

SPEAKING OF COST!



USERS WILL TELL YOU THAT IT COSTS THEM MORE TO BE WITHOUT THESE MONEY-SAVING TRACTOR TIRES

THAT'S A FACT. You need Good-years on your tractors and mowing machines now. Quickly—and in many different ways—they pay for themselves and start paying you a profit.

Here's how they do it.

They save as high as 25% on fuel—save on repair bills, too, because they're easier on equipment—lessen wear and tear.

Like easy-rolling cushions—they protect the turf. You can drive them over lawns and greens without damage.

They mean better work. You can drive them closer to trees, shrubbery, difficult edges.

You can work faster—take short cuts over bridges, walks, roads—take the hills or hillsides without slipping.

And they're easier on drivers, too—easier to handle—free from noise and shocks.

See the Goodyear dealer nearest you.



THE GOODYEAR TIRE & RUBBER CO., INC.
AKRON, OHIO

GOOD YEAR
ALL-TRACTION TRACTOR TIRE

two bitter almonds, and cook to a rich brown.

14. All elements of chance have now been completely eliminated, and you are ready to putt.

Here's How to Operate

15. Set putter at correct angle of inclination by means of the green hand wheel on upper central tower. This assures correct directional impulsion (or something).

16. Set putter accurately for mean effective force by means of red handwheel on upper central tower with proper indication on quadrant at putter axis.

17. If stymied, take sand from container on right rear limb, and build small runway in front of stymie ball.

18. If lie is either distinctly uphill or downhill, correction may be made by lengthening or shortening stroke spring on putter axis bar.

19. All is now in readiness for the putting act, which is carried out as follows: First sound Klaxon on upper right tower, then with a slow even motion pull and release trigger on fee hopper at peak of upper right tower. This starts the machinery in motion. By a secret passage an actuating sphere finds its way in a series of convolutions to the combustion chamber. Here a powerful explosion takes place, the force of which is utilized to unlock the shaft prisoner, and allow the putter to swing in an accurately controlled arc that sends the golf ball unerringly into the hole.

Note: Sufficient actuating spheres are contained in the delivery column to complete from eight to ten holes, that is, eight to ten putts, without reloading, and spare munitions are carried in the shot hatch situated at the base of the upper right tower. The machine is equipped with Timken bearing wheels for easy transportation, and should be covered up when not in use, as small boys or birds nesting might be tempted to climb into it, and spoil some of its exceedingly delicate parts.

No extra premium is required on insurance policies covering operators, and the machine has been approved by the S.P.C.A.

Field of 200 Forecast for Women's Missouri Tourney, Aug. 30-Sept. 4

WOMEN'S Missouri GA, one of the most active of women's state organizations, will hold its third annual tourna-

ment at Indian Hills CC, Kansas City, Mo., August 30-Sept. 4. A field of 200 is expected. In the championship group are about 20 women with handicaps of 4 to scratch.

Entry fee of \$3 should be sent to Mrs. C. R. McCubbin, treas., 6242 Valley Rd., Kansas City, Mo. Clubs whose members are competing are asked to pay a fee of \$5.

The event is one that warrants lively co-operation from pros in solicitation of entrants, and the association's officers ask that Missouri pros ask their active women players to enter the competition. Flights will provide interesting play for all entrants.

Harbert's 268 to Win Michigan Open Is Only 28 Under Par. Tsst, tsst!

MELVIN (CHICK) HARBERT, son of veteran Battle Creek pro, made two of his dad's old pals especially happy in establishing an amazing record of 20 under par to win the 1937 Michigan Open championship. Young Harbert's rounds of 63-64-67-74 over the 6,600 yard Arbor Hills course at Jackson were played with Macdonald Smith clubs. Chick's father and Mac Smith and Al Link, v.p. of Link-Lyon, Inc., makers of Mac Smith clubs, are close friends of many years' association.

Jack Winney, Redford GC pro, finished second in the Michigan Open field of 129 players. Winney was 18 strokes behind Harbert. Harbert's performance goes into the annals as the greatest scoring ever done on a full length golf course in four consecutive tournament rounds.

Walsh Writes Instruction Book—Tom Walsh, sec. of the PGA, golf director for Chicago Parks District and general manager at Westgate Valley CC, has written "The Picture Way to Better Golf", a compact but very helpful instruction book. Walsh makes excellent use of strips from motion picture films in illustrating his book.

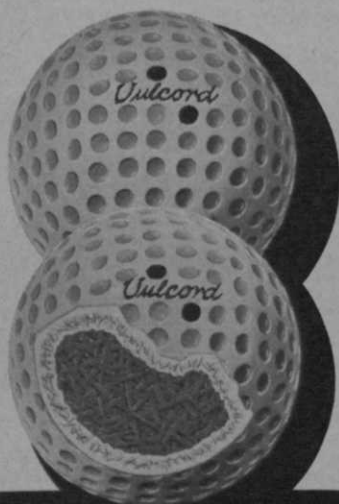
The method he employed in his book is that he has used with success in developing a large number of park- and fee-course beginners into better-than-average players.

Greens Convention Dates Changed—Dates for the 1938 convention and golf show of the NAGA have been changed to Feb. 15-18. Hotel Netherland-Plaza, Cincinnati, is the locale.

If you haven't introduced
your members to the

New **HAGEN VULCORD**

— the toughest long ball
in the 75c field —
you're missing one grand
opportunity to render
them a real golfing service.



Toughness with distance is achieved in the Vulcord, not by increasing thickness of the cover, but by embedding a toughening cord in the thin cover — after the manner of Cord tire construction.

L. A. YOUNG GOLF CO... DETROIT

PLAYERS DENY RYDER CRISIS

By HERB GRAFFIS

AMERICA'S victorious Ryder Cup team returned July 20 on the Berengaria and after being officially welcomed at the dock was greeted by an informal dinner at Hotel New Yorker on the evening of arrival. Non-playing captain Hagen did not return with the team. Walter plans to hunt in India before he comes home.

Newspaper stories that certain players complained of treatment they had received in England found returning players themselves embarrassed by great magnification given to casual comments made concerning conduct of enthusiastic galleries. Players questioned explained that the "breaks" caused by British galleries were of the same nature they had experienced many times with American galleries, so there was no reflection on the British spectators' sportsmanship intended in the honest comment made.

Players who drew official fire for remarks showed good judgment and sportsmanship in not going for the old alibi of claiming to have been "misquoted," and by such convenient falsehood impugning the accuracy of experienced British and American reporters who covered the stories.

Veteran British golf writers consider the American players' comments are no more inclined to disturb harmony of the international pro matches than the absolutely truthful unreserved remarks of British Ryder Cuppers about the unfairness of hellish American mid-summer weather they experienced prior to switching the American date of the affair to temperate weather of late summer.

Horton Smith, interviewed by Bob Harlow for a widely used newspaper syndicate feature, restored the situation to balance in his characteristically calm manner. Smith declared that the British PGA did far more than could have been expected in the matter of extending courtesy and paying bills for the American Ryder Cup team during the players visit in England.

British officials met the team at Plymouth when the Manhattan docked and had first-class reservations for the 10 members, 5 wives and manager on this 4½-hour journey to London. Dinner was provided on the train. The party of 16 was registered into the Savoy Hotel for a day and all bills paid by the British.

Sixteen berths on the fast sleeper from

London to Southport were handed the Americans and upon arrival in the English resort city the party was taken to the best hotel on the front, the Prince of Wales, where for a week the British again paid all bills, including food. A fleet of automobiles carried the players from hotel to links and return, as needed.

Caddies used for the week of practice and in the Ryder Cup matches were paid for by the British, and as a finishing touch, a farewell dinner was served.

"This record," said Smith, "speaks for itself. There can be no question as to the sort of reception and treatment the responsible parties in Great Britain wished to accord to the American players. I hope we do as well by their men when they visit America in 1939."

Cowboy Entertainment—Chuck Abbott's band of cowboy singers and cooks again is making a tour of country clubs putting on the campfire barbecue steak suppers and cowboy entertainment Abbott made famous at Palm Springs, Calif. The Abbott bunch has a fine entertainment and feeding novelty for golf clubs and has been booked by many of the leading clubs.

BR-R-R-R!



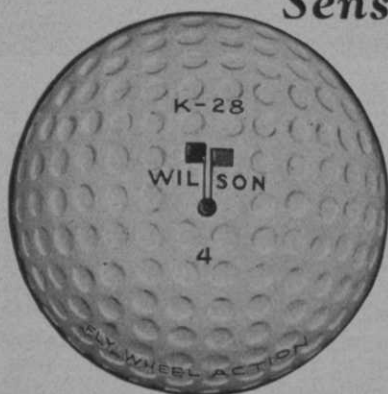
On June 9 snow was scraped from the greens of the Lead (S. Dak.) CC, high in the Black Hills, to permit planting of stolons. Harry Anthrum, Lead CC greenkeeper, is at the left. R. R. Bond of the Old Orchard Turf Nurseries is second from right in the group at work planting.

BREAKING SALES RECORDS!

Amazing New Fly-Wheel Action

HOL-HI K-28

Sensational Success from Coast to Coast



● Sales mounting month after month, factory working to capacity, furnish indisputable evidence that golfers have found in Fly-Wheel action just what they need to improve their game. Get your share of this business by stocking the Hol-Hi K-28 and displaying the sales-making Hol-Hi K-28 Demonstrator.

A FEW 1937 HOL-HI K-28 VICTORIES

Metropolitan Open, May 16th, won by Jimmy Hines, playing the new Hol-Hi K-28 and Wilson clubs.

P. G. A. Championship, won for the second time by Denny Shute; Jug McSpaden runner-up. Both played the new Hol-Hi K-28 and Wilson clubs.

National Open, won by Ralph Guldahl with a record 281, playing the new Hol-Hi K-28 and Wilson clubs.

Women's Western Open, won by Helen Hicks, playing the new Hol-Hi K-28 and Wilson clubs.

1937 British Open and British Amateur Championships both won by players using Wilson Golf Equipment.

Chicago \$10,000 Open, won by Gene Sarazen, playing the New Hol-Hi K-28 and Wilson clubs.

Players whose names are mentioned are retained on Wilson's advisory staff.

"It pays to play"

Wilson
GOLF EQUIPMENT

WILSON SPORTING GOODS CO. • CHICAGO, NEW YORK
... and Other Leading Cities



Hol-Hi K-28 Fly-Wheel Demonstrator

By this mark you shall know fine golf equipment

IT PAYS TO SELL WILSON GOLF EQUIPMENT



Walter Keller's practice range is flood-lighted to permit night business.

Stop-and-Socks Doing Land-Office Business in Chicago Area

PRACTICE range business in the Chicago district is having the greatest boom in its history. Tees are crowded day and night. Reasons for big business, says Walter Keller, successful practice plant operator, are general prosperity, better condition of practice courses, vigorous promotion and, not the least, diligent work of experienced pros.

Keller's range has 75 tees. Excellent lighting attracts heavy night play and often keeps course busy until 2:30 A.M. Sunday mornings. Many Chicago district ranges report business twice that of last year. Several pros formerly at private club jobs now have their own ranges and are making fine incomes at hard, long-hour work.

Bob Macdonald, noted instructor, has one of the largest, busiest ranges. Macdonald's reputation as player and instructor is credited with being a big factor in putting practice range business on a high plane of public esteem in the Chicago district.

Another large range pulling in plenty of dough is Hal Berg's plant at Harlem and North Ave., where one of GOLFDOM's staff put in a several minutes' wait until one of the 65 tees was clear.

A profitable promotion employed by Keller was sending letters to heads of manufacturing plants in territory adjacent to his range. The letter "sold" range practice as an employee recreation proposition. Free half-hour class lessons are given two nights a week to men's and women's classes. The half hour free time is far more than made up by the crowded pay practice of these evenings. Keller

also makes strong promotion with appearances of famous players, a stunt instituted with great success by Bob Macdonald.

Ranges put prizes, such as tickets to Chicago District \$10,000 Open, in buckets of balls and give the customers surprise premiums.

Range owners claim they are cultivating a market of 250,000 customers this year, half of whom never have played on a golf course.

LOW SEED PRICES

Present Buying Opportunity Indicates
Extensive Seeding This Fall

IT'S been years since golf clubs have had the price inducements for fall seeding that exists now. Bluegrass and red-top prices are lower than for many seasons past. Old seed will command a premium because the new crop will not have been cured and aged by the time of this fall's seeding, but even with the premium the prices are bargains. According to a practical seed authority the new crop of bluegrass between Aug. 15 and Sept. 1 will have a germination of 40%, but after curing and aging will have a germination of 85% about Jan. 1.

Rye grass prices will be higher because of freezes and weeds curtailing the new crop. Chewings fescue and Astoria and Seaside bent will be about the same as last year.

Considerable improvement in golf club finances, as well as attractive seed prices, is expected to produce a vast amount of seeding at courses this September, say leading golf course seedsmen.

*There is More Money
for YOU in Selling
Better-grade Clubs*



**... and when shafted
with Heddon Shafts
they sell much quicker**

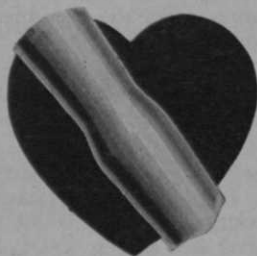
● Here are the reasons: One reason is that the Heddon Patented Double-Whip Power-Shoulder is the secret of "feel"—the key to greater Accuracy, Power and Distance—unobtainable in any other golf shaft.

The other reason is that Heddon Shafts are featured and obtainable only in the better golf clubs of

**WILSON SPORTING GOODS CO.
A. G. SPALDING & BROS.
HILLERICH & BRADSBY CO.**

Add these two reasons together—the answer is the sale of the highest quality clubs, ones that yield YOU a real profit.

The
"Double-Whip"
POWER-
SHOULDER



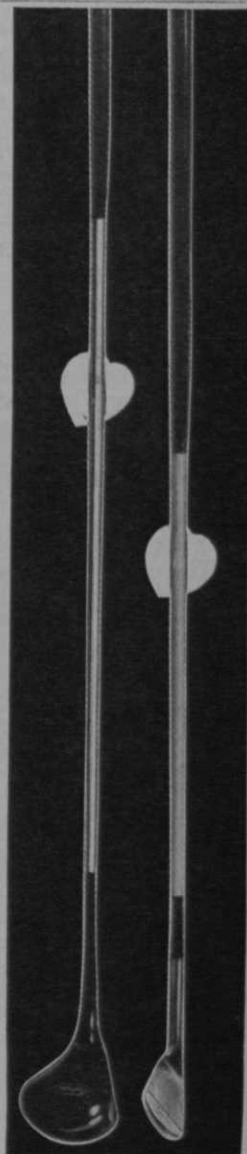
The
Power-Shoulder
is "THE HEART
OF THE SHAFT"

H E D D O N

"CUSTOM DRAWN" STEEL GOLF SHAFTS

JAMES HEDDON'S SONS, Steel Golf Shaft Div., Dowagiac, Mich.

"The Shaft of Steel with the Hickory Feel"



SHOP RADIOS SHOULD WHISPER !

WITH cheers and "amens" prominent pros, club officials and members have endorsed a suggestion recently printed in GOLFDOM concerning the reduction of radio din at pro-shops.

President of one of the old and well-known Eastern clubs wrote in approval:

"You did a service to golf professionals by calling to their attention the damage being done to their business volume and business reputations by the maddening racket of radio sets turned on at full blast.

"It was necessary to instruct our own professional to keep his shop radio tuned down considerably so members and guests would appreciate that they were at a golf club and not at a boiler factory.

"I have had the experience of being compelled to yell so loud in trying to make my wants known over the radio din in our own pro-shop that I have been disgusted and discouraged as a patron of the place. There are very few mistakes in the management of a golf shop as a place of business so irritating to the average well-bred club member as the radio screaming and roaring that many professionals allow."

Pro comment on the warning that radio racket is driving away customers and cheapening the atmosphere of the pro-shop, is summarized by the remarks of W. R. (Doc) Treacy, who says:

"There was far more value than many pros realized to the suggestion in GOLFDOM that loud radio racket be eliminated from the pro-shops. Many of the boys have heard the deafening, steady noise of the radio so continuously that they don't appreciate what an offense it can be to a member at a first-class country club who doesn't expect the pro to yell at him, the waiters to yell at him, the caddies to yell at him, and by the same standard, doesn't expect the radio in a pro-shop to shriek at him.

"The atmosphere of a first-class country club should be, in some respects, that of a well-ordered private home wherein there is a decent absence of unwarranted noise.

"Any pro who will think about the situation must realize sharply that the raucous blare of radios announcing details of ball games and horse races is something that clashes sharply with the pro interest and has a definite effect in

driving men away from pro-shops and golf courses.

"I believe that this too general mistake in pro-shop operation is a juvenile error for which young assistants are primarily responsible and mature experienced professionals secondarily responsible because they don't supervise the details of pro-shop operation closely enough.

"There can be no doubt in the mind of a pro who is qualified by temperament to serve at a first-class club that a loud radio in a pro-shop is offensive to members, not in keeping with the character of the club and probably so offensive to many members that subconsciously they stay away from the radio racket.

"You are to be congratulated on noting a fault in pro-shop operation that many pros should have immediately called to the attention of their assistants."

GRAND VIEW, one of Des Moines (Ia.) two public courses, has been completed under supervision of Ted Adams, greenkeeper of the layout. Fourteen of the greens were planted in the fall, 1936, and the other four sodded from the Metropolitan bent nursery installed by Adams.

Main lines of the watering system are installed below frost and have only three drain plugs. Feeder lines are automatically drained into gravel bottom manholes. Adams is especially proud of the landscaping which has taken full consideration of factors of golf course and landscape architecture. A planting of 160 white pines near the entrance has transformed an unsightly slope into a beauty spot.

Short walks from greens to tees and interesting green design are other distinguishing features of the new many course.

Inter-Company League—Many fee course operators count themselves lucky if they are able to get golf league schedules in which different organizations are represented by one team apiece. Bob Randall of Cherry Ridge, Elyria, O., has that idea beaten as a course business developer by having inter-organization league schedules. The Western Automatic Machine Screw Co. has eight teams, each named for a famous course, playing a schedule over Randall's layout.

EQUI-TUNING

FOR BETTER RHYTHM —BETTER PROFITS

There's a lot of satisfaction in selling Bristol "Equi-Tuned" Woods and Irons. A lot of profit, too!

Don't fail to get the whole remarkable story of these better, different clubs.

Each shaft is scientifically graded to the next shaft in line. Each club has just the right proportion of flexibility that experts say it should have.

In a set of Woods—the Driver is approximately 5 per cent more flexible than the Brassie, and $7\frac{1}{2}$ per cent

more flexible than the Spoon. In a set of Irons—the Niblick is approximately 30 per cent stiffer than the No. 2 Iron.

The result? Better control and the assurance of smooth, sweet-flowing action which means a better game.

Feature these new "Equi-Tuned" Clubs. You'll like the way they sell and you'll like the way they play.

Write for new 1937 Golf Catalog which shows all of the Clubs, Balls, Bags and Sundries offered by Bristol.



BRISTOL PYRAMID IRONS. Furnished in 9, 8, and 6-club sets. Equipped with the famous "Pyramid" heads and the new Bristol "Equi-Tuned" Shafts. Set of 9 in stainless steel—\$76.50 Single clubs, each—\$8.50.

BRISTOL No. 35 WOODS. Offered in a set of four clubs—Driver, Brassie, Spoon, and Wood Cleek. All equipped with Bristol "Equi-Tuned" Shafts. Aluminum scroll sole plates. Heads finished in ebony stain with darkened line face. Set of 4—\$36.00. Single club—\$9.00.



THE HORTON MANUFACTURING COMPANY
488 HORTON STREET
BRISTOL, CONN.

BRISTOL *Equi-tuned*
GOLF SHAFTS and CLUBS

JERSEY CLUBS IN BEST OF HEALTH

Survey reveals clubs are hiking dues and initiation fees as roster limits are neared

NORTHERN New Jersey golf and country clubs have left depression woes behind and once again are enjoying financial health. Initiation fee barriers, familiar in 1929, are reappearing, it was found, and clubs which pleaded for members during the dull years are now drawing back into their shells of ultra-exclusiveness. Several clubs are nearing proprietary membership limits and others already have raised the bars against "special" members, that group known to have kept more than one organization liquid from 1931 to 1935.

While club officials depict the new trend as an indication of prosperity, they are found to be proceeding cautiously.

In many clubs, it was discovered, the upswing has been rapid while, of course, there are some that managed to go through the lean years without finding it necessary to make unusual concessions. Obviously, the latter have been the first to return to the boom years' level.

Although the exclusive Baltusrol club held an enviable position throughout the depression, it is cited as an example of the current trend. Club receipts, it is reported, are \$11,000 greater at this writing than at the corresponding 1936 period, a fact considered to be particularly significant since Baltusrol was the scene of the United States Open championship in 1936, always considered to be financially desirable.

The Maplewood club was one of the first clubs in this area to resume the initiation fee. Mountain Ridge never was in danger because of its small indebtedness. Canoe Brook, Glen Ridge, Forest Hill, Rock Spring, Shackamaxon and East Orange are all having appreciable gains in membership rolls over a year ago. Essex Fells re-established its initiation fee and Echo Lake was reported as expecting to follow suit. Despite an increase in dues, many new members were reported at Cedar Ridge.

Replying to rumors it was about to close, Braidburn announced a group of members had guaranteed to underwrite carrying charges for three years. Ridge-wood, Arcola and Hackensack never faced the question of survival. Aldecress is

contemplating construction of a new clubhouse. Essex County is also considering a new clubhouse at its two 18-hole courses.

New Jersey shore resort clubs, in the midst of the summer season, are reported to be in unusually prosperous condition. Deal has taken on several new members and Homestead has expended several thousands on course and clubhouse improvements. Also cited as an indication of better times is installation of sprinkling systems at the Rumson CC and the Spring Lake G & CC, and remodeling at other courses. There was virtually no reconstruction in the vicinity during the bad years. Other shore clubs reporting increased activity include Jumping Brook, Hollywood and Manasquan.

Suburban, a Union County club, was included among clubs resuming initiation fees.

Dyker Beach Golfer Wins \$10,000 Verdict for Loss of Eye

A JURY in the Brooklyn (N. Y.) Supreme Court recently awarded to George Combes \$10,000 in his suit against the City of New York for loss of an eye as the result of being struck by a golf ball while playing the Dyker Beach course.

Combes was putting on the 18th green when a ball, allegedly driven by Edward Apstein from the fourth tee, struck him. Combes charged the course was improperly laid out; the proximity of the fourth tee and eighteenth green creating a hazardous condition. He further maintained that "under all architectural standards, the fairway should have been at least 100 yds. from the tee and that the fairway should have been at least 125 ft. in width."

C. K. BRADLEY, supt. Passaic County GC, is conducting a weekly column on "Lawn Lore" in the North Jersey News. It's a model job of greenkeeper publicity and community service.