



General view of the breeding nursery and part of the testing plot at the Pennsylvania Experiment Station.

so significant. Of the five creeping bent strains tested, only one, Strain 2(29)4 showed any significant difference. This particular strain made a faster surface primarily because it has a rather fine textured hard foliage that held the ball up so that it rolled over the leaves instead of through them. It is possible that it will be necessary to vary the height of cut somewhat for this strain. The apparent slowness of the South German mixed bent turf has no significance. This was, of course, a seeded plot and at the end of the first season still had some of the softness characteristic of seedling plants.

And that brings us back to the original premise that the quality of a putting surface depends upon the maintenance treatment given the particular type of grass used. Practical experience had indicated that this is true and the figures now demonstrate it. The tests will be continued in succeeding seasons with more frequent putting trials as a check on treatments. It will be interesting to see whether the relative differences between the different types of grass will continue as the turf gets older.

“GOLF is more than 300 years old. Golf architecture is only about 40 years old, but the architects are catching up fast. One thing the foremost architects have learned is to be careful about locating greens where aeration will be difficult.”—Perry Maxwell.

Northwest Tourney Dates, Purses Announced by Harlow

TOURNAMENT Bureau of the PGA considers that a field of sufficient class is now certain to go to the northwest, and puts the following into the schedule as permanent dates:

July 17-18-19, St. Paul	\$5,000
July 23-24-25, Vancouver.....	5,000
July 27-28-29, Victoria.....	3,000
July 31, Aug. 1-2, Seattle.....	5,000
August 7-8-9, Portland.....	5,000

Bob Harlow, PGA Tournament Bureau Manager, is negotiating with Spokane, Salt Lake City, Denver, and Omaha with expectation of filling week-ends of August 14-15-16, and August 21-22-23 so that the western tour will be even more attractive to players, and they will have events on the return trip between Portland and Chicago.

The Tournament Bureau of the PGA will not sanction between July 13 and August 26 any competitions other than those on this northwestern tour. Schedule will be resumed in the East with the Glens Falls Open on August 28-29-30.

Fourth annual Hershey Open will be played Sept. 3, 4, 5, 6, total of 72 holes. Prize money is increased to \$5,000, a jump of \$3,500 from the purse of the 1933 Hershey event.

IT'S TIME TO PLAY!

1936 VACATION SCHEDULE

All employees are entitled to two weeks vacation. Indicate choice of dates and return this memo to your department head.

*America quits work
... and tees up!*



IT PAYS TO PLAY!

**BE READY...
WITH THE CLUBS
IT PAYS TO STOCK**

VACATION TIME is like "a shot in the arm" to your sales curve, when you can offer Spalding Bobby Jones Clubs, with such confidence-building features as the Jones "Form Grip"—in both men's and women's woods and irons—a feature that actually promotes a freer grip, better control, and shots that fly straighter to the pin.

Another plus: In the woods, the deep-faced driver is balanced by adequate loft to give greatest driving distance and to minimize the chance of a poorly hit shot. The brassie, spoon and short spoon have the same graceful lines of the driver, but the faces are

progressively shallower. The design of the Jones head enables the player to get the ball up easier without loss of distance and without pressing.

Golfers go for Bobby Jones Custom Built Registered Irons, too, with their wide flange sole for greater distance, and the famous Cushion Neck construction which reduces shock, vibration and finger fatigue. It will also pay you to stock the popular Jones \$5 Irons.

And in equipping vacation golfers, don't overlook the profit possibilities of the four Spalding P. G. A.—and Spalding—golf balls, each with a Geer patented vulcanized cover.

A. G. Spalding & Bros.

GOLF EQUIPMENT

STAR TRIO DRAWS 31,000

SPALDING'S all-star trio of golf missionaries started out for converts on the turf trail in May and in the first week of their planned evangelism, had thousands in the hallelujah stage.

Horton Smith and Jimmy Thomson, experienced expounders of the true faith, and Lawson Little, acolyte who already has learned pro-ing is a hard business, presented golf's gospel to 31,000 during the first week of their tour. The first week's itinerary included exhibitions at Purdue, Notre Dame and Michigan universities, municipal exhibitions at Battle Creek and two at Chicago, and shot demonstrations and lectures at the graduation exercises of the Detroit News public golf school.

Size and enthusiastic character of the reception accorded the Spalding missionaries gave positive evidence that the public is ready to accept its fourth major application of golf promotion more extensively than ever before.

First major impetus given golf by a promotion idea came when Spaldings brought over Vardon in 1900. As journeyman farmhand for the sport, he planted the seeds of golf's first big bumper crop. The next impetus was supplied by the Ouimet victory over invading masters at Brookline in 1913, a triumph that sowed seeds of golfing glory in the bosoms of a million American kids. The golden age of Jones furnished the third crusade for converts.

Through all the campaigns the pros worked away steadily preaching the word and keeping parishioners from backsliding. At lesson tees and in tournaments and exhibitions the pros kept on making converts with such success in the toughest of times that the present Spalding evangelistic campaign is based mainly on pro tie-ups and pro build-up as the specific objective.

Tour Is for the Public

What the present campaign is shooting at is the democratization of golf, so Milton Reach, vice president of Spaldings explained at a luncheon he, Bob Jones and Doug Tweedie, Spalding's general Western manager, gave to municipal recreation executives, golf association officials and golf writers. Working on the 'new leisure'

opportunities and the high-school and university students, the appearances of the Spalding missionaries will be almost altogether at public courses. Jones brought out this point as one that not only would afford the largest market for development but which he and other Spalding officials had decided after extensive consultation with pros, offered the most logical possibilities for improvement in the pro job and earning situation.

Jones sees in the potential development of public course jobs for pros qualified to expertly operate a public utility, legitimate promise of millions of dollars increase in pro income during the next decade. He also forecasts important pro jobs on the athletic staffs of schools and winter income hitherto absent in pro circles.

As a matter of market development Milton Reach set forth that the way the game's enjoyment and benefits have taken hold of the men who are in it as a business, makes them keenly anxious to promote golf as a public service rather than go at the job on a cold, mercenary basis. In this connection he paid tribute to the tremendous work done by the substantial, veteran pros because they love the game.

Fewer Caddies to Graduate to Golf

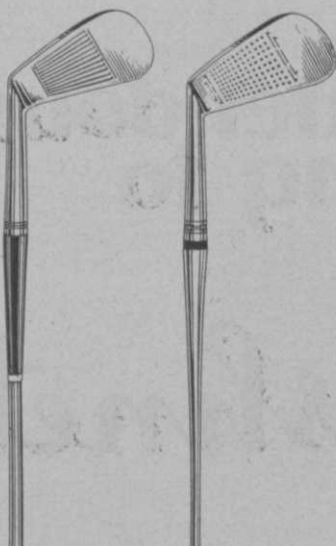
Tweedie outlines a primary reason for emphasis on the development of the younger golf market in the current campaign by saying:

"Foresight in golf market development for pros and manufacturers calls for careful consideration of the caddie factor.

"When general business and social conditions accounted for a constant increase in the game, hundreds of thousands of players were being brought into golf and paid for accepting their introduction through caddie work. With golf falling from 90,000,000 rounds played during its peak year to approximately half that play during the depth of the slump, the caddie demand was reduced more than half, due



Do You Believe In Signs?



SIGN OF WEAKNESS

The celluloid collar frequently used to "build-up" the single-taper shaft where it enters the hosel is always an indication of structural weakness.

SIGN OF POWER

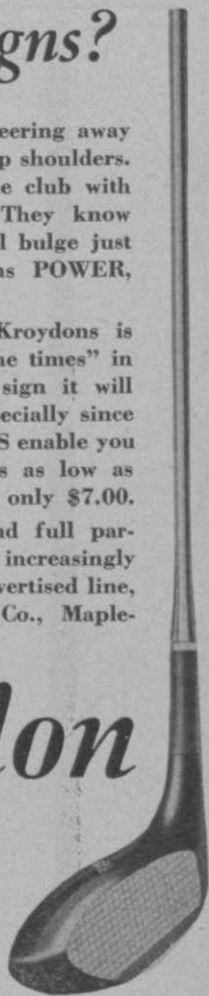
The big, sturdy, all-steel shoulder found on the Kroydon triple-taper shaft at this point, is proof positive of built-in strength and power.

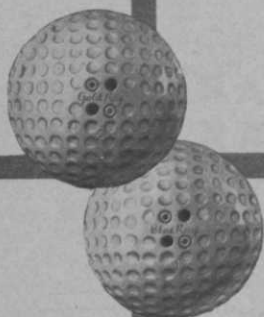
Today golfers are steering away from clubs with built-up shoulders. They're looking for the club with the Hy-Power Shaft. They know that big, husky all-steel bulge just above the hosel means POWER, and lots of it.

Yes, the swing to Kroydons is one of the "signs of the times" in the golfing world—a sign it will PAY YOU to heed, especially since Kroydon's NEW PRICES enable you to sell Hy-Power Irons as low as \$5.50 . . . Woods for only \$7.00.

For new Catalog and full particulars concerning this increasingly popular, Nationally Advertised line, write: The Kroydon Co., Maplewood, N. J.

Kroydon
CLUBS
FOR BETTER GOLF





Acushnet Gold Ray . . 75c
Acushnet Blue Ray . . 75c
Acushnet Green Ray . 50c
PGA Balls at 75c and 50c
sold to PGA members only
Vulcanized—of course!

Why

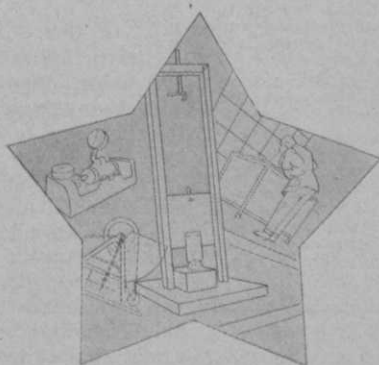
this
tremendous
swing to

Acushnet



PERFORMANCE

More golfers who play top number balls are switching to Acushnet this year than ever before—purely on a basis of performance. ★ The Acushnet is the only ball which the Driving Machine, the Guillotine and X-Ray tests show to be as long as any, tougher than most and the best putting ball on earth. ★ With the new vulcanized cover, it has an especial appeal to the man who insists on distance but must have a ball that can take it.



Acushnet

GOLF BALLS

Precision made for better play

ACUSHNET PROCESS CO. ● NEW BEDFORD, MASS.

IT'S ALWAYS THE OTHER MEMBER —
NOT ME.



This is the same alleged gentleman sportsman who uses five gallons of gas trying to buy eggs three cents a dozen cheaper and then buys half a dozen, four of which are strong enough to buck the Minnesota line.

If the pro makes a nickel this "buy it wholesale" gentleman sportsman regards the transaction as a personal affront.

With his "wholesale" clubs he will ask the pro for free advice, saying, "What do you think about my slicing?"

If the pro responds as he feels and remarks, "Your slicing should be from ear to ear across your collar-button" the pro probably is "out" a job but "in" the respect of live-and-let-live gentlemen sportsmen and businessmen.

to many of the slump-time players dispensing with caddie service.

"Caddies who remained in the game were much older and far more interested, of necessity, in getting an income from golf than in ever playing the game. Youngsters of character identifying them as most desirable recruits were shunted away from the caddie entrance to golf, as many professionals have observed."

This year's promotion campaign by Spaldings is in many respects a test run. Plans are being adjusted and set after close-up study of actual conditions. Smith, Thomson and Little discussing matters with pro experts en route and Jones and Reach making flying trips for field study, pick up dope that is expected to eventu-

ally produce a definitely and powerfully effective operating plan for the campaign.

Other promotion developments are getting under way with the return of improved conditions in the golf field. The club and ball manufacturers' associations have agreed on a preliminary plan of promotion having as its target a planned and concerted utilization of ideas that pros, course owners, recreation authorities and private clubs in various localities have found productive. Factors in the club and ball business now are engaged in collecting money for financing this campaign and entertain the hope that the pool will be raised in time to get in some strong work this season.

GOLFDOM recently queried almost 600 colleges and universities on the condition of student golf with a view to learning par for this course of development. Returns now are being analyzed and studied by Ray Hall, pro at the State College of Washington course at Pullman and associates of his on the college athletic staff. Details of this study will appear in an early issue of GOLFDOM.

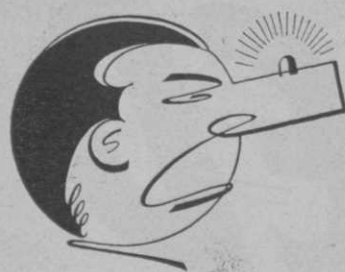
UP to the third week in May pro reports indicated a grand year for 75c ball sales. Apparently the tougher cover advertising is getting across the idea that the 75c ball is a bargain on a cost-per-round basis.

Fifty cent ball sales have increased in early season play in a way that indicates stronger advertising pressure on the 50c ball is dragging business away from the three-for-a-dollar and quarter balls. Munny and fee course pros say there's a noticeable reduction in the number of cheaper grade balls being played at pay-play courses.

Steel Shaft Inventor Dies—Arthur Franklin Knight, inventor of the Schenectady putter and the steel-shafted golf club died, age 71, at Ellis hospital, May 2.

Knight, a native of Rutland, Vt., was long associated with the General Electric Co. and for 50 years was active in golf around Schenectady. He was a charter member of the Mohawk GC and one of the club's early officials. He designed the courses of the Edison club, Schenectady's municipal establishment, and Carleton Island.

He was the Mohawk champion during the club's earlier years.



NOSE PIMPLES AND *Golf Clubs*

● A pimple is small—but how large it looms up on a nose! And a *little* misplacement of weight makes a big difference in a golf club.

That's why the highest recommendation, that we—you—or anyone can give about the new Wilson Irons is the statement that "They represent the finest placement of weight and balance ever forged into a golf club."

Your trained hands will sense the balance and power of these clubs; your eye will recognize how the offset in the shank as it flows into the hosel causes the axis of the shaft to intersect a line, crossing the most effective hitting area. You will note, too, how the notching of the upper edge of the blade, as it comes into the hosel, releases metal for placement back of the hitting face. Small things these—unnoticed by the tyro—but of the greatest importance to you as a doctor of golf and to your patients for whose golfing welfare you are responsible.

Vulcanized Cover

● The Wilson exclusive "mild heat" slow "Air-Cure" process of vulcanizing under the Geer patent—combines toughness with extraordinary performance in these golf balls:

P. G. A. • HOL-HI • REVOLTA • HELEN HICKS

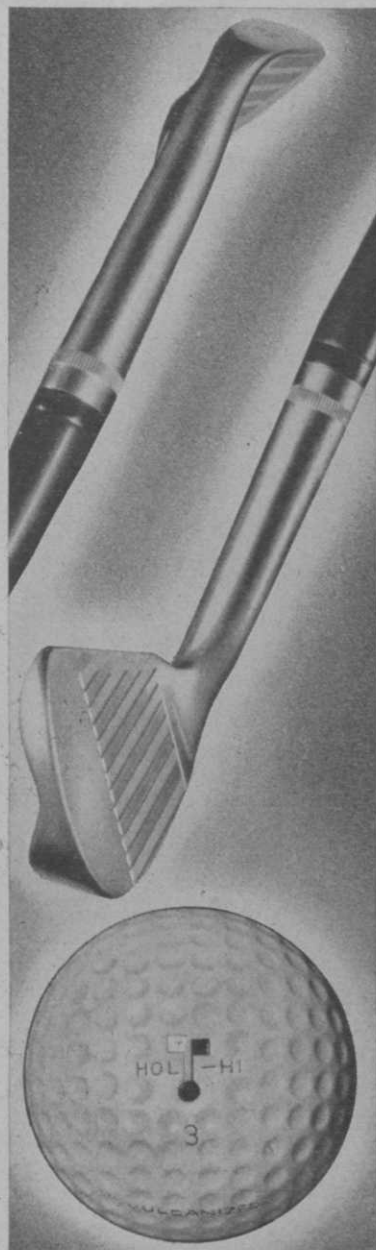
By This Mark  You Shall Know
Fine Golf Equipment

"It pays to play"

Wilson

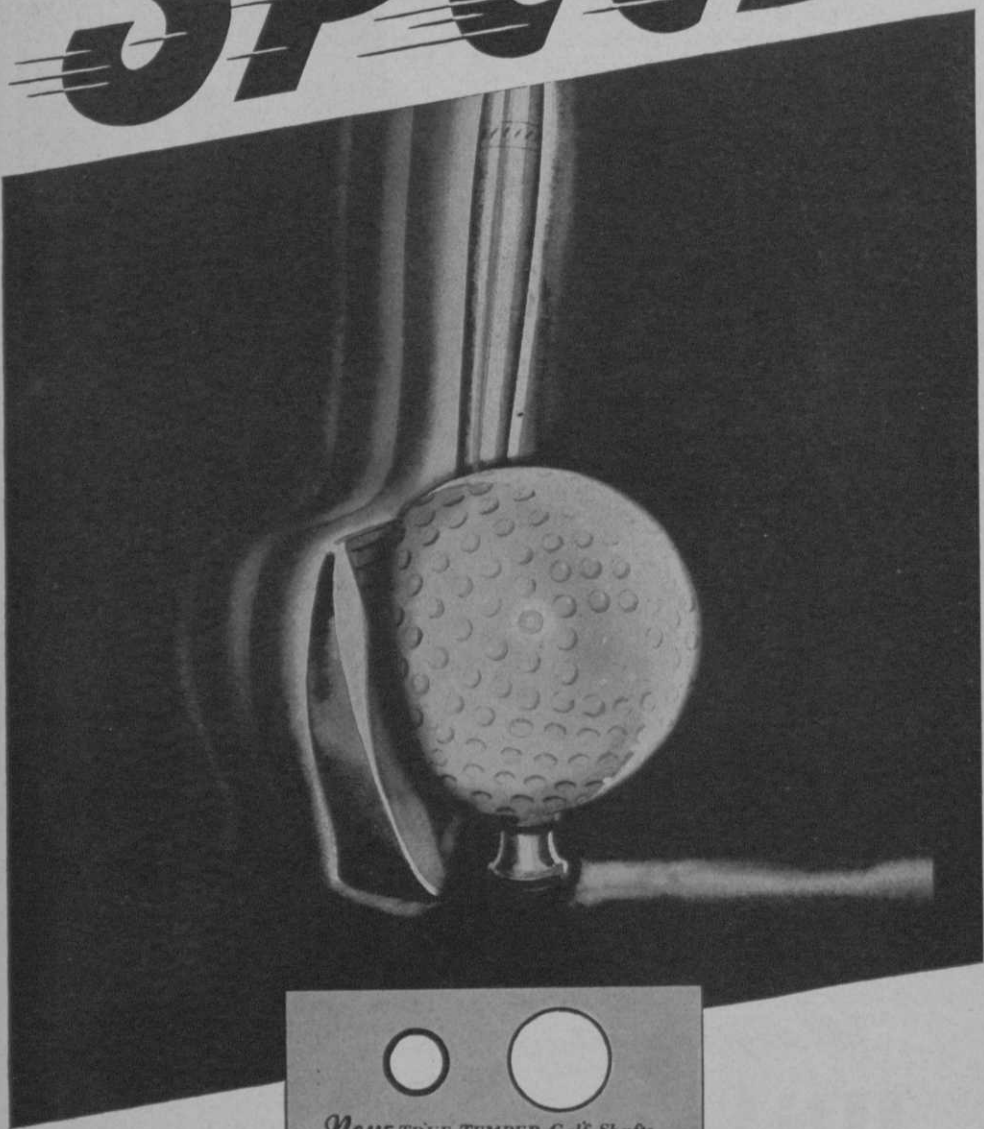
GOLF EQUIPMENT

Wilson Sporting Goods Co., Chicago, New York and Other Leading Cities



If you don't see what you need advertised in GOLFDOM, write us

SPEED



New TRUE TEMPER Golf Shafts
—made with double-thick walls at
tip for double strength and power.