GOLFDOM



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The one-piece, resilient griplivest new pro shop seller in years. Eliminates slipping, sting, sore hands and untidy grip edges. Easily applied. Retails for 50c, with a good margin of profit for the pros. Leading pros and players endorse it as the grip that helps play the shot better. Write today for full details.

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## SEASON'S BIGGEST GOLF BAG SELLER!



Latest thing in golf bag equipment. Ask the TUFHORSE salesman to show you its remarkable sales features.

Des Moines Glove & Mfg. Co., Des Moines, Ia.

## Fee Course Switches to Private Club on Easy Pay Plan

**H**AWTHORNE Valley Club, a pioneer first class fee-course in the Detroit district, successfully, instituted a switch this year to what amounts to private club operation.

Manager R. H. Montgomery put into effect a plan whereby players could pay \$54 a season in advance for member, wife and family under 18 years, or \$60 a season if payment is made at the rate of \$1 a day as the member plays. After the \$60 is paid there are no other membership charges.

Application blanks must be filled out and passed by a membership committee before one becomes eligible to annual memberships on the \$54 or \$60 basis.

## Frank Reynolds' Golf Book Fat with Laughs

**F** RANK REYNOLDS, art editor of *Punch*, British humor magazine, has a great collection of his merry golf drawings in the "Frank Reynolds Golf Book," which is published by Frederick A. Stokes Co., 443 Fifth Ave., New York City. The price is \$2.

This Reynolds is a great picker of really funny gags, as well as a great illustrator. His series on "Missing a Putt in Four Languages" is the funniest golf stuff ever drawn, in the opinion of the slaves in GOLFDOM's padded cell. It will even make a club treasurer laugh. The book is a happy combination of "ruffined" English golf jests and some good lusty belly laughs.

**S**<sup>PORT</sup> pages in several cities are making big features of golf lessons from prominent local professionals.

Art Sweet's interviews with well known Chicago district professionals in the *Daily News* have been widely commented on. Large and flashy picture display is used. Sweet employs the question and answer style in presenting the material.

N. C. (Tub) Morris in the Rocky Mountain News of Denver, Colo., also has run a weekly illustrated feature of golf lessons given in interviews with C. Ralph Smith and other prominent Denver professionals.