

# ENTERING 1938 WITH A HEAD START!



**T**HE great and *growing* popularity of Bobby Jones Clubs starts them off on the 1938 season in a way that promises great things for professionals who stock them.

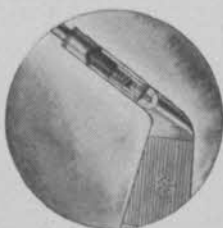
That this popularity is deserved, there can be no question. For in Jones Clubs, Spalding has incorporated many fundamental aids to better golf. For instance...

### *Cushion-Neck Construction*

In Bobby Jones Cushion-Neck Irons, a wall of live rubber is sealed between the club head and the shaft.

Shock is thus reduced to a minimum...vibration is dampened...finger-fatigue is lessened. And there is a more uniform, controlled torque.

The Cushion-Neck feature of Jones Irons is acknowledged by



many students of the game as one of the most important improvements ever brought to the manufacture of golf clubs.

### *Additional Features*

The famous Jones "Form Grip," on both the woods and irons, promotes freer grip with better control—and thus straighter shots. And, in the woods, "Percussion Sole-weighting" gives a marked gain in distance and sweet feel by shifting the weight usually found in the back of the club to the sole.

What's more, the new 1938 woods have slightly shallower heads with a more stream-lined contour. This gives the player confidence in the club's ability to get the ball up without conscious effort on his part.

With these features, you have good reason to expect great things from Jones Clubs in 1938.

*A.G. Spalding & Bros.*

GOLF EQUIPMENT

because of the lack of pleasant expression of personality by the man who was supposed to be its greeter.

That pro may be a good teacher. I know he is a pretty good player. There must be something to him or he couldn't have been in golf for the 15 or 20 years I have seen him around. But with the grouchy manner he has allowed to grow on him, he will have a hard time getting another job.

See how the jobs have been going the last few years. Older pros have complained to me that kids who aren't more experienced than good caddies are getting fine jobs. The explanation is personality that counts for more than ability when practically every club hires a pro.

What's personality? Well, I've watched a lot of our own good salesmen and every one of the good ones have in common a real interest in caring for the customer. That identifies the salesman as a fellow with personality. A pro who is on the level about giving each member value out

of the club and the pro department, will go out of his way now and then to give members individual tips, free. And, by the way, I have seen several pros ruin their jobs by being afraid that they'll give the member something for nothing. A few free samples of instruction, five minutes or so, will make more of a customer of the average club member than if the pro offered the fellow \$10.

### Pleasant Smile Better Than Par

Another thing about personality is cheerfulness. People come out to golf clubs to enjoy themselves. They don't want the offensive sight of a sour-faced pro marring their enjoyment. The pro doesn't have to be smiling or laughing to the silly point, but he's got to look like he enjoys having the chance to do something for the member.

Then, the pro with personality has to be unselfish. The pro may think himself pretty important, but the member who is paying the bills is convinced that he outranks the pro in importance. If the pro can't take an unbiased viewpoint of that, then let the pro start paying club bills.

And another, but certainly not the least, element of personality that pays a pro is diligence. You can't get by in any other business without work, so the members are bound to resent a pro having the attitude of a guest of the club. Maybe the pro believes laziness or a casual indifference to the members' individual interests builds him up as a superior sort of a person but I've been in on the hiring of golf pros for many years and I can say that no club considers that loafing contributes anything to a personality worth being on the club payroll.

But I can't tell anyone how to develop a personality that is profitable to a golf club and profitable for the pro who has it. A fellow either has to be born with it, or snap into creating a winning personality for himself by an honest examination into his own shortcomings.

But just look over the pro situation carefully when you go around the clubs next year and see if the best jobs aren't held by the men who use about 75% personality and 25% ability on their jobs, even if some of the fellows who are making good money in pro jobs that they can hold as long as they want to, are unusually well qualified men all the way around who could balance personality and ability on a fifty-fifty basis.

## Golf Club For SALE



**At a tremendous sacrifice—excellent 18-hole layout, 160 acres, with magnificent clubhouse, representing an original investment of \$180,000. Intended for private club use but purchased in 1933 by private party; constantly improved and has profitably operated as a semi-private course since.**

Season members increased to 169 last year, plus a lively increase in daily fee play.

Original greens of Virginia strain being reseeded to Washington. 1,057 ft. well furnishes ample water for course and clubhouse. Water piped to all tees and greens. Adequate maintenance equipment. Clubhouse is of steel, brick and concrete construction, measuring 210 ft. x 160 ft. deep. Second floor provides for 40 bedrooms. Locker and shower rooms located in English basement, with easy access to pro-shop and first tee. Ballroom accommodates 500 persons; beautiful dining-room, adequate bar and large kitchen.

Club is located within one mile of heavily traveled main highway; close to several large industrial towns. Anyone at all acquainted with golf club operations will quickly recognize this as a truly extraordinary opportunity. Complete details to responsible parties.

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**Hagen 288 Ball  
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The pro who ties up with the Hagen line will have plenty of chips to cash in, at the end of the season.

1938 catalogs are just coming off the presses. They will be mailed out in March. If you can use one now, just write for it.

*Dutra is a member of the  
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**Detroit, Michigan**



*Walter Hagen* **288**

# GREENKEEPERS EXPECT BIG THINGS

## OF 1938

### EXHIBIT & CONFERENCE

**I**N VIEW of the fact that golf clubs during 1937 enjoyed their best season in several years and because Frank Ermer, chairman of the show committee, National Association of Greenkeepers of America, reports prospects of an early sell-out of display space for the equipment show, this year's exhibition and conference promises to set a new high for attendance and sales. Says Ermer of the convention, "The central location of Cincinnati, the excellent hotel accommodations at moderate cost and the tremendous need for equipment and supplies needed to restore maintenance operations to pre-depression standards assure a big, busy meeting."

The exhibition and conference will be held at Hotel Netherland Plaza, Cincinnati, February 15-18. The equipment show will be a three-day affair, ending February 17.

A subject sure to come in for a lot of concerted study during the educational program, particularly because of widespread turf troubles during the hard 1937 season, is the problem of maintaining fine and better turf under every climatic condition. Another subject feature for general discussion is the labor and wages problem, which has become of such alarming character as to call for general attention of the NAGA members.

More golf clubs than ever before, realizing the betterment of operating methods at their courses and the remarkable achievements made by their greenkeepers in depression maintenance, are setting the convention expense down as a course budget item and paying their superintendents' ways to the show. Lowered railroad fares and excursion rates in several territories are expected to swell attendance and further reduce expenses.

President John Quail, Highland CC, Pittsburgh, and his associates, have prepared a conference program that is of sure-fire value to every club representative.



NAGA President, John Quail, in charge of greenkeepers annual convention.

The educational program is scheduled for Wednesday and Thursday, February 16 and 17, and assembled greenkeepers will hear men prominently identified with turf development, protection and maintenance on each day. The list of speakers will include:

Professor A. S. Hauser, Ohio State Experimental Station—subject, "Turf Pests"; Dr. John Monteith, USGA Green Section, who will tell the highlights of his recent visit to England and observations made during his current tour of U. S. courses; Fred Grau, Penn State, who will supplement his talk on English golf courses and conditions with stereopticon views; Dr. Berger, director of Pasture Research, Penn. State, who will discuss grasses; John McCoy, greenkeeper, of Ohio State University golf course, who will give an illustrated lecture on the building and seeding of the university's new 36-hole layout.

Ralph King of the University of Syracuse, a prominent Cincinnati landscape architect and one of the most active greenchairmen of the host city, also are billed for interesting and informative talks.

Don Boyd, Portage CC, Akron, Ohio, is conference program committee chairman.



## DU PONT C. C. TO OPEN SECOND 18 THIS SPRING

This wooded, rolling terrain is typical of the Dupont course.



**T**HE transformation of a rough, undeveloped terrain, formerly devoted to pasturage, cornfields, brush and scrub woodland, into the smooth undulations of a modern golf course is an engineering project of highly specialized requirements. Usually, the land acquired for such a purpose is the cheapest available, a large acreage being necessary, and frequently it is run-down or undeveloped property. Ordinary methods of clearing cannot suffice for such an exacting task, for the curses of a thousand duffers, groaning in torment, follow him who builds a fairway with cuppy slopes or turf that does not spring.

The Du Pont Country Club (Wilmington, Dela.) used by employees of E. I. du Pont de Nemours & Co., began operations on a new 18-hole golf course during the past summer. The new 6,260-yard layout will augment the fine 18-hole course in use for many years, and occupies an adjacent acreage. Rimmed by woods, it is fully as picturesque as the present course.

The land chosen for the new layout was extremely rough in spots, being heavily marked with the boulders and stones common to the north slope of the Brandywine creek, which it overlooks. A considerable number of standing trees, at scattered intervals, were on the land in positions where their removal was necessary. Other ob-

stacles facing the builders were old stumps, some of great size, and, as is frequently the case in farm land, a number of crumbling stone foundations deep in the earth.

The work was supervised by Tommy Fisher, professional at the club, acting under the advice and counsel of du Pont engineers. Construction of the greens was done by contract labor.

Winter finds the course well on its way to completion, with the newly-planted grass making a brave display on the formerly barren fairways. It is expected that the first ball will be driven next June or July.

Much heavy clearing work was done by blasting with dynamite. Stones and boulders, which littered the fairways in some spots, were the most serious problem. L. F. Livingston, manager of the du Pont Agricultural Extension section, was in active charge of this work. Sizing up each rock, he directed the placing of the explosives in such a way that the speediest leveling of the ground might follow. Some

boulders were blown out of the ground entirely by "snake-hole" loading. Others were "mud-capped" and split, the piece being pulled away by tractor and cable after the blast. In still other cases, where the rock had a huge understructure, its top was blown off and the remainder covered.

Dozens of stumps were extricated with dynamite charges. Some were difficult ones, with involved root systems, but

Grass in the rough was composed of 50% hard fescue, 25% Canada blue, 25% orchard grass.

For the tees this mixture was used:

40% Kentucky bluegrass, 20% red top, 10% meadow fescue, 13 1/3% poa trivialis, 10% seaside bent, and 6 2/3% yarrow. Approaches got the same application as fairways with the addition of a small percentage of seaside bent. All greens have tile underground drainage of the normal farm or soil tile, placed according to slope.

### Clubs Continue To Ignore Winter Welfare of Greens Force

By LOUIS DENNIS

**A**NOTHER winter is upon golf. Foresighted greenkeepers and chairmen already are beginning to wonder about the coming season. New men will have to be hired for the greenkeeping force and trained in the expert work of handling fine grass so delicately that greens will be like carpets and grass diseases and insects kept under control by the deft application of chemicals so powerful that a slight misuse will ruin turf in which is invested much time and money.

There are green-chairmen who still are unaware that it takes time and the close attention of competent greenkeepers to train new men. These chairmen are puzzled by the defects in condition of their courses. Such men probably never will realize that the first requirement for first class greenkeeping is a full-trained, experienced force. The force that has a high annual turnover in labor is working against an unbeatable handicap.

At many courses the greenkeeper has gone into the winter confident that he has done his best but nervous about what may happen next spring in the wage situation and in difficulty of getting his experienced men back. The good greenkeeper has gone into the winter with his equipment repaired into the best possible condition for renewing operations next spring. All equipment has been attended to except the men on the greenkeeping pay-roll — and this includes the greenkeeper when that man is on less than a 12 months' salary.

At this time of the year many greenkeepers and men who were on their forces last season actually are faring much worse than horses, for the men are not being furnished the essentials of living and keeping in shape for good service to the golf clubs next year. The greensman is just turned



Amount of clearing needed is suggested by these before-and-after 7th fairway photos.

proper placing of the explosive succeeded in clearing the land in a record time.

Fairways were fertilized all during the past summer with mushroom soil, spread by hand labor from piles and harrowed in, the amount varying with the character of the soil on various parts of the course. For the greens, the best available soil was composted with mushroom soil all season until fully rotted. Care was taken to eliminate as far as possible all weed seeds, and just before laying, a commercial 6-6-5 nitrogen compound was incorporated into the soil to the extent of about a ton to the green. This soil was then laid in two layers of 4-inch depth and packed.

Seeding of the course was done with a wheelbarrow seeder in two applications at right angles, making a "cross patch" arrangement. 250 pounds per acre were used.

Fairway grass was composed of 40% Kentucky bluegrass, 30% redbtop, 20% meadow fescue and 10% poa trivialis.

loose to find his own shelter and to live during the winter the best that he may.

There is a matter that sadly reflects on the business ability and sportsmanship of the men who are golf club officials and members.

### Lively Golf Schedules Credited with Aiding 1937 Play Volume

**L**IVELIER competitive interest at golf clubs during 1937 was credited by club officials, members and pros as having been a major factor in making the year's play the greatest since 1930. Approximately 65,000,000 rounds of golf were played last year.

Pros who went actively into the job of helping men's and women's golf committee heads put new zest and appeal into the club playing calendar found a definite relation between the increased interest in events attractive to all classes of golfers, and the amount of merchandise sold through the pro-shops.

Consequently there is a clear prospect that 1938 will see an extension of the profitable 1937 practice of revising club event-calendars, instead of continuing to repeat each year's events with only the dates changed when the schedule for the new season reaches the members.

Credited with having an important part in the nation-wide pepping up of club competitive calendars last year was the U. S. Royal golf kit which contained instructions, suggestions and material for a sprightly season of events at any club. A small fortune was put into this enterprise by the U. S. outfit but it scored as a club and pro business developer, so in 1938 the U. S. company will continue supplying much of the material made available last year.

Information on the 1938 U. S. kit may be secured from the United States Rubber Products Co., 1790 Broadway, New York City.

### Cameron Again Heads N. J. Golf Course Supts. Assn.

**N**EW JERSEY Golf Course Superintendents' Association held its annual social meeting at Mountainside Inn, Dec. 13th. After a year of monthly meetings centering mostly on educational programs, and a season of weather conditions that caused many worries, the men and their wives relaxed at a dinner, floor show and dance.

Consistent with their advocacy of long-term green-committees at golf clubs, the

superintendents' officers were reelected. Officers are: Pres., John Cameron, supt. of Yountakah CC; V. Pres., Edward Bettis Cale, Canoe Brook CC; Second V. Pres.,



Officers of the assn. at the dinner table. L. to r.: Fogerty, Cale, Cameron, Reid and Burton.

Lester Moffet, Walkill CC; Treas., Arthur D. Burton, Mountain Ridge CC; Sec., Aleck H. Reid, Twin Brooks CC. New trustee for the next three years is Edward Fogerty, veteran greenkeeper of Shackamaxon CC. Cale still heads the educational and professional improvement committee, and Clinton K. Bradley, Pas-saic Co. CC, is chairman of the public relations committee.

### Further Comments on the Health of Golf During 1937

**I**N ITS final issue of 1937 GOLFDOM carried the reports of equipment dealers, club officials and pros, on the business situation in golf. Too late for publication in that issue were received the following expressions:

"Golf clubs in the San Francisco section of California are enjoying a revival of the pre-depression conditions, or at least this is our conclusion after observing the change in the general business procedures followed by the golf clubs. Without any exception we find them adding to their equipment as conditions justify, and furthermore they are meeting their accounts promptly. The fact that they do pay their bills without delay indicates that their finances must be in a very favorable condition."

D. E. Graves,  
Manager, H. V. Carter Co., Inc.,  
San Francisco, Calif.

"The year 1937 is our best since 1931. The average for the five year period preceding and including 1931 was, however, considerably higher than this year's total will be, so there is yet room for much improvement.

"We are hoping, however, that business in general may be allowed to function without further additional organized, or political disruption for a period of at least

two years; after that period, readjustment could be made. It is my opinion that such a course would make for the greater good of everyone in general.

W. J. Collins,  
Collins Seed Service Co.,  
Boston, Mass.

"The many varied industries in the state of Rhode Island prevented us from suffering the depression so sharply felt elsewhere in the nation. For the past 10 years buying of golf course supplies has varied but little in this state. There have been no golf club failures in Rhode Island and club memberships in general have held up well, so naturally the maintenance programs have been fairly uniform.

"Rhode Island golf clubs, we believe, will show up exceedingly well for expert and economical maintenance, compared with the clubs of any other state in the Union. We have our own boast to make in connection with this state-wide efficiency in management, inasmuch as 70% of the clubs in the state have power greens-mowing, which means a decided saving in their annual budgets."

Woodworth Bradley, Pres.,  
Woodworth Bradley, Inc.

**M**ONTHLY meeting of the Connecticut Assn. of Golf Course supts. was held December 6 at the New Haven munny golf course. William E. Perkins presided at the session.

At the round table discussion following dinner the topics that got the major share of attention were: cutting of sod—rolling or handling in squares, the problem of wintering cut sod, and how to fight the Japanese beetle most successfully. The beetle was quite active on Connecticut courses the past season.

**D**ESPITE a stormy night, 50 greenkeepers and chairmen of Chicago District golf clubs attended the Midwest Greenkeepers' Assn. meeting on Dec. 2 at Hotel LaSalle, Chicago. Dr. John Monteith, Jr., spoke on the differences between greenkeeping practices and problems in the United States and those in Britain. Monteith also outlined work of the British Board of Greenkeeping Research station at Bingley where a permanent staff of 23 conducts work begun in following the lead of the USGA Green Section, which now is reduced to a staff of 4.

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MOWERS



## Promotion Bureau To Go After Corporation Golf Activity

**E**ARLY this month Golf Promotion Bureau will direct its efforts toward executives of companies having large numbers of employees. The promotion material will suggest that corporation employees' organizations consult with local pros regarding group golf lessons as a feature of the employees' winter entertainment programs.

This detail of golf promotion follows up the successful work done in Cincinnati by the municipal course golf pros under the direction of Red Strauss, who formed classes of office and factory employees for evening instruction and assigned pros to teach these people. The work spread from Cincinnati; in several cities, employee societies arranged with pros for group instruction. By working on the basis of 25 cents per person for a half hour class lesson a pro can earn a good income for himself during the winter at offices or factories.

### Directors Need Pro Aid

Late last winter the welfare and athletic directors of several corporations became interested in golf instruction classes as a good feature of entertainment and winter athletic programs for men and women employees. The idea was so new that the corporation men depended on pro advice for organizing and conducting the classes and in some cases complained that the pros they approached with the class proposition did not take kindly to the idea or to evening work necessary, regardless of the rather substantial pro income involved. Other pros, however, took energetically to the idea and successfully solicited this business by talking with corporation officials and getting started in the organization work.

It is a good hunch for energetic pros to go after this winter class business of factory and office employees, but it calls for work and salesmanship. Lessons are

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given on the corporation premises so the overhead is nothing to the pro. And this promotion of corporation employees' golf is especially profitable for the daily fee course pro because it gives him an early and strong "in" on the play of these people when weather permits.

**SUPERLATIVES** are dangerous in passing judgment on any details of club operation, but we'll risk one. The newsiest, liveliest and most interesting of all periodicals put out by golf clubs for their members is the distinction won by the "Palma Ceia Clubman," put out by R. O. Davis, mgr., assisted by a Tampa newspaperman.

## GOLF'S MARKET PLACE

A. G. Spalding & Bros. advise that Lyle Thomson, popular golf salesman for that company, will be in Florida again this winter to service professionals located in that state. His headquarters will be the new Spalding store, 334 E. Flagler Street, Miami, where a complete stock of golf equipment will be carried to speed up delivery to pros.

Distillers Corp-Seagrams Ltd. on Dec. 21 paid a dividend of 50 cents a share on the outstanding 1,742,645 common shares of the corporation. It was the first dividend on common stock since 1931 and brought Christmas cheer to approximately 4,300 stockholders in the United States and Canada.

The dividend payment came at the end of the year during which Seagrams had paid special attention to building up its business at golf clubs. That evidence of wise management in getting the club managers lined up for a good play on Sea-

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