

● **SPEED** times club head weight—that's what makes a golf ball go!

Speed is what you get with a New TRUE TEMPER Golf Shaft. This shaft is gracefully tapered clear to the tip to cut down air resistance—to step up speed.

Then, too, the New TRUE TEMPER Shaft has the exclusive double-thick walled tip to give greatest strength at the club head—point of greatest strain. You thus get both extra speed and extra power with New TRUE TEMPER Golf Shafts.

Made in every desired beautiful and durable finish—chromium plate or with grained and colored pyratone sheath or clip. Also made in every degree of weight and flexibility or whip so that you can furnish each player with a club that is shafted to suit his taste and style of swing.

Free to Golf Professionals—a striking wall poster which urges your members to replace old worn out clubs with new 1936 Models. It is designed to speed up your sale of clubs. Write for it today.

THE AMERICAN FORK & HOE COMPANY

Sporting Goods Division Dept. 26 Geneva, Ohio

DEFLECTION TEST

Each gracefully tapered TRUE TEMPER Shaft is given a series of quick, hard, punching shocks in this machine to prove its stamina and strength.



TRUE TEMPER

Steel Golf Shafts



CLARENCE
CLARK

FOR BETTER SHOP VOLUME

WATCH THE WOMEN

By ROBERT N. PRYOR

“WATCH THE WOMEN IN 1936.” That's the slogan of Clarence Clark, one of the nation's popular stars and pro at the Forest Hill Field club, Bloomfield, N. J. Clark, a good merchant and one of the leaders in the East when it comes to pro selling ideas, is looking to the fairer sex to bring new life and more profits into his shop this season.

With the women's market the fastest growing market we have in the business today, Clark is putting a number of smart innovations into his job at the Jersey club and all of them are bound to attract the feminine players and increase his sales volume.

Clark started right at the very source of this wide and expansive market by inaugurating a special private instruction period before the players tee off in the regular “Ladies Day” events.

Under this plan Clark gives each lady appearing at the club that day a ten minute personal instruction session before she takes part in the competition. In his case it may add an hour and a half to his daily schedule but he is working on the theory that if they do notice any improvement after that short session, they will become curious and will immediately take steps to improve their games.

Short Lesson Aimed to Build Enthusiasm

In this way Clark plans to capitalize on their new interest for the game by enrolling them for a course of lessons and by selling them modern equipment. Realizing that the average woman member is not over anxious about playing a good game and that her only motive for taking up the game in the first place was a social one, Clark hopes, by this method, to bring about a deeper interest in the game which in turn will bring more business into his

shop. He knows that only by becoming interested in their activities and doing some service for them can he attract their attention, and this new plan of personalized instruction is, as he puts it, “the answer to that problem.”

“Not only does it enable me to open up new avenues for instruction but this ten minute period that I spend with them on the practice tee gives me an opportunity to look over their equipment. Everyone knows that clubs are a secondary consideration with women players, and by meeting them every Thursday before they start out for their weekly competition I can see whether or not they are properly outfitted. Suggesting or advising new clubs at the time when you are trying to give them a helpful hint for their game is the best method I know of for contacting a prospective customer,” says Clark who succeeded Craig Wood at the Bloomfield club four years ago.

Clark's theory is all the more plausible when you stop to realize that too few women golfers own a first class set of matched clubs. A great majority of the women playing today are using their husbands' clubs cut down for their own use. Many of them took up the game quickly without consulting a pro and their equipment is generally out of date or inadequate. Cast-off equipment is always a good selling point and Clark hopes to increase his sales on that one point alone. He feels that they will soon be demanding modern clubs for themselves and he's go-

IMPORTANT NEWS

FROM BRISTOL

Golfers from Coast to Coast are singing the praises of the new Bristol "Equi-Tuned" Clubs.

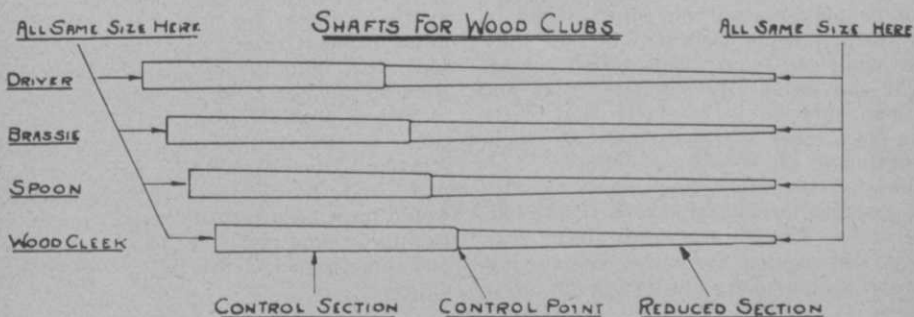
And rightly so! These better, different golf clubs are made with *true ratios of shaft flexibility* . . . the balance of stiffness and whip that experts say they should have.

Every Bristol "Equi-Tuned" Shaft is

graded in flexibility to the next shaft in line. Every set of Bristol "Equi-Tuned" Woods and Irons is perfectly matched—perfectly "tuned".

You ought to know all about these new "Equi-Tuned" Clubs. Study the chart. Then—write for the folder "Important News for Golfers", which tells the whole remarkable story.

THE BRISTOL "EQUI-TUNED SET OF SHAFTS
REG. U.S. PAT. OFF.



NOTE—As the control point is lowered the shaft is proportionately stiffened. Each shaft is graded in flexibility to the next shaft in line. The spoon is about 2½ per cent stiffer than the brassie—and the brassie is about 5 per cent stiffer than the driver.

Have you tried the new Bristol Balls? They're made with the new Vulcanized Cover, which gives them longer life and better distance.

Two types: *Bristol Championship* (thin cover) retailing for 75 cents—and *Bristol Tough Cover* (thick cover) retailing for 75 cents.

Write for latest Bristol Golf Catalog, which shows all of the Clubs, Balls, Bags and Sundries offered by Bristol.

THE HORTON MANUFACTURING COMPANY
386 Horton St., Bristol, Conn.

Bristol "EQUI-TUNED" GOLF SHAFTS AND CLUBS

You save time and money by depending on GOLFDOM advertisers

HE HAS PICKED UP 15,000,000 GOLF BALLS!

By R. DeWITT MILLER



FIFTEEN million golf balls is a lot of balls, but Joe Burchell of Los Angeles has picked up more than this amount during the last five years at driving ranges in the Los Angeles district. And in addition to picking up the balls, Joe washes them, dries them, and puts them in buckets to be dispensed to the customers. Considering all these operations, it is safe to say he has handled 50,000,000 golf balls.

"The thrills of the game aren't what they once were," Joe says. "You don't have to dodge the way you did when they were building double-decked driving tees." The illustration demonstrates equipment worn by some of the less hardy souls, as Joe does not wear protection paraphernalia of any sort. He gives an interesting observation of distance obtained off the tees when he stated that at least 50% of the balls driven don't carry beyond the 100 yd. marker.

Joe has yet to have a serious accident. "When you've picked 'em up as long as I have, you get kind of a sixth sense that tells you when to duck. Somehow you just feel it when a ball's headed for you."

ing to see to it that he gets his share of the business.

Clark is making a special display of women's clubs. By this method he expects to create enough interest among the feminine players that he will be able to show them how important it is that they have clubs to suit their own weight, height and build. He plans to point out to them that it is essential that their clubs be especially adapted to their strength and physical development.

Clark is recognized throughout his district as an enterprising person with good, progressive ideas. Up until last year Forest Hill used a system of registering whereby the members always signed up at a booth on the first tee. Last year, Clark, who is also superintendent of the course as well as the pro, had the booth removed and the register brought into his shop. It soon showed vast results in his monthly volume.

Clark experimented with the aforementioned plan late last season and he is confident that intelligent application of it this season will show a marked improvement in his yearly sales.

Developing Championship Material Great Pro Advertiser

FROM MATT MATTESON, pro at Ridge CC: "In the letter to Beef McLip about free golf lessons to kids you didn't tell about the greatest advertising value the pro gets from these lessons, the discovery

and development of kid championship material.

"The pro who finds a youngster in his free group lessons who can be developed into a champion of the club, the district or the country, has found for himself an advertisement that means far more in actual cash than the ordinary value of the time he devotes to the juvenile classes.

"Other pupils for private, paid lessons come to that pro because of his demonstration of teaching ability with his champion, and the chances are the champion would have been just another unknown kid batting around now and then in a hundred-and-something had not the pro seen signs of promise."

VICTOR DELFOSSE, manager of Midlothian CC, in redecorating the clubhouse for 1936, had every guestroom in the house papered and painted in different combinations. The variety obtained got away from the hotel-y looks of many country club guestrooms and stirred a profitable new interest in rental of rooms by the season.

DURING the summer keep a notebook on improvements and changes you'd like to make next winter.

It will help you in preparing your budget and enable you to plan work that will keep valued employees efficiently on the payroll without forcing you to hire outside labor.

Heddon

the Shaft

with Distinctive playing qualities
... combined with Distinctive appearance.

For Hard Hitters... a **STIFF**
Shaft with a Soft **"SWEET Feel"**

Double-Whip
Action

Heddon's
Double-Whip
Shoulder

More of the
Shaft Works

"The Heart
of the Shaft"

RESULT—

*More Power and
Better Control*

More Backbone at the Hosel-end of
the Shaft,—near the Contact Point,—

RESULT—

again More Power

Heddon Shafts are Custom Drawn exclusively for
A. G. Spalding & Bros., and Hillerich & Bradsby.

DISTINCTIVE . . . EXCLUSIVE . . . PROFITABLE

The Heddon Shafts are confined exclusively to highest quality Clubs, the most profitable for you to handle.

STEEL GOLF SHAFT DIVISION

JAMES HEDDON'S SONS, Dowagiac, Mich.

You save time and money by depending on GOLFDOM advertisers



Les Strokes Says:

My Only Job is to Help You Sell More

In over 23 million copies of the Saturday Evening Post and a million and a half Golfings . . . right through the best selling season . . . I am telling your members to buy more golf balls and better ones. And right in your shop, I'll remind them again and again.

Here's How You Pay Me



SWEET SHOT
Golf's Finest

75c

With clever, result-getting signs and many other sales helps, I'll work for you . . . and take my pay by your selling more Worthington Balls . . . the popular Tommy Armour and the exclusively pro brands — Sweet Shot, Tuffball, Arrow and Worthy . . . top values in each class.

THE WORTHINGTON BALL CO.

Elyria, Ohio

WORTHINGTON

world's largest exclusive maker of
GOLF BALLS

"Round the Town" Match Lively Feature at Hartford

THIS SEASON there will be a number of new and revamped municipal courses opening with fitting ceremonies. Men with the responsibility of putting on these opening shows usually wonder what makes an interesting, unique affair and when they have that puzzle before them they might consider what was done when Hartford, Conn., opened its Keney Park clubhouse.

Robert "Jack" Ross and Rupert Rothwell, assistant city treasurer, both of whom have been identified with Hartford many golf for more than 20 years, doped up the idea and followed it through to a successful conclusion.

Permission was obtained from nine clubs to use two holes adjacent to the clubhouse. Each club entered a team of eight men, provided eight prizes and contributed a small fee to cover the cost of the lunch and dinner.

Clubs cooperating were Hartford Golf Club, Wampanoag, West Hartford, Rockledge, Stanley, Indian Hill, Wethersfield, Goodwin Park, and Keney Park. As these clubs were located geographically in an irregular circle, four of the clubs started at Goodwin Park and went clockwise, and five commenced at the Hartford GC and went counter-clockwise, meeting at Rockledge, halfway around the circle where lunch was served on arrival. Play continued on to Keney Park where scores were handed in.

The yardage of the course played was approximately 7000 yards, par 74, and the mileage covered by auto was over 40 miles making what might be termed a record length golf match.

As the event was played late in the season, winter rules applied on all courses. No attempt was made to provide caddies.

JOE KIRKWOOD

golf's greatest entertainer

in exhibitions of trick shots and lecture.

Spectacular, amusing and highly instructive.

For details of terms and available dates write

JOE KIRKWOOD

A. G. Spalding & Bros., 43rd St. and 5th Ave.
NEW YORK CITY

Caddie use was optional. Some players took caddies with them throughout the trip. Among regulations for the match:

Players arrange for own transportation and playing companions. "No cards" will not be permitted. The club pro may be a member of the team. All teams must report according to schedule and play courses strictly in the order indicated. Players will be given right of way on holes to be used, so far as reasonable and possible. No green fees. Maps will be furnished to facilitate travel between courses.

The match itself was played through all kinds of New England weather, the players meeting with wind, hail, sleet, snow, and finally real warm sunshine, but all carried on famously.

Bobby Grant, former state amateur champion, had the low medal score with 81 and the Wethersfield team, which he captained, had low total 704. All contestants played from scratch.

The proceedings after the match consisted of a dinner served by the personnel of the park board, at which ex-mayor Walter E. Batterson, an ardent golfer, presided. Awarding of prizes and toasts to the winners followed the dinner.

The premier prize was a loving cup donated by Mayor Joseph W. Beach, on which the Wethersfield Club now have the first leg. All the team members received a donated prize, choice of which was rated by their standing in the list.

It is intended that the "Round the Town" golf match be an annual affair.

FRED BERGERON, manager Beverly CC, engineered a bowling league dinner of unique character recently. Officials of the league were railroad men so the Beverly dining room was decorated with observation car illuminated drums bearing the names and insignia of famous trains.

Track signs marked the tables, which were illuminated with railroad lanterns. Signs were placed around the clubhouse reading "to street", "to trains", "waiting room", "baggage room", etc. Two league officials attired as an engineer and a conductor greeted the guests. Each guest was supplied with a ticket which was punched for dinner and beverages. A schedule on the order of a railroad timetable sent the affair along without delay.

Club lounge was decorated with an operating model of a famous train. An entertainment feature was the Pullman porters' quartette.



Go Best - young man choose PABST...

Stop at your favorite spot and join the throng by asking for Pabst TAPaCan. Treat yourself to the delicious flavor that millions of folks are enjoying.

Enjoy Pabst from your own convenient personal container—enjoy beer with a deliciousness and purity you have never tasted before. *Go best*, young man, and refuse all substitutes. Call for the best by name—Pabst TAPaCan.



Old Tankard Ale

Enjoy genuine Old Tankard Ale—full bodied, full flavored, full strength. Brewed and mellowed by Pabst.

INSIST ON ORIGINAL PABST TAPaCan

- Brewery Goodness Sealed In
- Protected Flavor and Wholesomeness
- Non-Refillable—Tamper-proof
- Flat Top—It Stacks Easily
- Saves Half the Space
- No Deposits to Pay—No Returns
- Easy to Carry—No Breakage

PABST *Export* **BEER**
TAPaCan

BREWERY GOODNESS SEALED RIGHT IN

© 1936, Premier-Pabst Corp.



The originators of the golf salesmen's group, now in its third year. Left to right: Roy Schoepf, Mike Shahan, Bill Hay, and Chas. MacDonald.

SALESMEN BUILD PRO HARMONY

Golf salesmen of Northern California organize to promote understanding of and between pros

CERTAINLY the merchandising job, the club member service, the credit status and the way the clubs and newspapers in northern California brag about their pros, indicate that pro golf is on a sound basis there, despite the depression vicissitudes to which this section has not been immune.

Playing an active and helpful part backstage in promoting the understanding and earnest, genial ballyhoo that favors the pros in this part of the country is an unique organization, the Golf Salesmen's Assn. of Northern California.

You think it's tough to get pros to pull together? It ought to be a cinch compared to the difficulty you might expect in getting competing salesmen to join in a common cause. Those boys have to produce under any circumstances or it's their jobs.

In northern California the salesmen work together to set the stage so they'll all have a chance to make money happily instead of wasting time in futile competitive bitterness, and so the pros and manufacturers understand each other's problems instead of being eager to blast out that the other guy's a—well skip that—whenever anything goes wrong.

It sounds like the millenium, but it's actually happening in a way that should be widely emulated.

In Third Year and Going Strong

The Golf Salesmen's Assn. of Northern California now is in its third year. Recently elected officers for the ensuing year are: Charles MacDonald, Spaldings, pres.; R. B. Stevens, Dunlop, v. p.; Roy Schoepf, U. S. Rubber, treas.; Mike Shahan, Curley-Bates, sec. Directors, headed by Bill Hay of Hay-Poinsett as chairman, are Jim Scott of McGregors, Archie Stewart of Stewart and Johnson, Jimmie Miller of

Wilsons, and Ben Poinsett of Hay-Poinsett.

Concerning its history and activities Roy Schoepf says:

"This association was formed to promote good fellowship between golf pros, greenkeepers, the sports writers, club managers and golf salesmen. In 1933 we organized and decided to give an 18-hole tournament to be followed with a dinner for the above groups of men. The response to our invitations almost floored us—where we expected from 20 to 30, we actually had 81, and, almost to a man, they played golf and remained for dinner. Our evening's entertainment consisted of purely local talent among our guests and, to our surprise, some of the boys never will have to take a back seat in any man's party.

"Prior to the association's formation the salesmen went to their superiors and put the proposition up to them for approval, which was received.

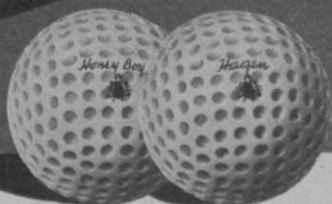
"Then we went to the president of the PGA of this section, told him of our plans and asked the pros' support. We then sent out invitations to every golf pro, assistant pro, greenkeeper, newspaper sports writer and manager, inviting them to attend our tournament, each pro having the privilege of inviting one amateur from his club.

"We charged an entry fee of \$2.00 and \$1.50 for dinner, the newspaper sports writers the guests of the salesmen.

"The entry fee was used as prize money and to offset incidental expenses. Three tournaments have been run as above out-

HAGEN GOLF BALLS

*are now completely built
within our own plant!*



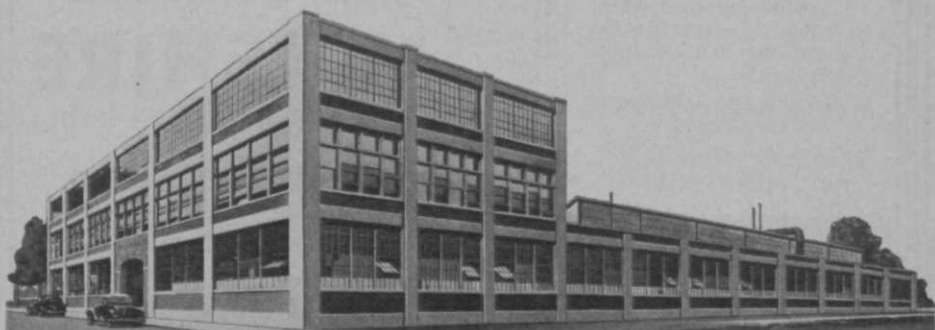
For several years past, we have of course performed many of the essential operations on Hagen golf balls within our own plant.

But now—from center-filling and winding, to marking, stamping and packaging, every operation is handled right in the factory shown below.

This means that at every stage of

manufacture, Walter Hagen golf balls receive the same close supervision that has made Walter Hagen golf clubs outstanding for the excellence of their workmanship.

New precision machinery, working to tolerances as close as $5/1000$ of an inch is your guarantee that Hagen golf balls will give your customers every satisfaction.



L. A. YOUNG GOLF CO.. DETROIT

Only reliable companies are allowed to advertise in GOLFDOM

lined, each one growing in size and interest. Up to this year, two events were held each year. 1936 marked the start of a permanent annual event to be listed on the PGA tournament schedule and played in the spring.

"This year a raffle was promoted by our organization to raise additional money for our purse.

"The raffle was a great success. We were able to offer a purse of \$450. There were 61 pros and assistants, each of whom received \$5.00 or more, our top money being \$50.

"We offered prizes for the best pro-amateur score, pro-newspaper, pro-green-keeper and pro-salesman. We also purchased refreshments which we used as additional prizes. This year we had 145 entries, with 61 money prizes and 42 prizes for the various amateurs.

"So this tournament will not take on too serious an air, we keep our top money low and spread it out, thereby giving the boys one tournament a year where they can all get together, have a real good time and still, at the end of the day, be reimbursed for their expenses, the lucky ones having a few tenspots to buy balls and clubs from us the next day or so.

"In arranging our foursomes we try to mix up our players so we do not have four men from any division playing together. This helps everyone to get better acquainted. In our last tournament we had 11 newspaper sports writers, 9 green-keepers, 6 club managers, 63 pros and assistants, 12 salesmen and 45 amateurs.

"Playing with us in our last event, we had Lefty O'Doul, former major league baseball star with one of the New York teams and now manager of the San Francisco baseball team, and Max Baer, former heavyweight champion. We also run our tournament as a strictly invitational affair."

Mike Shahan, the organization's secretary, gives additional sidelights on the

RARE

*in
New
York*



A carefully restricted clientele, a policy that assures a character of patronage probably unequalled in any New York hotel...and it has enjoyed this distinction since 1886.

Now a new building with spacious rooms furnished like a private home, electric fans, circulating ice water, tub and shower baths, sundeck, air-conditioned Restaurant and Lounge Cafe.

It is convenient to everything yet sufficiently remote from the roar of the city to insure almost country quietness.

Single from \$3.50 Double from \$5
Suites from \$8

Special weekly and monthly rates.

The
GROSVENOR

Fifth Avenue at 10th Street
NEW YORK

Harry A. Mason, Manager



IN LOS ANGELES

The **PARK-
WILSHIRE**

HOTEL APARTMENTS

2424 WILSHIRE BLVD.
AT WESTLAKE PARK

●
FROM \$2.50 PER DAY
FROM \$60 PER MONTH