

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

Thin cover offers less insulation between blow of club and core of ball, thereby giving greater opportunity to use this extra life to its fullest extent.

from center to cover. They have every part of their original life unjeopardized within them and they are so covered that every golfer can get at this life, which means extra distance, and use it to his advantage.

Wilson

GOLF EQUIPMENT

By this mark you shall



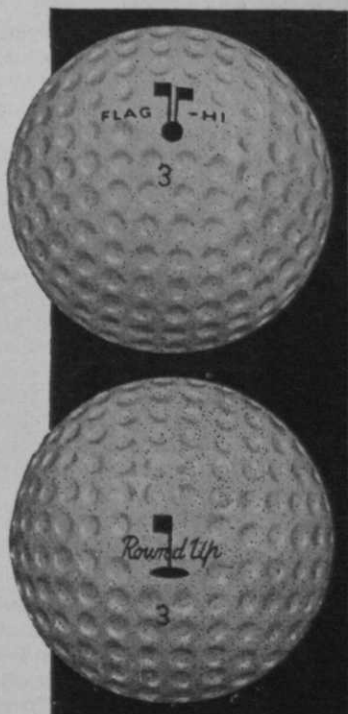
know fine golf equipment

FLAG-HI Thin, Tough-Cover. A new running mate for Hol-Hi—same fine inner construction. A new and extremely tough cover composition gives it added durability. Built for the low handicap player who is willing to give up a yard or two of distance to obtain added durability and service.

Dimple or Mesh
75c each—\$9.00 a dozen

ROUND UP Thin, Tough Cover. Round Up gives you durability, playability, performance and long life to a degree you will find in no other ball for the price—We believe it to be the greatest fifty cents worth of golf ball you have ever purchased.

Dimple or Mesh
50c each—\$6.00 a dozen



CHICAGO · NEW YORK AND OTHER LEADING CITIES

Lacey. Lacey lost in the finals to Reginald Whitcombe, youngest of the three brothers, 7 and 5.

Second; Roehampton's invitation to a number of assistants revealed several as being on the borderline of championship class.

Third; Cotton, despite his disagreement with British pro authorities, still draws the biggest galleries.

Fourth; pro golf as a spectacle is more popular than ever before. More than 1,000 spectators at 5 shillings a head watched the matches.

* * *

PROBABLY NO OTHER sport idea, other than spot news, handled in Associated Press service in the last two years was as generally used by the newspapers as George Jacobus' suggestion that pros "take a couple of hours off each week" and use this time in giving free instruction in golf fundamentals to children of school age.

George said the pros might give this instruction during school gymnasium periods or after school hours; whatever school authorities decided best.

The way the newspapers picked up this statement shows how much public interest there is in the subject.

The next move is up to energetic pros who have an eye for advertising themselves as prominent public-spirited sportsmen, and are willing to bestir themselves for their future business.

* * *

NORTHVIEW CC of Salina, Kan., sent out at the start of the season one of the best form letters we've ever seen sent out by a smaller town club to get new members and to get the old ones to pay up.

The letter told about some of the winter work done on the course and outlined other work that would be done when a little more money was forthcoming.

There may be a few copies of this letter left that R. C. Preston, green-chairman of the club has, if you want to write him for this gem that stirred the Salina golfers into action.

* * *

ALLEX MORRISON has a dollar edition of his "Better Golf" book issued as a "pocket-guide." The book isn't getting the advertising the first Morrison book got. That's too bad, for regardless of what some of the boys thought about certain of Alex's principles of instruction, the adver-

tising of his book did a lot to arouse renewed interest in golf instruction.

The advertising theme of pronouncing good golf simple and easy tipped off many professionals that the customers were anxious to play golf for fun and not for another thing to worry about.

* * *

PUT THIS DOWN as another sign of a great season coming in golf: At John Wanamaker's Sportsmen's show held in the Philadelphia store, when Diegel and Sarazen appeared for their exhibitions and lectures the crowds were so large it was impossible to get any more people on the seventh floor of the Men's Store where the show was held.

* * *

WHAT A CHANGE from the old days! Now some of the dealers are complaining pros are cutting under standard prices.

We can't hand the boys much for throwing away the dough represented by the price cuts. The dealers pretty generally proved price-cutting was the positive way to murder profits.

If the customer hasn't the dough for what he asks for first, sell him something good and at standard price, for the money he has.

* * *

PLUM HOLLOW, in the Detroit district, was reported in March GOLFDOM as having 1934 dues of \$5 a month. The dope was wrong. Plum Hollow's dues per month for 1934 will be the same as for the last two years, \$10 a month.

* * *

EARL RUBY, golf editor of the Courier-Journal, Louisville, is sponsoring a team-match between Kentucky's star pros and amateurs. Joe Dickson handed Earl the idea, which first was tried out when the Texas pros challenged and beat the Texas amateurs.

In several PGA sections they are going to give the idea a workout. It's a good stunt for newspaper promotion either as a free sporting event to build up golf interest or as a gate attraction.

* * *

FOR THE EIGHTH straight year GOLFDOM will forecast that the best businessmen in the pro field will be pros' wives.

These women behind the scenes generally have a keen idea of the cash score of pro business and handle details that their



1) PYRAMID BACK
—This places the greatest weight on each head directly behind the point of impact, adding power to every shot.

3 VITAL AIDS TO LOWER SCORES All in This One Club-head

Distance, accuracy and control on iron shots. All three of these are aided by the new features of Bristol PYRAMID Irons. And *only* Bristol PYRAMID Irons have all three features.

Golfers of all degrees of skill have tried PYRAMID Irons. Already many have adopted these remarkable irons.

You'll find an ever increasing demand for PYRAMID Irons if given a good display in your shop. They are backed by a strong national magazine and newspaper campaign.

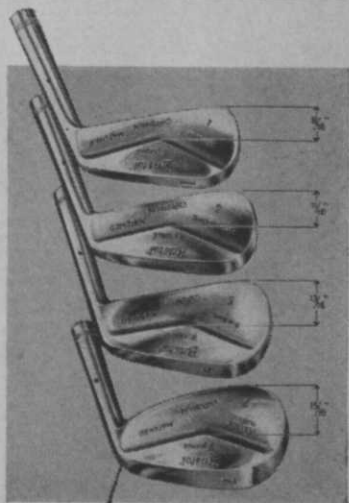
WRITE today for the new Bristol Golf Catalog giving full description of all Bristol Individualized Clubs—both irons and woods.

THE HORTON MFG. CO.
185 Horton St., Bristol, Conn.

NEW "WHIP-IT" SHAFT IS VERY POPULAR

Bristol recently brought out a new steel shaft, called the "Whip-It," because it provides more whip than the ordinary shaft. This increase of whippiness does not sacrifice accuracy, since this shaft does not "wobble" under the grip.

Bristol Woods and Irons come with either the regular Bristol Steel Shafts or with "Whip-It" Shafts.



2) ADJUSTED WEIGHT
—As the depth and loft of the blade increases, the pyramid weight falls lower. This means, with long range clubs, more distance and top spin—*with short range clubs, more loft and back spin.*



3) WEIGHTED SOLE
—This puts the balance at the *bottom* of the club-head, providing a distinctly sweeter feel for every club.

BRISTOL PYRAMID IRONS

new needed Golf Ball Given
O.K. by Four Golfing D.

JONES WILL GIVE
GOLF BALL TRIAL

"Doped" Golf Ball Given
March 26—A 1934 make of golf ball, given a
hypodermic needle to lengthen its flight,
today by Bobby Jones, who ar-
rived with Horton Smith

Needed Golf Ball a
where Carries
seventh green before
five hundred spots
from the Mark

PINEHURST, N. C., March 26.—A
golf ball which has been given
a "shot" in the arm with
hypodermic injection
distance, will be
tried today on the
course.

LOWER SCORES ARE MADE
WITH 'LIVELY' GOLF BALL

... HEARD 'ROUND THE GOLFING WORLD ...!

EXHIBITION
Horton Smith Gives
Jones Has First
'Needed Ball'
PINEHURST, N. C., March 26—
Johnny Jones today
a fit.

**JONES AND SMITH
IN EXHIBITION**
Hole-in-One Features
'Lively Ball' Match.
PINEHURST, N. C., March 26
Hypodermic Injection Gives Golf Ball Ad

**Jones Will Test
Hypodermic 'Ball'
Match Today**
PINEHURST, N. C. (U.P.)—A
"shot" in the arm with
hypodermic needle
today will be given
to a golf ball which
arrives from an
exhibition at
Smith and
Dawson today for the
first time.

**AT
Pepped-Up Ball
To Be Tested
By Golfers**
PINEHURST, N. C., March 26—
A "shot" in the arm with
hypodermic needle
today will be given
to a golf ball which
arrives from an
exhibition at
Smith and
Dawson today for the
first time.

These clippings are only a very few of the news items that appeared in papers throughout the country, in connection with the try-out of the new Spalding 'Needed' Kro-Flite, at Pinehurst, North Carolina.

Needless to say, this publicity caused such a sensation among golfers that we are hard pushed to supply the demand. Therefore, we urge you to place your orders now so that they can be filled as quickly as possible.



SPALDING
Needed
KRO-FLITE

© 1934, A. G. S. & BROS.

Jetting 'Dope' on 'D'
BAGS A
MISSES
BUT R.

NEEDED BALL
INTRODUCED
The "shot" in the arm with hypodermic needle today will be given to a golf ball which arrives from an exhibition at Smith and Dawson today for the first time.

**'I With 'Shot in Arm'
To Be Tested by G-**

**Needed Ball
Helps Dawson
To 68 and Ac**
Chicago Amateur Cap
Spotlight From Jo
North-South Op
The Associated P
N. C. March 26, 1934
South Blue 94
you top money at
win on top again here
"Needed Ball"
developed "needed ball"
the sports men. In this
"first-hand" experience the

SHOT FOR 10 YARDS L!
Hypodermic Injection Adds Length

artistic husbands sometimes are inclined to slight. Some of the best business ideas I have seen in pro shops have been adaptations of ideas pro wives have picked up during their own shopping.

When a pro's wife helps in the book-keeping you can be about 100 per cent sure that fellow is taking the discounts.

I wonder why the manufacturers don't play up more to these girls behind the guys. The only time I recall having seen it done was when Eddie Conlin gave the wives of pros he met at a National Open some of the U. S. Rubber dainty aprons.

What reminded me of this again was talking to Mrs. Dave Cuthbert in Philadelphia over the telephone one night. What a girl! She said it was perfectly O. K. for Dave to call up an hour after dinner time and advise her he wasn't coming home.

"It will do you boys good to talk business," placidly remarked that rare person, Lady Cuthbert.

* * *

ANOTHER TIP of more interest in golf instruction:

Denny Shute will have three assistants at Llanerch. Night lessons also will be given at the club's illuminated practice tees and field.

Shelters have been erected on the practice tees to protect players from sun or rain.

* * *

LES BOLSTAD, prominent Minnesota amateur who turned pro to Westwood Hills (Twin City district) fee course, may provide a case that gripes some of the good pros who are out of jobs.

But the pros might as well get over their gripe because Bolstad has the job and the way he's going at it looks like he will make good.

The 25-year-old ex-amateur, first of all says he is proud to be a pro and that he knows he has plenty to learn before he considers himself a competent professional. A kid like that you have to welcome.

His job is not strictly a pro job. His duty is to develop and supervise play at the Westwood fee course, along the lines set forth by Tom Walsh as fee course pro advice in a recent issue of GOLFDOM.

The Bolstad boy seems to be a sound, smart young fellow determined to make a business success in golf by a broad, alert

and active policy. Publicity given his new connection has been a good thing for Westwood Hills.

There aren't two dozen youngsters of the Bolstad type as potential pros, in American amateur ranks, so it seems like the PGA attitude toward this desirable sort of material should be one that will make these possible newcomers love, honor and obey the profession to which they induct themselves.

Jack Mackie made a pertinent remark on this amateur-turning-pro situation one time when some of the pros were discussing it. Said Mackie: "Don't forget we all were amateurs one time ourselves and we all had to get a start."

* * *

BRITONS ARE putting emphasis on the golf education of their youngsters. The Oxhey GC has a children's competition, open to sons and daughters of members of recognized golf clubs. Competition is 18 holes against bogey. Field is divided into four classes, as follows:

Class A (16, 17 and 18 years) play on the long course and receive a stroke a hole; Class B (13, 14 and 15 years) play on the short course and receive a stroke a hole; Class C (10, 11 and 12 years) play on the short course and receive the equivalent of 1½ strokes a hole, taking one stroke on 9 of the holes and 2 strokes on the other 9; Class D (9 years and under) play on the short course and receive 2 strokes a hole.

* * *

THE UNITED STATES still has no national boy or girl championships. There must be attention given to this deficiency. The good of the game requires boy and girl championships on the order of those in England, although the vastly larger territory of the United States is bound to make the juvenile championships a problem.

It is very much to the interest of the professionals to encourage boy and girl championships. The field at the Women's Western Junior championship this year was larger and faster than usual because the pros were asked to encourage the entrance of their proteges.

The victory of young Lucas in the British Boy's championship reflected credit on Henry Cotton, the lad's golf adviser. Credit being publicly given to Cotton is going to make money for him.

MAN! WHAT A CLUB! I'VE GOT TO HAVE A SET OF THESE

GREATEST IDEA EVER!

GRIP
is Rigid

Note the stiffness of the shaft under the grip. This is because of the Control Sleeve (patent pending) that keeps the grip rigid. That's why you get the control and accuracy of a stiff-shafted club.



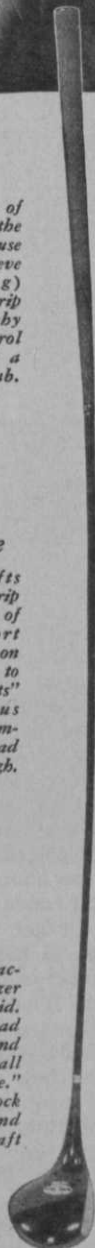
SHAFT
Bends Here

Tru-Whip shafts whip only from grip to neck. The snap of a powerful, short spring builds up on the down swing to put "Extra Wrists" and tremendous power into the impact. The clubhead must follow through.



NECK
is Solid

The patented MacGregor Neutralizer makes the neck solid. This keeps the head from wobbling and lets you hit the ball "square on the nose." It also absorbs shock and vibration and prevents the shaft from breaking.



MAY—BIG MONTH for TRU-WHIP Sales

Cash in with this amazing, new Golf Club that gives 10 to 40 yards more distance—plus accuracy...

Right now thousands of men are getting "warmed up" for a summer of golf. Every one of them is saying to himself with a look of grim determination, "This year, I'm going to shoot a better game. I could do it, too, if I had the right clubs."

Well, there's one club that will help a golfer improve his game and cut down his score. Its name is Tru-Whip and every golfer who has tried them is enthusiastic about them. Here are clubs that give 10 to 40 yards more distance—help keep every shot sailing straight to the pin—make it easier to stop hooking, slicing and pressing. There are no other clubs like them, because they're built according to an entirely new principle. (See explanation at left.)

Nationally Advertised

For the length of time it has been on the market, Tru-Whip has outsold any club we've ever produced. And sales are going up every day. "A 'miracle club', say players. "A 'best seller' and a marvelous money-maker," say pros. And both are right.

All through the golf season we'll advertise Tru-Whips in National Magazines, such as Collier's, Time, Elks Magazine, American Golfer, Golfing, and others. A total of more than twelve million Tru-Whip adver-

tisements will appear between now and the height of the season.

Thus, additional thousands will hear about Tru-Whips—be eager to try them—eager to buy. And pros, everywhere, will make a real "clean-up."

Stock Now

If you handle MacGregor Clubs now but haven't put in your supply of Tru-Whips, it will pay you to order at once. You can't make sales if you haven't got the clubs to sell.

If you don't carry MacGregors in stock, write for free catalog that tells all about Tru-Whips and ask for details of our money-making franchise for 1934. No cost or obligation in getting the facts. Simply mail the coupon. The Crawford, McGregor & Canby Co., Dept. A-37, Dayton, Ohio.

MAIL THIS

The Crawford, McGregor & Canby Co. Dept. A-37, Dayton, Ohio.

I'd like to make more money in 1934. Please send free catalog that tells about your new Tru-Whip Clubs, and give me details of your franchise for 1934.

Name.....

Address.....

.....



Kid class lessons in 1934 again will be one of the pros' best advertising and business bets. Denny Shute instructed this group at Miami-Biltmore last winter.

Busy Pros to Share Sure Increase of Income

By JACK FULTON, JR.

A MAN PROMINENT in the golf ball manufacturing business tells us the pros will benefit to the extent of \$100,000 this year as a result of the manufacturers eliminating the phonies on their jobbers list. In past years jobbers' discounts were rather freely extended with the result that some of those getting this discount split it up with retail buyers, and in other ways did not show justification for a jobber discount.

The guess was that there was big enough volume of retail business going through this trick outlet to bring the pros \$100,000 annually in profit when the "buy it wholesale" buyers are compelled to buy through legitimate merchandising channels.

Another estimate of \$1,305,000 coming into the pros' pockets this year as a result of the elimination of discount buying at retail, GOLFDOM believes to be conservative. This estimate is based on a \$5,000 average of pro shop gross sales at 18-hole

clubs during a year that is only fair, a \$1,750,000 annual volume at 9-hole courses with pros and a \$500,000 annual volume of business at 9-hole courses not having pros, but selling through a concessionaire. These figures, we believe, are very low even for a year like 1933, which was a lousy year if there ever was one, but which had about a \$13,050,000 volume of business through the pro shops.

Now you will be far understating the case if you say that 10 per cent of the business the pro ought to have has been going elsewhere because of the ease of getting trick discounts. That 10 per cent means that even if this season is no better than last (Allah forbid) the pros will have \$1,305,000 laid in their laps by the code. This looks like a lot of dough and some club officials reading it may say, "Let's take over our shop and make \$1,000,000 of the \$1,305,000." But when you consider that this figure is based on a \$5,000 average at the 18-hole clubs and a



THE MOST GOLF BALL

ever offered for
the money!

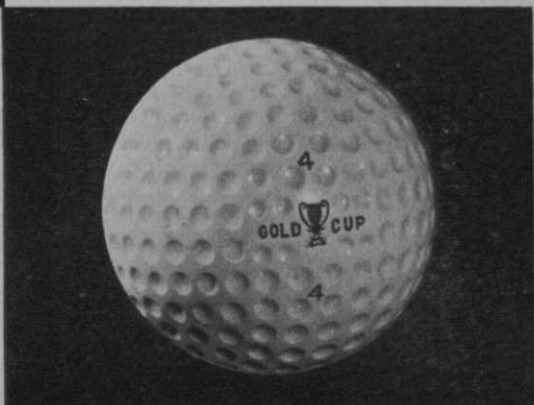
CHAMPIONSHIP qualities inbuilt... a world famous name... make the sensational new Dunlop Gold Cup a golf ball "natural". Think of it! An American-made ball the full equal of any ball ever imported... and the price is just seventy-five cents! Of course it's making money for pros. Put the world's greatest golf ball bargain to work for you, too. Mail in your order today.

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

DUNLOP
GOLD CUP



Seventy-five cents



pro is a wizard if he can net 10 per cent on his sales, you bump into the fact that the pro shop itself is no bonanza.

Code Benefits Clubs

This brings us up to the point that the real beneficiary of the code is not going to be the pro any more than it is the club and the player. As long as humans are human you are going to get better service from a fellow who is making money than from a fellow who has to struggle continuously, using all his genius and strength, to keep from going deeper into the hole.

So, with the pros having a chance to make a piece of change this year, we look for pro shop service to take on more of a sparkle and become more dynamic as a member-service factor than it ever has been before.

The change comes at a critical time. Last season and this winter I have talked with a number of able veterans and some lively, ambitious youngsters who have complained that try as they might they couldn't make a living out of pro golf. Unless they could get enough of a salary guarantee from their clubs to assure feeding their families, these fellows confessed they would have to give up their efforts to serve their clubs, get other jobs, and let the clubs take a chance for youngsters who would take pro jobs because they wanted to play a lot of golf and be called pros.

I regard the new deal at Baltusrol this year as one of the most significant bright signs, outside of the code, in pro golf. Baltusrol has been operating its own pro shop for several years. This year it has hired Johnny Farrell and he gets the shop. Major Jones, general manager at Baltusrol, probably has been cussed and discussed by the pros as much as any manager in the golf fields because of his part in having a club of Baltusrol's prominence take over the shop, an action that was followed by other clubs that figure they never can go far wrong in following Baltusrol's example. Regardless of what pros might say, this man Jones is a club operator of brilliant ability and sound results, which is a matter of record to the club's officials and the foundation of his management authority.

Good Man, at Good Money

Jones knows that to get a top-rated man in the pro field it is just as necessary to give him a chance to make important money as it is to offer a superior club

manager good money to command his services. Farrell replaced a good, but lesser known professional, because the directors and Jones came to the conclusion that outstanding, generally recognized and broad ability in the pro field fitted a club of Baltusrol's character.

Able performance as a shop operator as well as an instructor, player and one who quickly grasps all ideas for extending pro-department service to members and their families, balanced Farrell as the young man whose service was worth money to the club and all he could make for himself.

The case is an inspiration to some of the younger fellows who may not now recognize how thoroughness and balance of abilities are what the men who hire pros are anxious to get, and willing to pay for. Note the balancing of qualifications in the able older men who are fixtures at the leading clubs. When their star playing days pass they have acquired green-keeping knowledge that compensates. Their clubs know they are well worth the money they are being paid—and more.

Pros Look Ahead

The professionals have been far more conscious of the value and necessity of first class pro service to a club than have club officials. Naturally, then, there has been more of a development in pro business qualifications than there has been in club carefulness in hiring pros or in giving their men encouragement in earning capacity. But it now begins to look like the club officials are beginning to smart up.

If this hunch is correct then it obviously is up to the pros to do everything possible to exhibit first class pro department operation. Fortunately the code has made it so the pros can get quick and profitable action for their work.

The pro now has to pay for his own playing equipment but certainly if he's on the job he ought to be able to make so much more money from his merchandising this year than during pre-code years, he can afford to pay for what he uses. He is much better off than the star amateurs who also used to be able to get deadhead almost everything they used in playing. The star amateur now has to pay the retail price and inasmuch as he plays much more golf than does the average pro this is going to mean a financial bump harder than the one the pro must suffer.