

WHAT!

Sell a Kroydon Hy-Power Club for Only \$5.50?

Yes, it's true! Never before was a Kroydon Hy-Power Iron offered for less than \$8.35. Yet you can now sell this same high-quality iron for \$5.50! Woods that were \$9, now \$7!

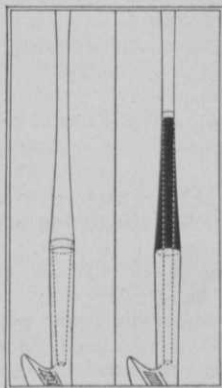
Just stop and think for a minute what this drastic price reduction means to you—in sales and profits.

Your players know through national advertising the fine materials and expert workmanship that go into Kroydon Clubs—the superiority of the Hy-Power Shaft—the advantages of BUILT IN power. They want to own a set of these fine clubs—and they can, today, for less money than ever before!

Increased volume, lowered production costs have brought prices down to these new levels—Hy-Power Irons from \$5.50 to \$17.50—Hy-Power Woods from \$7

More sales, easier sales are waiting for you—and at the same generous percentage of profit you have made in the past! Are you going to take advantage of them?

For new catalog and full particulars about this fast-selling quality line, write: The Kroydon Co., Maplewood, N. J.



On the left, Kroydon's Hy-Power Shaft which tapers out where it enters the neck of the club head to form a powerful all-steel shoulder. On the right, a single-taper shaft reinforced with a celluloid collar. Kroydon's power and strength are BUILT IN, not built up!

Kroydon

**CLUBS
FOR BETTER GOLF**





Corner of George Aulbach's pro-shop, Dallas (Tex.) CC. George claims no patron need leave this neat appearing layout for any golf necessity, and he'll tell you it pays to carry a well-stocked line of merchandise at all times.

THE BAKER-LAD OF TROON

By D. SCOTT CHISHOLM

BACK in 1923 it was my pleasure to attend the British Open at Troon—the wee toon o' Troon wi' its 4,000 population o' honest Scotch folks an' its seven gowf courses—where the artisians can play gowf up tae eleven at nicht for sixpence a roond an' beer is only threepence a schooner. It was at that time I first got a squint of an American professional who had sailed the seas in search of a British crown—and fame.

He was just a mere strip of a lad and little attention might ever have been paid to him had he not been attired in pure white English flannels, white flannel cap, white surah silk tie, white woolen socks, a pair of white buckskin shoes and white leather grips on all his clubs. Scottish spectators never saw the likes of him on a golf course. He was, as one bonnie red-cheeked lassie remarked, "like a ghost in a pantomime."

Then was my first meeting with the popular and skilled professional golfer at the Dallas CC, George Aulbach.

George first got his squint of daylight in Quincy, Mass., some 36 years since; his parents, of all combinations, being Scotch-German. He came through staid Boston

University in flying colors. In the 1919-1921 era of amateur competition in the New England sector he was quite a figure and won "tops" in about everything that Francis Ouimet and Jess Guilford lost out on. He once got mad and holed a full drive for an ace, the hole measuring 335 yards. He has won, since deserting the honestly pure ranks of amateurism, both the New England and Texas PGA titles and has been with the Dallas club for upwards of 5 years—a rare recommendation in itself if you ask your correspondent. Yes, George is married and they have the mouths of three braw bairns to administer to. So, dear readers, meet the "baker lad" of Troon, a title given him by the natives of John Black's birthplace.

A Well-Run Pro Department

Said George in a conversation I recently had with him:

I have a very fine shop with lots of dis-

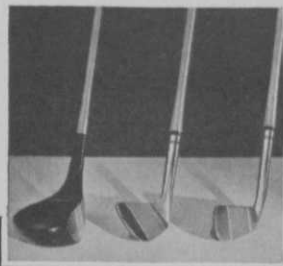
"America's longest hitting golf ball
NOW TOUGHER THAN EVER!"

Craig Wood

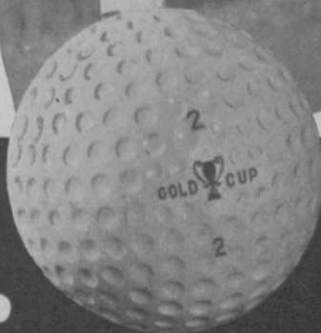
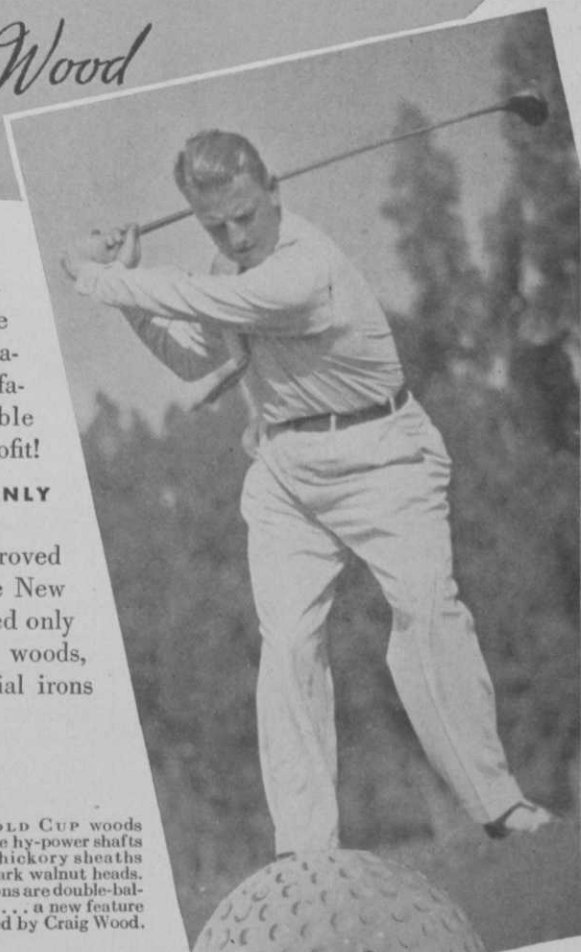
THE new patented vulcanized cover of the Dunlop Gold Cup and the Dunlop P. G. A. adds greatest durability to balls which already are famous for distance. An unbeatable combination for play . . . or profit!

NEW DUNLOP CLUBS . . . SOLD ONLY THROUGH PROS

Swing . . . and sell . . . the new Improved Dunlop Gold Cup Clubs and the New Dunlop Maxfi Golf Clubs . . . offered only through golf professionals. Five woods, ten regular irons and three special irons in each set.



● **GOLD CUP** woods feature hi-power shafts with hickory sheaths and dark walnut heads. All irons are double-balanced . . . a new feature created by Craig Wood.



The **DUNLOP**
GOLD CUP

play room and very fine display equipment. It is not really necessary for any of my members, man or woman, to leave my shop for any part of golfing apparel, because in my stock I carry everything. Balls, bags, clubs, tees, gloves, shoes, knickers, socks, ties, caps, hats, sport shirts, underwear, dress shirts, rain coats can all be found in my stock. My inventory runs above \$3,500.00.

In all I carry no less than 47 different items for the convenience of my members and I have always made it a point to sell my merchandise at a fair and just profit and never to offer anything that has the least trace of shopworn appearance about it. That, I find, is fatal—unless it is offered at a sacrifice.

All items found in my stock are of the very latest style and I can outfit a member with a pair of shoes to properly fit him, giving him the latest model to be found in any exclusive shop in the city of Dallas. If I haven't got something they want in stock, I'll mighty soon get it for my patrons.

A deep wall case, which can be seen in the photograph, measuring 30 feet in length, greets my members as they enter my shop. It fairly hits them in both

eyes in double-barrelled fashion. It carries an apparel display; most of the time articles of pastel shades which greatly add to the general brightness of things.

Opposite will be found my club and bag display and it is a very extensive one as far as the average professional display goes because I believe in carrying as large and comprehensive a stock of clubs and bags as space and finances will permit. No more—no less. My bills must be discounted and I keep that always in mind.

My golf ball space is located in such a position that a member almost sticks his nose into it the moment he enters my emporium. That is very important. Then I have a few chairs where my members usually lounge around for a while and gaze at my merchandise and wonder and wonder and wonder—if they are in need of anything. Sales psychology I call that. And then there is my own private office with big desk where I like to sit and imagine I am the owner of a huge department store doing a monstrous business.

Members' Lounge At One End of Shop

At one end of my shop I have furnished a room where both men and women waiting for their foursomes to start, foregather and listen to the radio or some "blethering skite" who insists in telling all and sundry how he sank a twenty-footer on the last green—or beat a low handicap opponent on even terms the day before yesterday. They smoke in comfort. They may read in equal comfort as I have for their edification no less than 9 golf publications from one country or another. The walls of this "bull" room are decorated with enlarged photographs of the stars of the golfing world from the collection of D. Scott Chisholm of Los Angeles. I see that this unusual waiting place for my members is kept immaculately clean and well ventilated at all times. I greatly enjoy and take much pride in this room.

I always enjoy teaching my members regardless of how difficult the problem may be. I believe that each pupil is an individual problem and must be handled in that manner, because no two men nor two women are constructed alike in a physical way nor have they ever exactly the same body development or temperaments. Therefore, the swing fundamentals must

The Pros' best seller in gloves for '36

PARGLOV!



The hundreds of pros who went-to-town with GLOVETTES will quickly recognize the new PARGLOV as their glove leader this year. Of the same fine leather and popular design that made GLOVETTES famous, PARGLOV has improvements that make it the season's stand-out. Order now and get in on early season demand.

Ask any of the leading golf jobbers to show you our complete line for 1936—PARGLOV—ALL-WEATHER (full-hand-all-chamois) and GLOVETTE, or write direct to

THE K. L. BURGETT CO.
Succeeding The Harley O. Potter Co.
PEORIA, ILL.

The **P. G. A.** ball line for 1936 is the *pro wedge* into the biggest ball business the pro ever has had!

The P.G.A. Championship ball l-o-n—g and true at 75c, the P.G.A. regular 75 center and the new P.G.A. 50 center comprise the ball team that will master the market for pros who have seen competition biting into their ball business.

All the P.G.A. balls are the highest quality in their classes—ALL have Vulcanized Covers.

Plan to give the new P.G.A. 50 a push to get that lower-priced ball business that's been going "down town".

THE PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

14 E. JACKSON BLVD.
CHICAGO

150 NASSAU STREET
NEW YORK

be moulded slowly and soundly into each individual.

I do not think that pupils should be forced into unnatural body motions that cause any discomfort because, above all, ease of action and comfort in every motion is the very foundation of better and sounder golf. I insist my pupils get at ease both physically and mentally before I start them off.

Proud of the Job He's In and Is Doing

Outstanding pupils such as these must have many things that no instructor could give them—natural ability, willingness to practice and the desire to win—and be a champion. But I am mighty proud of the following:

David (Spec.) Goldman, runner-up in the 1934 National Amateur.

Reynolds Smith, semi-finalist in the 1934 National Amateur and Texas champion.

Jack Munger, semi-finalist in the 1933 National Amateur, quarter-finalist in the 1935 National Amateur and twice National Interscholastic champion.

Rufus King, 1935 Colorado Amateur champion who gave Lawson Little a sensational battle on the first round of the 1935 National Amateur.

Mrs. Dan Chandler, Texas champion 1932, 1933 and champion of Mexico 1933 and 1934.

Betty Jameson, Southern champion, 1934. O'Hara Watts, twice Southwest Intercollegiate champion.

Joe Lynch, semi-finalist in the 1935 National Amateur; one of my pupils while I was pro in the Boston district.

My position as professional at the Dallas CC, with its membership of over 700, has afforded me untold happiness. I know and appreciate the fact that I have the honor and the privilege of mingling with the finest lot of sportsmen and sports-women in the land in the pursuit of my club duties.

I know I am serving the oldest and the most delightful country club to be found in all the southwest country and all I ask for is a fair share of membership patronage so I shall continue to live in peace and happiness with my wife and family of three. No man of common sense desires more than that and you can tell the professionals of the land, my pals, that George Aulbach, one of the old school, is extremely happy and contented in this year of our Lord, 1936.

Greenkeeping Short Courses at State Schools Make March Important Month

SHORT courses in greenkeeping, tremendously valuable factors in course maintenance and real life savers for golf during the depression, make March an important month this year. Short courses at state universities of Pennsylvania, New Jersey and Wisconsin were held during February. The 10-week course at Massachusetts State college concludes with a three-day conference and exhibition at Amherst, March 13-15, which is a high spot in the New England educational program for course superintendents. Many prominent, practical experts are on the MSC program.

Under direction of Prof. J. G. Moore, the University of Wisconsin short course was held at Madison Feb. 27 and 28 with a good attendance of the state's greenkeepers and a program presenting nationally known turf scientists, faculty experts and greenkeeping stars of Wisconsin.

On March 2 and 3 Iowa State college at Ames holds its fifth annual greenkeeping course. A fee of \$1 is charged to pay part of the expenses.

Michigan Agricultural college at East Lansing holds its annual short course March 5 and 6. Prof. C. E. Millar of the Soils dept. is in charge.

The University of Minnesota holds its annual greenkeeping course at Minneapolis March 9 to 13, inclusive. W. R. Smith, intramural director, will supply details to interested greenkeepers in Minnesota and adjoining states.

Attendance at several of these courses is not limited to greenkeepers of the states in which the courses are held. Registration fees are nominal and living costs for attending greenkeepers are kept to the minimum. Approximately 600 greenkeepers will attend these sessions.

Club officials generally have little idea of the character and value of these expertly arranged conferences conducted by the state college staffs. It's a definitely practical operation that has few, if any, counterparts in industrial and commercial fields and fully warrants the most earnest interest and cooperation on the part of all club officials.

BEFORE the spring work starts see that all hand tools are put in A1 condition—and maintained that way during the summer.



New!

Novel!

Different!

Business Getters!

WALTER HAGEN *American Lady* WOODS and IRONS

What is this new American Lady set of clubs? How about the new arrangement of lofts? What is the color scheme? What about the weights? These and scores of similar questions are being asked and answered daily, by our representatives.

Walter Hagen American Lady Clubs are NEW and as such are NEWS.

They arouse that altogether desirable selling aid—curiosity.

While there is plenty new, there is nothing radical, nothing bizarre in Hagen American Lady Clubs. They are just good, sound, common golf sense.

Here is the chance for you to cash in on the liveliest, newest thing on the 1936 golf horizon.

Write For Full Details

L. A. YOUNG GOLF CO... DETROIT

On Crutches, King Makes Winter Circuit Route

BOB KING is a pro with courage to the extent that should make the rest of us ashamed to bellyache about minor afflictions.



In the first place Bob is on an exhibition tour, which in itself calls for plenty of guts. He has made the Gulf coast, Southwest and California thus far this winter and is heading back to play dates in Florida and other Southeastern spots.

Bob is badly crippled from infantile paralysis, which fact might give him license to beef at destiny,

but despite that handicap he has a fine golf game. Every once in a while he will cut under 70 at some long, hard course. He navigates with a crutch and a hop, skip and jump, and that makes any golf course tough going.

It's amazing and inspiring to see this competent, cheery young fellow exhibit his shots. He provides a golf exhibition that is an antidote for a heavy spirit.

Macpherson's 'Golf Simplified' Has Novel Illustrative Treatment

DUNCAN MACPHERSON is the author of a new instruction book, "Golf Simplified," published by Wm. H. Pool Co., Chicago. It retails for \$1 and is going great.

Illustrations in the book are from strips of super-speed movie film.

Dunc got the hunch for the book after conducting a lengthy and successful series of radio golf lessons. As many pros know, radio golf instruction is a tough job and Macpherson passed this test with honors to add to his veteran record in golf instruction. He got a raft of letters in response to this program and from his scripts, these letters, and a check-over with several other experienced instructors, banged out the book.

A novel part of the book so far as many pros are concerned is that Macpherson claims no unique magic in the methods he



George Jacobus, president of the Professional Golfers' Assn., (left), and George Low, first president of the old Eastern PGA, and still an active playing pro, meet in the southland and compare notes on pro progress.

sets forth. He admits that while neither he nor any other pro can devise a perfect method of golf instruction, that in his book he presents in elementary and fairly adequate form, the teaching dope that the soundest instructors use and have found effective.

Pros who have gone over Dunc's book say it's a very big dollar's worth of instruction.

Try for 10% More Play and You'll Do Better—Says Tommy Armour

I CONGRATULATE my good friend and excellent pro businessman, Horton Smith, on his suggestion in February GOLFDOM that each pro watch and work to see that play at each course is increased by 10% this year.

The idea is sound and conservative—like Horton.

It is one that can be applied easily and effectively by any pro who will take a few minutes to check figures on play week-by-week this season against figures for the corresponding period last year.

Adverse weather conditions may whip the pro now and then but he will have a definite objective arousing enough thought and effort to bring him out well ahead of last year's moderate play.

The beauty of the idea is that when a fellow sets for himself a fairly modest and probable figure of increase he will apply himself to far outdo the figure he has set.

I am firmly of the opinion that golf is only about 10% developed as a market in this country. With each pro establishing an annual quota for play we will progress toward our possible market with much more speed and soundness than we have seen to date.



The
ACE
OF CLUBS

An "Ace" in any golfer's hand... a "winner" for any dealer! That's the new 1936 line of golf clubs by GoldSmith...

"ESPINOSA" and "KRUEGER"
Golf Clubs for Men

"BABE" DIDRIKSON
Golf Clubs for Women

Designed by "Champs"... built by master craftsmen "with the precision of a fine clock." Featured in all leading Sporting Goods Stores.

Your golf sales and profits will be increased by nationally advertised

GoldSmith

PRECISION BUILT GOLF EQUIPMENT

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1936 GOLF CATALOGUE
SENT ON REQUEST



THE P. GOLDSMITH SONS, INC.
JOHN E FINDLAY STS. CINCINNATI, OHIO U.S.A.

Thanks for telling the advertiser you saw it in GOLFDOM

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for
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Sale
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Guaranteed
Profit
For You

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at once!
Write for
your copy
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1936
Golf Bag
Circular

Wine Book Is New, Valuable Item For Managers Use

AT THE 1936 annual convention of the Club Managers association, the address most commented on by foresighted managers was that on the club managers' function as an educator and leader in the renaissance of good living.

This reference was made during the course of a talk on wines by G. Selmer Fougner, famous wine authority. Fougner expressed the conviction that what club managers did with wine would have far-reaching influence on the future of all alcoholic liquors in the United States.

He distinguished between the simple service of wines and their service at gala affairs and, by the discussion on the convention floor and among managers following the convention, it was evident that there are many managers, whose experience as head men does not go back to the pre-prohibition days, eager to get information on wine choice and service.

The information managers want is supplied in a book, "Wines—How, When and What to Serve," issued by the Schenley Import Corp., 18 W. 40th st., New York City. It's a book that many managers will find extremely valuable as a reference and, although considerable of a book, will be sent free to managers advising of their club connection when sending Schenley's their request.

GOLFDOM is not in the habit of plugging for books but is earnestly advising managers to send for this volume.

Table of contents includes: Great Wines of the World; Wine Assortments to Stock; Etiquette of Serving Wines; How to Keep Wines in Good Condition; What Wines to Serve with Informal and Formal Menus; How to Buy Wines Intelligently; Wine As Flavoring in Cooking; Glossary giving terms used in talking of wines and proper pronunciation of famous wine names.

L. A. Young Career Pictured in Newspaper Write-Up

LEONARD A. YOUNG, head of the Hagen golf manufacturing enterprise, is the subject of an interesting full page in the Detroit Sunday News of Feb. 2.

The extent and character of the vast Young business in steel springs, coat hangers, metal trim for automobiles and buildings, and in golf is set forth. High spots in Young's career as an inventor,

WRITE TO SALES DIVISION "A"

CANVAS PRODUCTS CORP.

FOND DU LAC

WISCONSIN