

WHEN GENTLEMEN AGREE

To bind a bargain with a friendly glass is an age-old gesture of good fellowship. To fill the glass with BUDWEISER is to choose what generations of good fellows, with an eye toward the best in life, have regarded as the very finest incentive to companionship and well-being. BUDWEISER has made such an outstand-

ing contribution to good living that no other brew ever has matched its record — the biggest-selling bottled beer in history. Order by the case for your home.

Budweiser

KING OF BOTTLED BEER



ANHEUSER - BUSCH • SAINT LOUIS



Managers Find Liquor Sales Now Running Smoothly

LIQUOR BUSINESS is settling down to a good steady routine for most of the clubs, although several problems still continue. One of these problems is the matter of prices. The clubs are in the difficult position of being part bar and part home. Members who do not complain about the usual bar prices for individual drinks protest when the club margin of profit is added to pints and quarts. Some of the managers are revising their bottle-goods prices downward, saying that the profit on ginger ale and mineral water is such that they can afford to operate on a fairly narrow profit when full bottles are sold.

Another angle that is worrying some managers is the women's demand for mixed drinks, requiring expert services of a bartender who has more mixing to do than he can handle during the rush hours of ladies' days. The great growth of women's golf activity during the prohibition period brought to the managers a repeal difficulty that has them pretty well baffled. However, some of them are working it out on a platform of fancy drinks, superbly mixed and handled, so the women have another reason for boasting of their club and its service.

Trouble managers have been having in connection with higher prices for full bottles is getting less, according to some managers as the taste of the members develops in favor of the superior brands.

Quality Is Club Policy

A prominent mid-western manager says that he has handled the complaints about bottled goods prices at the club as compared with mine-run saloon prices by emphasizing the club policy of buying only the best grades of liquor.

He points out to his members that there still is plenty of vile liquor available, some of which is as bad as the bootleg liquor of prohibition days. He asks the members whether they want to continue burning out their tripe with the terrible concoctions of the prohibition era or if they want to drink the beverages he has selected for them from the best the market provides. In his

opinion the golf club that enjoys a high class rating makes a mistake when it has one drop of low quality liquor in its stock.

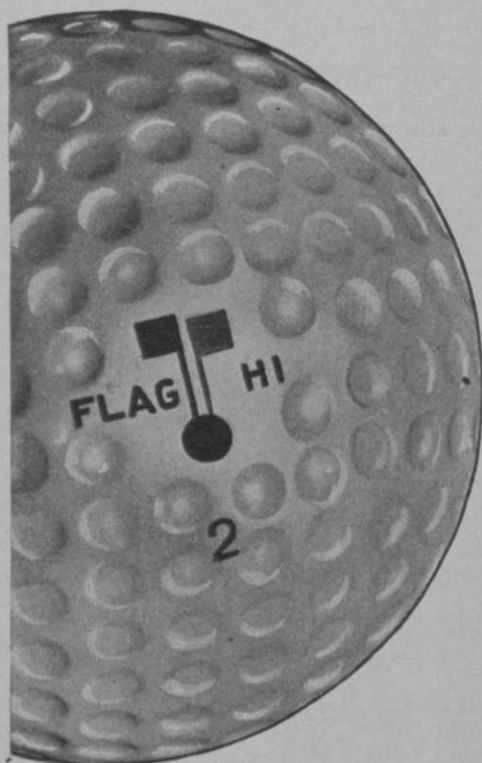
At some clubs where the managers' experience allows, a feature is being made of wine service with dinners. A strong point is made of the manager's personal selection of the wine cellar stocks. As yet there has been no especially large sale of wines at any of the clubs GOLFDOM's staff has investigated. The managers believe that the wine consumption is bound to increase. However, the American taste, so managers state, has been for beer and hard liquor, with gin running popular during the hottest part of the season.

Repeal has been a godsend to managers for a reason that is not connected with their operating profits. The managers say that the loud, offensive and conspicuous drunk of prohibition times has ceased to exist. He—or she—always the worst nuisance with which the managers had to contend. Nowadays clubs are again inclined to enforce the rules concerning expulsion of drunk and disorderly characters, but these don't seem to be candidates for this punishment.

Clubs are not yet ready to decide just how strong a part repeal has played in the club financial and membership conditions. Some clubs that do not handle beer or liquor due to high license fees or state legislation are in the best financial shape they have enjoyed for years. In this connection the managers who attribute to repeal much credit for improved club positions say that in eastern metropolitan districts where prohibition never amounted to much, the clubs are not showing the comeback that is seen from Pittsburgh west when prohibition, with the exception of the locker giant gin bottles, was fairly well in force.

Obviously in many territories the club restaurant business on evening meals has increased at the expense of the road-house revenue. Prior to repeal a fair amount of club member business went to the bootlegging roadhouses. This too may be caused by some factor other than repeal. At the Columbus (O.) CC where no hard liquors

Here is a ball thousands will tie to—because



FLAG-HI

You, as a professional, know how every player tries for distance. No matter what you tell him, he loves it and demands it. But that is only half the story. He demands durability at the same time. Wilson has developed a new cover stock which it uses on the new FLAG-HI ball. A cover stock so thin that the player has no difficulty in getting into the ball, giving him extra distance . . . and so tough that he will get many times the service out of it that he does from regular cover stock balls.

FLAG-HI is being extensively advertised to the public. It is one of the greatest golf ball developments since the Haskell replaced the old "gutter." Everywhere it has been sold it has pulled strong repeat business. You will be well repaid by stocking it.

Dimple or mesh 75c each. \$9.00 per dozen.

ROUND-UP—a thin, tough cover ball built at a popular price. It has all of the qualifications of FLAG-HI except the liquid center. It is the greatest 50c worth of golf ball you can buy.

Dimple or mesh 50c each. \$6.00 per dozen.



Thin-cover allows greater yardage of rubber winding to be placed on the ball, thereby increasing distance possibilities.



No excess of cover stock kills distance by insulating the blow of the club from heart of the ball.

Wilson

GOLF EQUIPMENT



By this mark you shall know
fine golf equipment

WHAT THE GOLF FANS ABOUT THESE



PAUL RUNYAN
Metropolitan Open Champion



HORTON SMITH
Winner Augusta National



OLIN DUTRA
U. S. Open Champion

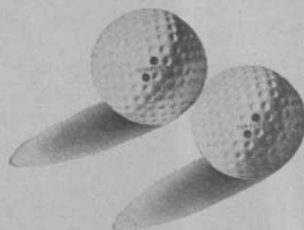


HARRY COOPER
Western Open Champion



WIFFY COX
Texas Open Champion

DON'T KNOW FIVE FAMOUS PROS



OLIN DUTRA, U. S. Open Champion, Horton Smith, Winner Augusta National, Paul Runyan, Metropolitan Open Champion, Harry Cooper, Western Open Champion, Wiffy Cox, Texas Open Champion—any golfer recognizes these gentlemen (all members of Spalding's Advisory Committee)—as past masters in the art of getting around a golf course in the least number of strokes.

But what the public doesn't know—and what a lot of other *Professionals* don't know—is that these men also are mighty cagey business men! Every one of them has given convincing proof that a golf club is an effective tool for digging gold.

And every one of them has learned that there's money in *playing* Spalding Equipment and in *selling* Spalding Equipment.

They push Spalding Rob't T. Jones, Jr. Clubs and Spalding Balls because of their salability and quick *turnover*. They have learned that it is *not* the kind of merchandise that leads to overgrown inventories. It's fast-selling and it's *profitable!*

And if you want to know why they *play* Jones Clubs and the Spalding Ball, just take a look at their records!

Yes, they're smart lads. And they offer an inspiring example to other smart Pros. Write for information on how Spalding can help *you* make this your best season.

© 1934, A. G. S. & BROS.

A. G. Spalding & Bros.

GOLF EQUIPMENT

are handled and none can be served in the dining room, Manager E. A. Hart says the food business has practically doubled over 1933. At the Westmoreland CC (Chicago district) where no liquor is handled by the club, there has been an increase in every department this year. Tom Ream, manager at Westmoreland, predicts that despite the absence of liquor at the club, Westmoreland will have the best year it ever experienced. Its membership of 350 is filled and there is a waiting list.

At Detroit, Walter T. Adams, manager of the far-famed Detroit GC credits bar sales with considerable benefit to club finances in the district but says that it appears to him that the improvement in general conditions plays the important part in golf club financial revival. This opinion is shared by Russell Miller, manager of Medinah CC (Chicago district). Medinah's business is running about 250% ahead of last year in volume of sales and about 350% better in net profit in all departments. A decided increase in membership has enabled the competent young Miller to make this vast betterment but he says that undeniably repeal has made people more inclined to re-join golf clubs.

The season was late in the east, but when it did get going bar sales were quite large, according to the observation made by J. S. Shaw, supt. of the Philadelphia CC.

An interesting detail of bar business noted at many eastern clubs has been the growing preference of women for ale. Managers haven't been able to figure out the reason to the complete satisfaction but guess that it is because the British sports-women's ale thirst has reached across the Atlantic with some effect.

Willie Hoare Heat Victim at Illinois Open

WILLIE HOARE, veteran pro dept. manager for Wilson-Western, with headquarters at Chicago, was victim of heat prostration playing in the Illinois Open at Springfield (Ill.) CC June 26.

Stricken by heat while playing in the tournament as an accommodation to a player who lacked a partner, Hoare was taken to a Springfield hospital. He returned to his home in Chicago June 29.

Blistering, soggy heat from the middle of June on has burned golfers, golf courses and the golf business. Jock Hutchison was seriously affected during the Western

Open at Peoria and in the same event Walter Hagen confessed that for the first time in his tournament career he thought he would be unable to complete his round.

Play at courses was reduced during the heat wave which brought course temperatures up well over the hundred mark.

Rain fell to interrupt the heat wave temporarily and although the drought was broken the downfalls were not entirely pleasant for greenkeepers as conditions were ideal for development of serious fungus disease attacks. Running on scanty budgets, the greenkeepers in many instances did not have adequate supplies of fungus preventive material on hand and now are having miseries.

Caddie Wasn't Warned; Wins \$10,000 for Injury

STEVE POVANDA, former caddie of Linhart, Pa., was awarded \$10,000 in a \$50,000 suit against Marion T. Powers of Forest Hills, N. Y., by Supreme Court Justice Edgar J. Lauer, a golfer.

Povanda suffered loss of memory from being struck on the head by a ball hit by Powers when Powers was one of seven men playing together on the Churchill Valley course (Pittsburgh district), July 27, 1932.

Justice Lauer ruled that Powers' caddie calling "fore" did not relieve Powers from giving warning himself to the six players and seven caddies ahead of him. The court ruled that playing a sevensome was not an act of negligence. In determining Powers' negligence, Justice Lauer ruled: "He (Powers) should have looked about before addressing the ball and should have given warning to any person reasonably within the range of danger. The fact that his (Powers') own caddie 'holered fore' at the time the ball was struck does not condone the defendant's negligence. Povanda was not the defendant's own caddie and he was not guilty of contributory negligence as asserted by Mr. Powers."

IN the southern half of the U. S., the usual golf course turf is composed of Bermuda or carpet grass. This does very well during the summer months but becomes dormant during the winter. Greenkeepers supplement it with sowings of bluegrass and redtop during this period.

Help your caddies earn and learn in

The National Caddie Sales Tournament

conducted by the makers of the

GLOLITE MIDGET **FLAMELESS** LIGHTER

BEGINNING in July thousands of alert, ambitious, active caddies will compete in the Glolite Midget Flameless Lighter sales tournament under the strict supervision of first-class business-man pros and caddie-masters.

The campaign has been carefully planned after consultation with pros, caddie-masters and club officials. The caddies are not to solicit members on or off the course without permission of the pro or caddie-master.

The Glolite Midget Flameless



The U. S. Open Champion Says:

The first time I saw your new, flameless cigarette lighter I was at the National Open where I saw Walter Hagen using it, so I got myself one, which I have used constantly since then.

Next to his clubs, GLOLITE is the most useful article a golfer can carry. Wind or rain has no effect on its action and one does not have to litter up the course with burnt matches.

Very truly yours,

Olin Dutra

Lighter is the amazingly simple and reliable storm-proof lighter that extensive national advertising and energetic merchandising by leading retailers has been made the largest selling lighter.

Each caddie participating in this sales tournament receives 25c for each Glolite Midget he sells. The pro or caddie-master who supervises the sales work of his club's caddies receives a direct and substantial return for his co-operation in proportion to the number of Glolites sold.

Each Glolite sold scores 1 point in the national and club contests. National prizes are:

FIRST PRIZE—1934 PLYMOUTH SPORT ROADSTER

SECOND PRIZE—Month trip with Olin Dutra and Walter Hagen on their exhibition tour.

THIRD PRIZE—Eight-day World's Fair trip.
FOURTH PRIZE—Matched set of Walter Hagen irons.

FIFTH PRIZE—Ivar Johnson bicycle.

PRIZES EVERY CADDIE CAN WIN ARE:

10 points—Autographed picture of Olin Dutra

50 points—Autographed golf ball by Olin Dutra

100 points—\$5.00 in cash. Prizes are awarded monthly.

Tremendous interest among club officials, business men, professionals, caddie-masters—and, of course, among the caddies—has been aroused in the Glolite National Caddie Sales Tournament.

Your good youngsters deserve your interest and assistance in this campaign. There are three reasons why it's advisable that you write promptly for complete details of this Glolite Caddie Sales Tournament—

- 1—The encouragement you want to give your good caddies
- 2—The satisfactory service of Glolite Lighters to your members
- 3—The profit you make for very simple and adequate supervision of your caddies' efforts in this campaign.

Write at once for pro and caddie-master complete details of the Glolite National Caddie Sales Tournament; it's the great new idea in merchandising service to members!

THE PROGRESS COMPANY

1 EAST 43rd STREET

NEW YORK CITY

National Distributors to the Golf Trade—Wilson-Western Sporting Goods Co.,
2037 Powell Ave., Chicago, Ill., and all branch offices.

PICKED UP IN THE ROUGH

By HERB GRAFFIS

HELEN HICKS turning "business woman golfer" was June's headline news in the golf business. You will note that Helen didn't identify herself as a pro when she divorced herself from amateur standing to go to work for Wilson-Western.

Her reluctance to term herself a pro was deliberate and exhibited a delicate diplomacy that will help Helen do very well for herself and her employers.

"I don't know enough about golf to call myself a pro, as I believe the term golf pro should be used. I do know women's golf from the woman's angle and am confident that I am qualified to be a missionary for pros to women golfers and to develop for the pros an even greater appreciation of their services by women golfers." The Hicks girl made that statement to sports writers in Chicago as a beginning to remarks she delivered on her possible status as the trail-blazer for many women golf instructors.

Helen further commented on the quick possibility of there being a flock of women golf instructors by calling attention to the fact that she developed her own game by playing with men and by receiving instruction from competent men instructors.

She jested with the reporters and remarked that she figured she already had earned a year's pay if she put across the idea that one couldn't rate as a first class pro instructor simply by taking money. If she gets that idea across to the public the competent pro instructors owe the Hicks kid a debt of gratitude.

* * *

THE HICKS case is one that will be watched with great interest by professionals who have been aware of sadly under-developed possibilities in the women's market. She will make some mistakes, but they will be few because she is a level-headed young business woman and she listens. She hasn't the idea that she knows it all and she is keenly aware of the pro present standing and possible development with the women's market. That million-dollar smile of hers and her intense sincerity of purpose will get her over a lot of the rough spots.

She made one comment that some fee-course owners ought to think about. Said

Helen: "No one seems to care about the hundreds of thousands of girls and young women who work and still want to play golf week-ends. I don't think they would play any slower than many men and they certainly want to get into the game, but instead of being invited, their attendance is discouraged."

* * *

ONE OF HICKS' first jobs is that of designing women's clubs that will bring in the ideas she has picked up in conversations with many women players and discussions with pro club-makers.

The extensive publicity given the Hicks switch to the business-woman golfer class certainly is going to be a factor in influencing other prominent women amateurs to forsake their amateur standing. It is no secret that several of the well-known amateurs have been under a severe financial strain in maintaining their amateur rating and would give attentive hearings to offers of work as developers of the women's market.

* * *

A CHAMPION'S lot is not an easy one as the big Dutra boy Olin is learning. Latter part of June Olin's manager, Jack Truss, cancelled dates for a week of the Dutra-Hagen tour, over Dutra's protests and on strict orders of the doctor, who made Olin take to bed in the Congress Hotel at Chicago.

Dutra was a very sick boy, weak and worried; worried not by his own condition primarily but because he was afraid alarming reports of his condition might reach Brentwood and scare his wife.

What ailed Olin was a complication of disorders. Still in bad shape from amoebic dysentery and trying to keep on, Dutra needed himself with arsenic tablets prescribed to knock out the dysentery bugs. He took an overdose. In tow of press-agents at the World's Fair he toured around working up a sweat, was stabbed by a sudden change to chill lake breezes, and contracted a heavy cold.

As a cell-mate of the one-and-only Hagen, Olin was kept up late receiving visitors to the court of the notables and grabbed his grub in divots at odd moments. Only Hagen can flourish on a schedule like this.

**"Try the
DUNLOP GOLD CUP**

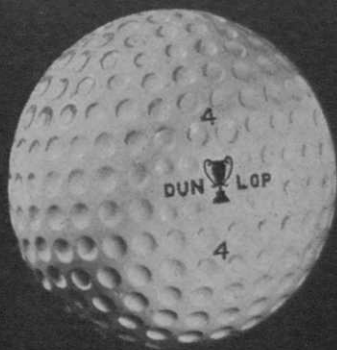
just once," says

MACDONALD SMITH

YOU can't write distance or playing qualities into a golf ball with words. Only actual play can prove them. It takes only one round with the new Dunlop Gold Cup to convince yourself, with Mac Smith, that here is a real ball through and through . . . the finest golf ball ever made in America. Players everywhere are coming back for more . . . for Dunlop has made the Gold Cup worthy of the most famous name in golf. Put it to work for you today.

DUNLOP TIRE AND RUBBER CO
500 Fifth Avenue, New York City

MacDonald Smith . . . leading stylist of the game, said "That's it!" . . . when he first played the Dunlop Gold Cup.



**DUNLOP
GOLD CUP**

Seventy-five cents

In the last analysis what knocked Dutra down was trying to be too nice to too many people, which is an impossible job for any champion, but one which the Dutra boys, trained in the gracious Castilian manner, try to handle. When a young fellow like Olin tries to take care of himself and in this effort doesn't stand on his head at each invitation, then some people will condemn him as a conceited, selfish ingrate. If he does accept all invitations and meet all comers, then he is a chump and risks his future.

So, what the hell to do?

A champion in golf is bound to be criticized for some social faux pas and it can't be ducked. Jones as an amateur was comparatively independent because an amateur is given some right to run his own private life, but a pro, apparently, is supposed to be at the beck and call of the public. He is constantly being asked to do things for "publicity" by people who haven't thought of the difficulty of eating "publicity" as a steady diet or paying off the mortgage with "publicity."

There are three ways of handling this delicate situation concerning the champion's relations with some of his public who are unreasoning in their demands. The Hagen method is not to give a damn but do what he pleases and when. The Sarazen method is to firmly tell the folks they are wrong when their demands are too heavy, and the Armour technique is to laugh at them until they realize they are asking the star to do what they wouldn't do themselves.

* * *

JUST BEFORE the National Open there was one of the usual laughable things happened. Craig Wood was said to have remarked that Merion was "a drive and pitch course." Thereupon there was great consternation and Wood was put in the spot of either having to deny responsibility for this statement or stick to it. But no one asked Craig whether or not he characterized Merion as quoted because the remark was too juicy a subject for debate.

The way the yardage ran Merion might have been drive and pitch but the way the scores ran showed that driving and pitching still are among the fine, interesting and difficult arts. Merion, more than any other course on which an important tournament has been played in recent years, showed that no one need think lack of distance make as course easy or uninter-

esting when architectural genius is on the job.

This Merion east course must be in a class by itself judging from what Tommy Armour said about it after he had played his first round and shot the worst score he'd ever made in championship competition. Tommy remarked he'd never played in the National Open on a finer course, and when judgment like that is passed under the circumstances of the Armour comment, you can bank on it; the course is magnificent.

* * *

SOME PROFESSIONALS have inquired as to the code provisions concerning giving away balls as advertising premiums. Especially have the fellows been concerned with the insurance company codes, claiming that insurance companies are giving away or selling at no-profit prices many golf balls. They ask if golf balls are to be given away why not to the pros?

Early in May when the situation in the insurance field was investigated, the following information was received by an interested professional from John M. Downey of Division Four of the N. R. A. Downey wrote:

"None of the insurance codes have advanced to the point where hearing dates have been set on their provisions, therefore, at this writing no restrictions are placed by the Administration in the soliciting of insurance policies. I would suggest, however, that before offering this insurance feature, it would be well to investigate the laws of each state governing insurance.

"I doubt, in any event, whether the point in question would come within the jurisdiction of the National Recovery Administration."

* * *

FAKE! MURDER! Police! Phoney! Boys, it ain't right when golf company department heads go out on nice quiet parties at their country clubs and then take the rest of the members into camp for trophies and dough, but this is exactly what happened at the Moundbuilders' CC, Newark, O., when the Burke Golf Club mob went on the romp recently.

From the Newark *Advocate and American Tribune* sport page, which is one of the best we have ever seen in a town the size of Newark, we pick the following dope:

Bob Crandall, Burke's president, trimmed the club pro, George Berry, by pouring a