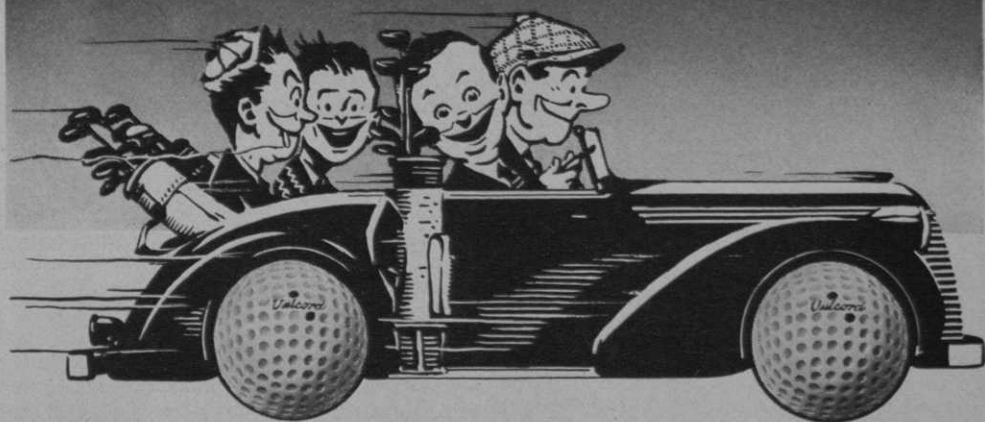


To the Country Club on **CORD MOTOR TIRES**

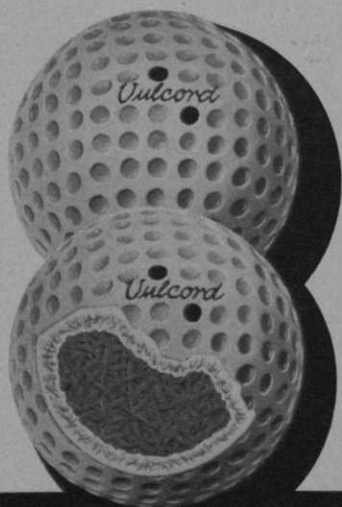


OUT ON THE COURSE WITH THE
New **HAGEN VULCORD**

Understanding the merits of the Hagen Vulcord construction is just as simple, and as easy to explain to your members, as is the difference in construction between the modern cord automobile tire and the old-fashioned kind. The cord tire outlasts its predecessor just 4 to 1.

"Distance with utmost durability" or "utmost durability with distance," whichever way you prefer to word it, is the Vulcord story.

Show your members how to have an "all-cord" trip out to, and on, the course, assuring them a trouble-free, economical golfing excursion.



L. A. YOUNG GOLF CO... DETROIT

I CAN TAKE IT!

By ROBERT PRYOR *Jersey pro welcomes suggestions and is proud of his responsibility in serving Glen Ridge's members*

"I'M CERTAINLY going to do my best to add to your enjoyment; in fact, it's my business—and responsibility—to serve every member of the club." The above excerpt from his spring letter to his members is Jack Fox's formula for success at the Glen Ridge Country Club, Glen Ridge, N.J. Fox, known throughout the Metropolitan district as a good merchandiser and a good instructor, puts his members above all else, lets them know about it, and then reaps rich rewards by having them patronize him exclusively.

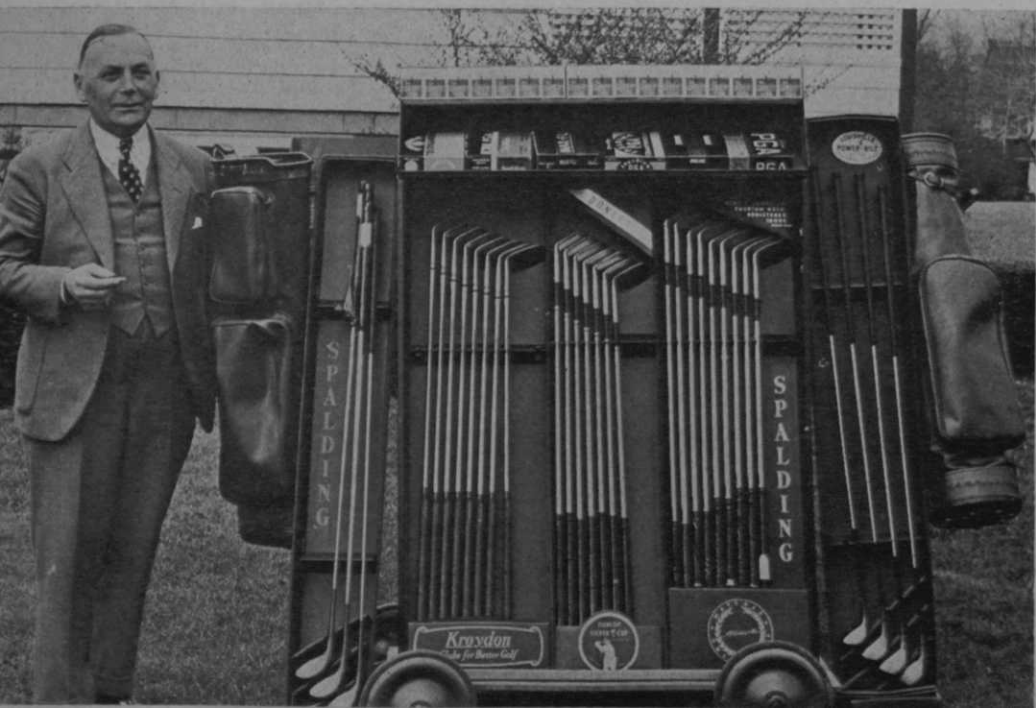
A live wire when it comes to building "good will" among his members, Fox has hit upon a new idea that should click 100 per cent and boost his popularity and service appeal among the Glen Ridge members. At a recent meeting of the club's board of governors Fox presented a plan whereby he would stage group practice sessions on Friday evenings for members and their guests gratis. From 6:30 to 8:30 his practice tee, which spreads across an entire fairway, would be available to members and guests at no cost whatsoever and Fox would pass among them giving tips and helpful hints

to the needy. The board immediately accepted his proposal and the initial session was attended by a banner crowd. It not only promises to stimulate more interest in practice among the members but bids fair to increase business in the club's restaurant on Friday nights.

Every spring, Fox plans for the full season ahead of him. He completely renovates his shop, makes plans to set up temporary displays on the first tee on Saturdays, Sundays and holidays, and then draws up three letters to circularize the membership. He's right on top of his job every minute and he doesn't let a year go by without planning some innovations.

This year was no exception. He

If members don't see what they want while in the pro-shop, perhaps they'll discover something they need when they actually start play, was Fox's hunch this spring; and sales from this portable display stand at the first tee is more than justifying Jack's faith in having it built.



The SUREST SIGN of a BIG SEASON...

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NEW IMPROVED DUNLOP CLUBS

MAXFLI. The most practical clubs you've ever seen at popular prices! The **ELDEN** True Temper shaft with reverse taper offers an advantage in achieving greater distance and sweeter feel. Iron club heads with exclusive "double balance" features afford perfect balance.

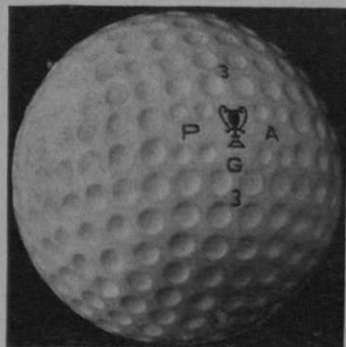
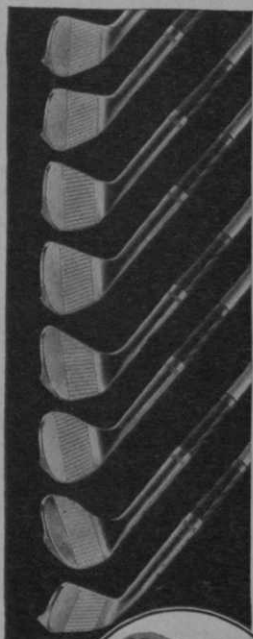
GOLD CUP. The finest clubs that money can buy! Woods in five models with cherry stained heads. The irons have Hy-Power shafts, hickory sheath, incorporating new "double balance" blade refinements.

SPECIAL IRONS

THE CHIPPER ... saves important strokes around the green.

THE PITCHING WEDGE ... gets the ball up quickly with plenty of back spin.

THE EXPLODER ... makes child's play out of trap shots.



NEW DUNLOP P. G. A.

*World's biggest 75¢
worth of ball*

If you aren't acquainted with the new Dunlop P. G. A. championship ball, you're in for a big surprise! This year's P. G. A. is better than ever, with extra winding for more distance and a specially vulcanized welt-proof cover. Priced at only 75¢... no more than your members would pay for a less distinguished ball.

For further information use
QUICK MAIL COUPON No. 2

DUNLOP TIRE & RUBBER CORPORATION, 500 FIFTH AVE., NEW YORK CITY



Fox knows a neat, well-stocked pro-shop is an absolute essential for any successful pro businessman, and this picture of the Glen Ridge layout shows how well this idea is carried out.

changed his shop around, had the walls done over with corobuff paper, which gave the appearance of wood, had a portable stand constructed for service on the first tee. But it was his first letter that attracted the most attention. Friendly and in optimistic vein, it fairly reeked enthusiasm for his job. He received many favorable comments from the members. The letter follows:

Dear Member:

I'm all pepped up over the new season. Judging by advance plans the activities at the club will be the most enjoyable ever.

I'm certainly going to do my best to add to your enjoyment; in fact, it's my business—and responsibility—to serve every member of the club.

Your co-operation in helping me fulfill that obligation will be sincerely appreciated. Your suggestions will be welcomed—even if they are downright critical. I can take it. I'm proud to be associated with this club and I'm eager to put myself at your disposal.

Drop into my shop and make yourself at home. Maybe you need a little advice. I'll give it gladly. If you want to browse around and look over the latest golf equipment, you're entirely welcome. You may find something you've been looking for. If you do, I'll appreciate your patronage.

But even if you don't want advice and

don't need equipment, drop in anyway for a chat, anytime.

I am confident that I can add to your golfing pleasure.

Sincerely,

Jack Fox.

Jones, Brown Collaborate on Clearly Presented Instruction Book

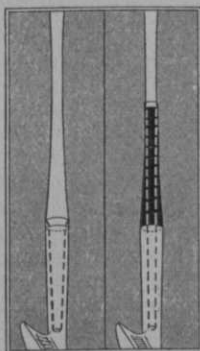
Swinging Into Golf, by Ernest Jones and Innis Brown. Published by Whittlesey House, 330 W. 42d st., New York City. Price, \$2.

Jones, pro at Women's National Golf & Tennis club, and Innis Brown, formerly managing editor of the late American Golfer, have done a first-grade job of collaboration in presenting the Jones methods that have been signally successful, especially in the case of women golfers.

The Jones theory, as pros know, is to emphasize the swinging function of the club rather than use of the club as a lever. Consequently the Jones-Brown book makes its strongest point of hand control and performance in golf. The book is a very clear presentation of policies approved by successful instructors and will be read with interest by professionals, not only for the value they will get in comparing their own methods and ideas with those of Jones, but because the book is certain to have a good sale and be widely discussed by the class of people taking the most golf lessons.

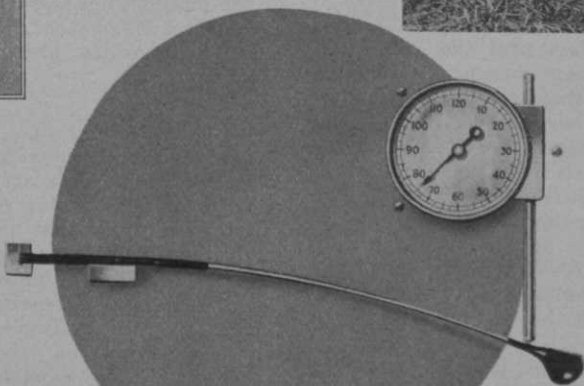
WHY IT PAYS TO SELL AMERICA'S No. 1 GOLF CLUBS

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● **1st** to produce the triple taper seamless steel shaft which forms a powerful all-steel shoulder just above the hosel—and only Kroydon makes this shaft today!

● **1st** to harden the soles of Irons so that they are NICK-PROOF—and STILL the only golf club manufacturer offering you this obvious advantage.



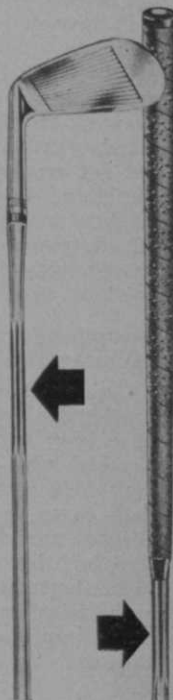
● **1st** to create Matched and Individually Registered Sets in three different groups of action and power—with a scientifically graduated stiffening from driver to niblick in each group.



● **1st** to assemble Shafts and Heads WITHOUT RIVETS—using instead, an exclusive patented method of construction which fuses the head to the shaft with a special molten alloy.

● **1st** to introduce the RHYTHMIC Hy-Power Shaft—the only shaft in the world that takes into consideration the fundamental difference between the "SWINGER" and the "HITTER."

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HAVE CADDIES A CASE?

By HERB GRAFFIS

AMONG troublesome problems of club operation early this season has been that of caddie strikes. The non-golfing element of the populace views these affairs with amusement but to golfers the juvenile outbursts have been the reason for many meetings of bewildered club officials. Just how far the caddie strikes have been the result of imitation of adults and to what extent the kids have a case for more money for their unskilled and certainly not unpleasant labor, baffles many club officials who have looked over the situation as sportsmen and as businessmen.

Definitely revealed by the caddie disturbances is the fact that the kids have not had the attention during the depression years that they received prior to 1930. Older boys took the caddie proposition under their domination during those troubled years when the club officials had other things to concern them. Now, when the atmospheric conditions favor raising some labor hell, the bigger boys step into the opportunity. The younger kids line up, or else. It is amazing how closely the kids have followed the adult professional technique.

When the situation is considered in metropolitan communities it has to be granted, often, that the kids have a tough transportation problem and frequently do not get employment when they arrive at the clubs. In the latter cases the caddie-masters may have entirely fair systems of allotment of jobs; but if there isn't enough play to require assignment of all the kids, then some are out of luck.

Discipline Is Important Element

Club officials cite numerous cases of first grade caddie shelter facilities that have been furnished the kids, only to be wrecked with the thoroughness and speed that kids can employ. Officials tell of such cases to show that they have done all they can do to make the work attractive for the youngsters. The answer to such depredations, say veteran caddie authorities, is discipline. Army discipline is an important element in caddie management, and when that's missing the kids fall short of satisfaction regardless

of what else is present in the caddie plan and supervision.

Selection of caddies has gone pretty much by the boards in the last six or seven years. Formerly the kids were fairly carefully picked by many clubs. It meant something to a kid when he had a chance to caddie. That type of boy supplied many of the game's present enthusiastic players, both pro and amateur. Now the kids in most communities are hired indiscriminately.

Solution Is Offered

One solution of the current caddie problem that club officials are considering is a more exacting selection of kids and a restricted supply, so that members who come late without making previous arrangements for caddies will lug their own bags, permit a larger kid to carry double, or wait until a boy is available. This will put quite a strain on the caddie-master, whether the pro handles that job or a special man is employed, but it is a somewhat severe measure club officials feel they are forced to make in order to get the caddie situation back under their control.

The caddie-master job is one that has not been given deserved rating of recent years. In some cases deductions are made from the kids' pay in order to meet the caddie-masters' salaries. The bad psychology of that should be obvious, and certainly has been made glaringly apparent by the caddie strikes at such clubs.

Evidence of a reviving interest in the broader aspects of the caddie situation is present in the Chicago District Golf association's \$10,000 Open, which will be played July 23-25. Able management already has assured a comfortable sum for caddie welfare in addition to the \$10,000 prize money. Present plan is to divide the caddie benefits management 50-50 between the CDGA and its member clubs. Medical attention, jobs, vocational education, fam-

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**GOLF
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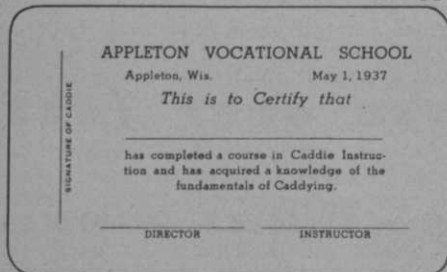
**ACUSHNET PROCESS CO.
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AVAILABLE ONLY THROUGH YOUR PRO

ily help and clothing are among the matters to be covered. The Western Golf association has the Chick Evans Caddie Foundation to assist caddies in getting university educations. It's a fine and successful enterprise but necessarily limited in its scope.

What the caddie situation now requires urgently is control and a definite, close and sincere interest in the development of the kids as golf's contribution to American manhood.

The Detroit District Golf association took constructive and foresighted action on the caddie situation when it entered into an arrangement with the Detroit Manufacturers association in certifying caddie candidates for admission to the manufacturers' association apprentice school. The students at this school alternate school and shop work, being paid for the shop work half of the program. Card records are kept on the boys who apply



'Graduates' from Jack Mathew's caddie class at Appleton received these certificate cards. Classes were attended by 250 boys.

through clubs for admission to this school. The manufacturers' association and their school principal report that the selection of students from boys who have exhibited superior character as caddies has been a factor in providing a much higher than average calibre of apprentices. The DDGA and the Detroit Caddie-Masters association co-operate in conducting a caddie welfare week each fall, at which time clothing donations are collected for the youngsters. The Detroit District association's work in caddie matters probably is ahead of that done by any other sectional association in the country. Officials responsible for this work are fellows who have made successes at being good fathers to their own kids and have a very clear idea of the innate brotherhood of kids. They know the limitations of the normal kid and can draw a correct picture of the degree to which paternalism should be exhibited in caddie management.

At Appleton, Wis., an interesting and helpful arrangement was put into effect

by local golf clubs and the Appleton Vocational school during April and May, this year. This enterprise is described by a club executive who was in position to see how well the plan worked. Says he:

"With close to 500 playing members in its two clubs of the city—Riverview CC and Butte des Morts GC—many caddies were employed. It was realized these boys did not have the proper knowledge of what was expected of them or the proper training. With the co-operation of the Appleton Vocational school a caddie class was formed with Jake Mathews, professional at the Riverview CC, as instructor.

"About 250 boys reported for these classes after it was learned that boys attending these classes would be given preference in caddying at the two clubs. With such a large number, the boys were divided into two groups—beginners and experienced caddies. A written questionnaire was given the first day to determine how much the boys knew of what was expected of them and was used as a basis for further classes. These classes met twice a week—after school hours—for six weeks.

"A supply of 'Manual for Caddies,' published by the Chicago Park District this year, was used for a textbook. This is simply written so that all boys could understand it and contains many invaluable illustrations of the proper way to carry bags, the correct positions for the boys to stand and hold the clubs, etc.

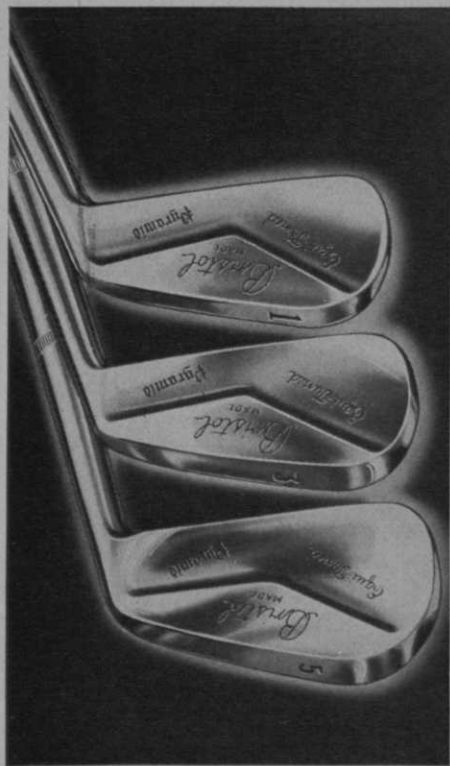
"The course covered subjects which every caddie should know—a knowledge of the clubs and their uses—proper way to carry bags and care for clubs—position of caddies at all times—how to locate balls and how to mark them—where to be when player is in sandtrap and on green—care in handling flag on the green. Golf etiquette, courtesy and honesty were stressed.

Boys Like Final Exams

"Written examinations were given every week, and the boys responded with amazing eagerness and interest. Final examinations were given and boys who passed the course were given 'certificate' cards.

"Reports from golfers regarding the caddies are most gratifying. They report a greater ability to concentrate on their game, knowing that the caddies are taking care of their part perfectly.

"This Appleton plan may be of interest and help to other cities who faced the same problem we did—where caddie masters had neither the time nor the facili-



FEATURES:

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 2. WEIGHTED SOLES
 3. ADJUSTED WEIGHTS
- And—"EQUI-TUNED" SHAFTS

THE famous Bristol Pyramid Irons are now offered in matched sets with *controlled flexibility*.

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For example—the No. 5 Iron has a shaft made for a No. 5; it is not merely a No. 2 shaft cut down.

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Don't overlook these new "Equi-Tuned" clubs. They offer the player smooth, sweet-flowing action—better rhythm in his swing. And—they offer you an opportunity to earn extra sales and extra profits.

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

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<p>RATE OF PAY</p> <p>18 HOLES SINGLE \$0.75 9 HOLES SINGLE45 18 HOLES DOUBLE 1.50 9 HOLES DOUBLE90 EXTRA HOLES05</p> <p>PRACTICE FIELD RATES</p> <p>PER HOUR \$0.45 MINIMUM CHARGE25</p>	<p style="text-align: center;">PLAYER WILL PLEASE WRITE HIS OWN SCORE HERE FOR HANDICAP</p> <p style="text-align: center;">CADDY REPORT CARD Class "A" BIG SPRING GOLF CLUB</p> <p><i>Players are requested to deposit this card with Caddy Master, so that good caddies may be rewarded and poor ones corrected.</i></p> <p>CADDY No. _____ Date _____</p> <p><input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor</p> <p>Endeavor _____</p> <p><input type="checkbox"/> Swings clubs <input type="checkbox"/> Moves during shot <input type="checkbox"/> Balls carefully lost <input type="checkbox"/> Smokes on duty</p> <p>NEEDS INSTRUCTIONS IN</p> <p><input type="checkbox"/> Cleaning ball <input type="checkbox"/> Where to stand <input type="checkbox"/> Watching ball <input type="checkbox"/> Handling clubs <input type="checkbox"/> Replacing divots <input type="checkbox"/> Duties on sand trap <input type="checkbox"/> Duties on greens <input type="checkbox"/> Politeness <input type="checkbox"/> Keeping up with player</p> <p style="text-align: right;">_____ Player's Signature</p>	<p style="text-align: center;"><i>The best Caddy is the one who helps his player get the most enjoyment out of his game</i></p> <p style="text-align: center;">MAIN DUTIES OF A CADDY</p> <ol style="list-style-type: none"> 1—REPLACE ALL DIVOTS. 2—Stand still and to the right of line of flight, several yards away from player, being quiet during stroke. 3—Watch the ball in flight; if to the rough, line up with some prominent object—as a tree, bush, etc. 4—Keep up with, or ahead of, players—don't lag. 5—Don't step into, or walk through, a bunker. 6—Set bag upright near player so he can select club he desires. Line up clubs—1, 2, 3, etc. 7—Offer to wash the ball frequently. 8—When near or on the green, go to the flag so as to be in time for player to approach or putt. (20 yards from green for approach shots; first ball on green takes flag.) 9—Turn in all balls found with names on. 10—Don't walk across, nor touch the line of putt of any ball on green. 11—Don't stick flagstaff on green nor allow flag to flutter. Keep your shadow away from line of putt. 12—Shelter Houses are for said purpose only. 13—Keep feet away from hole on green. 14—When replacing flag do not rub or break ground around the hole. 15—Talk to other caddies and members only when necessary. 16—Don't leave bag on ground where played ball could touch it. 17—Don't run on greens nor damage a wet green when walking on it. 18—Never swing player's clubs—leave them in the bag. 19—STAY AT THE GREEN until all players have finished putting. 20—Help keep course clean. 21—Must not smoke on duty. 22—Must keep self clean.
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This card, used by Big Spring GC, Louisville, Ky., is proving very worth-while in developing better caddies. Good Caddies are rewarded and poor ones corrected.

ties to teach such a large group of boys. Incidentally the instructor was paid for his services by the Appleton Vocational school."

There is no excuse for poorly trained caddies at golf clubs. The Chicago Parks caddie manual, used at Appleton, has been previously mentioned in GOLFDOM. The Massachusetts Golf association's excellent booklet, the Webster-French caddie manual, both standard training guides, and a new caddie book by Earl Ruby, a veteran golf writer of the Louisville (Ky.) Courier-Journal, supply a wide choice of first-class educational material for caddies. Ruby's book is a new one, written in question-and-answer form and profusely illustrated. It is sold for 15 cents a copy in lots of 50 or more and can be given to the kids or sold to them at a nominal figure.

Few Know All Caddies' Duties

It will surprise many a golfer to learn what a good caddie is supposed to do. The Big Spring GC of Louisville, Ky., issues caddie report cards on different colors of paper, according to the Class of the caddie, and on the inside of this card is listed 22 "Main Duties of a Caddie." On the outside pages of the card are rates of caddie pay and space for detailed checking of caddie performance.

Reading one of those cards will tip off many a golfer, as well as his caddie, that the caddying job is more than ball-hawking and club toting. The job of the caddie-committee now is one that is more important and more exacting than most

club members realize, too. When you get right down to it, the responsibility that golf has in these kids entrusted to its care is one of the game's greatest, unselfish justifications, and it needs a lot more expert attention than has been given to it for several years past.

Salt Tablets Cut Down Golfer Heat Prostration Cases

BRIGHT pros, especially in the southwest, took a tip from the National Safety Council and last summer and either made available free or at nominal prices small boxes of salt tablets. The Safety Council's recommendation is to dissolve these tablets in the mouth to restore to the system the brine that sweats out.

The stuff works. No heat prostration cases among the salt tablet users and lots of golf played by them when the mercury is squirting out the top of the tube.

YWCA's Are Teaching Spots — Ted Wooley, pro who's now a club manufacturer, has a record of golf promotion that's hard to beat. While teaching class lessons at YWCA's on the Pacific Coast, Ted brought almost 2,500 young women into golf. The class lessons were 50 cents per pupil. He worked at YWCA's in five different cities holding classes.

The depression killed that business, but Ted says that it's bound to come back if given energetic attention by smart pros who are willing to work.