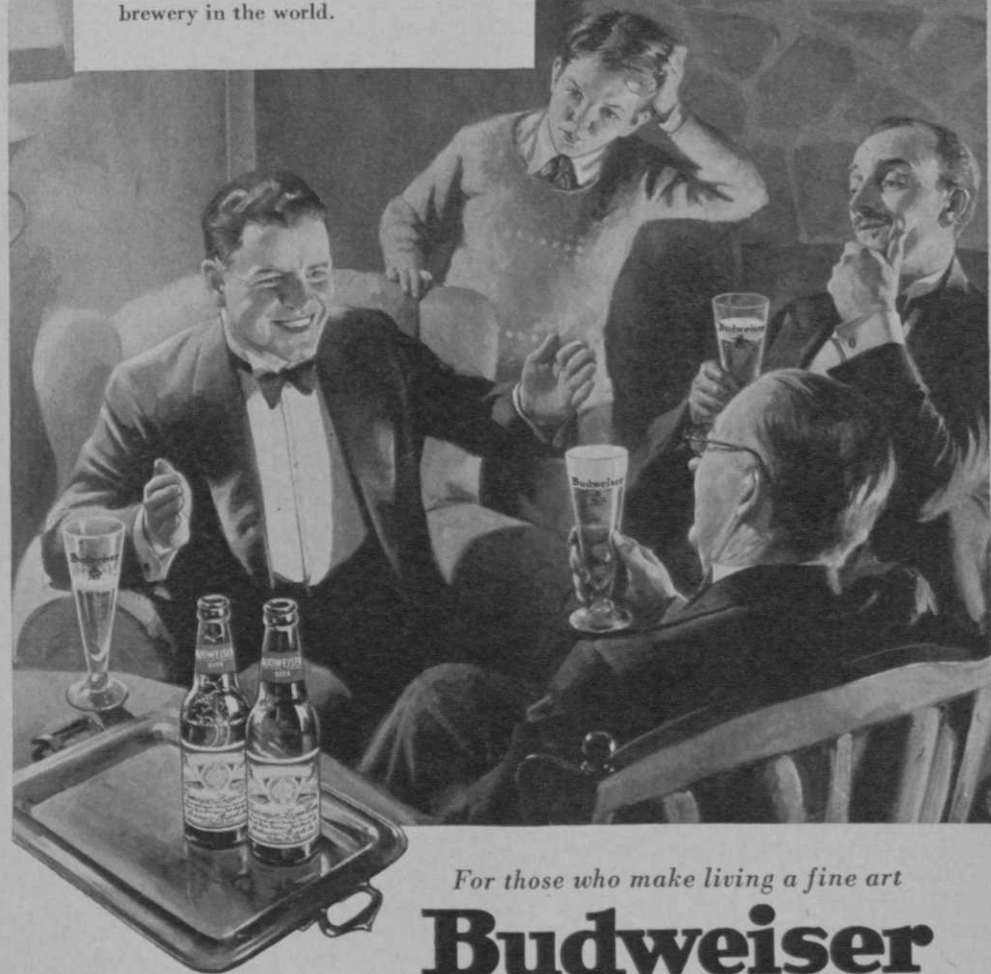


ANY STORY GOES BETTER WITH BUDWEISER

The keen enjoyment of any well-told tale is magnified immensely, when good fellows get together and make BUDWEISER their glass of geniality. BUDWEISER and good fellowship are synonymous. And, there is a remarkable story behind BUDWEISER — its world-wide sales have never been equaled by any other bottled beer, and it is brewed in the largest brewery in the world.



For those who make living a fine art

Budweiser

KING OF BOTTLED BEER



A N H E U S E R - B U S C H / S T . L O U I S



LIQUOR LAWS

Statutes Are Among Problems Managers Have Since Repeal

LEGISLATION and license regulations have been giving golf club managers worries to make the additional income of liquor an added problem of no mean proportions.

O. H. Gunther, veteran manager of Westward Ho (Chicago district), makes some interesting comments on the situation prevailing with Illinois clubs.

"Old laws that have been revived since return of liquor," says Gunther, "have brought back such matters as the legal inability to collect liquor bills. Therefore the return of the coupon system is suggested. The coupon books are charged to each house account and as a house account charge are collectible. It also works out so the club is able to get money in advance to finance liquor purchases. At the old Lakeside club we would have \$33,000 as a month's charge for coupon books, and if we had been compelled to wait 60 days until our charges were collected the strain of financing liquor purchases would have been brutal.

"Another of the revived old laws makes places where liquor was purchased responsible in case of accidents involving intoxication. This is going to make it necessary for clubs to insure against suits, with the probability of a premium payment of about \$1 a year per member. I believe that insurance covering members' clubs and other property kept at the club, and against accidents while playing golf, also should be obligatory. This is a difficult matter to put over because of the failure of insurance companies to advertise the value and importance of such insurance and each of the many insurance men who belong to almost every club being reluctant to ask for a monopoly of this insurance.

"Competent, honest bartenders are at a premium. The club manager who desires to give his members the advantage of his experience in selecting superior qualities of liquor does not want substitution and can not, for one minute, stand for the subsidization or bribery of bartenders by suppliers anxious to have their own brands pushed at the expense of other brands. It is my observation that this evil is worse now at hotels and cafes than before pro-

hibition, because there are not enough good judges of liquor among the consumers.

"Fast working bartenders are especially hard to get. Our opening party at Westward Ho had almost 400 men players and many of them after their golf and before dinner wanted cocktails. Old-fashioned cocktails were in demand. You can't put on extra bartenders like you can waiters if you are going to establish and maintain a reputation for good drinks, so you must hire men who are speedy enough to handle club rush business without lowering the quality of mixed drinks.

"Club managers with whom I have discussed the liquor phase of the business agree that there has been a most impressive reduction of intoxication since repeal and a marked development of epicurean standards at country clubs."

Pity the Illinois clubs. They must dispense liquor under the most drastic control law in the U. S. Here, much condensed is part of the Illinois liquor control law:

Sec. 14. Every person, who shall be injured, in person or property, or means of support, by any intoxicated person, shall have a right of action against any person or persons who shall, by selling or giving alcoholic liquor, have caused the intoxication, in whole or in part, of such person; and any person owning, renting or leasing any building, and having knowledge that alcoholic liquors are to be sold therein, shall be liable with the person or persons selling or giving alcoholic liquors aforesaid, for all damages sustained, and for exemplary damages.

Sec. 15. For the payment of any judgment for damages and costs that may be recovered against any person in consequence of the sale of alcoholic liquor under the preceding section, the real estate and personal property of such person, of every kind, except such as may be exempt from levy and sale upon judgment and execution, shall be liable; and such judgment shall be a lien upon such real estate until paid; and in case any person shall rent or lease to another any building or premises to be used or occupied, in whole or in part, for the sale of alcoholic liquors, or shall knowingly permit the same to be used, or occupied, such building or premises so used or occupied shall be held liable for and may be sold to pay any such judgment against any person occupying such building or premises.

The National Bartenders Association says:

There are 570* eight oz. glasses
in a 31 gallon barrel of beer

BUT

(*or 456 ten oz., 380 twelve oz., 326 fourteen oz. glasses . . . Allowance for foam 15%)

HOW MANY are you GETTING?

Count them! with a



TAPOMETER

It's worth a year's profit to settle the difference between the beer in the barrel and the cash in the register. The Tapometer is a simple instrument easily attached to any faucet. Strong, durable chromium plated. Keeps a running record of beer drawn, by the glass. Helps and encourages the bartender to get the limit from every barrel. Sells for \$5. Savings on a few barrels pay for it. Let us tell you about it—Or, order one or more by mail. Use coupon below.



The meter is operated by pushing the fork up with the edge of the glass as the draw is started. Re-heading is possible without registering the sale more than once.

NOTE: Also ask about the Liquid-Zahm Beer Drawing System—the modern method of getting more steins per barrel.

THE LIQUID CARBONIC CORPORATION

3100 S. Kedzie Ave., Chicago, Ill.

Branches in 37 Principal Cities of the United States and Canada

London, England



Havana, Cuba

**DO YOU WANT TO KNOW?
Send the Coupon**

- Please send me (how many?)..... Tapometers at \$5 each. Ship by Parcel Post Express.
- Send illustrated folder on "Liquid-Zahm" System.
- Send folder on Tapometer. G 6-34

Name

Firm Name.....

Address

City..... State.....

Clip and Mail this Coupon to The Liquid Carbonic Corp., 3100 South Kedzie Avenue, Chicago, Ill.

Club and Ball Makers in Meeting Smile Again

ANUAL MEETINGS of the Golf Club and Golf Ball manufacturers' associations found the playing equipment makers smiling at business again for the first time in several years, and some of the boys even took practice swings on laughing out loud, the improvement in the industry being so noticeable.

Here are some of the things the manufacturers did:

No more free balls, even for sample purposes. You can grunt your head off but it won't do any good. It's section 8 of Schedule B of the Sporting Goods Code to which the guys swear by all they hold holy, and a \$500 fine, there will be no fenagling.

Makers agreed to report obsolete or distressed merchandise now in stock so production programs can be governed accordingly, and there will be no curves thrown in making up "obsolete" merchandise for sale purposes. This gives the pros a break for the store sales of "obsolete" goods and the dump sales were rough competition. Comment of representative manufacturers indicates there is very little surplus of golf clubs.

G. H. Hamacher, formerly assistant treasurer of Spalding's, was made permanent secretary and treasurer of the Code Authority. His office is at room 1710, 209 South State street, Chicago. Code Authority trade representatives having to do with the golf field are: Club Manufacturers, H. B. Canby; Ball Manufacturers, L. B. Icely; Bag Manufacturers, T. S. Cart.

Camille L. Gairoard, Kroydon head, was elected new president of the Club Manufacturers. James Brydon of Worthington was elected secretary of the Ball Makers, and will work with Milton B. Beach of Spaldings, who was elected president.

Gairoard is a member of Essex County CC, where the shop concessions recently were turned back to the pro, Bill Malcolm, after the club had tried shop operation on its own hook for some time.

In his inaugural address Gairoard said in addition to the improvement in general business conditions there was a remarkable increase in enthusiasm among the younger generation on the golf courses. "This," he added, "is already having a stimulating effect on the golf club industry."

That last statement will be good news to the pros whose work in kid promotion

has been described in GOLFDOM issue after issue because of GOLFDOM's firm belief that this is smart foresight for the pros and the best sort of insurance for the golf industry. The hope now is brighter that the pros will get more recognition for their efforts in building the golf market. It will be remembered that the pros did this promotion by golf lessons that were free to the kids at a time when the stores were seeing how far they could cut retail prices by chiseling some manufacturer who was out on the limb with his inventory.

Clubbers Beat Hotel Men for Stewart Trophy

CHICAGO CLUB MANAGERS ASSN. nosed out the Chicago Hotel Men's Assn. by three strokes total in a team match for the Bill Stewart trophy, at Olympia Fields, May 21. Clubbers' victory was unexpected and was credited to the gross 85 turned in by Chick Bangs, manager of Oak Park CC. Bangs edged in a stroke under Leonard Hicks, Morrison Hotel boss, and low scorer for the hotel men.

Stewart trophy is to be contested for annually.

John Harding, corn beef king, is to be host at another prize event to be played between Chicago club and hotel managers at Edgewater later in the season.

The club managers are too busy working at golf to be much good playing it, but enjoy these events, calling each other the same names their members call each other.

PGA Membership Begins to Get Job Action

IN ST. PAUL, MINN., now to be a pro at any of the municipal courses a fellow must have a PGA membership certificate. The PGA card serves in lieu of a civil service examination. Orville Chapin, PGA official in that section, is getting in touch with other municipal golf authorities with a view to making the practice general, and has the cooperation of George Jacobus, president of the national PGA body, in the matter.

In Chicago the fee courses that employed extra professionals to assist in group instruction during the *Tribune-Fee* Course golf school, gave preference to PGA members.

PICKED UP IN THE ROUGH

By HERB GRAFFIS

WELL, GENTS, the Charley Hall-Wiffy Cox debate ended with the score nothing to nothing, because there was nothing to debate about. As we suspected and set forth in these columns, the brisk and brilliant M'Lemore in his yarn interpreted Hall's statement incorrectly, and pal Wiffy ran a temperature over what M'Lemore thought Hall meant instead of what Hall said. This procedure in stirring up a fracas is known as ribbing and is something to which the Dyker Grand Duke usually is immune.

Now, again messing into other folks' business, we will express a doubt that Gene Sarazen meant that Paul Runyan was "too much of a lightweight to go the distance" in the National Open as Gene recently was quoted.

When Gene won at Skokie he was lighter and shorter than Paul will be when he weighs in at Merion, and I will bet Gene a dozen ears of Golden Bantam from my dwarf farm, Belchmore Acres, against a dozen Rhode island red fruit from his Valley Ridge farm my comparative dope is right.

But what the hell! It all goes in the "Who Cares?" department so far as the golfing public is concerned although pros often work themselves into a creamy lather about such subjects.

* * *

FAIRWAY FANCIES, house organ of the Wood Hill GC (Kansas City district), is one of the liveliest of the club publications. It is a four-page affair and abounds with items mentioning members' doings. Its NRA code for golfers, printed in a recent issue, is one of the really funny code gags.

It's a sheet that makes happy the heart of the Wood Hill pro, Wolf Rimann. When a man or woman buys a set of clubs from Wolf, *Fairway Fancies* carries a clever little piece on the purchase.

* * *

PEOPLE WHO say there's no reason for golf playing equipment costing what it does are referred to some figures cited by L. B. Icely, president of Wilson-Western.

In 1929 wages in the sporting goods industry were 22.5% of the value of the industry's products, compared to 16.5% for

all industries combined. In 1931 sporting goods industry's wages were 22.8% of the value of the product, compared with 17.5% for combined industries.

Code increases of wages and reduction of hours warrant an increase of 12% in costs. An excise tax of 10% also has been added to the industry's burdens. Still, sporting goods are selling for much less than in 1931.

* * *

HOW HOT the days are getting! Al Houghton's 61, made on the par 70 Washington (D. C.) G&CC course at the start of season hit what many believed to be a non-competitive record, although it wasn't. Al had nine birdies and nine pars.

George Dunlap scored 63, eight under par, in the North and South Amateur. Harry Cooper got a 64 at the Cavalier Open which Runyan won with 270. Runyan's 270 lasted as the low scoring 72-hole tournament record for about six weeks when Ky Lafoon won a tournament with 267.

George Duncan made a 58 at Lucerne, Switzerland, in the Swiss Open many years ago, and John Black once shot a 58 at Claremont in California.

Probably some guy will win a tournament with a 232. Anyway, Victor East's prophecy that 60 will be broken in the National Open doesn't look as dizzy now as it did a couple of years ago.

* * *

BUFORD ACHILLES TYNES is the nifty label pasted on the newest son of Mr. and Mrs. Finley Tynes. Tynes *pere* is Vulcan's advertising manager. With a name like Buford Achilles the kid got a swell start but already has suffered a bump. His old man calls him "Butch."

* * *

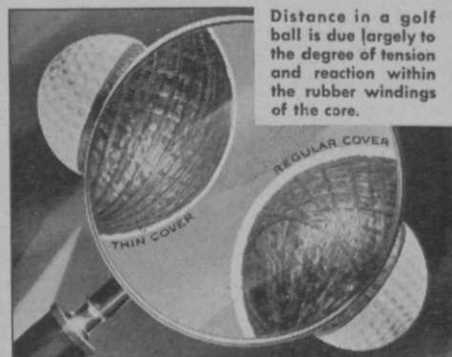
ANY PRO in the territory of the Women's Western Golf Assn. should now begin to take a special interest in the development of any of his young girl players who are eligible to the Women's Western Junior Open championship, which will be held at the Park Ridge CC (Chicago district) July 9 to 12. The competition is open to all girls under 18 who

THE *new* HOL-HI+



built particularly for better golfers in tournament play

Within this new ball is packed more distance than has ever been placed beneath the cover of any golf ball. It is a ball of super distance, built for the expert player whose knowledge of how to hit enables him to use to the fullest degree its possibilities for extra distance.



Distance in a golf ball is due largely to the degree of tension and reaction within the rubber windings of the core.

- Thin-Cover construction allows a greater yardage of rubber winding to be placed on the ball, thereby increasing distance possibilities.
- In the Hol-Hi Plus this desirable result is amplified by the use of a somewhat smaller center which again allows an additional yardage of rubber winding.
- Wilson Thin-Cover permits the blow of the club to act more directly upon the core of the ball, making it easier for the player to get into the heart of the ball and utilize the latent distance therein.
- Hol-Hi Plus will give you greater playability because Wilson Thin-Cover stock does not furrow out of round as is often the case when balls with regular covers are badly topped.
- Wilson golf balls are wound upon improved patented machines available to no other manufacturer. A pre-determined tension maintains a perfect balance of tension at all points of the ball. Every Hol-Hi Plus is absolutely true to formula, giving an amazing constancy of performance.

Dimple marking—75c each

\$9.00 per dozen

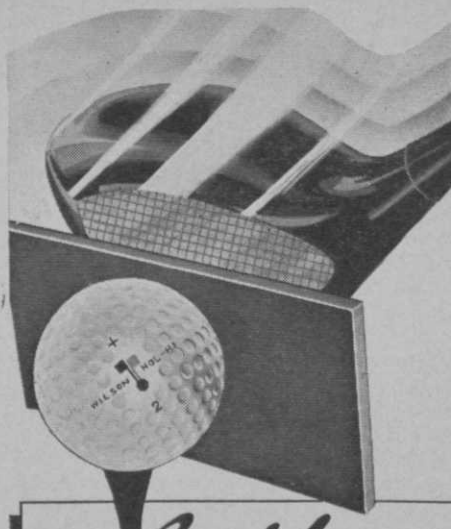
Wilson
GOLF EQUIPMENT

By this mark you shall know fine golf equipment

WILSON - WESTERN SPORTING GOODS CO.
Chicago, New York and Other Leading Cities

The lowdown on
a real distance ball

Wilson
gives the
world its
GREATEST
golf ball
story



WHY

kill DISTANCE?

Don't let armour plate insulation rob you of the distance you are entitled to.

Distance possibilities in a golf ball lie in the even tension, live rubber core winding. Here is the "guts and go" of the ball—but unless the blow of your club can get into this store-house of energy it is of little benefit to you.

Wilson Thin-Cover golf balls place a minimum of obstruction between your stroke and the life of the ball. The whole core of live, healthy rubber works for you to its fullest possibilities. Every ounce of your club swing translates itself into yardage. That's why Wilson golf balls are longer off the tee. They are scientifically built to set

By this mark you shall know



new distance records when hit by clubs swung by human hands. It is not by machine tests alone that they prove their superiority. Play a Wilson Thin-Cover ball and you will get every inch of distance that should rightfully be yours.

Try The New HOL-HI + built particularly for better golfers in tournament play.

Within this new ball is packed more distance than has ever been placed beneath the cover of any golf ball.

Dimple marking 75c each \$9 per dozen

Wilson
GOLF EQUIPMENT

fine golf equipment

Wilson Thin-Cover allows a greater yardage of rubber winding on the ball thereby increasing distance possibilities...

The inside secret of greater distance

Intelligent Information That Will Be Eagerly Received

There are facts about Wilson golf ball construction that are so advanced—so easily understood and so convincing that we have determined to give them to the world through impelling space in Newspapers and Magazines. Golfers from coast to coast are now reading these messages—and every reader becomes an interested prospect for Wilson golf balls.

These ads are forceful sales agents for your own shop—they will develop business for you. Be sure to display Wilson Thin-Cover balls where they are easily seen. This is your own campaign. It has been designed to help you.

Wilson has an illuminating story to tell and it is being dramatically presented to assist you to greater sales of Wilson merchandise.

Wilson
GOLF EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO.
Chicago, New York and Other Leading Cities

never have competed in any other WWGA major championship tournament. The girls do not have to be club members.

There is no entry fee. Entries must be sent to Mrs. H. D. Raymond, 1223 Grove St., Evanston, Ill. Entries for pairing close July 5. Later entries will be paired at the tee.

There will be flights for all players.

One of the smartest things pros can do is to build up this event. If their kids acquit themselves creditably in the event the pros are given the best kind of advertising and an assurance of future big business when these lassies grow up.

The event is constantly growing. It's great experience and great fun for the kids. Virginia Van Wie won this title as her first significant victory.

This year will be the first one in which the winner will be awarded the custody of a new prize, the trophy L. B. Icely is presenting to the event.

* * *

HARRY COOPER, Horton Smith, Frank Walsh and Tommy Armour are treating their respective clubs to big league golf. Each Sunday this foursome has been playing matches at one of the four clubs served by them. The first match was played at Glen Oak, Harry's club; the second at Walsh's Bryn Mawr, the third at Oak Park and the fourth will be played at Medinah, Armour's club, after the Western Open. Cooper and Smith have been paired against Armour and Walsh for the matches with the exception of the one at Oak Park where Horton's brother and assistant, Ren, batted for Cooper.

The exhibitions have drawn very well and have been smart promotion and entertainment for the clubs served by these playing stars.

No admission has been charged to the matches, but the galleries have been restricted to members and their guests.

* * *

DON'T LAUGH at anything in the golf business. Some people may be taking it seriously and others making money out of what looks nutty at first look to you.

The nub iron of Burke's is an example.

It is about 16 in. long from its sole to the tip of its shaft, weighs about 14 oz. and has a 4 iron loft. It is double faced. Frank Stewart Smith, inventor of the Smithrons, invented this. Bob Crandall, president of Burke's, happened to use it in playing a ball lying on the edge of a barranca at Wilshire. He made the shot

so well he bought manufacturing rights to the club.

The first year Burke's gave away about as many as they sold, but Christmas present business on this club for playing where other clubs aren't playable, hit a surprising figure. Now the dwarf club really has started to sell.

* * *

ALMOST EVERY day I am reminded of the value of pro effort and results in instructing women. It looks to me like women talk about their golf games like they used to talk of their operations. They boost pros like they used to boost their favorite doctors.

Among those pros who can boast of women's instruction results for which they are solely responsible is the veteran H. E. Williams, for the last eight years at the Lehigh CC at Allentown, Pa. His daughter Frances appears to be destined for a major championship role. She won the Women's Eastern championship when she was 18. She also has won the South Atlantic championship twice at Ormond Beach, Fla., the Philadelphia district championship twice, the 1933 Pennsylvania State women's championship and a flock of minor events.

The way the lassie is hitting the ball now gives early indications that this may be her big year. Frances has had no other golf tutor than her daddy, and if you think that doesn't register with other girls and women with golfing ambitions you are wrong.

Her father has been a PGA member since its organization. He stuck through thick and thin and now figures that the thick days are coming again with women taking so much interest in the game.

* * *

FREE TIME for youngster golfers at municipal courses is advocated by Joe Roseman. It strikes us that this is a good stunt for golf promotion. Four or five hours of starting time spread during the lighter days of the week would be giving the kids a break.

* * *

FOLLOWING the return of shop concessions to the pro at Baltusrol, which took effect when John Farrell was signed by the club, Essex County CC, another Jersey 36-hole establishment, goes to the pro concession basis, discontinuing the club operation of the shop, which has been the policy

for some time. Bill Malcolm is the Essex County pro.

Harry Nash gave the doings at Essex County a great story in the *Newark News*. The yarn should influence other clubs to restore concessions to professionals so the clubs can retain the sort of pros they want and give these men chances to make the money they deserve.

Club operation of shops hasn't worked out with much profit or satisfaction to the club members.

* * *

GOLF is beginning to get a lot of time on the air. In Cincinnati, C. R. Brown, formerly supervisor of municipal recreation and a mainspring in the public golf educational campaign, now broadcasts on golf from the station in the Alms hotel.

The Chicago Daily Fee Golf Assn. professionals take turns in broadcasting through WGN on Tuesday nights, and on Thursday night Tom Walsh, Westgate Valley pro, works with the station's sports man, John Harrington, in a great series on golf.

* * *

SEYMOUR DUNN has written five little booklets on "Standardized Golf Instruction." They are on the method of learning and teaching, golf instruction code, orthodox golf form, remedies for swing errors and golf swing illustrated.

These books read simply and pros I consider among the first-class instruction authorities say Seymour has done a fine job in boiling down to essentials what he has observed in 35 years of teaching.

One of the interesting statements Dunn makes in his first booklet is: "Teaching consists not so much in showing a pupil what to do but in keeping him from doing what he should not do."

It looks like wide circulation of these books ought to help the lesson business of able instructors.

Dunn is located at the Madison Square Garden Golf school, New York City, and I am sure would welcome pro inquiries about his booklets.

* * *

SHERIDAN, WYO., in the heart of the dude ranch country, this year adds to its vacation attractions an 18-hole municipal golf course said to be one of the finest courses in the Rocky Mountain territory. The course was the gift of the late United States Senator Kendrick to the city and has been enlarged and improved by McCrary and Culley, golf architects of Den-

ver. Howard B. Sharp, city commissioner for public improvements, was the moving factor in getting this addition to Sheridan's attractions.

* * *

IN ALL of the excellent publicity put out by Cornell University's course in hotel management I have noticed very few references to club management, although this great school would be just the place for young men aspiring to fame and fortune through the house end of club operation.

Absence of this interest in club management is a dangerous sign. It indicates that the club field is not attractive to the young men the club may want as managers.

* * *

DECREASING BIRTH RATE in metropolitan districts is forecast to reach a point where death rate will exceed the birth rate in metropolitan communities, according to a study of the Pittsburgh district made by Frederick F. Stephan, director, Bureau of Social Research.

Foresighted young people should start breeding caddies for the market. Fortunes are founded in times like these.

* * *

WENDELL KAY, professional at Hyde Park, Niagara Falls (N. Y.) muni course, helps public course players get started with proper instruction by giving group lessons at moderate rates.

Kay's charges on lessons are: Group of six, one hour, 50 cents a person; group of four, one hour, 75 cents a person; group of three, one hour, \$1 a person; group of two, one hour, \$1.50 a person; individual instruction, per hour, \$2.25; playing lesson, per hour, \$2. Caddie fees are included in these prices.

* * *

ROCHESTER (N. Y.) is planning on having a \$4,000 Open tournament this year as part of its centennial celebration. The event will be somewhat in the nature of a testimonial to a home-town boy who made good, Walter Hagen. It is deserved recognition of Hagen and it is hoped that the pros will be able to get away to Rochester and assure a big success of this thing, for Walter certainly had a lot to do with making a place in the sun for professional golf players in this country and abroad.

It will be interesting to compare the treatment the pros will get as distinguished guests at Rochester's centennial

