

# A PERFECT SET-UP FOR YOUR MARKET

Let us look at your market and see why this great ball is "tops" in profit-making ability.

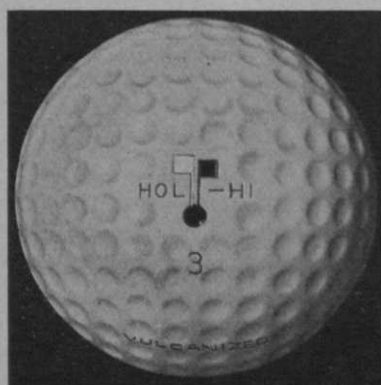
**First**, the major part of your market is composed of players whose game runs from 85 to 100. This means that they are the players who top their balls occasionally, and who often experience difficulty in getting out of traps or from the rough.—And yet they are players who want and depend upon distance and controllability in the ball they play. Otherwise, they could not get the scores they do. The Wilson Vulcanized Hol-Hi Golf Ball fulfills every need of this group more accurately than it has ever been filled. It resists cutting and furrowing, gives more rounds of good play and has championship performance built into it.

**Second**, another percentage of this market is composed of players who play lower-priced balls, purely for economy's sake. You can win these

players to the Wilson Vulcanized Hol-Hi Golf Ball, because it actually delivers greater economy than cheaper balls, and in addition, gives the thrill of extraordinary fine performance.

**Third**, your market is limited to about three hundred players, more or less. In such a limited market, you must depend upon 75c golf ball sales for a worthwhile profit. The Wilson Hol-Hi Vulcanized is a 75c golf ball.

So push Wilson Vulcanized Hol-Hi Golf Balls to protect your profits and to benefit your members' game and pocket-book.



## Vulcanized Cover

The Wilson exclusive "mild heat" slow "air-cure" process of vulcanizing, under the Geer patent, combines toughness with extraordinary performance in the following golf balls:

HOL-HI • P. G. A.  
REVOLTA • HELEN HICKS

*"It pays to play"*

# Wilson GOLF EQUIPMENT

By this mark you shall  know fine golf equipment

WILSON SPORTING GOODS CO., Chicago, New York and Other Leading Cities

Deal with GOLFDOM advertisers; they pay for your subscription

### Other Industries Confess They Have Merchandising Troubles, Too

**PROS** who complain that chain stores and co-op employee deals are knifing into pro business might as well save their breath and energy for attention to their own immediate prospects for sales, as evidence indicates the pro advance in sales has been better than the national average this year.

Drug stores, which in some years past have been a national pain to pro ball sales, showed an increase in tobacco and fountain sales for the first 6 months of 1936 compared with like period of 1935, but "all other" sales slumped from 58.5% to 46.6% of volume in this period, according to figures of the U. S. Dept. of Commerce.

National Association of Independent Tire Dealers opens fire on practice by which large corporation employees and military service men get tires and tubes below standard retail prices. American Telephone & Telegraph Co. and Western Electric Co. comes in for a rap from tire dealers' organization for employee deals that avoid paying retail prices. No mention is made of the tire retailers and their employees getting "buy it wholesale" prices on their telephone bills.

In the earnest slug at the employees' "buy it wholesale" arrangements handed out by G. J. Burger, secy. and genl. mgr. of the tire dealers' organization, through "Advertising Age," reference is made to a bulletin of the Metropolitan Life Insurance Co., explaining a special arrangement as follows:

"The Madison Co-Operative Association, in cooperation with the Athletic Association, has approved the continuance of the discount arrangements with the Sun Sporting Goods Company, 200 Fifth Avenue, for another year. A sport catalog prepared by the Sun Sporting Goods Company is available for use of association members and can be obtained from the association officers or committeemen.

"Details of the additional discount allowed to members of the association may be obtained from Mr. Rennard of the Co-op or officers and committeemen of the association."

Pros are with the tire dealers in a legitimate squawk against this sort of a run-around by the Metropolitan which probably would scream to the skies if anyone got a "buy it wholesale" price on a Metropolitan Life policy.

Funny part of the whole thing is that big companies spend fortunes in propa-

ganda against government ownership and co-op merchandising activities and then blandly put over and push "buy it wholesale" deals for their own employees! Either they're not paying their own employees enough or are just plain dumb in their inconsistency. Whatever the answer is, it doesn't appear to be one that wise management would want to have broadcast to the public.

Pro interest in seductive advertising of golf equipment which sometimes chokes the pro lads with futile comment, makes worthy of mention the following item from "Editor and Publisher," a newspaper business journal:

"Criminal and civil actions have been brought against the corporation and certain officers of Davega-City Radio, Inc., alleging that "fictitious bargains" were offered in newspaper advertising. Following the action of Assistant District Attorney James J. Wilson in filing information in Special Sessions Court by direction of the New York County Grand Jury against the corporation, Herman M. Stein, its president, and Abram Davega, its vice-president, the B. V. D. Co., Inc., obtained from Federal Judge Vincent L. Leibell an order to show cause why they should not be restrained from offering such "fictitious bargains'."

### Kid Diplomas In Big Demand For Promotion

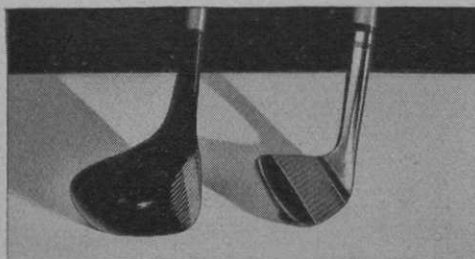
**DIPLOMAS** for youngsters who have taken individual or class lessons from pros now are available without cost to pros. With each diploma is a folder for the parents of the youngsters, telling of pro ambitions in junior golf.

Cost of this valuable pro promotion material is absorbed by the fund to which leading club and ball makers and the PGA contributed.

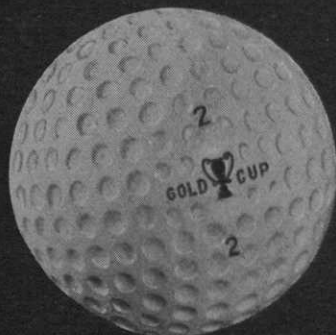
All the pro needs to do to get enough of these diplomas and folders to care for his requirements is to send his name, club, address and number of diplomas wanted, to Pro-Promotion Bureau, Room 1614, 14 East Jackson Blvd., Chicago. The pro fills in, on the diploma, the name of the youngster and the club, and signs the diploma. Kids who have received the diploma are enthusiastic about them and get their parents to frame the diploma for display in the youngsters' rooms.

Pro response to this promotion help has been quick and heavy. Pros are advised to order their requirements immediately as the supply is limited.

**The men behind  
the DUNLOP line  
know their  
business!**



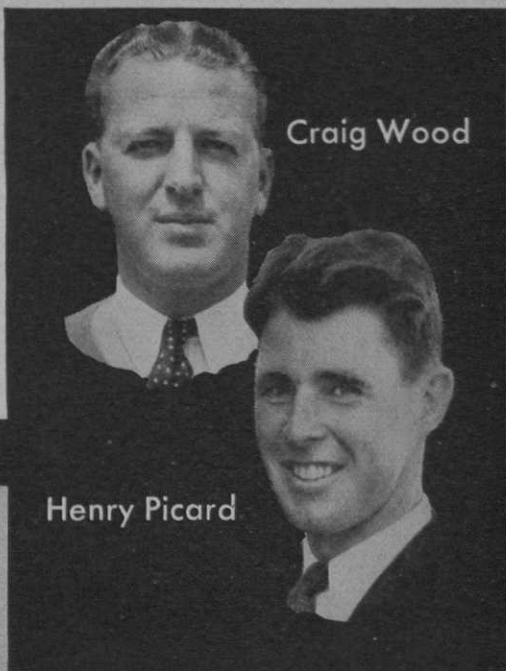
**DUNLOP MAXFLI CLUBS**



**DUNLOP GOLD CUP 75c**



**DUNLOP P.G.A. 75c**



**Craig Wood**

**Henry Picard**

● One sound way to judge the quality and selling power of a line of golf equipment, is to look at the men who have played a major part in its development. Are they active in the sport? Do they know players' problems . . . and what players expect from the equipment they buy? Let's look at Dunlop.

Henry Picard and Craig Wood of course use Dunlop golf balls and Dunlop Maxfli clubs which they themselves designed in collaboration with George Aulbach. The playing records these men have hung up speak well for the Dunlop product. The selling power of their names speaks well for your Dunlop volume.

**DUNLOP**

**DUNLOP TIRE AND RUBBER CO,  
500 FIFTH AVENUE, NEW YORK CITY**

# HE HAS HELD POST FOR 25 YEARS

**T**RIBUTE to the type of veteran who has been responsible for the growth of golf to its present position glows in the fine story Bob McGaw wrote in the Nashville (Tenn.) Banner observing the silver anniversary of George Livingstone's connection with the game in Nashville.

Livingstone, in the headline on the five-column illustrated story, is credited with keeping the course at Belle Meade "in best shape of South."

Characteristic of the history of many of the substantial veterans—both pros and clubs—is the tale of Livingstone and Belle Meade. Here is the story as set forth by the able McGaw:

In the spring of 1912, George Livingstone packed his golf clubs very carefully, kissed his wife and three little girls, took another long look at North Berwick and Edinburgh, and came to America.

He landed in New York and immediately looked up an old schoolmate, Jack Hobens, who had a job as professional just across the river at Englewood, N. J. Jack made a place for him at his table as long as he wanted to stay and a place for him at his club until he found one for himself.

The young immigrant from Scotland wasn't long about it. He was in Spalding's a few weeks later when a messenger boy walked in with a telegram from Nashville. It seems that there would be no order from the Spalding salesman who had visited the town in Tennessee, because the Nashville G and CC professional had suddenly dropped dead on the clubhouse porch, and the golfers there were looking for a new pro before they'd look at any new clubs.

Livingstone followed the messenger boy to his office and wired his application. That was May 6, 1912. That afternoon, a sports writer named Grantland Rice was pounding his typewriter at the New York Evening Mail when he received the following telegram from a man he'd known in Nashville before moving up to New York:

**GEORGE LIVINGSTONE, ENGLEWOOD GOLF CLUB, WIRES FOR POSITION AS PROFESSIONAL. LOOK HIM UP AND WIRE US THE RESULT.**

**BRADLEY WALKER.**

It was Walker who had gathered the Nashville Golf and Country Club members around him and said that the right thing to do was to hire a man recently arrived from Scotland.

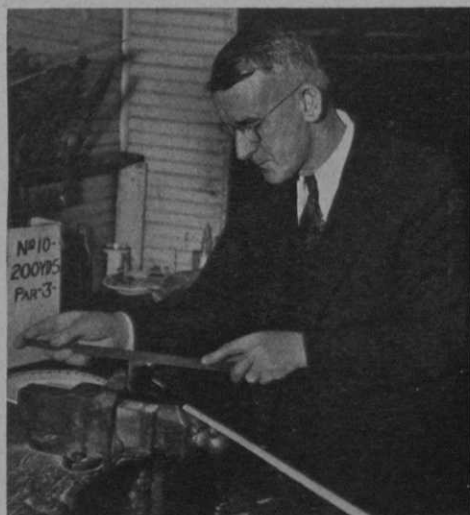
And it was Walker who, as secretary of the club, sent another telegram on May 25 that read like this:

**GEORGE LIVINGSTONE,  
ENGLEWOOD GOLF CLUB,  
ENGLEWOOD, N. J.**

**WE NEED YOU IMMEDIATELY AS SOUTHERN CHAMPIONSHIPS WILL BE PLAYED AT CHATTANOOGA BEGINNING JUNE FOURTH. START SUNDAY IF YOU CAN.**

**BRADLEY WALKER.**

So George Livingstone is now working his twenty-fifth season in Nashville. He is 55 and the only professional Belle Meade has ever had. If Livingstone could go on forever, which he threatens to do, he'll



George Livingstone

stay at Belle Meade that long. He's more a part of the club than the first tee or the eighteenth green, both of which and all between he built.

Livingstone added a son, James, to his three daughters, and all four are now parts of Nashville. Two brothers followed him from Scotland to America, Jimmy now

*The vote  
of the Pros will  
go to Power-Bilts  
in '37*

**BECAUSE—**

1. THEY ARE BUILT TO PRO SPECIFICATIONS.
2. THEY ARE SOLD BY PROS ONLY.
3. THEY LOOK RIGHT, THEY FEEL RIGHT, THEY PLAY RIGHT.

**W**ITH a few improvements as suggested by the professionals who played with and sold Power-Bilts in 1936 you will discover in the new 1937 Power-Bilt line the finest clubs from the standpoints of looks, feel and playability that have ever been offered exclusively through the pro shops.

Our representative will call on you shortly.

*Louisville* \_\_\_\_\_

**POWER-BILT**

HILLERICH & BRADSBY COMPANY  
INCORPORATED  
LOUISVILLE, KENTUCKY

*Golf Clubs*



being at Ingleside in Atlanta and Henry at Clarksville, Tenn. Then, Jimmy's three sons became professional golfers in Georgia and South Carolina. Six Livingstones in the golf business of the South—all because one of them, Belle Meade's George, happened to be looking at some clubs in a New York store the day a traveling salesman visited Nashville.

George wouldn't trade jobs with anybody. "I'm sure I get more kick out of caring for a course and working on golf clubs than I would from doing anything else," he says. He'd hate to leave Nashville, too, because he likes the city and the people so much.

He is good at everything to do with golf—playing, teaching, caring for a course, repairing clubs, directing tournaments. He is known as one of the nation's real experts at building and caring for Bermuda grass greens. The Belle Meade course has long been the best kept in the South.

Livingstone has rarely played in tournaments. "We greenkeepers have to work too much to play in tournaments," he says in explanation of it, but with no bitterness. Really, he'd rather work with dirt and sand and sod and grass than shoot for prizes on his or any other course.

A notable exception was the South-eastern PGA championships at Belle Meade in 1926. Livingstone shot the first two rounds in 66-67—133, setting a world's record for consecutive rounds in competition. Bobby Jones had done the trick in 134 a few months before, and Charley Hall took the record away from Livingstone with a 132 a few months later.

#### Proposes that Summer Circuit Pay Stars a Guarantee

**BOB LITTLER**, merchant and golf enthusiast of Seattle, proposes that sponsors of summer Open tournaments organize and provide a pool to pay outstanding players guarantees for the summer circuit. Littler was chairman of the Seattle \$5,000 Open which lost about \$2,000 in its first showing but which is regarded highly as an artistic and national publicity success by its sponsors. St. Paul's Open this year did so well that an increase of prize money for 1937 has been mentioned.

A condition of which Open promoters have complained is that they guarantee the purse but no one can guarantee appearance of the players.

Evidence that Littler's idea for getting

tournament specialists as gate attractions is not merely a locker-room hunch, is in the prize-money list for the five Northwest competitions. Seven out of the first eight winners on the Evergreen circuit were tournament pros. Led by Byron Nelson, playing pro of Ridgewood with \$2151, the first eight included:

Macdonald Smith \$1973; Ralph Guldahl \$1693; Ray Mangrum \$1517; Horton Smith \$1372; Al Zimmerman \$1250; Jimmy Thomson \$1110; Tony Manero \$1075.

Only Zimmerman, pro at Alderwood CC, Portland, Ore., is home-guard pro. He will invest his winnings in making the next winter circuit and looks like he's due for big things with more tournament experience.

#### Pro-Promotion Plan Asks Advice In Drive On School Golf

**I**N the first bulletin of the Pro-Promotion Plan, pro advice is asked on the campaign for getting high schools and colleges to adopt golf instruction as a feature of the athletic programs.

Objects of the drive are to make foresighted development of the golf market and to open a new field for profitable work by pros during fall, winter and early spring.

Suggestions from pros are to be sent to Herb Graffis of Pro-Promotion Plan, Room 1614, 14 East Jackson Blvd., Chicago.

**Mustard Takes Over Biloxi**—Jimmy Mustard, pro at Janesville (Wis.) CC, has just taken over permanently the Biloxi (Miss.) CC. Mustard has served as pro at Biloxi and is in excellent position to know its possibilities as a summer and winter resort.

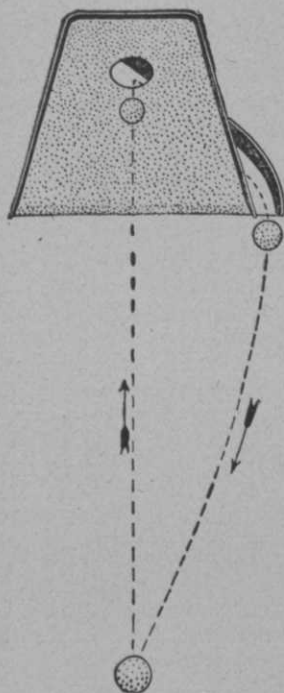
Eddie Rankin, salesman for the L. A. Young Golf Co., will be associated with Mustard in the operation of the club. It is a safe bet that the pro-shop, therefore, will carry some Hagen merchandise.

The Biloxi CC has a fine 18-hole golf course, which Jimmy promises will be in the pink of condition when the club opens for its winter season on November 15. Clubhouse facilities are afforded.

A unique feature, for Southern golf courses, announced by Mustard is that PGA members will be allowed all privileges of the course without fee of any kind, upon presentation of their membership cards.

Plans have already been made for a "Biloxi Open" to be held late in February or early in March, to attract the winter circuit tournament players on their trek from California to Florida.

# PUTTING



## A SURE WAY TO CUT DOWN YOUR SCORE

is to follow the example of the leading professionals.

Use the reverse overlapping grip—both thumbs straight down the shaft—left forefinger overlapping fourth finger of right hand—(this prevents roll of wrists), open stance, weight on left foot, keep head still, take time and,

**GET PLENTY OF PRACTICE**  
at every opportunity in the home and out of doors

on the  
**K U M B A K**  
**Putting Green**

Special price during September  
**\$2.75**

Whether the ball is holed or not, it always comes back to the player.

Walter Hagen says:

"I believe that I have found the only sensible indoor putting device I have ever seen—the KUMBAK. I find it is really helpful for perfecting the putting stroke, and I think that practice on it before one goes to play will help a great deal."

Gene Sarazen says:

"The Kumbak Putting Green seems to me to be the most practical thing for the purpose of practice of putting yet devised."

With each KUMBAK, a book on PUTTING by Frank Stewart Smith, Champion Putter of the World is given free.

**YOUR PRO HAS IT OR CAN GET IT FOR YOU**  
Or you can get it through your sporting goods dealer

*Send for Circular*

**FOX CO.,** 4720 N. 18TH STREET, PHILADELPHIA, PA.

## French Prize Money Is "Tres Louzay" Says Henry Cotton

**HENRY COTTON**, former British Open champion, who lost a play-off for the 1936 French Open title to Marcel Dallemagne, got approximately \$297.45 for his extra-distance performance. Marcel got about \$429.65 as first money for winning this national title.

In accepting second prize money from Duc de Mouchy, Cotton spoke in French. He apologized for his accent but added, "I think I have made my feelings clear." Cotton's criticism was applauded by the golfers. He said:

"I hope that I shall not be misunderstood, but I must point out the astonishingly small sums of money which France puts up for championships. Compared with countries like the United States, they are absurdly small. I don't mean to cause any bad feeling. I am simply putting the players' case.

"The prizes offered in French golf championships are fantastic. It is almost terrible to give such small sums of money to some of the world's best golfers. If you want to have good players in France, offer better money."

Cotton, who was rapped in Briton until he won the Open and made them like his job of doing and talking according to his convictions, was greeted with adverse comment in France because he was not anxious to work the play-off. The fellow was "desperately tired". He went 108 holes of championship competition in the first three days after his arrival from the British Open where he and Dallemagne tied for third.

Dallemagne agreed with Cotton's views on the French prize money. Cotton blames himself for not learning what the prize money was before he travelled to France to compete.

## Thinks Bright Days Lie Ahead for Southern California Golf

**A WELL** informed correspondent in southern California calls attention to developments possible with good times returning to the sunkist land. He advises:

"While no new private courses are being constructed, at least no courses of any kind are closing up, and more money is being spent on badly needed improvements. I am wondering what is going to happen to bank-owned or bank-controlled golf courses.

"Financial houses took over some courses while the country was off the fairway. Not knowing what else to do with them, the banks continued operating the plants as golf courses but at absolute minimum of expense.

"Now that real estate values are rising there is a chance for the banks to get out nicely ahead by sub-dividing the courses. In which case the remaining golf courses will be able to make more money and get in such shape that the bankers will be eager to lend them money again."

## S. Calif. PGA Issuing Model Newsy Bulletin to Members

**SOUTHERN** California Section PGA issues a monthly bulletin to its members. A recent issue contained a list of officers and directors; directory of committee chairmen; announcement of events; Los Angeles License Tax ordinance details affecting the golf business; a list of new members and their addresses, and information that Stanley Kertes beat out Les Madison for the association's six-month gold medal by one point. Both Stan and Les qualified at Los Angeles for the National Open.

Members' comments and suggestions are solicited for the bulletin, which is a model of terse, timely information.

**L**ELAND CREWS, pro-manager of Glen Arven CC, where the annual Thomasville (Ga.) Open is played, knocked in a flying ace at the 140 yd. sixteenth recently. It was Crews' second hole-in-one. Pros who are planning on making the 1937 Thomasville Open because of the great time the Gawgyuns gave the boys last winter had better borrow Crews' seven-iron when they come to the Glen Arven sixteenth.

**H**ELENA (Mont.) TOWN & CC will be host to a \$1,000 Open tournament Sept. 5, 6 and 7. First money will be \$400. Entry, \$10. Further details may be secured from E. J. Murphy, pres., or John Kall, pro.

**Pro Is Detective**—Eddie Murray, pro at Endicott-Johnson course, Binghamton, N.Y. now rates as a G man (Mex.). Ed spotted one strange iron in a set that came into his shop as a club from a set stolen from a member a year and a half ago. Present owner didn't know the club was hot. He bought the stolen set at a "bargain."



# YOURS!



The responsibility of supplying players with the best values in golf equipment is **YOURS.**

The PGA golf balls that give your club members the utmost in performance are **YOURS.**

The profits of a growing and protected market with PGA balls sales are **YOURS.**

And the public acquaintance and good will developed for qualified professionals by the outstanding values of the PGA balls are **YOURS.**

PGA golf balls at 75 cents and 50 cents are sold **ONLY** by PGA members. Their sale is a sign of pro department operation by a first class man.



**THE  
PROFESSIONAL  
GOLFERS  
ASSOCIATION  
OF AMERICA**

## Monteith Begins Annual Tour of Outdoor Greens Meets

**J**OHAN MONTEITH, Jr., technical chief of the USGA Green Section, has begun the heaviest schedule of Green Section meetings in the organization's history. He opened with a meeting at the Cincinnati CC, then jumped to Chicago, where was held, on August 31, the annual outdoor meeting at Mill Road farm in the Chicago district.

Monteith's outdoor meeting itinerary for September is as follows: Sept. 2, Country Club of Lincoln, Neb.; Sept. 4, Country Club of Denver, Colo.; San Francisco (date and place of meeting to be announced by Northern California GA); Sept. 14, Valley Club of Montecito, Santa Barbara, Calif.; Sept. 16, Bel-Air CC, Beverly Hills, Calif.; Sept. 19, Country Club of Phoenix, Ariz.; Sept. 22, Southern Hills CC, Tulsa, Okla.; Sept. 24, Mission Hills CC, Kansas City, Mo.; Sept. 25, Westwood CC, St. Louis, Mo.; Sept. 28, Highland CC, Indianapolis, Ind.; Sept. 29, Cleveland, O., (no meeting); Sept. 30, Allegheny CC, Pittsburg, Pa.

### Pro vs. Members Is Event That Draws Crowd

**A**N EVENT that many clubs can adopt in attracting a big crowd for a late season day is the pro vs. members event used at Oak Park CC as a welcome home to its honorary member and former pro, Horton Smith.

Smith and three members started in the first foursome of the day. Each member in the entire field added two to his handicap, took  $\frac{3}{4}$  of his whole handicap and matched cards against Horton. Smith's score was posted at the back of each green.

A half dozen golf balls were given to each member who beat Horton. There were five out of a field of approximately 140 who beat the pro.

### New Course Is Feature of Iowa State College Play Area

**A**N 18-hole golf course is now under construction in a 160-acre tract adjoining the campus of Iowa State College, Ames, Ia., home of one of the excellent state college short-course sessions in greenkeeping. The new course, scheduled to be opened in June, 1937, forms the main feature of a recreational area which will include picnic grounds, trails, boating, and various sport areas.

Expert design and careful construction is expected to give the course an excellent rating as a test of golf. Three sets of tees have been provided — one set for expert play, one for average golfers and one for beginners. Par is 72, total yardage runs 6000 to 6500 yards, depending on tees used. A complete watering system for tees, fairways and greens will require some 15,000 feet of piping.

General director of the course is George F. Veenker, director of athletics. Perry Maxwell, golf architect, supervised construction, and J. D. Armstrong, landscape architect, was in charge of landscaping and field engineering.

**A** ROUND trip from St. Louis to either coast via TWA planes is one of the prizes at the Lefthanders' national tournament to be played at Triple-A CC, St. Louis, Sept. 21-26, inclusive.

John Walker, TWA v.p. in charge of traffic, who is a portside golfer, is the donor of this prize.

**Section Bulletin Revived**—Revival of the Green Section Bulletin in the form of circulars on timely maintenance hints has been of great value to greenkeepers and chairmen this summer.

Maintenance advice supplied in these bulletins more than justifies the \$30 annual cost of USGA membership, in the case of the majority of clubs. Details of the bulletins and USGA membership may be secured from the United States Golf Assn., 73 East 57th st., New York.

**102 at Mass. Turf Day**—Annual Lawn Day program at Massachusetts State College, Amherst, was held July 30. Attendance was 102, most of whom were held in wrapt interest by practical program which included papers by Prof. L. S. Dickinson and E. Klauke of the MSC staff and the guest artists, Dr. T. E. Odland of the Rhode Island experiment station and Dr. Howard B. Sprague of the New Jersey experiment station. Fifteen minutes were allotted to each address and 5 minutes following for discussion.

**Managers' 1937 Meeting**—Eleventh annual convention of the Club Managers Assn. of America will be held in Louisville, Ky., February 16, 17 and 18, 1937. Ohio Valley chapter of the Association will be hosts.

Plans for the convention program already are being made. Fred Wood, Denver (Colo.) AC, is president of the national organization; Fred Smith of Columbus (O.) University club, sec.; and Russell G. Miller, 6103 Dibble ave., Cleveland, treas.