

# WALTER HAGEN VULCORD GOLF BALLS

**Not—"All Wool and a Yard Wide"  
But—"Vulcanized Cord" and a Mile Long!**

Perhaps that "mile" is an exaggeration by a few yards. But in the midst of some of the careless claims made for distance, you can forgive us perhaps for a slight mis-statement to get a good headline.

What we want to tell you is that the Hagen Vulcord introduces the principle of the Cord motor car tire into golf ball construction and this means durability and economy—plus.

Distance—click—feel off the club head—the Hagen Vulcord has all that the heart of any golfer could desire.

We're going to spend a lot of money to let golfers country-wide in on the secret of this Vulcanized Cord Covered Vulcord Ball.

And so it will be to your advantage to have a supply on hand when your members ask for them.

**The L. A. Young Golf Company**  
Detroit    :-    :-    Michigan



**VULCANIZED CORD COVER**

# HOW SOME FELLOWS BECOME PROS

By JOHNNY TAKACH  
Pro. Blackheath CC

**E**ZRA APPLESAUCE'S paw's farm is on the main highway at the edge of town. Ezra's done a little caddying. Farming doesn't make enough money for Ezra. So he mows a spot in the front 40, sets up distance markers, builds some tees and has himself a practice range.

Ezra puts up a sign: "Ezra Applesauce, pro." Why shouldn't the suckers believe it? Ezra does. Golfers and fishermen are much alike. They'll try any kind of bait and if it catches a fish now and then they don't stop to think that they might be doing a lot better.

Most golfers will accept playing advice from practically anyone, and if he's lucky enough to hit one straight long ball right after getting the advice he stays "sold"—for a time. That's what sets Ezra Applesauce up in business as a pro. Ezra may meet a golf club member or official who's strong in a club political situation and before long Ez is a pro at a golf club with widened opportunity for fooling ignorantly with the games of hopeful golfers.

Why it is that people invest in golf lessons without investigating the teacher's qualifications first, I never have been able to learn. Golfers will shop for clubs and balls with some degree of care, but when it comes to lessons, the basis of better golf, they'll go for almost anything.

Consequently it's up to the properly qualified pro instructors to protect players against the discouragement and extravagance of ignorant instruction. If—and when—this is done, the lesson business will increase greatly and many golfers will be lifted out of dufferdom.

## Pros Know Good Teachers

It is not difficult for one who really knows golf to identify a competent golf teacher. In the Chicago district, for instance, there are playing stars like Armour, Cooper, Laffoon, Loos, Metz, Orville White and Frank Walsh; others who combine better than average pro games with extensive instruction experience, like Bob MacDonald, Harry Hamp-ton and George Smith; and veteran pros

who do not play tournament golf any more but who know every detail of the golf stroke, like Jim Wilson, Alex Cunningham, Eddie Garre and Al Lesperance. Men of these types can tell in 10 minutes whether a pro is so qualified as an instructor that he has a right to take a pupil's money for lessons.

On that account I am sure that establishment of a pro's credentials to teach would not be a hard matter for the PGA. After that's done and a fellow is an approved instructor-member of the PGA, then why not provide him with a sign for display at his shop showing his standing, and begin to drum into the gullible public's mind the idea "accept no substitute" for a qualified golf teacher?

Qualified pros at fee courses and at winter schools can tell you that the problem of the unqualified golf instructor is getting to be a serious one. This winter I have labored at an indoor school with pupils whose games have been set into stubborn bad methods by faulty instruction. It's a tough job for me, or any other pro, to keep fellows interested in golf and get them going right, after they have been started wrong and are pretty much in the habit of error.

Instructor qualifications are not, by a long way, confined to the essentials of the swing. Almost anyone who has played much golf knows enough about swing fundamentals to talk about them to the extent they can kid the unsuspecting sucker.

## What Makes a Competent Golf Instructor?

The instructor to be worth the pupil's time and money, in my opinion, must have the following qualifications:

1. He must be a fairly good judge of human nature. Some policies that will get pupils in a receptive, understanding frame of mind won't register at all with other pupils, so the pro has to know his customer's frame of mind.

2. The pro must have some knowledge of the fundamentals of anatomy. His is the job to make better golfers of the fat and the lean, the tall and the short, the men and the women, the stiff and the flexible. He can't handle his job well unless

# TRUE TEMPER

# ROLL CALL

## *of Champions*

North, South, East, West—the following major golf tournaments of 1936 were won by players who use TRUE TEMPER Shafted Clubs.

- |                           |  |
|---------------------------|--|
| 1 Metropolitan Open       | 12 Miami Open                              |
| 2 National Open           | 13 North and South Open                    |
| 3 Hershey Open            | 14 Professional Golfers Assn. Championship |
| 4 Charleston Gardens Open | 15 Miami Biltmore Open                     |
| 5 Masters' Tournament     | 16 Riverside Open                          |
| 6 Augusta Open            | 17 San Francisco Match Play Open           |
| 7 Sacramento Open         | 18 Western Open                            |
| 8 Santa Catalina Open     | 19 St. Paul Open                           |
| 9 Seattle Open            | 20 Los Angeles Open                        |
| 10 Lake Placid Open       |  |
| 11 Glen Falls Open        |  |

All golf club manufacturers use TRUE TEMPER Shafts for their better clubs. Championship players use golf clubs with TRUE TEMPER Shafts to win tournaments.

The reasons for this preference are four: TRUE TEMPER Golf Shafts are the strongest golf shafts made; they are the "sweetest" in action; they are made in every design which adds beauty or utility; they are made in every degree of whip or flexibility to give you a tailored fit. For these same reasons TRUE TEMPER Shafts add value to the clubs you sell and satisfaction to your own game.

For 1937 we pledge our unstinted efforts to cooperate with the Golf Professionals of America in the sale of better golf clubs, TRUE TEMPER Shafted.

**THE AMERICAN FORK & HOE CO.**

Sporting Goods Division

Dept. 16

Geneva, Ohio



## TRUE TEMPER

### *Steel Golf Shafts*

You save time and money by depending on GOLFDOM advertisers

he knows enough about human structure to adapt the swing to the type of player he's instructing.

3. He must have a keen, analytical eye. There are dozens of little spots where a golf stroke can go wrong, and if a pro guesses around trying to locate a fault he will have the pupils hopelessly confused.

4. And, of course, the instructor must have a thorough knowledge of all phases of the game.

It's not easy to have these four qualifications. Every first class instructor I know has these four points highly developed in his instruction work but still is thinking and studying to develop himself in each direction. Some of these instructors consider that after 25 years or more teaching they have plenty to learn. But that doesn't bother Ezra Applesauce. In less than 25 minutes he paints his sign and nails it up and that makes him a pro so far as he is concerned—and unfortunately, so far as some of the golfers at large are concerned.

#### Dog-Fight Event Brings Sales Into Pro Kennel

**O**N-THE-JOB PROS are looking for events to snap up competitive and entertainment interest for their members. When they can put in an idea that has lively interest for members and increases pro-shop business, they have a winning hunch.

Here's the close-up on the highly successful dog-fight events conducted by Dan Goss at the Highland Park course, Birmingham, Ala. Danny gives you the dope:

"I have such an event every Saturday afternoon and every Sunday morning. It costs \$1.00 to enter, and say you get 40 entered—that's ten foursomes. I pick 10 captains, either 10 good players, 10 fair golfers, or even 10 dubs; just as long as all the captains are about alike.

"The captains' names are placed in a hat, and they pick their teams in the order in which their names are drawn. No. 1 gets first choice, No. 2 second choice, etc. Captain No. 10 gets to pick two men, then No. 9 picks his second man, then No. 8, etc., up and down. This makes the draw as even as it can be made.

"The teams play in their own foursomes, and the foursome with the lowest best ball wins. If there are six foursomes or less, the winner takes all—in merchandise. If there are over six foursomes, the win-

nings are split among the first two teams, 60-40.

"I keep a card file and give the teams credit for anything they may want, whether it be lessons, balls, club-cleaning, etc. The beauty of the whole thing is that I've got a lot of the boys doing business with me who formerly rarely came into the shop.

"Say Smith has \$9.00 credit and he's been wanting to get a new set of woods that cost \$25. He gets them. If we have 40 in the dog-fight, I get the 40 bucks worth of business, and out of that \$40, I may get \$100 more. Still another thing. I've got my golfers playing with each other and knowing each other. It's breaking up the cliques."

**F**OLLOWING the now famous 18 suggestions for pro selling, the Texas PGA supplied its members with 13 letters covering details of pro merchandising and service. The letters were drafted by George Aulbach, secretary of the association and Dallas CC pro.

They are excellent suggestions and a copy of the bulletin may be secured from Aulbach as long as the supply lasts.

**Women's Invitation at Aiken**—First invitation golf event for women at Aiken, S. C., will be held at Highland Park GC, March 15 to 20. A championship and two other flights of 16 will qualify. There are no entry or green fees. John R. Inglis, widely known veteran pro, is golf director of the City of Aiken's sports committee which is conducting the event.

Many women probably will want to secure invitations to the affair inasmuch as Aiken is a swanky sports settlement. Johnny Inglis will accommodate any pros who want to secure invitations for women members of their clubs.

#### Martin's "Fifty Years of American Golf" A Lively Classic

Dodd, Mead & Co., 449 Fifth ave., New York City, have published H. B. (Dicky) Martin's book, 'Fifty Years of American Golf.' The price is \$5. Martin has done a marvelous job in compiling a lively word and picture history of golf in the United States and his book is one that will be read with avid interest by men and women golfers, whether they be duffers or sharpshooters, veterans or beginners.

The book really is one that will score among the classics of sports writing and have a wide sale among golfers and golf clubs.

# P.G.A.

*presents top quality, vulcanized cover  
golf balls at 75c and 50c retail*

—sold by master professionals,  
*and by them alone*

—to players at clubs where  
first-class pro service is provided

—for the assurance of most  
satisfactory playing performance  
to the professionals' patrons.

The Professional Golfers Association  
guarantees the quality golf balls  
sold by its members.

**THE PROFESSIONAL GOLFERS ASSOCIATION  
OF AMERICA**

14 EAST JACKSON BLVD.  
CHICAGO

150 NASSAU STREET  
NEW YORK



A GREAT *Forward* STEP IN  
HOT SPRINGS HOSPITALITY

*the New*  
**EASTMAN**  
HOTEL AND BATHS

FORMERLY THE KINGSWAY



*Regain Health ~ Enjoy Augmented Luxury and Service*

Pledged to continue the traditions of the famous Kingsway, the newly re-decorated and re-furnished EASTMAN presents new ideals of service, comfort and luxury to health-vacationists from all over the world. The EASTMAN is perfect for relaxation, surrounded by its own private park, its 500 modern, outside rooms away from all street noises—yet, at the head of the world famous Bath House Row, convenient to every activity.

Here, at HOT SPRINGS, the HEALTHFUL WATERS of this renowned Spa will restore you. Here every sport and recreation are immediately available. Here you can enjoy a peaceful vacation, and regain health. . . Come to Arkansas. . . Stay at the new EASTMAN! Drink health-giving mineral waters, bathe in invigorating Hot Springs! Sleep in restful luxury at budget balancing rates from \$2.50 single

H. GRADY MANNING, Pres

C. EMMETT KARSTON, Mgr.





Golf classes conducted by Joe Patelli at the new munny course designed and constructed by Robert Trent Jones, Jr., at Amsterdam, N. Y., have had a registration of more than 200, about 80% of whom never played golf before. The success of the Patelli classes shows the tremendous development possibilities for golf at new municipal courses, says Jones, who was responsible for the introduction of the idea at Amsterdam.

## REVIVAL IS ON

### *NAGA Certain of Boom in Greenkeeping Activity*

**A**N indication of how prospects in the course maintenance field look to those who have expertly surveyed the situation comes from Frank Ermer, chairman of the show committee, National Association of Greenkeepers of America. Ermer said, Dec. 14: "With only three booths left in the main exhibit floor for the eleventh annual Greenkeepers conference and exhibition, the certainty of a sell-out of space in the main hall has forced us to engage additional display space in the lobby adjoining the hall. Reports from various parts of the country promise a record attendance and indicate a great volume of business will be placed at the convention to meet the tremendous demand for equipment and supplies resulting from improved conditions at golf clubs and the buying curtailment of depression years."

The exhibition and conference will be held at the Wardman Park Hotel, Washington, D. C., Feb. 2-5.

A strong bid is being made to have golf clubs send their greenkeepers to the Greenkeepers annual sessions and set the convention expense down as a course budget item. Many of the nation's best operated golf clubs of varying sizes have adopted this policy. It has been pointed out by GOLFDOM that greenkeepers spend approximately \$50,000 annually in their self-edu-

cation for the betterment of operation at their courses, and that such expense is manifestly unfair considering the generally low point of greenkeepers' salaries and their remarkable achievements in depression maintenance, much of which is due to their lively interest in educational work.

To keep expenses down the association has arranged for standard rates at the Wardman Park of \$3 for a single room and bath; \$5 for a double. Lowered railroad fares since the 1936 convention and excursion rates in several territories are expected to swell attendance and reduce the expense of greenkeepers attending.

Exhibitors booked for the Washington convention:

Johns-Manville Co.; International Harvester Co.; Perfection Sprinkler Co.; F. H. Woodruff and Sons; John Bean Mfg. Co.; Skinner Irrigation Co.; GOLFDOM; L. R. Nelson Mfg. Co.; Standard Mfg. Co.; Gravelly Motor Plow & Cultivator Co.; Philadelphia Toro Co.; McClain Bros. Co.; Mallinckrodt Chemical Co.; O. M. Scott & Sons Co.; Jacobsen Mfg. Co.; Buckner Mfg. Co., Milwaukee Sewerage Commis-

sion; Toro Mfg. Co.; Root Mfg. Co.; Buehl Perforator; Universal Sand & Equipment Co.; Worthington Mower Co.; Arthur Peterson Co.; Ideal Lawn Mower Co.; W-W Grinder Corporation; Wood Ridge Mfg. Co.; F. W. Bolgiano & Co., Inc.; Canadian Golfer.

Details of space and rates may be secured from Frank Ermer, Box 2257, Brooklyn Station, Cleveland, O.

John Anderson, Essex County CC, West Orange, N.J., is president of the association. Anderson and his associates have given much thought to the preparation of a conference program that will have dollar-and-cents value to each convention attendant.

### Convention Educational Program

#### TUESDAY—FEBRUARY 2.

*"The Application of Science to Green-keeping,"* by Dr. M. A. McCall, Assistant Chief, Bureau of Plant Industry, U. S. Dept. of Agriculture.

*"Golf Course Soils,"* by Dr. James Tyson, Soils Section, Michigan State college.

*"The Agricultural Extension Service And It's Relation to the Golf Club,"* by Charles K. Hallowell, Philadelphia Extension representative, Penn. State college.

#### WEDNESDAY—FEBRUARY 3.

*"Landscaping the Clubhouse Grounds,"* by Charles H. Connors, ornamental horticulturist, N. J. State Experiment Station.

*"Maintaining Turf in the South,"* by J. K. Hanes, Yeamans Hall Club, Charleston, S. C.

*"Soil Organisms in Relation to Golf Turf,"* by Dr. N. R. Smith, Bureau of Plant Industry, U. S. Dept. of Agriculture.

#### THURSDAY—FEBRUARY 4.

*Japanese, Asiatic and June Beetle Control* is to be covered by an expert from U. S. Dept. of Agriculture.

*"Growing Seed of Golf Course Grasses,"* by H. F. A. North, USGA Green Section.

*Turf Watering Problems* to be discussed by Joseph Mayo, Pebble Beach CC, Del Monte, Calif.; Harold Clemens, Sunset Ridge CC, Northbrook, Ill.; T. T. Taylor, Pomonock CC, Flushing, L. I., N. Y.; J. T. Haines, Denver CC, Denver; Frank H. Wilson, Charles River CC, Newton Centre, Mass.; Clarence W. Hazlett, Bel-Air CC,

*Bel Air, Calif.; William Smith, Red Run GC, Royal Oak, Mich.; Chester Mendenhall, Mission Hills CC, Kansas City, Mo.*

### Green Section Grass Dye Amazes Army and Navy Fans.

ONCE more Dr. John Monteith, Jr., of the Green Section of the USGA scores with his research work. His recently developed material for controlling brown-patch, which when correctly applied dyes turf a luxuriant summer green, was sprayed on the two and a half acres of the Philadelphia Stadium field the day before the Army and Navy game.

"Oh, look at the green grass!" was the exclamation of most of the 102,000 persons on arriving at the field. It was an amazing autumn sight, which was just what Philadelphia's Director of Public Works McLaughlin decided after seeing the effect of this new material at a demonstration on Monday previous to the game.

Charles K. Hallowell, Philadelphia agricultural extension representative, had visited Monteith and the Green Section gardens in Washington the week before and had seen the effect of grass sprayed with the dyes. Monteith sent a trial lot with Hallowell to spray on a portion of the Stadium football field to show the city authorities. The result was that 600 gallons of water and \$10 worth of coloring matter was sprayed on the field the day before the game.

The effect was a pleasing green turf, just what the city authorities had asked for on October 1st. It was at that time that they asked Hallowell for recommendations to improve the turf on the field. They did as suggested—used lime and complete fertilizer, seeded, and mowed the grass at a height of two inches. The response to this program was a turf 80% perfect by November 10th. Then freezing temperatures caused a discoloration. For that reason Monteith's recently developed dyes were used to restore the color.

**Club Honors Striley**—Larry Striley's thirteenth year as pro at Penobscot Valley CC, Bangor, Me., was celebrated by a party at the club. C. J. Russell, sr., club official, lauded Striley's work on behalf of the club. Purses were presented Larry and Maynard Bartlett, caddie-master. The event marked the beginning of Striley's thirtieth year as a pro.



# QUICKMAIL

## HELPFUL NEW FEATURE OFFERED GOLFDOM'S READERS

*Beginning with February issue*

### WHAT IT IS—HOW IT WORKS

Starting February, GOLFDOM will contain a page of advertisers' coupons on perforated gummed paper. Each coupon will bear an advertiser's name and address so that all you have to do to obtain complete information on items advertised is to tear out the gummed coupon, stick it on a penny postcard, and mail.

### SAVES TIME

You'll save time, money, and you won't have to tear out pages or part pages from your copy of GOLFDOM when addressing advertisers for complete information.

### NO FUSSING

No loss of time or confusion; no forgetting to write those offering helpful ideas in their ads, because with Quickmail, in one minute and for only one cent in postage, off goes your inquiry. No fuss or bother now with scribbling on tiny reply coupons, addressing envelopes, etc.

### COSTS LESS TO USE

Simply lick the coupon like a stamp, and stick it on the address side of a penny postcard, write your name, club title and address on the other side. With Quickmail you can mail three coupons for the price of one under the old envelope method.

**Now it's easy and quick to get full information before you buy**



- Tear Out
- Paste on Penny Postcard
- Fill in Your Name and Address
- Mail



# GREENKEEPER QUALIFIES

By CLINTON KENT  
BRADLEY

*He Is In Best Position to Determine  
Course Needs, Now Budgets Are Bigger*

*"Labor and hoard,  
Worry and wed,  
And your great reward  
Comes when you're dead;  
A long time to sweat,  
A little to shiver,  
If that's all we get,  
Where is the river?"*  
—GRASSHOPPER PHILOSOPHY.

**G**REENKEEPERS' perennial problems with climatic conditions are again on hand. In better times, weather was taken as a matter of course. Today, the elements are an important influence on cause and cost of keeping things green.

Industry as a whole has kept going these lean years on the reserves stored up in times of plenty. The business of turf production and golf course maintenance was one of the first to feel the effects of curtailment, and in many cases, will be the last to recover. Great withdrawals have been made from soil fertility reserves, and many courses are trying in vain to produce modern play requirements with antiquated equipment that is suffering from upkeep.

Extremes of weather, dry or wet, play havoc with turf and tool.

The results of stringent "economy" are apparent on many courses. Ravages of insects, disease and the encroachment of weeds can be observed from the lack of seed, fertilizer and control materials. Hard greens, scald and thin turf appear from the lack of proper irrigation, drainage, and maintenance facilities.

The greenkeeper sees the wear that occurs on mower knives and drive wheels in dry weather. While the grass may not need cutting, mowing must be done to keep down weed growth and to even turf. Due to lack of lubricating action of grass, the reels, even though properly adjusted, soon heat, expand and bind, resulting in excess wear. Loose soil in thin turf drifts around grass stools, and pebbles work up that nick and damage vital machine parts.

Worn and insufficient irrigation equipment has to work overtime, at additional

cost, which makes normal dry weather a dread to the man who produces your golf facilities.

Now is the time to make note of these conditions, and take an inventory of your golf course investment. In making up the year's budget, an emergency fund should be set aside to meet unexpected conditions as they arise. Every official from the president down the line should confer with the greenkeeper. Consider him the sole judge of what amount should be set aside, and if he sees need to draw on this money, permit him to do so with a free hand, without delay of board meetings. Don't worry about him spending needlessly. From what I know of greenkeepers, their own personal financial budgeting makes them wise spenders.

From the business standpoint, it is only fair to him that he be properly compensated for his valued services. And finally, amortize your equipment and material costs by setting aside an annual depreciation fund for repairs and replacement. This is not a wail, but a warning!

## N. Y. Greensman Comments on Golf Course Labor Conditions

Editor, GOLFDOM

Dear Sir:

I am very glad to see from Joe Meister's article in October GOLFDOM that there is at least one green-chairman who realizes the importance of a competent and steady force of greensmen.

It certainly is true that a greenkeeper has his troubles keeping good men from year to year. When he can't keep them and has to go to the risk and expense of training new men, whose fault is it? It's the club's fault, for when the season is ended the greensmen are dismissed on short notice and with no recognition or thanks.

Does the club give these men a Christmas present of five or ten dollars? Very, very seldom. The club probably will boast of having a surplus in the treasury while the men who have worked for it have to go on relief unless they are lucky