

It seems impossible to cut it or knock it out of shape and in addition, I get as much distance as I ever did.

There is a definite difference with the Vulcord.

ball that
en trade-

WALTER HAGEN VULCORD GOLF BALLS

I never had a ball putt as this one does.

I'll tell the world you have a real golf ball.

Put me down for 36 dozen over the next three months.

The new 'high-speed Vulcord' gives me new enthusiasm.

This ball won't make any golfer enemies.

The Vulcord is definitely a better and faster ball for the pro and low handicap amateur.

We have had nothing but praise for the Vulcord, so sales should increase by leaps and bounds.

The Vulcord has what's claimed for

It putts beautifully and is certainly durable.

Strictly the best ever bore the mark.

Going places - and how!



L. A. YOUNG GOLF CO... DETROIT

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ARE WORKERS PRO GOLD MINE?

Opportunity for substantial income awaits live-wire pro action

IF pros show imagination, energy and salesmanship they can develop quickly a rich new market for their services in the instruction of factory and office workers. That is the straight tip from the head of the employees' recreation department of one of America's largest manufacturing companies. Said this man recently to a GOLFDOM reporter:

"I have just completed a survey of male and female employees' sports interests. The results show an interest in learning golf far ahead of the interest shown toward any other sport.

"Several hundred of our men and women want to get golf instruction. They are sold on the idea they can afford to play golf, but they don't know how to begin. My budget right now doesn't permit very much for golf instruction and I'm up against the problem of trying to handle a few of the requests for golf instruction with my limited budget, without having those who can't be handled complain about discrimination.

"It's a marvelous opening for an energetic golf instructor to sell himself. The young women and men are willing to pay 25 or 35 cents apiece for class lessons and engaging their own instructor. They're that eager. Now wouldn't you think with that opportunity, which must exist to some extent at hundreds of other plants in the country, that some pros would hop into this opening by a lively solicitation of business?

Is \$3200

Called Dough?

"It would be easy at our place for a pro to get four half-hour classes of up to 50 people each, five nights a week. Say that he averaged 40 pupils a class and each pupil paid 25 cents a lesson. That would be \$40 a night and \$200 a week. I know what these people of ours want, and I know that a live professional could have a crowded schedule of class lessons at least 16 weeks. That means \$3,200 extra in four months for some one pro who is willing to work and who will get busy and sell himself.

"In our plant, judging from the survey I have made, there is \$10,000 a year of

pro class lesson money available if pros would go after it in the right way."

This comment made the GOLFDOM reporter blink. Mention of \$3,200 for four months work of less time per day than would be spent playing 18 holes, no traveling expense except a pint or so of gasoline, no overhead except that which might be charged up to the loan of reconditioned old clubs for instruction, made the GOLFDOM guy dizzy. Few of the stars of the tournament field do much better than \$3,200 in four months of hard work and good luck, and out of that \$3,200 must come heavy expenses.

**Where
Is the Rub?**

Well, what is the trouble? Are the pros asleep to this opportunity? Are they afraid to go about soliciting this business? Don't they know how to sell it? Are they scared of being rebuffed on the first trial? Or (and please don't mention this to a soul) are the boys who could use this sort of dough the most just too damned lazy to run the risk of having to work for \$10 an hour on a routine that admittedly will become monotonous before the estimated four months duration of the group lesson season has run its course?

You make your own guess.

The group instruction idea applied to office and factory workers has been such a success in Cincinnati, under the operation of Red Strauss and his golfing staff of the local recreation commission, that it actually has started a golf boom in the town. Group instruction is doing wonders with kids in schools. There certainly can't be the result obtained with group instruction that come from individual instruction, but the class lessons are good introductory stuff and get the folks started right. People easily get over their self-consciousness and embarrassment when they enter golf through the group

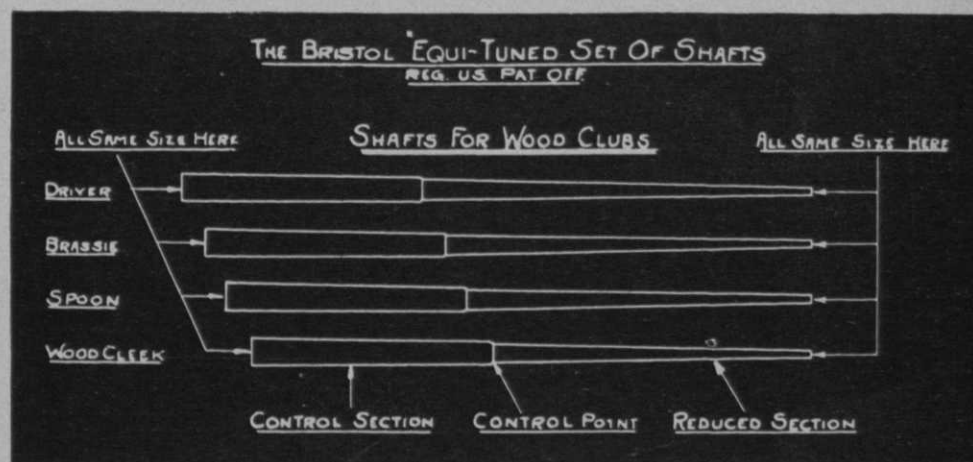
TRUE **EQUI-TUNED** RHYTHM

The new Bristol Woods and Irons are rapidly winning player preference. And no wonder! They're 'Equi-Tuned'!

These new sets are perfectly matched—perfectly tuned. Each shaft is scientifically graded in flexibility to the next shaft in line. Every club has been given the exact

amount of stiffness or whip that experts say it should have.

Don't overlook these new "Equi-Tuned" Clubs. They offer the player better control—smooth, sweet-flowing action. And—they offer you an opportunity for extra sales and profits.



Note—As the Control Point is lowered the shaft is proportionately stiffened. In a set of Woods—the Driver is approximately 5 per cent more flexible than the Brassie,

and 7½ 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.

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

THE HORTON MANUFACTURING COMPANY
485 HORTON STREET, BRISTOL, CONN.

BRISTOL *Equi-tuned*
GOLF SHAFTS and CLUBS

lessons. This attitude of fear toward the game is keeping many people out of golf; the pros had better investigate and learn the fact.

Today's labor situation makes it highly desirable that each employer see that his employees are happy and interested in something other than the C. I. O. promise of three kinds of pie a la mode with each meal. It's the time of times for pros to walk in and take a prominent and profitable part in the workers' recreational plans. If today's pros don't, you can bet some sharpshooting caddies will go to work on the recreational staffs of corporations, teaching golf at \$40 or \$50 a week. Then the pros will moan at a good thing slipped away.

In the present status of factory and office workers' golf interest, the pro who gets the class lessons also gets in on the ground floor supplying the playing equipment for pupils. Inexpensive sets of beginners clubs can be secured by pros from manufacturers at prices strictly competitive with store stuff.

There probably are several arguments against pushing the sale of pro instruction services on the group lesson basis to factory and office employees, but you will have to get all those arguments from some pro who would sooner argue against an idea than get busy with it and see if he can make some money.

The market is there. In fact it is so keen for golf instruction that the official of a prominent sporting goods manufacturing company quite active in the golf field recently was surprised by having a request for golf instruction for his employees presented to him by one of their representatives. The sporting goods magnate said the incident awakened him to a realization of how sadly the golf business was muffing easy market promotion opportunities.

It does seem funny, though, to think of what corporation employees' welfare and recreation experts say about the chances for pros making money out of teaching groups in industry, and then see how little is being done in this direction.

Maybe some of the lads figure such work would wear them out and they wouldn't be able to enjoy their vacations in the south in the winter. There, as we all know, they make so much money that any reference to \$3,200 for four month's work of two hours daily on a five day week, would be positively insulting.

At Last! Book on Rules of Golf Available to Settle Arguments

NO LONGER need harried tournament chairmen, golf pros and other club officials find themselves on the spot when arguments over the rules of golf are laid in their laps for decision. The long-awaited book, "Golf: Its Rules and Decisions," by Richard S. Francis, has been published and is available at book-stores or direct from the publishers, The Macmillan Co., New York City; price is \$3.00.

The 400-page volume takes up each rule of golf in turn, give a thorough-going explanation of its intent and limitations, and then quotes such decisions of the USGA and the R & A as apply and will clarify the rule being discussed. The answer to almost any situation that can arise on a golf course is readily findable, since the book has been carefully indexed and cross-indexed.

The surprising thing about "Golf: Its Rules and Decisions" is its readability. The author has refused to look on the rules as a code to be approached with respect and awe, but instead has enlivened the pages with personal anecdotes and entertaining discussions on the sportsmanship and ethics behind the rules.

No club, pro-shop or tournament committee should be without this fine reference book. Nothing like it has been available heretofore and it will serve as a court of last appeal for 99% of the rules arguments that arise at a given club.—
J. W. F., Jr.

Dinner to Corcoran—A testimonial dinner to Fred Corcoran, tournament bureau manager of the PGA, was given at Hotel Statler, Boston, April 14. On the committee conducting the affair for the former executive secretary of the Massachusetts Golf Assn., were Francis Ouimet, Erastus Badger, president MGA; Les Cottrell, Boston sports writers and A. B. Savrann, who was chairman of the banquet.

Open Dates in North-West—Bob Littler, Northwestern Pacific Coast amateur who has been a prominent factor in the promotion of the Open tournament schedule in that section, on a recent trip east announced as the tentative schedule for these events: Aug. 6-8, \$5,000 at Seattle; Aug. 12-14, \$5,000 at Vancouver; Aug. 16-18, \$3,000 at Victoria; Aug. 20-22, \$5,000 at Spokane.

FLY-WHEEL ACTION

Roto-Active

TRY IT YOURSELF



WEIGHT
Toward
CENTER
SHORTER SPIN

WEIGHT
Away from
CENTER
LONGER SPIN

- 1 FLY-WHEEL MOMENTUM KEEPS BALL ON EVEN COURSE
- 2 FLY-WHEEL MOMENTUM GIVES LONGER OVER-SPIN ON PITCH SHOTS
- 3 FLY-WHEEL MOMENTUM GIVES BETTER BACK SPIN ON APPROACH SHOTS

SCORING ZONE

125 YARDS

AN ENTIRELY *New* PRINCIPLESM GOLF BALL CONSTRUCTION

Wilson HOL-HI

*It pays
to play*

K-28

*By this mark
you shall know
fine golf
equipment*

ATTRACT—INTEREST—CONVINCE CUSTOMERS

Display This Automatic Salesman Prominently

—and see the golfers gather around. Everyone will want to spin the wheels that demonstrate dramatically the fly-wheel action that makes the New Hol-Hi K-28 sensationally different from any other golf ball in the world—

gives it its uncanny accuracy in the scoring zone . . . When the golfer, eager to lower his score, operates this fly-wheel demonstrator he will be glad to pay 75c for the New Hol-Hi K-28. Get your fly-wheel demonstrator and cash in.

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

• Use QUICKMAIL coupon No. 1 to answer this ad •

Spalding hatches a new fairway champion...



WHEN this new golf ball marking was “hatched” in the Spalding laboratory, we were the first to admit that it would never win a beauty prize.

But here at Spalding's, we'd been experimenting for two years, trying to develop a ball that would “get up” quicker for the average hitter without loss of distance. So we gave the new “Ugly Duckling” a chance to show what it could do—and what a swan it turned out to be!

In addition to “getting up” quicker, the “Ugly Duckling” cut through headwinds the way a buzz-saw eats through a spruce log! Crosswinds were so much wasted breath on its arrow-like flight! Nobody had to teach *this* fledgling how to fly!

And on the ground, the “Ugly Duck-

ling” turned in an equally impressive performance. That's easy to understand, for its marking—which revives the rugged appearance of the Bramble marking, so popular many years ago—creates the illusion of a larger ball... makes it easier to blast out of a bad lie.

In short, if ever a golf ball marking *earned* its prideful place in the Spalding line-up, the “Ugly Duckling” did! That is why you can confidently offer your members this new marking on these three famous Spalding golf balls: the “Needled” Kro-Flite, Top-Flite and Tournament... each of which is plussed with a Geer Patent Cover for extra toughness.

We predict that you'll find this brilliant new-comer an outstanding performer—both on the fairway and in sales, too!



...the "Ugly Duckling"!



IT PAYS TO PLAY

A. G. Spalding & Bros.

GOLF
EQUIPMENT



The pro-shop at Recreation park is in strategic location to get the maximum of through traffic from course patrons.

HE DOESN'T LET BUSINESS GET BAD

By D. SCOTT CHISHOLM

RECENTLY I motored from Los Angeles to Long Beach in search of something unusual in the way of a story from a chap named Harry Bassler, who holds forth as professional at the municipally owned and operated Recreation Park golf course at that city by the sea. En route I recalled the time some ten years ago when I volunteered to drive the eminent Damon Runyon to the first Long Beach Open tournament. We got lost among the oil fields and took four hours for an hour's ride. Eventually we arrived at the golf course as the last threesome was approaching the home green—and Damon never muttered a word of reproach or rebuke. I recalled these facts most vividly this beautiful Easter morn as we drew up at Bassler's ultra modern shop atop the hill.

Knowing Harry as I have done for a number of years and the close attention he has always paid to his business of running his shop for profit, it was not necessary for me to telephone in advance to learn if he would be there. It was on

Easter Sunday and I knew he would be on the job. I caught him selling a two-bit pair of garters and from the undivided attention he gave that customer one would get the impression a complete set of clubs was at stake. He didn't run away from his man to shake hands with me nor any of that stuff. He finished his transaction with his customer first and then and only then did he give me the grip of friendliness. I think the last time I had seen Harry was when I had the pleasure of announcing that he had won \$800 for taking third place in the 1936 Seattle \$5,000 Open tournament which Macdonald Smith copped in a streak of amazingly fine golf. I stood on the last green at that event, acting as announcer of scores, when Harry closed his final round with four birdies in succession to pocket the jack.

Golf's biggest bargain...

NEW AMERICAN

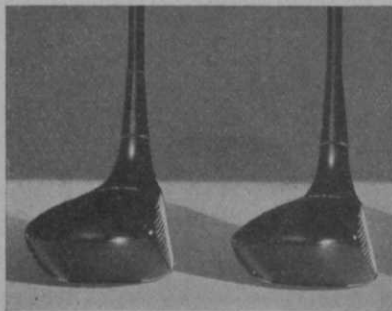
DUNLOP MAXFLI

only 75¢



● The most sensational golf ball news in years! Dunlop Maxfli, is now made in America and sells for no more than any good ball . . . seventy-five cents! And it's better than ever . . . harder, longer-hitting, more durable . . . with yards of extra winding and a new thinner cover that's specially vulcanized to prevent wetting. Show it to your members . . . let them try it out . . . learn why champions the world over have made Maxfli first choice!

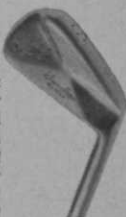
"KINGS OF SWING" . . . new Dunlop Clubs



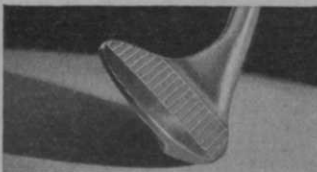
We're proud to present these fine new woods and irons. And you'll be just as proud to show them to your members. Gold Cups for top notch players . . . Maxfli, the medium-priced quality set . . . and Silver Cups for those who want genuine Dunlop clubs at no higher cost than unknown brands.

POPULAR PRICED MAXFLI SET

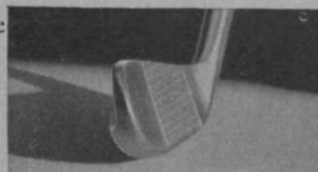
The new woods . . . five of them in a numbered set . . . are built for years of hard-hitting play. Equally fine in appearance, too, with their chrome finished shaft, leaded back heads and perforated calf skin grips. The irons top anything we've seen so far! Each has Dunlop's "double-balance" feature for proper distribution of weight. Try them out now! Get acquainted with the new Kings of Swing!



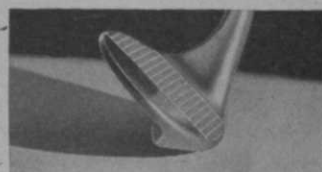
THE HANDIEST CLUBS IN THE SET . . . SPECIAL IRONS



PITCHING WEDGE . . . designed to help you pitch over traps. Facing scored to give plenty of stop.



CHIPPER . . . improved model, same length as putter. Saves strokes in playing run-ups just off the green.



EXPLODER . . . Rounded sole makes stubbing impossible in traps. Deep face scoring for stop.

For further information use QUICK MAIL COUPON No. 2

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

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HARRY BASSLER



addition to selling his tickets, when occasion demands. I think having my own man there is of vital importance," said Bassler.

A golfer recently asked Harry how business was. Without a moment's delay he answered, "Business is always good. I never let it get bad." Famous words, indeed, and worthy of analysis. This remark interested me very much indeed, so I threw a few inquiries at Harry—such as, "How do you keep things moving all the time—in wet weather for instance? How do you get them out to the course when they know the course is unplayable through rains?"

Here are some of this very clever lad's replies and explanations: "First of all I try to turn over my entire stock of clubs every 60 days. I discount every bill that comes into this shop which puts me in right with the manufacturers. At the end of 60 days, if I find a set of clubs that has not moved, I have an arrangement with every manufacturer whereby I can exchange that set for something that is more likely to sell. That privilege comes through my bill discounting. The new merchandise that takes the place of the old makes my stock look as fresh as paint every two months and my customers notice that. I don't leave it to an employee to mail checks in payment of bills. I do all that personally and then I know I am paying them within discounting time. You would be surprised just how much cash I clear by discounting from month to month.

Plans Rainy Day Activities

"In wet weather a great many of the regulars who play Recreation Park know that I generally run off motion pictures of the stars and also, at times, of our own players and they hate to miss a show where their own pictures might be running. I do this in my shop where they sit around and are in constant touch and view of all my merchandise. You would be surprised how much I sell on wet and unplayable days in this way. The boys have lots of time to handle clubs and inspect my stock and I see to it that all my help is on the job every day, rain or shine. I try to keep them as busy on an off day as on a Saturday or Sunday when

Harry Bassler has a finely arranged shop. I would imagine it is the professional's ideal because every player who tees off at Recreation Park has to enter his shop to purchase his starting ticket. There is no other way out of it. And if he enters the locker-room, as the great majority of them have to, he has to walk clear through and past all of Harry's merchandising display. He is bound to almost rub shoulders with all sorts of club sets and bags which are tastefully displayed in abundance along the walls and on the shelves.

Players cannot help but be halted by boxes of merchandise that form an attractive alley en route to and from the locker-room. The arrangement is uncannily cunning and would do credit to any merchandising magnet of the modern order. The entire environment is inviting. The walls are profusely decorated with photographs of famous golfers which create much interest and add a decorative attractiveness to the whole surroundings.

Handles Ticket Selling Himself

Harry Bassler has left nothing to chance in the selling efficiency of his shop. There is no city employee selling the tickets to the hundreds of players who come every day in the year for a round at Recreation Park. Harry sees to that. He has his own man handling that job. Harry pays that attendant out of his own pocket and in this manner perfects the efficiency and completeness of his sales staff. "A city employee might be O. K. but I'd prefer to have my own man at that post as he can also make sales from my stock in