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Start your season with more sales and greater profits. Let your club members see the new and nationally advertised Flight Master registered woods and irons—the clubs you can confidently recommend for a better game.

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3 Registered Model Woods  
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WOODS - IRONS**

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**ARCHIE COMPSTON  
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• Use QUICKMAIL coupon No. 3 to answer this ad •



Illinois section of the PGA had this excellent turnout for their annual banquet held in Chicago on May 11. Approximately 150 attended.

## FULL TIME OR NOTHING

**C**ONTROL of golf equipment sales outlets, already tough enough problem for manufacturers and pros, is being further complicated by the activities of men who are handling golf sales "on the side." These fellows are former pros, driving range caretakers or other amateurs who work into dealer discounts and trim off the price to make sales.

Typical of the manner in which leading manufacturers are trying to keep this situation under control is a letter written by one prominent playing equipment maker to a persistent applicant for dealer prices. The letter reads:

Dear Mr. \_\_\_\_\_:

Since receipt of your letter we have been in touch with our representative who covers your territory.

Our policy is not one of selling golf professionals only, but when we do sell anyone other than a golf professional, they must be definitely engaged in the sporting goods business, and not be working it on a part time basis as you, yourself, admit in your letter.

Moreover, we do not sell all sporting goods dealers—not by a long piece. We have an exceedingly restricted list of dealers and they have to reach a pretty high standard of excellence to meet our

requirements. So even if you were a regular and legitimate dealer, that fact would not entitle you, as of right, to our line.

We are not interested in having our merchandise handled "on the side." When you do not maintain a store, but are simply located on the side lines, taking business that rightfully belongs to the golf professionals in your territory, then we really are not interested in that kind of an outlet.

There are some who deem it worth their while to spend their entire time in the golf field, and it is to that type of merchandiser that we owe our support and not to the man who sells golf merchandise on the side.

If other companies let you handle their merchandise on that basis, then that is up to them, but we certainly are not in accord with an amateur show of that kind.

**A** FEE course owner remarked recently that the newspaper class promotions in which his course figured last summer were the best things that ever happened for his business, since he kept these groups together by following up with special group golf events and special rates for lunch and bridge parties. The idea brought him a big increase in women's patronage on a steady basis.

# CROWDS mean something



And it *means something* to the golf pros when they're doing their buying or just "meeting the boys" to be able to find everything and everybody they're looking for at one place. That's the

## LYTTON BUILDING

This building is the golf trade buying headquarters of the Midwest—it's only natural that the pros come to the LYTTON BUILDING *first* to do their shopping.

Let us tell you all the advantages of this famous golf address—14 East Jackson Blvd. In the heart of downtown Chicago, with all transportation at its door. There's not a better maintained building in Chicago.

*Suites conveniently arranged  
Rents are reasonable*

**LEE E. EATON, Manager**  
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## Death Takes Frank Bradsby, Golf and Sport Goods Makers

**F**RANK BRADSBY, sec.-treas. of Hillerich & Bradsby Co., president for 19 years of the Athletic Goods Manufacturers' association, president of the Athletic Institute, and former president of the Golf Club Manufacturers association, died at Louisville, Ky., May 10, age 59.

Brad was sick for two weeks and lost the decision. And the thousands who knew Bradsby lost, too. Hundreds of pros knew Bradsby—knew him as a man whose word stuck, as a fellow of quick, clean-cut fairness, and as one who would take a chance when anyone needed a lift-up desperately. He had plenty to do with professional sportsmen. He and Hillerich, his partner of more than a quarter century, made the Louisville Slugger baseball bats one of the great trade names in athletics. When the Hillerich & Bradsby Co. got into golf the pros took Bradsby into their personal league strong and quick, and that's not an easy league to break into.

Men in his own line of business who competed keenly with him, rated him as their own finest type. Being president of the Athletic Goods Manufacturers association for 19 years is like being National Open champion for 19 consecutive years.

Bradsby is survived by his wife, Nancy, to whom he was married 27 years, and by two sisters. He and his wife were a team that contributed greatly to this world's happiness, and to her go the deepest condolences of hundreds whom they made sharers of their zest in sparkling, cultured living.

Any formal obituary for Frank Bradsby is out of place with those who had the delight in knowing him. He was a spontaneous and altogether correctly informal man.

Those who knew him can declare that of all the men they have known, none deserve any more than Frank Bradsby the epitaph, "Gentleman Sportsman."

### "Professor" Sarazen Is Busy Awarding M. G. Degrees

**G**ENE SARAZEN has been busy this spring qualifying students for an "M. G." degree at Eastern universities. At Yale, Colgate and several other schools the "professor" has been giving the kids lectures, demonstrations and moving pic-

tures to help them get good marks in their examinations for "Master of Golf" diplomas.

Sarazen has been doing this work for the past few years and sees in it promise of a great future for the game and for pros.

How school authorities rate Gene's performances is made evident by the following letter from William A. Reid, director of athletics at Colgate university. Writes Reid to L. B. Icely, president of Wilson Sporting Goods Co.:

Golf has been a fairly popular sport at Colgate, as we have our own nine hole course and contemplate the building of another eighteen hole course in the near future; but since the visit of Gene Sarazen, Friday May 7, golf has taken a tremendous impetus. It has only taken two or three days for our golf pro, James Dalgety, to apprise me of the awakening.

Colgate, as you know, is a college of 1,000 boys. It is located in a small town having a population of 1,800. It was indeed surprising to all of us and a testimonial to Sarazen's national popularity to have a gallery of about 1,000 following the match and witnessing the exhibition. Sarazen played the first nine holes with three members of our varsity golf team and played the last nine holes with one varsity member and two members of our freshman team. He made several miraculous shots which thrilled the large crowd.

### Gene's Exhibition Was Day's Stand-Out

The playing of the match was most interesting, but the finest thing of the day, from an educational standpoint, was the splendid exhibition following the match. Sarazen held the attention of the group not only by his splendid exhibition of golf shots, but by giving instruction pointers in simple terms and by sound reasoning, he proved to be a very fine speaker and made for himself a host of friends and admirers.

In the evening he showed the moving pictures to the Colgate student body and later made a second showing at one of the fraternity houses. Both gatherings were attended by a capacity crowd. I need not tell you that he has given golf a great impetus among our college boys. We have already witnessed a revival of interest. It is a distinct asset to our Department of Physical Education because in that department we have a course in golf, required for freshmen. The one requisite is that these boys must be

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USE MORE

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THAN ANY OTHER  
FERTILIZER

*feed with*

**MILORGANITE**

THE ORGANIC-NITROGEN TURF FERTILIZER



chosen from a group who have never played the game, and the interest in this group was even greater than among those who had played regularly. Sarazen's appearance has unquestionably been an asset to golf as a game and certainly has done much on this campus to further the interest of your company, which he represents.

In sincere appreciation to you for permitting Mr. Sarazen to be with us and expressing the hope that you can send him to us again at some future date and the further expression that at any time we would like to use any avenue you may have to further the interest in golf at Colgate, I am,

Very truly yours,  
WILLIAM A. REID.

#### Northeast Wisconsin PGA Organizes Pro-Member Tourneys

PGA members of northeastern Wisconsin have organized a territorial group with George Calderwood, Oshkosh CC, Pres.; Harold Fosson, Oneida G&CC, sec-treas.; and Everett Leonard, Butte Des Morts GC, tournament committee chairman.

Competitions are held every two weeks on Monday afternoons. Pros each bring

three of their club members. One club member is drawn to play with his pro and the other two club members are matched against members of other clubs. Amateurs play at full handicap.

Each contestant pays an entry fee of \$2.00, fifty cents of which is put into a fund for a dinner at the end of the season and the remainder split for the day's prizes.

The organization has stirred up lively golf interest in its section of the state despite the shortness of the season in this territory.

**Collects Historic Clubs**—A well-known Midwest amateur is making a collection of old clubs and balls having some historic value. Details of any of this equipment that may be for sale will be passed on by GOLFDOM to the collector when such information is received from present owners of the equipment.

**All Grass Now**—Pinehurst's Number One course is to be planted to grass greens this summer, thus completing the work of converting Pinehurst's famous three courses from sand greens to grass greens.

**N**OW in our 6th solid year of selling *pros only!*

This long-established policy has made Penfold the world's largest supplier of P.G.A. balls.

No ballyhoo—no stunts—just the very highest quality and iron-clad protection for the pro.

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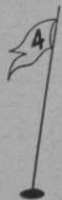
CO  
GO  
GO  
GO



### America's Sunshine Hat

● For golfers . . . the best hat under the sun. Light, airy, soft and comfortable on the hottest day. New head-on ventilators catch every breeze and make the Congo a veritable air-conditioning system.

Congo has been the golfers' favorite for years . . . and this new 1937 model tops them all. Made of pre-shrunk duck with pyralin non-glare visors . . . Steam-blocked to perfect shape. Retail price 50c. Display card free.



## VOGUE SUN VISORS

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The positive branding iron. Demonstrated by actual trial—installed if satisfied FREE OF CHARGE under liberal plan.

Write TODAY for details.

**THE FULNAME CO. (Sta. O.)**  
CINCINNATI, OHIO



## Check-Up Lessons on Season Basis Planned at Butterfield

AN IDEA for increasing the interest of members in golf instruction by making available brief correction or "check-up" lessons has been employed by pros with great satisfaction to members of several Eastern clubs during the past two years. News of the idea has been spread around by players visiting the clubs at which this idea has been in operation, and by articles in GOLFDOM. The plan is being adopted by the Butterfield CC, among others, this year. Butterfield announces the plan by sending the following letter to its members:

This season we are inaugurating at the club a new policy of golf instruction, which has been tried and found highly satisfactory at some of the nation's famous clubs.

I have learned the details and the success of this plan from the pros and members of the clubs that have employed the plan and our directors suggested that I put it up to you.

Cost Is  
\$15 for Year

The plan calls for instruction on a seasonal basis, instead of the usual individual or fairly short series of lessons. These individual lessons, of course, will be retained at the rate of \$1.50 per half hour. But the new idea calls for a seasonal instruction charge of \$15 for one member and \$10 for any additional member of the family. This charge permits the one who pays for such service to take any necessary instruction on the fundamentals of the game, instruction in correcting faults that happen to become particularly serious, or in making frequent check-ups on the player's swing. The periods of these lessons probably will not exceed 20 minutes.

The idea of the whole plan is that frequent instruction at more convenient intervals is far more effective and satisfactory to the pupil than the intense and prolonged sessions. The charge also includes a 9-hole playing lesson.

All you have to do to make arrangements for these lessons any time during the season is to notify me a reasonable time in advance as to what period would be most convenient for you. I am informed by the other professionals who have used this plan that there seldom



is any difficulty in accommodating all the members.

Some of the lessons may even run as short as 10 minutes. The basic principle of the whole plan is to give the pupil just what is most needed at the moment for his or her game—and just as much of that instruction as can be absorbed easily and soundly.

We are adopting this plan at Butterfield because in every place it has been employed it has been a tremendous improvement over the old idea of receiving instruction. It is an extension of Butterfield's pro department service that makes pleasant and effective instruction attractive to members who now ordinarily do not take golf lessons. We know that the better you play the more you will enjoy golf and it is a certainty that this type of golf instruction will improve your game.

These lessons can be taken after you have finished a round and are freshly acquainted with the faults that you want to have eliminated.

**E**DDIE CONLIN, after a month of touring pro-shops to get a close-up on field conditions for US Rubber, makes two especially pertinent observations. He says:

"The blaring of radio sets in some shops is a disturbing racket of bad psychological effect and a definite retardant to sales. When a player comes to a golf club he is seeking country quiet among other things. To have a radio blasting away like a boiler factory certainly doesn't produce the atmosphere of class a pro-shop should have.

"At some clubs the shop radio is turned on so loud players can hear it all over the course. The pro who loud-pedals the play-by-play radio account of a baseball game is distracting players' attention from the game on which the pro's living depends.

"I also note that some pros take all balls out of boxes and display the balls, minus every bit of wrapping, loose in cardboard boxes. Certainly this sacrifice of the selling value of box display opens up competition for cheap ball sales by stores.

"Whatever litter may result from the purchase of balls in the packages should be very easily disposed of by orders to caddies insisting that the boys pick up any carelessly discarded ball wrappers and put this litter in the nearest waste-box."

**THEIR DESIGN IS  
MORE THAN A  
MATTER OF BEAUTY**



*They're styled for*  
**PLAYABILITY plus!**

The distinctive, stream-lined beauty of LOUISVILLE POWER BILT clubs has the "eye-appeal" that crystallizes that "buying urge" every pro wants for the equipment he stocks. But their beauty is just one of the many selling points these sensational new clubs offer.

LOUISVILLE POWER BILTS with their patented Heddon Duo-flex Shafts were designed by the pros themselves to help the average golfer improve his game . . . to give him greater distance, extra wrist power and positive control.

Investigate the PROTECTED PROFIT PLAN that LOUISVILLE POWER BILT clubs offer you, and remember they are sold only through Pros . . . exclusively yours! Write for the new 1937 H & B catalog.

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*Golf Clubs*

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Incorporated  
Louisville, Kentucky

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Folding Furniture, and helpful  
locker room planning service.

**LYON LOCKERS**

## IS COURSE FIT?

Judgment, Co-Operation and  
Hard Work Needed

By O. W. YOUNG, Greenkeeper,  
Moraine Park CC, Dayton, Ohio

**I**S YOUR course fit for playing? We are all aware of the fact that standards are not the same on all golf courses. So the greenkeeper must not forget that the demands of his members play a big part in determining whether his course is fit for playing. You must give the players the best kind of a golf course they want, for the money they can afford to pay.

Just how is this going to be done? I would say by sound, sensible judgment, co-operation and hard work. These three factors working together in unison will give enormous results.

Take the matter of weather conditions which I believe are becoming more adverse each year, one extreme following another. You can readily see how these conditions put the greenkeeper on the spot. He must spend more time with his crew to see that they water their greens just enough and not to excess. So many things can happen to over-watered turf in hot weather that a lot of good, sound headwork and not fixed routine is required.

### Many Turf Diseases, Pests

There are two other important items which I think require considerable thought.

We have approximately 36 different turf diseases, all with different characteristics and requiring different control measures. Being able to tell these diseases apart and control them is no small job; your chemistry book has a use other than keeping that empty space filled in the book case.

The other item is that of insects. There are so many of them that affect turf in one way or another that books could be written about them. Some are eradicated by poison bait; for example, the ant; while the webworm must be controlled by dusting or spraying the poison on the turf that they feed upon. The chinch bug, however, a sucking insect, cannot be killed in either of the two manners mentioned. It is problems like these that constantly confront a greenkeeper.

When the greenkeeper seeks co-operation from all who are associated with his work, he has taken on a real job. It is sometimes very hard to get co-operation,

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Silver King Golf Course Tractors  
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### NEW ENGLAND TORO COMPANY

New England's leading Golf Supply & Equipment House. TORO Tractors, mowers, rollers, wagons, etc. BUCKNER Sprinklers and Irrigation equipment. MIL-ORGANITE and NETCO 8-6-2 Fertilizers. Grass Seeds—Tools—Chemicals—Accessories.

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Milorganite, Dow Arsenate of Lead, Ford Ammonium Sulphate and Complete Line of Fertilizers, Fungicides and other Chemicals.

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but the greenkeeper must have it from superiors and greens crew if success is to be gained.

Personally I think getting the boss to pull with you, whether he be the president, chairman or manager, is not as difficult a task as getting the co-operation of your greens crew. At first, your boss may not have confidence in you, but once you prove to him that you are a capable man and can successfully perform the duties assigned to you, he should be will-

ing to back you to the limit. With your greens crew you have a much different situation.

The greens crew usually consists of several types of men, and this makes matters more complicated for the greenkeepers. He must study his men separately and by this decide some way to handle each and every man; also he must see that the men co-operate with each other. It is said, "A chain is as strong as its weakest link." Many a capable worker

## New York

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More Than Twenty Years of Reliable Service—  
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Fertilizers and Equipment.  
Grass Seed of "Known Quality"  
Tested for Purity and Germination.  
Also Fertilizers, Equipment and Requisites of guaran-  
teed quality. WRITE FOR PRICES.

132-138 Church St. -:- New York

Whitemarsh Valley CO

has failed when co-operation would have won the battle.

When analyzing your ground crew, remember some men get their work done with less effort than others. Also, there is a great difference between mental and physical fatigue, and both have a breaking point, so let us not pass opinion too hastily when we see the working man relax. He may appear to be stalling and still be on the job.

It is hard to measure work on a golf course. I don't believe it can be done, for there is no end to it. Abe Lincoln once said, "There is always a job for the man who wants to work," and this goes for the golf course, too.

### Ohio Superintendents Hold Annual Spring Demonstration

**O**HIO Association of Golf Course Superintendents held its annual spring demonstration and dinner at Canterbury CC, Monday, May 17. A crowd of almost 200 attended, witnessed field demonstrations of leading manufacturers' maintenance equipment and took part in the dinner session.

Don Boyd, president of the association,

presided at the dinner. Dr. John Monteith, jr., handled a lively and informative question box session. Spencer M. Duty, veteran green-chairman, lauded the work greenkeepers had done in bringing golf courses through the depression. O. J. Noer gave highlights of his observations of spring work at golf courses. Herb Graffis spoke on the current labor situation as marking the avenue for the next scientific development in greenkeeping, that of expert study of labor management and costs.

### Outside Contributions Talked for Green Section

**T**HERE is renewed talk about permitting contributions from non-member clubs of the USGA toward financing Green Section work. It has been pointed out that the government has spent more than \$10,000,000 in construction at public courses but has allotted no money for maintenance problems. Only about one out of five golf clubs belong to the USGA and help finance Green Section work that has been tremendously valuable in bettering course condition and reducing risks and unnecessary expenses.

Cemeteries, parks, polo fields, tennis courts and private lawns have benefited from Green Section work, although sharing no part of expense of the Section's research.

Opening the list for contributions from beneficiaries of the turf culture work under direction and management of the USGA is considered by many to be the one logical manner of eventually securing funds sufficient to finance the work demanded of the Green Section.

### Forecasts Munny Play in New York Area 125,000 Rounds Over '36 Total

**C**CHEERING news comes out of the New York district where John R. Van Kleeck, golf supervisor, speaks for the municipal links golfers of the District. Van Kleeck predicts a total of 575,000 rounds of golf will be played over the ten municipal links before next fall which is an increase of approximately 125,000 over the 1936 figures. And the 1936 figures were approximately 125,000 greater than the year previous, so that ought to give you some idea of the upswing in golf expected in the East this year.

Something else calls for a big smile in looking over 1937 prospects. Van Kleeck

Roundup

## BROWN PATCH



# with FUNGOL

SAVE YOUR GREENS AND BANK ACCOUNT WITH THIS POWERFUL FUNGICIDE AND VERMICIDE

There is something in Fungol you cannot get in any other fungicide. It has chemical value not otherwise obtainable at any price.

Fungol is definitely an economical specific for Large and Small Brown Patch, Snow Mold and other fungous turf diseases.

Go where you will, there is no other similar product that gives the big covering capacity of Fungol—3,500 to 7,000 square feet of Green to the pound.

And then you don't pay a cent extra for the vermicidal features of Fungol, that abolish purchases of separate chemicals for control of Earthworms, Sod Webworms, Cutworms, Grubs, etc.

These are all mighty big saving items to reckon with in your expense account.

Write for special literature and free testing sample of Fungol.



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