

# "My game is better"

*New Jersey Golfer reports*

"They razed me for using a spoon to reach the Number 4 green, a carry of 180 yards from the tee. But since I adopted Bristol Torsion steel shafted clubs I get there easily with my Number 2 iron, and sometimes with a Number 3. On my first round with the new clubs, every one in the foursome noticed a substantial gain in my distance all the way around. This year my game is better." An unsolicited report from an amateur golfer. Name on request.



**L**AST season many golfers tried out clubs with Bristol Torsion steel shafts. Everyone heard from reports that torsion adds more whip and punch to the club, puts an extra kick into every shot. This is one fact on which golfers (those who've tried these shafts) all seem to agree.

There is nothing mechanical or artificial about torsion in a golf shaft. It was a natural quality of all good hickory shafts. Now, in addition to all the other advantages of Bristol high carbon "spring steel" shafts, you can also have the vital quality of torsion.

Bristol does not make clubs. Bristol makes only the shafts. They can be obtained on clubs of leading makes. McGregor, Spalding, Wilson-Western, Hillerich and Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls and others.

## Easy to get all the facts

A postcard from you brings you a free copy of The Bristolite, our absorbing publication, packed with golf news and gossip and the complete story of Bristol Torsion steel shafts. The Horton Manufacturing Co., 185 Horton St., Bristol, Conn.

*It is not a Bristol Torsion Steel Shaft if you don't see this trademark and the open torsion seam that runs the length of the shaft. Its double steel walls give it greater strength.*



## BOOTHBAY GOLF CLUB

OPEN TO THE PUBLIC

ATTRACTIVE NINE HOLE COURSE

## GOLF RATES

	1 Week	2 Weeks	Month	Season
Mr.	\$10.00	20.00	35.00	50.00
Mrs. (Head of Family)	10.00	20.00	35.00	50.00
Mrs. (Wife)	7.00	10.00	15.00	15.00
*Daughter under 21	7.00	10.00	15.00	15.00
*Son under 21	7.00	10.00	15.00	15.00

\*Unmarried

## DAY RATE (\$2.00)

A ticket as shown on line 1 or 2 must be held to obtain the special price as shown on 3, 4 and 5.

No extra charge for Saturday, Sunday or Holidays.

CADDY RATES twenty-five cents an hour

Fifteen cents for each half hour thereafter

CADDY SERVICE all days.

GOLF INSTRUCTIONS \$3.00 per hour.

## THE DINING ROOM

DINING ROOM OPEN 7.30 A. M. to 7.30 P. M.

Golfer's Lunches 11.30 to 1.30 .85

Reservations for Parties Tel. 8343

Dinner 6.00 to 7.30

Daily Fee Course Has Novel  
Ad Folder

Here is a well-designed advertising folder being distributed by a Maine daily-fee course. It has been die cut to the shape of the illustration above, and printed on stiff buff paper with brown ink to give the appearance of a golf bag.

Opened, the folder appears as illustrated on the left, with all the essential information a daily-fee player will want about the course. In this position the folder measures 7½ in. high by 4¾ in. wide.

Pros and Makers to Have Mutual  
Defense Meeting

AS an added attraction at the Columbus pro business conference, the Ways and Means committee of the P. G. A. and a delegation from the ball manufacturers' association will meet in what may be one of the year's most important conclaves, so far as the golf business is concerned.

After the new ball came in and instead of arousing a great howl served to demonstrate that the change was "much ado about nothing," the ball makers settled down for steady sailing.

However, threatening elements have come to the front, not the least of which is the private brand ball business. Cheap golf balls for advertising purposes have caused many of the solid pro and manufacturing factors to stop, look and listen. The fact that these cheap balls are not remotely comparable to established brands in quality, performance and uniformity, will not dawn on the sucker market for several months. Meanwhile the pros will

be beaten out of a legitimate profit—temporarily, but even that is painful. The makers of good balls don't welcome this private brand ball by any manner or means, as the private brands mean competition for the market and trade name value of the good product.

Especially in the New York metropolitan sector are pros disturbed about cutting prices on the standard brands, mainly because one of the cut-price stores is playing hell with the market. This especial and famed offender is having some difficulty in getting the amount of balls it wants and will even go to the extent of buying balls from heedless pros to supply its stock. The balls at times are sold retail for approximately what they cost the pro. The profit, of course, is made out of the long price the trusting saps pay for other store items that have no standard price.

The New York pros and the ball makers have no corner on this particular misery as other retailers competing with the offender, and staunch manufacturers in other lines are battle-scarred veterans in this price war.

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*"Years of uncertainty and some distress in general business have always been boom years for the sporting goods business. I feel confident that 1931 will prove to be the biggest year we, in the golf business, have ever known."*

*Julian W. Curtis*, PRES.

A. G. Spalding & Bros.

(In the following seven pages, Spalding tells how the Professional can help to make this golf's greatest year, and how he best can benefit from it.)

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## Spalding and the Professionals start working together back in 1897

Spalding's association with the Professional started back in 1897, when golf was a mere babe amongst American sports (and not a very healthy babe either). At that time, Spalding, determined to get the game started here, induced Harry Vardon, famous British Professional, to come to America.

Under Spalding's auspices, Vardon toured the country, won the hearts of all who saw him play, and awoke the interest which has made America the greatest golfing nation in the world.

And just as Spalding worked with Vardon to popularize golf in America—just as Spalding has worked with Professionals to foster America's interest in golf—so will Spalding work with the Professional to make true the prophecy that 1931 will be the greatest year in the history of golf!

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# How Spalding Plans to Make 1931 Golf's Greatest Year

This year again, Spalding has marshalled a powerful array of allies for the Professional.

## National Advertising

Spalding advertising on the Spalding Ball, the Kro-Flite Ball, and on Cushion-neck Clubs has been running since the very first of the year. It followed the golfers into the South, where it appeared in Southern newspapers and resort magazines. It is running in all the major golf publications. And it works up to a grand crescendo in three great national weeklies, the Saturday Evening Post, Collier's and the Literary Digest. It is the most far-reaching golf-equipment campaign ever planned.

## Displays for Your Shop

This national campaign is supplemented by Shop displays furnished the Professional, free of charge, by Spalding.

Spalding also has set up a model Professional Shop, in the Beekman Street offices in New York City. In this Shop Spalding passes on to the Professional some of the things learned about retail selling in the Spalding Stores throughout the world.

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The next time you're in New York, stop in and see this Model Shop —it may give you some ideas about merchandising and displaying that you can turn into money.

## Solving Your Individual Problems

In addition to the Shop, Spalding has worked out an *individual* service for the Professional. Thus, you can send in a floor plan of your own shop and merchandising experts will send you suggestions for the most advantageous arrangement of displays and fixtures.

This individual service goes even further than that. It means that Spalding will make an effort to solve *any* merchandising problem that presents itself to the Professional. Just write in to the Advertising Dept., 105 Nassau St. N. Y. C.—and if we can be of help, we will.

## And now we come to the Biggest Helps of All!

Advertising, Displays, Merchandising Experience, Model Shop — all of these Spalding aids can help the Professional. But more important than any of these, is the Spalding Equipment itself! Spalding Equipment, properly displayed, so that club members can see it and try it, is the greatest sales-booster yet known to golf. Here are a few of the Spalding items which enthusiastic golfers will find hard to resist in 1931!

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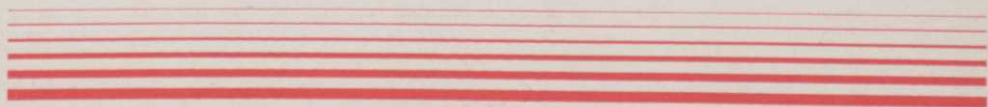
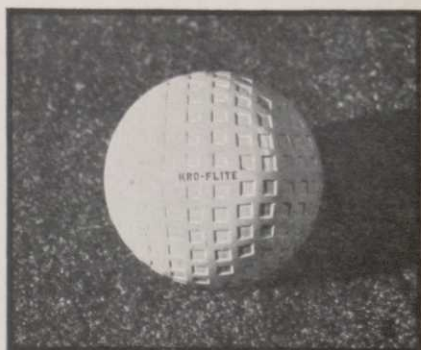
## Spalding Cushion-Neck Irons



The Irons whose marvelous sweet feel and straighter shots have won steel-shafted irons places in the bags of 350 leading Professionals . . . the Irons which are swinging the entire golfing world away from hickory . . . the *only* steel-shafted Irons with the Cushion-neck rubber sleeve, which means the *only* steel-shafted Irons with sweeter feel than the finest hickory ever grown! Every golfer using any other irons, even though they were new last season, is a prospect for Cushion-necks.

## The New-Size Kro-Flite Ball

Driving Machine tests show that, except in the teeth of a gale, the new-size Kro-Flite is just as long as the old. And, that riding with the wind, it's even longer! These tests also show that the Kro-Flite is the only ball that does retain old-size distance in the new specifications. Sell the Kro-Flite to the golfers who are grumbling about the loss of distance in the new size.



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## The New-Size Spalding Ball



Still the longest ball in the world . . . still winning tournament after tournament . . . still the mighty Ball of the Champions. The Spalding Ball is the ball for the Professional himself to use—and for him to sell to the low-handicap golfers in his club.

## New Spalding Dynamiter Niblic

Here's the Dynamiter Niblic that's *legal*. It has a heavy flange which prevents it from digging into the sand, and which helps blast the ball out of sand or high grass. It has a flat face which strikes the ball only once, and is, therefore, strictly within the rules. It has a purposely shortened shaft which aids control. It has a non-glare finish on shaft and head. And, to clinch its sale to just about 90% of any Professional's clientele, it sells, retail, for only \$7.50!





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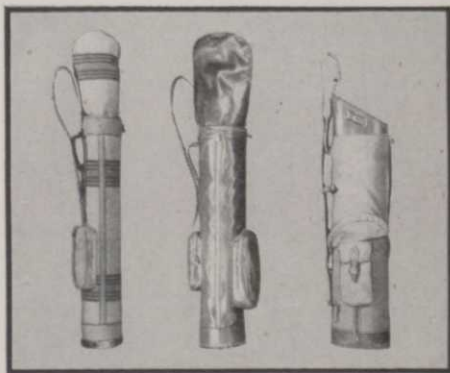
## The New Spalding Cash-In Putter



This is the new, but already famous, Putter with which Tommy Armour and other great Professionals have been performing putting miracles. The Cash-in is ambidextrous—that is, it is good for either a right-hand or a left-hand player. That, of course, simplifies your stock problem.

## The New Spalding Caddy Bags

What bags! And what variety! Bags at \$1, and at \$50 . . . bags of duck, and of leather . . . bags that a 3-year old can carry, bags that hold almost as much as a steamer trunk, and many others. To the man who has a light bag, sell a traveling bag. To the man who has an elaborate bag, sell a light one. To the man who has both—well, just flash some of these new Spalding beauties in front of him, and let Nature take its course.



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## New Spalding Instalment Idea

Some of the shrewdest men in the golf equipment business say that the Spalding Instalment Idea will do more for the sale of fine golf equipment than anything that has happened in years. It means that, for a small down payment, any of your club-members can buy and immediately use, a set of Cushion-neck Registered Irons, a set of Registered Woods, etc. And Spalding does the financing! The possibilities opened up by the Instalment Idea (originated and offered exclusively by Spalding to the Professional) are practically unlimited. Take advantage of them!

Yes, Gentlemen, OLD MAN 1931 promises to be a heavy buyer of good golf equipment. Let's join forces and sell him!

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