

# EVERY GOLFER *wants* **W.P.\***

Here at last is something different in a golf club — something that *every golfer* wants and something that only Power-Bilt clubs can give.

Note the “repeat taper” shown in the circle at the right. This is the revolutionary H & B development that provides the controlled snap and whip that puts extra \*WRIST POWER into every shot—the W. P. that every golfer wants. Try POWER-BILTS yourself and you’ll be convinced that these clubs by *feel* and *action* are the tops in performance.

AND HERE  
IT IS!



The WRIST POWER story is being told to more than a million readers of *Esquire* and *Golfing* magazines. Tie up with this unusual advertising campaign now and display the POWER-BILT line for your own members.

*Louisville*

**POWER-BILT**  
*Golf Clubs*

Hillerich & Bradsby Co.  
Incorporated  
Louisville, Ky.

# CLUB PRINTS CADDIE STANDARDS

ON A SHEET about letterhead size caddie information for members and the boys is supplied by the Meadowbrook G&CC (Buffalo district). The dope was written by Elwin Nagell, Jr., active pro businessman of the club and put out over the signature of the Golf Committee. It is worth use at many other clubs.

On one side of the sheet are "Suggestion to Members" as follows:

As a member of the club and one who plays golf, you are interested in having the best caddie service possible at Meadowbrook. If we are to have this service, it is necessary for each member to cooperate, and it is asked that you conform to the following suggestions:

## SERVICE YOU HAVE THE RIGHT TO EXPECT OF A CADDIE:

Strict attention without any playing, fooling or talking.

That he will replace all divots and smooth over holes you have made in sand traps.

That he will be at your side with your clubs when you come up to your ball.

That he will keep his eye on your ball and mark it so he can go directly to it.

That he will be able to hand you the right club when you call for it.

That he will not start off ahead of you until you have completed your shot.

A caddie who measures up to the above expectations, shows a keen interest in your game and conforms to the caddie rules which are printed herewith, is a CLASS A CADDIE; if not, he is a CLASS B CADDIE.

A caddie is not to be penalized for a lost ball if it is driven in the creek or out of bounds. He should, however, do his best to recover it.

Improvement in our caddie service depends upon the fairness and sincerity with which you mark the caddie. You are dealing with boys and they know whether you are fair with them or not. Mark the caddie simply and solely upon the basis of his work.

If you have occasion to find fault with your caddie, point out to him in a friendly way where he has failed and encourage him to correct his faults the next time he goes out.

Member playing in a club match may choose his own caddie. On busy days when caddies are short, two caddies will be sent out to each foursome.

On the other side appears "Instructions to Caddies," which reads:

There will be two classes of caddies—A and B. If you strive to make yourself a Class A caddie, you can do it, regardless of your age or size. Take pride in your work and see how well you can do it. DON'T BE JUST A BAG CARRIER. Ask your player at each tee if he would like you to wash his ball—on number 2, 3, 7, 11, 13, 14, 16, go forward so you can watch the ball. Arrange clubs so member can pick club out quickly.

## CADDIE RULES

Caddies must be polite to members.  
Caddies must not smoke.  
Caddies must not swear.  
Caddies must not sit on benches.  
Caddies must not sit on greens or tees.

Caddies must know all the clubs.  
Caddies are not allowed on the course except when performing the duties of a caddie.

Carry clubs, never drag them.  
Never give advice unless asked.  
One caddie allowed on putting greens at a time.

Never place feet near or have shadow on hole when tending it.

Always see that flag stick is loose when tending hole.

Never allow a ball to strike you.  
When the player is near enough to see the hole, take the flag out and place flag end on the ground.

When the ball is driven into the rough, mark it by some object and go immediately for it.

Never drop or throw clubs on the ground.

Never swing a member's club.  
Never lag behind your employer.

Always stand perfectly still and don't talk when member is making stroke.

Never stand in back of a player.  
Never run on a putting green.

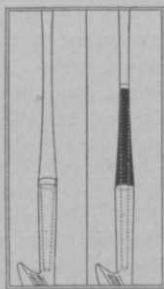
Never go through a trap.  
Caddie must smooth traps after member's shot.

All balls found on the course must be turned in at golf shop.

If strings are loose on member's clubs, turn upside down when putting them in golf shop.

No caddie will be allowed to go out unless he is clean and unless he wears the caddie cap.

# THIS IS A KROYDON YEAR



BUILT-IN or BUILT-UP

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.

*marks the spot where*

## KROYDON'S HY-POWER *lies*

Why is it more and more golfers are demanding clubs with BUILT-IN POWER? Because BUILT-IN POWER is not a catch phrase but a literal fact. It's something you can see and feel—notice in your play—a big, sturdy, all-steel shoulder formed by the outward taper of the shaft right where it enters the neck of the club head.

There's no denying the Hy-Power Shaft gives golfers greater distance, better control and is an increasing favorite with pro and amateur alike!

Kroydon's new prices (Hy-Power Irons as low as \$5.50—Woods for only \$7.00) and nation-wide Advertising Campaign are other important reasons why you'll make more money handling this line.

For new Catalog and full particulars write: The Kroydon Co., Maplewood, New Jersey.

# Kroydon

**CLUBS  
FOR BETTER GOLF**

# "DEAR BEEF"

*An Open Letter to  
My Pal, Beef McLip*

Dear Beef:

As I told you after you had registered your polite and open-minded squawk, I would send you my idea of the box-score on this free golf lesson idea.

One great thing about you, Beef, is that you come right out with your dissenting opinions even if you have to go to the trouble of writing them. I am strong for you on that count. The mugs who pout and do their bellyaching in dark corners I'll have to turn over to the attention of GOLFDOM's Who Gives A Damn Dept., and this department can get around to them after caring for a lot of other prior matters within its jurisdiction.

But there probably are other reasonably smart guys like you who are wondering just how far this free golf instruction business should go, and that's why I'm answering you publically, omitting a few of the words we might use in our private correspondence.

## It Insures For the Future

In the first place, Beef, you fathead, free golf instruction for kids at golf clubs is easily the smartest, most foresighted thing pros have done to assure continuance of golf on a big and growing basis. Before the depression, golf could depend on its caddies for recruits. With a kid making a few bucks a day lugging clubs and usually more of a demand than supply of caddies, youngsters where being paid for being exposed to the game. In 1929 there were about 90,000,000 rounds of golf played. In 1934 this figure fell to around 50,000,000 and with reduced caddie fees per round. In the meanwhile, older fellows who didn't care about playing golf but who were somewhat concerned with having grub in their bellies, began to take over a lot of the caddying work. Therefore the recruiting strength of the caddie angle was reduced more than 50% in value.

I used to think that it might be a serious mistake to give free kid class lessons at the well-to-do clubs, but I've changed my mind on that. I meet a lot of nice people (as much as that may amaze you, Beef old dear) and I'll bet that I've

heard in the last six months 50 rather wealthy men of fine families lament that their boys haven't shown much golf interest. The older men know how much golf might mean to their boys as the kids grow older. That has made me think that if the competitive and educational interest of group lessons extended clear through to the top clubs, it would be a smart move for the pro who wants to keep his job and make a good piece of dough when he gets old. And I tell you Beef, golf, like any other pro sports business, is a hell of a game to get old in, unless a fellow has looked ahead.

## Stores Are No Real Threat

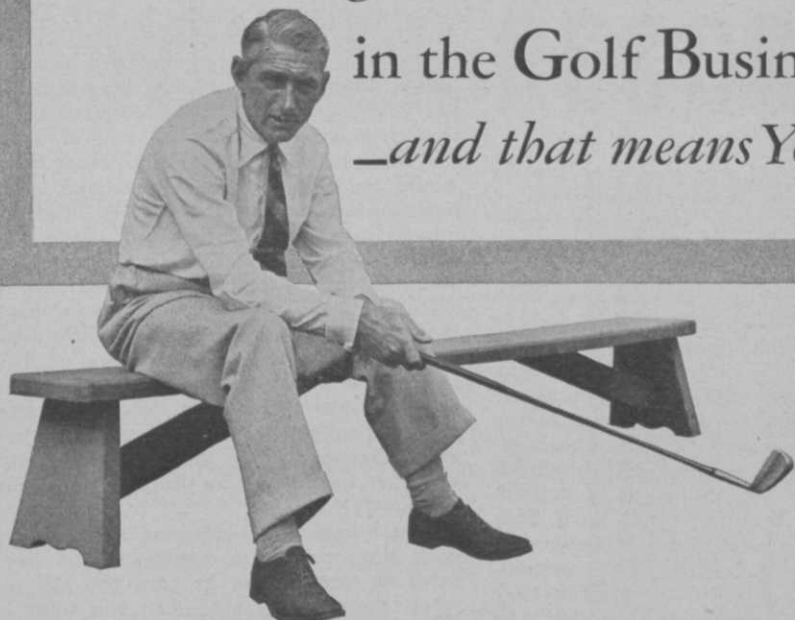
Among words I heard you gurgle up through the suds was something about what's the use of teaching people free just to build up business for stores. Beef, the answer to that is you. As lame-brained and as lazy as you are, you can run circles around 85% of store golf selling. That may get me into a libel jam with someone connected with store selling, especially if they know what a punk you are and realize to what extent my statement insults them. But let it ride. We have made a record in being the only magazine in world history threatened with a libel rap because we stuck up for pros.

Show me a business where I can have an 85% edge over the competition in selling ability and location and where I know that racket like you know golf, and your playmate will grab a transfer.

Things aren't like they used to be in this matter of the pro making the market and the stores stealing the gravy out of it.

There have been some fatal cases of stores taking brand names that pros built into popular demand and the stores ruining the brands by beating the prices down so the pros withdrew support. Smart manufacturers have seen this happen so plainly, that for the manufacturers' own good they have to give the pro a break as far as they can. But no manufacturer, no PGA and no power in the kingdom beyond can prevent some competition for a pro. So you had better be glad that you get the first shot at the customers with these free class lessons to kids—or even

"I'm talking to the No. 1 Man  
in the Golf Business  
*—and that means You*"



● One reason I started writing these ads is because I felt uneasy reading about the ad writer's idea of what a great guy I am.

So I am talking to the great guy who is No. 1 in the golf business, you, the pro who has been able to make a living and increase your hold on the golf market during the depression.

Well, what have you had to do to keep yourself clicking as a business man? The answer is, feature the right line in your shop!

Here's where I go to work. You know that we make great clubs. And you know that these Tommy Armour Clubs are being boosted by a strong national advertising campaign. And you know that your market is protected by a *pro-only* policy so strict that even my cousin from Aberdeen can't buy one of

these clubs "wholesale" from MacGregor.

I told you in our last talk how I drove some fellows nearly crazy to get a design which would make you happy.

So why not get together when our salesman calls on you with these eye-appealing, pocket-book-loosening "Silver Scot" Woods and Irons. They have True Temper step-down shafts that are just stiff enough for real two-fisted golfers. And their gun-metal sheath gets the vote of current popularity. Grips are perforated calf-skin. Wood heads are finished in rich ebony. And a new style scoring and a bright lustre chrome head finish give the irons real character.

"Silver Scot" Irons retail at \$8.00... Woods at \$10.00. For immediate dope on them, write us at Dayton—at once.

*Tommy Armour*

THE CRAWFORD, MCGREGOR & CANBY CO., DAYTON, OHIO

★ ★ ★ NEW YORK • CHICAGO • LOS ANGELES • SEATTLE ★ ★ ★

Deal with GOLFDOM advertisers; they pay for your subscription



to the lower income or casually interested classes of adults at public parks in connection with newspaper publicity—or even to women at your club where I know that only about 15% of the women play as compared with almost a 40% national average.

How Henry Ford would rejoice to have the first and strong “in” on sales that you have with class lessons!

#### Free Lessons Beget Paid Ones

Your other yowl was that free lessons might reduce the paid lesson business. I have talked this over with many, many pros—old and young—during the course of our ballyhoo of free lessons as a profitable idea for pros, and these fellows have told me that if free class lessons destroy the market for individual paid lessons then there is something wrong with the way the pro is going after and teaching his individual lessons. The free group lesson business in pro spare time has been directly responsible for developing hundreds of thousands of dollars' worth of individual lessons that never would have been bought were it not for the incentive acquired in the group lesson. Better remember, Beef, that most of that lesson time is time when otherwise you wouldn't be making a nickle.

The main point I make in this free lesson stunt is that it gives a pro a chance to arouse golf and sales interest with time that otherwise he'd kill hanging around the shop and listening to the radio, making members say, “what does that McLip do to earn that salary we pay him?”

#### Take Tip From History of Education

Beef, you read a fair number of good books during the year so I suggest you do some of your reading on the history of education. You will see that education used to be confined to the priests and the very rich. Plenty of poor guys with a yen for learning joined up as priests to learn to read and write and not with the notion of herding stray lambs into the church. Some of them smarted up too much and were too loose to be very comfortable to any religion.

Then when the free public primary schools came along there was an increased demand and more dough for teachers and more expensive private schools as the school idea developed.

The same thing has been going on recently right under your eyes in golf. Paid

golf instruction started on a big pick-up last year. Eight years ago at a National Amateur championship I used to hear most of the field brag they'd never had a pro lesson. At the last few National Amateur championships it's seemed to me that the kids are trying to brag about how many pro lessons they've had. Look how women's golf has grown and how the lesson impetus has been responsible. I tell you honestly, Beef, I sometimes think that free group lessons of half an hour for adult males at pretty high class clubs would increase pro lesson business, shop business and good-will a lot; but I'm not going to go that strong now, with you and maybe some other birds moaning about giving too much for nothing.

But you can put it down in your book that the free class lessons idea for kids has made more for immediate and eventual pro benefit than any other broad idea the boys have had during the depression years. I only hope the idea you gave me about keeping from topping wood shots will turn out as well as the pro free group lessons for kids.

Watch out for the horses and buggies next time you come downtown and have to cross streets, and be sure you ask me when there is anything else you want to know about anything. And listen, no back talk, or I will turn this argument over to your wife. Yours,

H.G.

#### Metropolitan Golf Association Forms Public Links Section

**M**ETROPOLITAN GOLF ASSN., New York metropolitan district, plans a year of great activity for public links clubs. There are approximately 35 public links clubs in the Metropolitan area eligible for membership.

Any eligible regularly organized public links club may make application for membership in the Public Links Section of the MGA. If elected, the club is entitled to all the privileges belonging to a member club, including Green Section and club management services. Members of elected clubs are eligible for Metropolitan handicaps and for all the Metropolitan tournaments.

The MGA will also conduct an annual Public Links Championship, open only to member clubs of the Public Links Section.

All applications for membership in the Public Links Section must be approved by the Public Links committee, composed of representatives of member clubs and of the MGA.

# DUNLOP GOLD CUP'S WINTER RECORD

● Henry Picard of Dunlop Tire & Rubber Co, biggest money winner of 1936, plays the Dunlop Gold Cup and the Dunlop Maxfli Golf Clubs, designed by himself in collaboration with Craig Wood and George Aulbach. Picard's record in 1936 play:

**Miami Four Ball — FIRST**

**Charleston Open — FIRST**

**North and South Open — FIRST**

**Masters' Invitation — NINTH**



**HENRY PICARD**



## STATEMENT TO PROS BY *Vincent Richards*

In the past few years, professionals have been rightly concerned lest too many new types of sales outlets should assume too great a

share in the distribution of high quality golf equipment.

It seems obvious that professionals have not suffered alone from this condition...that manufacturers of quality products, worth fair prices, have likewise suffered.

Definite steps have been taken by Dunlop, at a temporary loss in volume, in order to help to bring this situation under control. The company is confident that 1936 sales returns both for Dunlop and for their professional friends, will more than justify this action.



**CRAIG WOOD**



Wonder-working in making a pro-shop attractive has been demonstrated by John Keefe, pro at the Brookline (Mass.) municipal course, and formerly assistant to another master pro merchant, Roland Wingate of the Country Club, Brookline. Johnnie found that 60% of his business was done with women, so went to work decorating the shop to impress women and men alike as a smart shopping place. The ceiling is white, the floor is black with touches of gray and a "brick" linoleum rug is in the center of the room. Neat frame pictures adorn the walls.

This picture was taken last October and all the stock Keefe had left appears. He does an active business up to the time snow flies because his shop always looks like a fine place to buy.

## PEORIA USES PRINTED LESSONS

By KARL SUTPHIN

**F**URTHER developments in high school golf teaching at Peoria, (Ill.), started last year by Horton Smith and Elmer Biggs, newly elected president of the Illinois PGA, include the interesting presentation of written golf lessons for the pupils.

Biggs was elected to fill the unexpired term of Horton Smith, who recently resigned as pro at Oak Park CC to devote his time to golf promotion work and tournament play.

This year three classes of 75 pupils each are being conducted on Fridays at the Peoria high school by Biggs, who is pro at Peoria CC, and by Art Andrews, pro at Mount Hawley CC, in cooperation with athletic director Salen Herke, Carroll Bockwitz and others of the high school faculty.

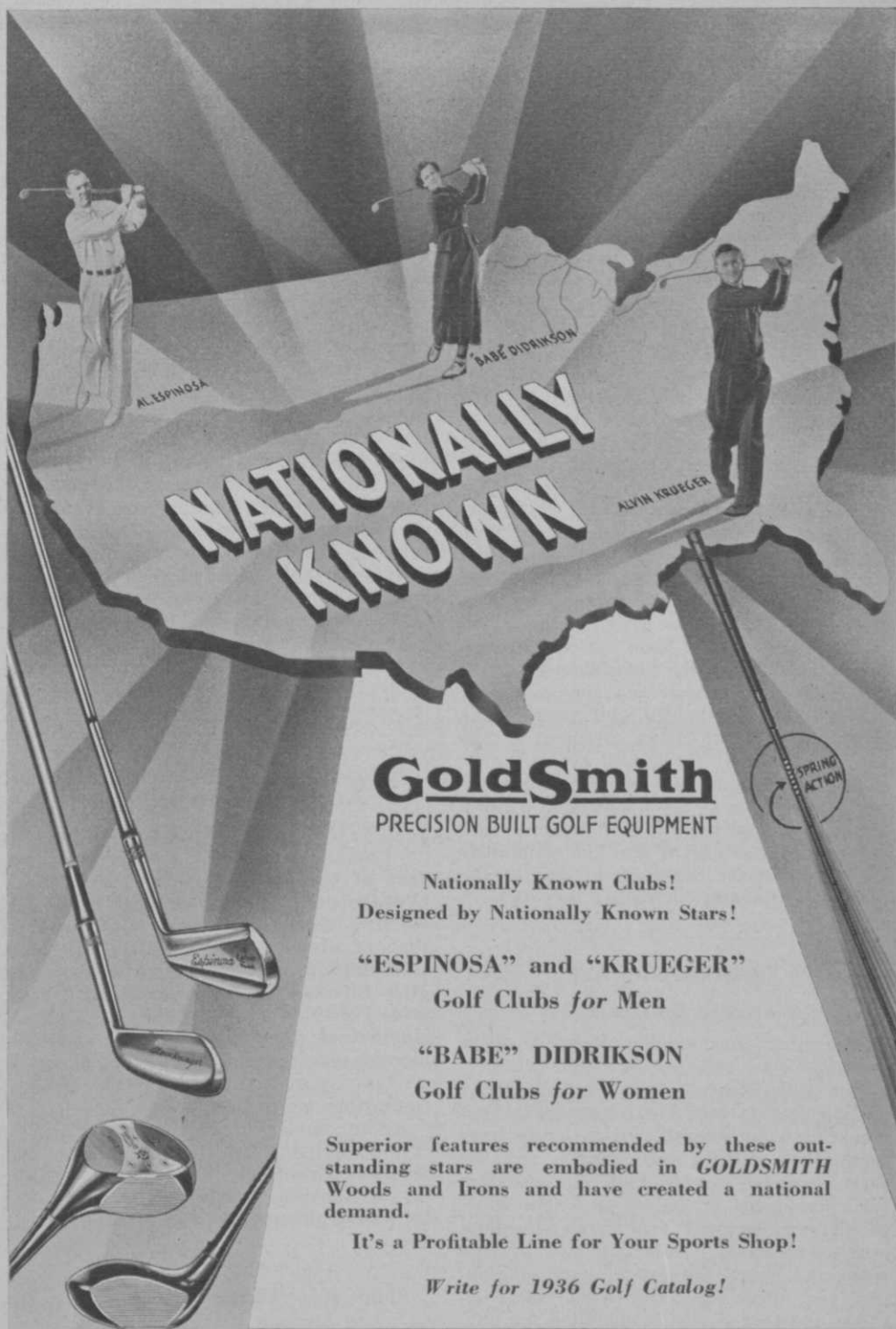
First lesson was on the grip. Each pupil was handed a mimeographed instruction sheet on the correct grip, as drawn by an art class of the school to Biggs' and Andrews' specifications. The second les-

son was accompanied by a mimeographed sheet showing stances for the various shots. Each youngster was given two wooden tees to peg the lesson sheet into the ground for practice at home.

Sheets were labeled with an Illinois Professional Golfers Association credit line and were excellently drawn by the kids. Biggs is of the opinion that when the National PGA gets its instruction fundamentals agreed upon, this data will be of invaluable practical and publicity value to pros engaged in school instruction. The Peoria high school requires printed lessons for students and as there may be other schools with the same requirements, Biggs believes that the matter is one for concerted action by all PGA sections, inasmuch as school group instruction seems certain to extend.

Further value of the printed lessons, so the Peoria pros have learned, is that the youngsters take the lessons home after the 40-minute sessions. At home, the





**NATIONALLY KNOWN**

**GoldSmith**  
PRECISION BUILT GOLF EQUIPMENT



Nationally Known Clubs!  
Designed by Nationally Known Stars!

“ESPINOSA” and “KRUEGER”  
Golf Clubs for Men

“BABE” DIDRIKSON  
Golf Clubs for Women

Superior features recommended by these outstanding stars are embodied in **GOLDSMITH** Woods and Irons and have created a national demand.

It's a Profitable Line for Your Sports Shop!

Write for 1936 Golf Catalog!

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

youngsters' parents get interested in the lessons and the golf promotion influence is spread.

Peoria newspapers have given great space to the promotion both by picture and type. The newspapers also put in a strong plug for gifts of golf clubs for the students, as the entry card the youngsters had to fill out to gain admission to the classes showed that only 4% of the applicants for group lessons had clubs. The entry cards also showed that 90% of the kids who applied for lessons never had played golf and that 75% of the golf pupils' parents did not play. Almost two-thirds of the pupils making application for lessons were girls. Attendance after the first lesson picked up considerably, and is continuing to grow at a pace that is bothering the instructing pros with the problem of taking care of the late starters.

Biggs and Andrews see in the group golf lesson demand for clubs to be used by school youngsters an eventual outlet for used clubs that should have a positive effect in the new club market by getting adult players to give away, or sell at nominal second-hand price through pros, old clubs to the beginning kids.

Peoria high school kids are going for golf strong, making the golf team match with Bloomington High feature of the sports section of its school weekly newspaper, which has won national and international awards as a top specimen of high school journalism. Class lessons are played up, and one of the kid columnists flips in a smart comment to one of the girl golf students, "more par to you."

### Social Security Act

(Continued from page 24)

course, that you employ eight or more persons.

But note carefully the word "wages." Ordinarily this would be construed as representing your payroll, but to quote from section 811 of the Social Security Act, the term "wages" means "all remuneration for employment, including the cash value of all remuneration paid in any medium other than cash." Hence, if you provide room and board for any of your employees, you must set a fair cash value on same, and this should be included for purposes of taxation in your payroll records. Take for instance your greenkeeper. Oft-

times it is customary for the club to provide living quarters for him and his family. Hence, if this is done, a proper cash value should be placed on these quarters and for the purposes of taxation included in your payroll.

One item on which a club can legitimately make a tax saving is on caddies. For instance, if it is now your custom to charge caddie fees to your members' accounts, it would pay you to change this arrangement; and although the club may furnish time cards for the caddies to punch, be sure and have their services paid direct by the members of the club instead of charging them to their accounts.

The reason for this is as follows: If the caddie fees are charged to the members, the caddie then becomes an employee of the club and his fees are considered a part of the general payroll and are, therefore, taxable. However, if the members pay the caddie direct, they are considered as independent contractors selling their services direct to the individual members, and hence are not employees of the club and, therefore, their fees are not taxable. When you realize that caddie fees each year run into millions of dollars, you can readily see that a great saving can be made by the individual club if they can be excluded from the payroll.

### Clinton K. Bradley Heads MSC Alumni Association of Greenkeepers

CLINTON K. BRADLEY, supt. of the Passaic County GC, was elected president of the Massachusetts State College Greenkeepers' Alumni assn. at its annual meeting recently. Bradley is founder of the organization. Wm. F. Nye and Marston Burnett were elected vice-president's. Miss Elfride Klauke, asst. to Prof. Dickinson of MSC, was made an honorary member of the greenkeepers' alumni and elected sec-treas.

Class representatives on the general committee were elected as follows:

Arthur Anderson, '27; Richard Finnerty, '28; G. Moquin, '29; Joseph Johnston, '30; Joseph Whitehead, '31; Arthur McLain, '32; Richard Mansfield, '33; Roger Henry, '34; P. C. Terry, Jr., '35; Elmer Schact, '36.

Shop Has Adding Machine.—Wilshire CC (Los Angeles district) has installed an adding machine in its golf shop for assistance in determining handicaps.