



Base your Game on FACT...not FANCY!

A FIRM of nationally known engineers, R. W. Hunt & Co., found that from 16 to 19 pounds would deflect a steel shafted club 1 inch. It took from 36 to 39 pounds to deflect hickory shafted clubs the same distance!

In commenting on a patent application for a certain type of steel shafted club, a well-known golf expert stated: "Moreover, the rigidity of such metallic shafts induces an inharmonious action of the club as a whole, destroys the 'balance' of the club, and eliminates the characteristic 'feel' which the skilled player prefers to experience and which to a great extent determines the quality of his playing."

It's that combination of stiffness and strength with resiliency, whip, and response to torsional strain which makes hickory the only satisfactory shaft. There is no substitute for hickory because a hickory shaft has *life!*

**Hickory Golf Shaft
Manufacturers Association
MEMPHIS . . . TENNESSEE**

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appreciated by members. Rather, these should be regarded as means of building good will and bringing customers back to the shop.

The pro can capitalize on these free services by looking for chances to do them. Glance at a member's clubs as he gets them from the racks, and if a wrapping is loose, ask the member if he is in a hurry. "There's a wrapping that ought to be fixed. Have you time to let me put a new one on?" "That driver of yours can stand refacing; give it to me a minute."

Thus the pro impresses on his members that he is willing to be of service; that he is alert to his job; that he is no "nickel nurser."

Quick Feeding Calls for Revised Club Plans

A lounge room connected with the men's locker-room has been added to the California Country Club's facilities, also a lunch and soda fountain combination counter which will probably take the place of the present men's grill room service arrangement. "Quick luncheon service is necessary as time has become so very valuable, especially to the business man golfer; every minute counts. Therefore, this shall receive the most earnest consideration," says D. Howard Hawk, manager.

AT LEAST 10,000 sq. ft. of putting green sod should be available in the spring for patching or re-sodding greens and fairways. If the nursery receives only a reasonable care, no turf need be wasted. The best turf should be reserved for the greens and the balance can easily be used to advantage on tees, or for sodding bare spots in the fairways.

KROYDON MATCHED SETS

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