

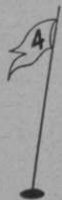
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Congo has been the golfers' favorite for years . . . and this new 1937 model tops them all. Made of pre-shrunk duck with pyralin non-glare visors . . . Steam-blocked to perfect shape. Retail price 50c. Display card free.



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● For the golfing sportswoman . . . visors and sunhats . . . made in plain colors and novelty

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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.

EDDIE 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."

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MATTER OF BEAUTY**



They're styled for
PLAYABILITY plus!

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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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