's ability to select the assistant pro, the club ought never to have hired that pro in the first place.

This is the story of how one club hired an assistant pro as told by the pro himself. "When I was notified that the club had selected me as their professional, I was also informed that the runner-up among the unsuccessful applicants would be my assistant. I accepted the position. I realized my new assistant had held a much better job than the one he was taking at my club. He did so because he was confident he could drive me out within a year or two. Until that year I had never been a pro, not even an assistant, and I knew little about the business end of golf.

At the very beginning, there were too many clubs mixed up and "loaned," and on four occasions stolen while they were in my shop. Golf balls disappeared from the players' bags. Golf ball name markers were hopelessly mixed up, causing damaging delays. The ink was doctored and as soon as a brand new ball was marked it was almost ready for the practice bag.

My assistant's excuse was: "It was this member's kid or that member's kid monkeying around while you were out giving lessons."

Further along in discussions of this nature his stock reply was: "If I didn't want a man working for me, I'd fire him."

I kept a day-by-day inventory and I knew he wasn't licking me financially. If I had 600 balls in the morning, sold 70 during the day, I had 530 when I checked my stock at night. My supply always checked. But at the end of the month my financial check-up didn't. A 25c ball counts the same in a numerical inventory as a 75c ball. But in a price class inventory there is a 50c difference. I found he took 75c balls and replaced them with 25c ones he had obtained elsewhere. A nice little case of substitution.

When I came to the club, less than half of the members would take the time and trouble to sign their names to the sales

slips. From what later followed, I believe my assistant made the non-signers pay plenty for their privilege of being care-less.

I did not gain their favor when, at the beginning of the second month, I insisted that they sign every time they purchased anything on credit in my shop. I did it for their protection, but I underestimated my assistant's ability. By having a member sign sometimes with a hard lead, a soft lead, and then an indelible pencil, sometimes sharp pointed, sometimes blunt, the original slips often couldn't be distinguished from carbon copies he turned in to me as originals. Of course, he took from my stock as many balls as "his" slips called for, and my ball sales increased all out of proportion with the actual play at my club. By "selling" balls in this manner to my assistant, I was getting my profit just the same as when I made a legitimate sale. Practically every time a member signed for three balls—he would be billed for six. And, a month and a half later, after they had paid their bills and had received from the club all their sale slips, although the totals might seem to be too high, still there was their own signature on each slip and an interval of 15 to 45 days to dull their memories.

## Planning A Show-Up That Blew Up a Job

Why didn't I explain the situation to the proper club authorities? I did. Like too many clubs, my club also had two main cliques. The smaller one, the one which had sponsored my assistant for the pro position, now because they really believed I was trying to frame him (as he naturally claimed, and almost proved), "ganged up" on me and both my sales and lessons fell off surprisingly, and my position became unhealthy and insecure.

From that time I began to attack the problem in a logical manner. Since my

# We've given them **W.P.\***

*... and they like it!*

Louisville Power-Bilt Clubs were the sensation of the 1935 Opens and, since their introduction, have elicited more favorable comment than any golf development in recent years.

Because their underlying principle is **RIGHT**... golfers everywhere are getting longer and truer shots and cutting scores as never before

Play with them yourself and you'll know why you can surely sell them!



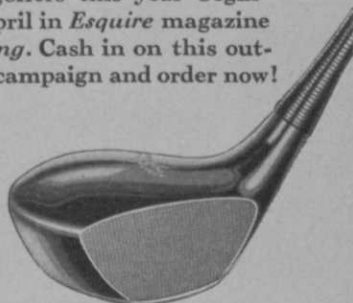
*We give it to  
**YOU HERE***

*the Champ  
has it **HERE***



P.S. We're telling the Wrist Power story to golfers this year beginning in April in *Esquire* magazine and *Golfing*. Cash in on this outstanding campaign and order now!

*Louisville*  
**POWER-BILT**  
*Golf Clubs*



HILLERICH & BRADSBY CO.  
INCORPORATED  
Louisville, Kentucky

assistant was taking such a quantity of balls, to whom was he selling them? I pin-marked every ball in my shop, and later I discovered some of these balls in the pro-shop of a nearby club—the same club where my assistant was the assistant the preceding year.

I now held every card in my hand—every card needed to not only fire my assistant, but also to place myself in a favorable position to win a much better pro position for the following year. In my anxiety, I played it wrong.

Apprehended, the pro who bought the balls from my assistant claimed that, running short of golf balls, he had purchased a temporary supply from a friend of his—me. And to think that one of his best friends would try to frame him to get his job!

Of course I never did get those balls back again, nor did I fire my assistant. He took my job the next year.

### Clubs in Northwest Sector Await Great Season

**A** BRIEF survey of golf clubs in the northwest made by Commercial West of Minneapolis shows them in fine shape with certainty of an active year for the territory's golf courses. High spots of the report:

**Minikahda**—Memberships increasing and now ahead of last year. Finances in good shape. \$35,000 swimming pool completed in 1935 proved great feature.

**Interlachen**—For past six months membership has been up to limit. Financial condition excellent.

**Golden Valley**—Big increase in membership. Pro-shop being reconstructed.

**Minneapolis GC**—Membership limit of 350 expected soon. Finances excellent.

**Somerset**—Near waiting list on membership.

**Town & Country**—Membership has increased almost to limit. Finances in good shape.

**Northland (Duluth)**—Membership increased by 60 during worst blizzard of last 40 years.

**F**IRST bulletin of the Ohio Golf Course Assn., state-wide organization of fee courses, solicits information to give the fee courses data for active prosecution of work delegated to three of its committees; legislative and taxation, play promotion, and construction and maintenance.

B. R. Darby, North Olmsted, O., is sec. of the organization which earnestly solicits membership and cooperation of Ohio fee courses.

**I**NFORMATION from many central states clubs that nets have been installed in the clubhouses and pros are back at the clubs giving indoor lessons confirms the hunch that this may be a great golf year.

Along with indoor training, Beverly CC (Chicago district) plans golf instruction movies and lectures on the rules, to be presided over by the club's pro, Harry Hampton and his assistant Ned Jamieson.

**A** REVISION of the famous Massachusetts GA Caddie Service book for caddies and members has been made by the Massachusetts association and now is available from the publishers, J. B. Lippincott Co., Philadelphia, Pa.

The book may be secured for as low as 15 cents a copy by ordering in quantity lots.



Headed by their president, Howard Farrant of The Country Club, Brookline, Mass., Greenkeepers' Club of New England started off the 1936 season with a well attended meeting. A clinic was held on problems that already assure a busy and exacting year for the able experts who are responsible for playing conditions in the nation's northeastern sector. In the first row are the Greenkeepers' Club of New England executives. Seated, left to right: H. C. Darling, T. W. Swanson, James McCormack, Frank H. Wilson, Robert A. Mitchell, Howard D. Farrant, Arthur Anderson, John Counsell, Carlton E. Treat, Guy C. West and Charles W. Parker.



# POPULARITY + PRICE = PROFIT

Here's the magic formula that offers you the opportunity to do a better business on golf clubs than ever before! Today more and more golfers are demanding Kroydons because they know that the famous Hy-Power Shaft is the only steel shaft in the world that gives the player **BUILT-IN POWER**.

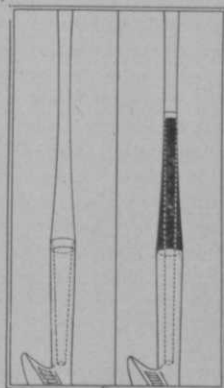
What's more, Kroydon's *new prices* are acting as a powerful stimulus to sales. Think of it! Now you can sell Kroydon Hy-Power Irons as low as \$5.50—Woods for only \$7.00!

Millions of golfers are learning the good news about Kroydons through our nation-wide Advertising Campaign. Get your share of this easy, highly profitable business.

For new Catalog and full particulars write: The Kroydon Co., Maplewood, N. J.

# Kroydon

## CLUBS FOR BETTER GOLF



### BUILT IN *not* BUILT UP

*On the left*, Kroydon's Hy-Power Shaft which tapers out where it enters the neck of the club head to form a powerful all-steel shoulder. *On the right*, a single-taper shaft, reinforced with a celluloid collar. Kroydon's power and strength are **BUILT IN**, not built up.

# TOO EDUCATED?

By HERB GRAFFIS

Address at Iowa State College  
Greenkeeping Conference

*Are Greensmen Losing Out  
Through Short Course Knowledge?*

**T**HIS spring there are about 550 greenkeepers in the greenkeeping short courses at Iowa, Wisconsin, Massachusetts, Minnesota, Pennsylvania, Michigan and New Jersey. Although these short courses ordinarily run only two days, there is a well attended course for greenkeepers running as long as 10 weeks at the Massachusetts State college.

Without any stretching you can estimate the amount of greenkeepers' own money invested in these educational short courses for the good of their clubs at \$12,000 annually.

This year, greenkeepers spent, on a conservative estimate, \$7,500 of their own individual money in attending the educational conference and exhibits of the National Greenkeepers association.

The annual outdoor Green Section meetings eagerly attended by conscientious, studious greenkeepers, probably account for at least \$2,500 annually of the individual greenkeepers' own money paid out as educational expenses.

The indoor and outdoor meetings of the various sectional greenkeepers associations held at least once a month during the playing season account for an additional amount of \$9,000, at least, annually.

Lumping these sums you get \$31,000 that greenkeepers are spending each year, out of their own pockets, for the good of their clubs. That \$31,000 is a rock-bottom estimate; there is good reason to believe that the actual figures would be around \$50,000 a year.

## Education Has Backfired on Greenkeepers

Whatever the amount, it is primarily a contribution toward the clubs, and not chiefly an item of the greenkeeper's individual education, as the greenkeeper, in most instances, doesn't get paid enough considering his responsibilities, qualifications and work, to be justified in spending much in extending his own technical education.

Education, in one respect, actually has backfired on the greenkeepers. It has made some of them so good that they maintained their courses in a generally

better condition in 1935—a tough year—than they did in the midst of 1929's riches and with their maintenance budgets 40% under the 1929 figure. The 40% figure, I make haste to say, applies in a few cases. Everytime cost figures about greenkeeping are mentioned greenkeepers get scared to death for fear their officials will want to hack budgets some more.

Now, anyone who knows golf course management will realize that the cuts greenkeepers have made in costs during the depression, when made—without undue sacrifice of course standards—are the result of education greenkeepers have received from the college short courses, the Green Section, frequent and lively exchanges of practical information made at sectional greenkeeper meetings and through the columns of golf business press.

Retaining the standards of course condition while budgets were so severely reduced unquestionably has been a tremendous factor in bringing golf and golf clubs through the stormy seas of the depression. This achievement has been paid for out of the greenkeeper's own salaries, which usually demand some fancy juggling before they will cover the requirements of a respectable American family. Seldom does the golf club pay any of the greenkeeper's educational expenses, although the club ought to jump at the chance to encourage this exhibition of interest and fidelity on the part of the greenkeeper.

**Spend \$250,000  
And Are Worse Off**

Where do greenkeepers stand as a result of the educational expense of probably a quarter of a million dollars they have spent during the depression to help make golf more attractive and to put golf