

"TRY THE NEW BALL

7 million people
are reading about"
says CRAIG WOOD

THE NEW BALL that Mac Smith used to win low medal at Glendale (with 5 under par for 72 holes); that Craig Wood drives 300 yards with a brassie; that more than seven million people are reading about in their favorite magazines! The new Dunlop Gold Cup!

Try the Gold Cup. You'll love its "click", its staying power, its extra distance. Cover fused right into the winding gives many more holes of play to the average golfer. Give it a thorough playing test yourself... be convinced that with the Gold Cup you offer your members a ball that can *take it!*

CRAIG WOOD says:
"TRY THE NEW BALL
they're hitting a mile!"



CRAIG WOOD who has won the Gold Cup for DISTANCE

MAC SMITH who has won the Gold Cup for CONTROL

● Try the new Gold Cup for yourself. That is against one other ball. Almost between them, a hole at a time and notice the difference. You will soon prefer the new Dunlop. You'll like its click. You'll love its extra distance. You'll appreciate the way it "takes now" - never after round of hard play.

AND THE DUNLOP GOLD CUP CAN "TAKE IT" -
It never is fused right into the winding. This valuable added Dunlop feature prevents wearing, ensures a better cover with more endurance. A player's ball through and through.

READ HOW GOLF IS PLAYED BY A MAN WHO
DRIVES 300 YARDS WITH A BRASSIE

Free picture on his 300 at Club World. How many can you enter each week? Dunlop's new 1935 Gold Cup. Read entire free book. Craig Wood gives 100 yards with a brassie... Read and see for you... how to get most of a ball... how to play... "The book" has 28 illustrations and its unusual new "check-up chart" to help improve your game. All free. Just write: Dunlop Tire and Rubber Co., Sports Division, Buffalo, N. Y.

FREE WRITE TODAY



DUNLOP

FREE CRAIG WOOD BOOK

Sixteen pages of golf as Craig Wood plays the game, offered free to golfers. Twenty-eight photographs of Craig Wood in action. Unique new "check-up chart" alone, will persuade many club members to come to you for correction and instruction. Write for a copy yourself. Simply address: Dunlop Tire and Rubber Co., Sports Division, Sheridan Drive, Buffalo, N. Y.



THE NEW
DUNLOP
GOLD CUP

LAST CALL !

**See that ALL your members get
GOLFING, by mailing your list to
14 E. Jackson Blvd., Chicago**

thing to the manufacturers, so the dealers point out.

One thing dealers don't overlook when putting heat on the manufacturers is that the manufacturers book a lot of business with dealers by simply setting up sample rooms to which the dealers come to shop and buy. Pros business must be obtained by going out to pro shops, and taking a chance on finding the pro between lessons. This adds to selling costs. When the pros in metropolitan districts get in the habit of doing more shopping they will add another strong point to their case as the most desirable and profitable outlet for golf goods, it must be admitted.

The old gag about pros returning unsold goods at the end of the season instead of considering an order an order and keeping the goods as the stores do unless they go completely broke, again was talked about. Buyers for big stores say that picking up this returned merchandise at low prices gives them the biggest merchandising edge they ever get over the pros. They take this advantage at the start of the season when it does maximum damage in backfiring on the pros. Returned goods from the pros is getting to be less each season but still gives the pro competition an opening that costs the professionals many sales, according to reports on previous spring sales made by dealers at the convention.

Golf Goods Prices Seem Firm

The price situation in sporting goods has the manufacturers nervous on some lines but not especially in golf. Club prices promise to be firm. The mail-order houses again will get clubs at pretty low prices for their store sales because the volume of this business helps the manufacturers meet overhead costs, although manufacturers admit they seldom make a nickel on this business. The sticks are said to be no bargains and can be beaten for price and quality by other retailers, but this statement is made by manufacturers who do not now happen to be getting the business, so you can take it for what it's worth.

Some dealers intimated the pros are giving them and other retail outlets a big opening by actions inclined to move out

the 75 cent retail price as the standard on best quality golf balls. Dealers hope these pros will succeed; the dealers figure that the pros merely will be cutting their ball profits without appreciably increasing quantity sold and will be giving dealers a chance to compete on a price basis by offering other private-branded and not widely known or accepted balls. It's something for the pros to think about.

As a general thing the legitimate and established sporting goods dealers consider the pro a fellow to play ball with. There are so many smart pro merchants now that the pros are in command of the golf market and the good dealers reason that they'd sooner play with the pros than have the golf goods business go into the hands of many cut-price outlets that would handle golf as an outside line and handle it as a come-on, even if it only broke even.

F. W. NORRIS, pres. of the famous Oyster Harbors club on Cape Cod, announces selection of Gene Anderson as pro. Gene, the release said, was selected from 170 applicants on the basis of "ability and personality".

One thing that stuck out in the press dope was reference to Gene's training as assistant under Willie Hoare, George Bowden and Harold Gammon. Club officials recognize that training under a first class master pro is reasonably strong assurance a young fellow will make a good pro. Come to think of it, the veteran pros who are most successful are those who can point to the most good younger pros they have trained as assistants.

Apparently then this business of selecting and training assistants is one of the very important phases of the pro job. When you see a pro with an assistant who is not right or who isn't being carefully and consciously tutored in all details of the master pro job, then the pro for whom that kid works is missing a chance to identify himself as a fellow who knows and handles his job thoroughly.

R. W. (DOC) TREACY, secretary of the PGA, has long been pro and greenkeeper for the Woodmont CC, West Allis, Wis. This year Doc has a new title at Woodmont. He is business manager. So far as we know this is the first time a private club has named a business manager by just that tag. It looks like a good idea and it makes its debut with a good man.



TRUE TEMPER advertising theme
will help you sell more Golf Clubs

More play means more golf equipment sales for you. That's exactly what we are thinking when we strike up the tune, "Let's Play More Golf."

Nothing technical about the story—just an urge to young and old America to go out and enjoy the grand old game.

And we're not forgetting the ladies. There'll be special copy directed to this important market.

Over ten million messages, during your best selling months, to the potential and present golfers of the nation—attractive illustrations and breezy copy in the columns of leading Golf and National publications.

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division • Geneva, Ohio

Let's make this a real golf year. You'll invite repeat business when you recommend TRUE TEMPER Shafted Clubs.

TRUE TEMPER steel **SHAFTS**

IN THE ROUGH

with **HERB GRAFFIS**

DIGGING through pile after pile of newspaper clippings on plans for municipal golf course construction or rehabilitation with government and local relief funds, two points make GOLFDOM stop and wonder.

First is that obviously much of these funds will be wasted because the original plan of fund allotment, calling for approval of course design plans by a national board of recognized architectural experts, is not being followed. Some of the relief courses we have seen miss obvious chances to supply their communities with absolutely great public courses. It's too bad, because those responsible for the planning still would have received their dough and relief labor still would have been used, but the communities would have received much better courses. Local people also would have benefitted in extending their golf architectural knowledge by having consulted with experts.

THE other point is that some of these relief public courses are going to make things plenty tough for privately-owned fee courses in their neighborhoods. The labor could have been employed and private capital given a chance while the public interest was being served, had some body been active at Washington protecting the fee course owner. But the prospect of a national fee course association looks just as far away as ever before. Only about 10% of the course owners have shown any interest in a national association, and it takes money to start and operate such an organization.

SARAZEN'S genius for publicity was demonstrated recently. Gene came out with one popular punch to the button when he said he wouldn't play in the Agua Caliente Open because of the pari-mutuel feature. It will do tournament pros, tournaments and golf no good for the pros to let themselves get in the same class with race horses, dogs that chase the mechanical rabbit, crap dice and pugs.

At the same time publicity was smoking on the Agua Caliente pari-mutuels, the

sport pages carried stories on an investigation of crooked horse race gambling in Texas and the doping of Young Joe Firpo on the afternoon before his fight with Frankie Sagilio in Chicago. The Texas scandal threatens to end horse racing in the state.

Star golfers have not been in the habit of betting on themselves or anyone else in championships. They've kept their activities above reproach. The laddies never forget that a professional gambler is a smart guy who figures the percentage for himself first, or no go.

WITH this pari-mutuel thing going on you're liable someday to hear nasty whispers start because some player missed an 18-inch putt. Then maybe golf's first big scandal will develop, simply because a putt didn't sink. The unfortunate pro's career will be ruined.

Agua Caliente has put up a lot of dough for pro golf and on that account gratitude is due the spot from pros, but the boys don't owe it enough to run the risks they take when they are the fall guys on this or any other gambling stunt. It's a case where the PGA had to take some action to establish itself in public esteem as a force for the purity of the game.

As things stood up to the last day of the event the public considered that the PGA was a silent partner in the promotion of tournament gambling, with professional gamblers on the operating end. On the last day of the Agua Caliente tourney, Jacobus, PGA president, made a statement to the press condemning this gambling business and asking that pros avoid such events in the future.

The tournament pari-mutuels were good publicity for Agua Caliente maybe, but certainly lousy publicity for pro golf.

MAYBE there's something in this tale for pros, or for credit men of the manufacturing companies—but anyway, a salesman for one of the golf equipment makers added several hundred dollars to his income last year by paying some of his pro customers' accounts in time to take the discount. The pros said it was O. K.

THE FABLE OF THE SILENT CASH REGISTER

Once upon a time there was a golf professional who had what is called a very sweet job, at an exceeding fine club and his life flowed along like a song.

And lo there came unto him one of the members of his club who said, "My friend I have been reading much about the Walter Hagen tough covered Honey Center ball called the Honey Boy. I would take a carton."

Then lo, the professional who was selling balls of various other makes but who did not have on hand specimens of the Honey Boy, began to make great sport thereof and to attempt to convince the worthy member that another ball was just as good—nay better!

But the cash register rang not!

And shortly after, there came another member who said unto the professional. "Tell me about those Walter Hagen Deflector Sole Irons and bring unto me some, that I may myself prove their merits. I hear that they are right hot stuff."

But again the professional was stymied. Alack and alas, try as he might, he could not convince the worthy member that any other clubs were as good as the Hagen Deflector Sole Irons he sought.

And again the cash register rang not!

And the professional betook himself into great and deep thought.

"Two sales have I lost because I would make water run uphill! I would stem the tide of sales resistance rather than ride the wave of popular appeal," reasoned he.

"Boy, hand me my order pad," he demanded, "and let me have the name of the City and the street where the makers of Hagen Golf Equipment may be found. I would turn my silent cash register into a maker of much sweet music."

The Moral—well dope it out for yourself. Perhaps you too have a cash register that can stand tuning up!

THE L. A. YOUNG GOLF COMPANY
DETROIT . . . MICHIGAN

with them. The salesman paid for the fellows he knew were good but slow.

The fellow had to cut it out. He made the mistake of telling how much dough he was making by picking up this time discount money his customers were overlooking. Then some of the slow-pay pros thought he should have split with them. The salesman kidded the boys for blindly overlooking this extra dough and his sales manager made him discontinue the practice for fear some serious trouble might grow out of it.

NOW, gents, just between ourselves—and don't say anything about it to Ma and the gals—did you or did you not laugh to yourselves when Maureen Orcutt squawked to mischievous Henry McLemore of the United Press that the USGA was putting the gate at the women's championship over player welfare by switching the women's national championship matches from morning to afternoon play?

Henry writes some of the greatest and liveliest stuff on the sport pages. He has a genius for getting folks to talk out of turn. While we always will be committed to the idea that Maureen is a great gal, it looks to us this time like she ran Henry's batting average up in getting interviewees to skid on their own syllables.

Maureen is quoted: "What's the sense in forcing us (the women's national players) to start out after two in the afternoon? Of course, there is but one answer—the officials are looking for a bigger gate, and what the players want doesn't matter."

NOW Maureen, honey, listen to Daddy, who is an old guy with a lot of experience with female expenses. Do you think that the costs of the Curtis cup women's team trips to England are paid by the USGA simply saying to the steamboat companies, the hotel guys, et al, "Charge it and forget it, pals?" You've been on those teams and you know there are expenses that can't be ducked.

Besides quite a few of the girls don't want to get up early and rush out to the course until after they get the dishes done. They prefer afternoon play. Increased interest in women's golf calls for giving those who want to be in the gallery a better break with afternoon play. That is something that the girls probably don't want to deny to those interested in their advance and performances. After all, if the USGA needs help in defraying ex-

penses of women's national and international events, it ain't no sin to need dough these days.

ONE of the really tragic things about the competition for pros jobs is how some of the desperate boys even offer to kick back to the clubs that hire them some of the "huge" profits of pro shop operation, which once in a while run in excess of \$600 a season, if there is no salary for the pro figured into the bookkeeping.

Clubs that think they are wise and give these unfortunate and unknowing kick-back boys the job begin to get a trimming when the pro wakes up and finds that it is costing him money net on the job and that his living problem is even tougher than it was before he had a job; jobless, he wasn't going into debt to support golf players with an attempt to operate a shop satisfactorily. The club gets its trimming because pro department service is highly unsatisfactory; the pro ends the season behind the eight ball and there's one more party to be heard from in the chorus of misery. That party is the manufacturer who also is holding the bag.

Credit manager of a prominent golf company comments: "The pro who kicks back to the club any part of shop income on a private club job is either dumb or so desperate for work he deliberately sets himself on a 99 to 1 chance he will be unable to pay for goods bought. The fellow hasn't got a chance. Possibly more culpable and even dumber than the pro is the club official who is supposed to be a business man but who engages a pro under such an arrangement."

BASEBALL this winter is furnishing an interesting development in the business end of sports. Major league baseball clubs have been in the habit of playing Santa Claus to the baseball writers. One club that has lost \$600,000 in the last three years sent the local baseball reporters a Merry Christmas letter, and that's all. The club has started to use display advertising in the newspapers during the winter suggesting that the public come out and see its players perform next summer.

The baseball writers in this case are making no complaint at the disappearance of Santa Claus. In fact, his failure to visit the boys was learned by GOLFDOM in an entirely accidental manner. The old days of the "icemen" visiting the newspaper sports writer have almost gone and never

must be cleared through the sectional association which has a representative on the Women's Committee of the USGA.

The USGA yardage for determining women's par is as follows:

- Up to 200 yards.....par 3
- 201 to 375 yards.....par 4
- 376 to 550 yards.....par 5
- 551 yards and over.....par 6

METROPOLITAN GA, if it can get the British Ryder Cup team to compete, will postpone its annual open championship until September.

WALTER McCALLUM, well known golf expert of the Washington (DC) *Star*, figures that public golf around Washington this year is due to bring to the front some topnotch players as possible successors to the glory of George Voigt, when that fee course star was knocking them over between 1924 and 1927.

If pros at muni or fee courses could develop some star players the advertising would help a lot to get these courses to engage more pros under arrangements that would give the pros a chance to make a good living.

One place where the PGA might plant some agitation for having pros at all muni courses is among the players at the USGA Public Links national championship.

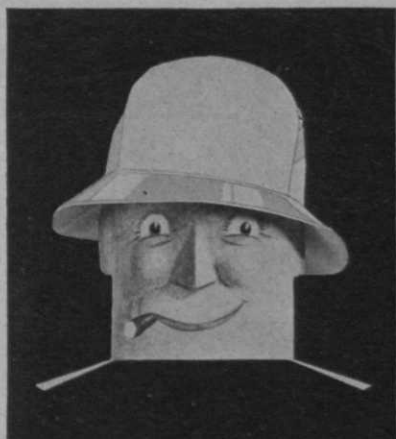
New Sportswear
BY
JACKMAN
AT WHOLESALE PRICES

Mail coupon
for catalog

JACKMAN SPORTSWEAR CO., Inc.
218 S. Wabash Ave., Chicago, Ill.

Send your complete folder of sportswear.

PRO.....
CLUB.....
ADDRESS.....
CITY..... STATE.....



BOZO the SOD-BUSTER
Says . . .

"Every guy afflicted with golfitis, should get out and get under a Congo Hat. The new 1935 model is the berries . . . light as a feather . . . with Airflo Breathers to keep the dome cool even when the ankles are mired deep in a sun-baked sand-trap. There's a celluloid no-glare eyeshade too that keeps a guy from seeing double . . . up to but not including the nineteenth hole.

This hat of soft pliable pre-shrunk duck will never interfere with a golf swing . . . even when a dub wraps a club around his neck. A "Congo" can be rolled up and tuckered away in pocket, golf bag or traveling bag.

It's the hat for 1935 . . . you can sell 'em for 50c and make good money.

Write today for our catalog of sportswear designed for pro sale.

Jackman Sportswear Co., Inc.
218 South Wabash Avenue, Chicago, Ill.

CONGO
America's Sunshine Hat



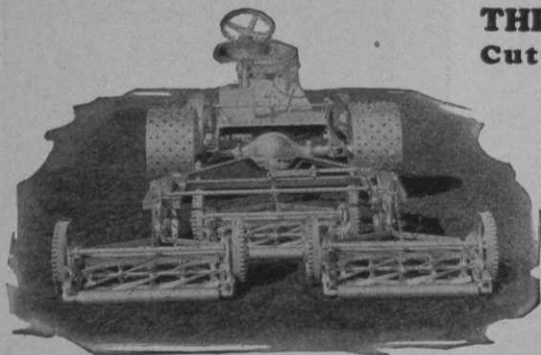
FREE
Merchandise Display

For your counter, displaying a real Congo Hat on Bozo's head. This colorful display is simple to set up and requires very little space. Bozo is a genial cuss, with a contagious smile that puts customers in a frame of mind to spend 50c. He'll do a bang-up job of selling hats if you'll park him in a prominent place.



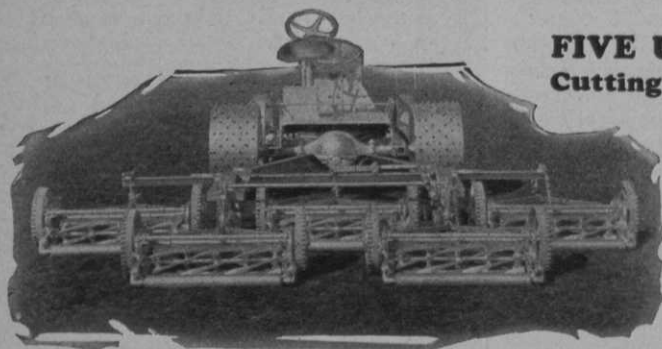
TORO PULL TYPE

THREE UNIT PULL TYPE Cutting Swath Seven Feet



Sturdy steel frame, electrically welded, carried on wide rimmed wheels with tractor hitch to fit any tractor. Can be enlarged into a Five Unit or Seven Unit. Trojan or Super mowers.

FIVE UNIT PULL TYPE Cutting Swath Twelve Feet



Same as three unit except with extension arms. Individual hoisting devices for raising rear of mowers when transporting. Trojan or Super mowers.

A large capacity mowing outfit for heavy duty service. When transporting over narrow bridges or roadways, outside mowers can be swung back in trailing position with no more width than that of a three-unit machine.

SEVEN UNIT PULL TYPE Cutting Swath Sixteen Feet

