

**THE BEST GOLF
BALL YOU EVER
PLAYED...OR
DOUBLE YOUR
MONEY BACK**



*What more can be said
about a golf ball to denote
the maker's confidence?*

Acushnet

GOLF BALLS

Precision made for better play

GEER
PATENT
COVERED



ACUSHNET PROCESS CO.

NEW BEDFORD, MASS.

AVAILABLE ONLY THROUGH YOUR PRO

The fellow generally turns down offers made to him by manufacturers who have not the slightest concern for pros as retailers and rides along with one of the leading manufacturers who are interested in the pro market. Manufacturers of this latter type have on one hand the sincere desire to protect pro trade which yields them a lot of income, and to give decent consideration to the name pro who deserves a reward for his achievement and his advertising of the game.

But the manufacturers haven't been able to figure out an answer that will remove competition from the pros in selling any more than it has been possible to remove amateur competition from the history of tournaments in which pros have competed.

Judging from the record, pros who fear a blow from store competition of any sort can employ their own knowledge of the golf business, which should be superior to that of the store men, in keeping any golf merchandising situation well under control.

In case it will stir up any pro to realization that his own advertising and merchandising efforts can definitely whip competition, it might be cited that the stores in general consider the pros have so much of an edge on them in every way, that only earnest, smart effort can keep a store in the golf business.

Surprise Action Gives Gate to Radix Cup as PGA Trophy

ABANDONMENT of the Radix Cup, solicited and accepted by officials of the PGA as a "permanent" trophy for annual award to the pro having the year's lowest medal averages during PGA-approved competitions, has been announced officially.

The trophy is to be replaced by a Harry Vardon memorial award made under the auspices of the PGA. A national movement to unite American pros and amateurs in subscriptions to a Vardon memorial had taken form prior to the PGA official announcement but was in abeyance pending such advices from British pro and amateur golf authorities as are considered required by the amenities. Nationally prominent amateur and pro sponsors of the American Vardon memorial plan now are undecided what action to take, if any.

Harry G. Radix, donor of the trophy at PGA solicitation, is a former president of the Chicago District GA, a USGA

committeeman, and long active as a substantial booster of pro golf. His sole comment on the action has been an informal expression of relief from a growing embarrassment due to a PGA political situation.

The action taken on the Radix trophy, unprecedented in sportsmen's organizations, came as a complete surprise to most officials of the PGA.

Chicago Park District Issues Excellent Caddie Manual

AN EXCEEDINGLY valuable and interesting "Manual for Caddies" has been issued by the Chicago Park district, as a guide for caddies working at the CPD public courses. The book is profusely illustrated and is written in plain detail covering every phase of caddying work.

Contents of the book include: Ten commandments for a caddie; How this book can help the caddie; The caddie and his job; Around the clubhouse; At the first tee; Along the fairway; At the Putting green; The right club for the right shot; The parts of a golf club; Par—the standard of play; Rules for the caddie to learn; Special rules; Etiquette of the game of golf; Words and terms used in golf; Historical data; Chicago's five park courses; A review of golf activities at the Chicago parks in 1935 and 1936.

The book is part of a series of eleven recreational books prepared by the able staff of the CPD in cooperation with the WPA. It is 48 pages and a substantial cover. A copy may be secured by sending 25c to Tom Walsh, golf director, Chicago Parks District, Burnham Park, Chicago.

New England Golf Salesmen Organize; to Hold Three Tourneys

NEW ENGLAND golf salesmen have organized. George Weaver of Spalding is president and Russell Mattern of Acushnet is sec-treas. Others active in the organization include Bruce Murdock of Penfold, L. B. Dalton of Kroydon, George Wolfe of Dunlop, Fred Phillips of Hille-rich and Bradby, Pen Halligan of Bristol, George Nickerson of Wilson and George Hurley of US Rubber.

The salesmen's association plans to have three pro-salesmen tournaments during the year. First meeting of the group was held prior to the annual New England dinner at Boston, April 14.



The \$4000⁰⁰
TRUE TEMPER Open
 Golf Tournament
 of 1937

Whitemarsh Valley Country Club, Chestnut Hills (Suburb of Philadelphia) Pa., where the 4th National TRUE TEMPER Open will be played.

● The Philadelphia Section, Professional Golfers' Association of America, is conducting this, the Fourth National TRUE TEMPER Open Golf Tournament.

They have requested that we, the sponsors of this National Golf event, thus announce the contest to tournament players throughout the country and extend to them an invitation to enter this tournament.

\$4,000.00 in total prize money will be distributed to the winning Professional players and beautiful Silver Plaques to winning Amateurs.

The Tournament will be held at the Whitemarsh Valley Country Club, Chestnut Hills (Suburb of Philadelphia) Pa., June 24th—25th—26th, 1937.

Requests for tournament information and entry blanks should be addressed to: Secretary, TRUE TEMPER Tournament Committee, Riverton, N. J.

THE AMERICAN FORK & HOE COMPANY
 SPORTING GOODS DIVISION DEPT. G-8 GENEVA, OHIO

Descriptive booklet—The Golf Shaft of Champions—free on request.

Note: We make golf shafts only—no clubs or other golf equipment of any kind.



TRUE TEMPER

The Golf Shaft of Champions

TOWN MERCHANTS GIVE PRIZES

Here are two accounts of how merchants support many golf events

THE value of tournaments as an interest builder in golf is unquestioned, but whenever a municipal course thinks of such a thing to get players stirred up in the grand old game, there's always the wail of "no funds." The municipality generally provides money for the upkeep of the course only; the rest of the matters can work themselves out as best they can. But along comes a letter from Ed Livingston telling what he has done at the Elmhurst Park Golf Club, a municipal layout in Sioux Falls, S. Dak., and Ed's way of working out a tournament plan looks pretty good as a means of giving municipal courses some sort of an extra added attraction. Says Ed of his plan:

"At Elmwood we have hit upon a plan which has worked out very well. At the start of the season I make personal calls on the various business firms in the city and solicit prizes for the tournament events. All prizes are placed in a trophy-case which is kept on display at the clubhouse the entire season. Each prize, with a courtesy card bearing the name of the donor, is displayed in the case.

"We run a handicap event each week-end and each event is named for the firm which has given the prize. The merchants have cooperated very readily, because, aside from the advertising value of the clubhouse display and the printed program, we have a story in the newspaper the day preceding the event calling attention to the special week-end tournament and mentioning the prizes as well as the donors. Then again, on the day following the event, there is another story in the paper announcing winners and again mentioning the prizes and the firm or firms contributing. The local paper and sports editor have helped to put over our program by giving much space to our events, both before and after each tournament.

"We find that in the first part of the season it is easy to keep up the interest in golf and that our play will be quite heavy. In the latter part of July and early in August there is a tendency for the play to lessen, so we have deliberately

concentrated our efforts to this time by increasing the number and the nature of the tournaments. Due to the numerous events with valuable prizes put on at this time we have sustained the interest right up to our closing time, which is usually around the first of November.

"We have tried to present a balanced tournament program by running the numerous handicap events so that each player, due to his handicap, is given an even chance. The better players are given their chance in the club championships and various flight tournaments which are played without handicaps. A team match with the Minnehaha CC has done a lot to advertise golf in this vicinity and has also brought about a most cordial relationship between the players of both clubs.

"A similar program for ladies has been worked out and is announced each week in the local papers and on the Bulletin Board. One day each week is designated as Ladies' Day and some interesting event with suitable prizes, is played. This Ladies' Day event has not only increased our play on this one particular day but has stimulated the interest among the lady golfers so that many more of them are playing each day of the week."

Sixty Merchants Cooperate in Orange, Texas, Tourney

THE important part a golf club can play in the life and growth of our smaller communities is clearly demonstrated by the highly successful Merchants' Golf Tournament held on the Sunset Grove CC course, Orange, Tex., last August. This was one of the most unusual and successful tourneys ever held in Texas. A similar tournament would



SWING IT *Baby*— You've Got RHYTHM NOW

One round with a set of the New RHYTHMIC Hy-Power Kroydons gives any golfer a thrilling new picture of his playing skill and ability.

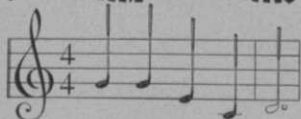
For here, at last, are Golf Clubs that take into consideration the fundamental difference between the "swinger" and the "hitter."

Give either type of player the RHYTHMIC Hy-Power model that suits his individual style of play and he notices an immediate change for the better in both accuracy and distance. That's because this club automatically improves his timing.

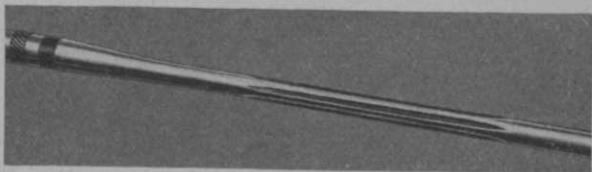
No wonder Kroydon Sales are breaking all records this year! Players are "laying off" pet clubs they've "sworn by" for years and buying RHYTHMIC Hy-Power's. And everybody wants to try them. This club is NEWS—the kind you can CASH IN ON! For full details write:

THE KROYDON COMPANY, MAPLEWOOD, N. J.

"RHYTHM ON THE LINKS"



Golfers everywhere are singing the praises of the new RHYTHMIC Hy-Power Kroydons — a Song of Easy Profits for YOU.



Kroydon CLUBS

WITH THE NEW HY-POWER RHYTHMIC SHAFT

For the "HITTER," the RHYTHMIC Hy-Power Shaft is GROOVED just above the hosel. This brings the feel and action down near the club head, automatically improving the timing of the player with a WALLOP!

For the "SWINGER," the RHYTHMIC Hy-Power Shaft is GROOVED up near the grip. This carries the feel up the shaft, increases leverage, and improves the timing of the player with an even rhythmic swing so that he's YARDS longer!

"THE SHAFT IS THE HEART OF THE CLUB"

• Use QUICKMAIL coupon No. 9 to answer this ad •

TO CLUB MANAGERS

Who helps you to educate America
in “good living”?

The killing hurry of the hit-and-run lunch counter—the brawls and belly-ulcers of prohibition's bathtub gin—the sour outlooks on life that came from uncivilized living—all these are being corrected by the club managers' contribution to American culture. ★ ★ ★ The club manager who sees to it that food and drink are properly selected, expertly prepared and tastefully served is today a factor in American culture and recreation fully as important as the best of the artists, writers and musicians. ★ ★ ★ The club manager has come back into his own as the foremost educator of America in the reviving fine art of fine living. ★ ★ ★ The return of good liquor had a lot to do with the restoration of the excellent old standards in feeding and drinking. ★ ★ ★ Therefore the club manager in this period of public awakening to his eminent position, must pay careful attention to his liquor selection and service. ★ ★ ★ Those liquor companies that appreciate the club manager's importance in directing the use of liquor as it should be used in a civilized country, are those companies that advertise in *GOLFING*. In this way they effectively assist the club manager in establishing proper brand preferences. ★ ★ ★ *GOLFING*'s 300,000 circulation, as you know, reaches more than half the private golf club families in the United States—all the members of more than 2,000 of the foremost private country clubs.

have great possibilities for other golf clubs as a builder of interest in the game, in the club, and as a revenue producer.

Harold Stephens, energetic pro-manager at Sunset Grove, sold the idea to the Orange merchants and the manner in which they responded is indicated by the entries of more than 60 firms, manufacturers, stores, etc. In speaking of the tournament Stephens says:

"Each firm paid a \$3.00 entry fee and selected a golfer to represent them or their product. The golfer immediately lost



Stevens (left) and committee secured this impressive pyramid of prizes for the event.

his identity, playing under the name of the business or product he represented. The merchants got the publicity out of the tournament, and the golfers got the fun of the competition. We had more entries than we could take care of, and many of the entries were from out of town concerns. Our local chamber of commerce, realizing the publicity possibilities to the town, sponsored the event." The success of the tournament has prompted the chamber of commerce to underwrite the event again this season.

Organizing Golf League

Stephens is now engaged in organizing a golf league composed of the Sunset Grove, Lake Charles, Port Arthur, Beaumont and Orange Country Clubs, designed to promote more golf interest in the communities and to strengthen the friendly relations between the clubs. Stephens' plan is for each club to be represented by more than just a few of their golfers, setting a minimum number in order to bring in most of the so-called average and dub players of each club, and the score for each club would be the average of all the scores turned in. A handicap event would be the climax of the season.



A faulty stance...

You can't dress in comfort in this way! It's too exhausting. And fruitless! The germ of "athlete's foot" lurks unseen on the cleanest of floors. Once lodged in *your* foot, it cannot be scrubbed off with a towel. Slip on a pair of fresh, clean SANI-TREADS; walk to the locker and dress in comfort and safety. Discriminating clubs provide SANI-TREADS for the convenience of members.



The original SANI-TREADS with their exclusive, patented features are obtainable at rock-bottom prices. Protect **YOURSELF** against cheap imitations by looking for the name SANI-TREADS stamped on every slipper.

SANI-TREADS

REG. U.S. PAT. OFFICE

THE ORIGINAL CLUB BATH SLIPPERS

SANI-TREAD COMPANY, INC.

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578 King St. West, Toronto, Canada

CHARLES F. HUBBS & COMPANY

383-389 Lafayette Street, New York

Distributors in Metropolitan District

S. CALIF. PROS HAVE FULL-TIME MANAGER

Patterson watches pro interests both inside and outside shops

AFTER a three months' intensive trial, the Southern California PGA members are ready to go to bat in testifying that their section has successfully introduced a profitable idea to the pro golf business. The idea is the employment of a full-time business manager; a fellow who consults with pros regarding their own business operating methods and who attends to outside matters involving suspected cases of unfair competition, handling such matters promptly and definitely instead of letting those situations drag along in the complaint status, as is general.

This idea has been discussed for several years in national PGA circles, and at the 1936 convention again was brought to the floor by John Manion, one of the Missouri delegates, but no action was taken. Southern California, after due deliberation, decided to take a chance. Where to get the man to handle the job was the first, and one of the most serious problems, involved.

Pros Share Cost of Operation

The job finally was laid in the lap of J. A. Patterson, veteran sec-treas. of the organization, with President Willie Hunter and the rest of the board and members of the association determined to focus on this phase of Southern California PGA operations until the new plan was given a test run. Patterson took the job with misgivings. Cost of the operation of the service was borne by an increase in payments by the members, so it is to be realized that the boys gave the performance of Patterson in his unique job a cold-blooded appraisal. Their own individual dough was involved.

Now, following the test period, the association's members voted without a dissenting voice to continue the work.

Patterson went to work in this uncharted field on the policy that pros certainly were smart enough to work out their own business salvation after they had subjected their business to a calm, thorough and competent study. Sitting in, on a strictly confidential, close-mouthed basis with the individual members of the asso-

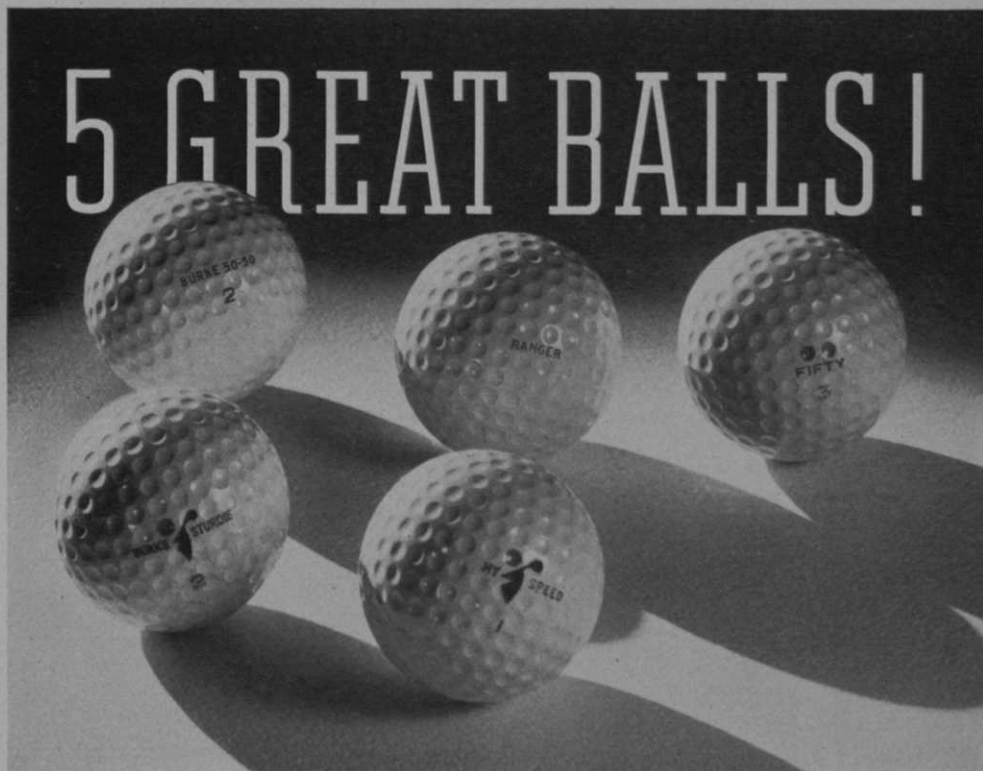
ciation, Patterson would help them check each phase of their operations. He brought into each case the knowledge he had picked up from operations of other pros and his own experience.

Especially in tax matters where accurate records have heavy bearing on exemptions that pros can claim, was the Patterson consultation with professionals valuable. Patterson has been exceedingly careful to protect himself against any identification as an "expert." He maintains that a professional who is smart enough to exist, and sometimes flourish, in a business as precarious as that of pro golf, is inherently a pretty smart fellow and only needs reminding and the development of a habit of checking up and study, to stop leaks in his business as well as to push merchandising opportunities.

The internal operations of the new service have been confined mainly to book-keeping matters. Outside work has concerned itself for the greater part to manufacturers' relations in putting golf goods merchandising in Southern California on a firm, sane and mutually profitable basis.

War on Chiselers

In connection with this outside work Patterson has been assisted by a sharp realization by Southern California PGA members that they can not escape a certain amount of keen, clean competition, any more than any other group of businessmen can duck this opposition. "Chiseling agencies" have been brought well under control. This has been accomplished first by visiting with the offenders who have been cutting under the fair retail price. These outlets have an explanation of the pro situation put up to them by Patterson. There is no crying of the pros echoed, and no hard-boiled threats. The cut-price artists are told plainly and firm-



Above are pictured the five balls which are Burke's 1937 offerings.

Among them will be found one or more which *any* golfer—expert or dub, short, lean, fat or tall—will find exactly meets his or her fancy.

We call your particular attention to the HYSPEED and the STURDIE, two splendid 75c balls with the improved Vulcanized Latex cover. The Billy Burke "50" is a fine 50c ball also using the Vulcanized Latex cover, and the Burke "50-50" now sells for only 35c. The RANGER is priced at 25c.

BURKE
Clubs·Bags·Balls

THE BURKE GOLF COMPANY, NEWARK, OHIO

ly that the pros are in business to stay and are going to see to it that the general situation isn't upset because any one or a few disturbers are operating on a short-sighted basis.

All these situations are covered with a full array of pertinent data first being secured. No guess work or plain squawks go. If the sharpshooter wants to play ball, Patterson and the other guy part friends. The business is still open for the fellow who works for it hardest and smartest on an open and fair basis. The Southern California pros make no kick if they lose out on that ground.

But, if the fellow proves to be a persistent chiseler and the watch over his later performance shows him still misbehaving, legally proper action is taken through the chiseler's sources of supply.

Manufacturers have cooperated cheerfully, so Patterson relates. It is as much to their advantage to get the curves of golf goods retailing straightened out, as it is to the pros' benefit. Even cases of unduly expensive and disturbing competition between manufacturers have been settled happily through the Southern California PGA Merchandising committee action. The

Merchandising committee is headed by Paul Scott and with him and members of this committee Patterson naturally works closely.

Net result of the work has been exceedingly gratifying to all concerned. All of the fellows involved consider that the work is still very much in the experimental stage; consequently each member of the association regards himself as responsible for cooperation that will reveal the definitely profitable merits of the plan, or eventually discover its flaws, whatever they may be.

Patterson secured radio time for about 10 minutes each Thursday and during these weekly sustaining programs Southern California pros will appear at the microphone. The radio schedule opened April 8 with Willie Hunter and Patterson outlining the plan of the section's pros for public service. On the fifteenth Olin Dutra and Patterson discussed the forthcoming National Open and PGA championships. April 22, Paul Scott, pro at Griffith Park, Los Angeles muni course, spoke on golf from the public course aspect. Golf instruction is tactfully but forcibly stressed in each broadcast.

Endorsed by the
U. S. G. A.

Executive
Committee

GOLF

Its Rules and Decisions
by Richard S. Francis

The first really comprehensive work in that field; includes a thorough analysis of rules, hundreds of "key" decisions by the United States and St. Andrews Rules Committees, chapters on handicapping, tournaments, etc.

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Our true Washington Strain Bent in solid turf form makes model greens. Also in stolon form. Withstands drouth like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

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Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{8}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

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