

What makes a GOOD GOLF BALL?

BY *Henry G. Picard*



WINDING. Imported Dunlop winding machines "throw" the thread evenly, under high tension. The final result . . . a truly round, lively core of absolutely uniform hardness.

IF I asked three golfers what they like best about the New Dunlop Maxfli, I'd probably get three different answers. One would prefer the tough Geer Patent cover that resists wetting; another the perfect balance that makes Dunlop one of the truest balls on the course; the third would favor the extra winding that gives greater distance on drives, or the new sweet-sounding click that makes any golfer sound like a champ. Personally, I'll take 'em all. Those qualities are *built in*. They're insured through scientific testing and manufacture. I've studied the game of golf scientifically for over 13 years, and to me, the inside story of Dunlop golf ball manufacture is as exciting as a championship match.

3 ESSENTIAL PARTS

Any golf ball has three essential parts. The center . . . the rubber thread . . . and the cover.

CENTER. Here at Dunlop we have achieved a high-quality "feel"

through a plastic center that lets the club-head "hit through" the ball. This center is made by filling a small rubber ball with special lithopone compound. Lower priced balls have simply a solid rubber center.

THREAD. I'll bet few golfers know there is a *fifth of a mile* of stretched rubber thread in the Dunlop Maxfli. Only the finest of imported Estates pure gum rubber thread is used, and it is constantly being tested to meet our rigid requirements. Imported and domestic winding ma-



MOLDING BALLS. The cores are capped (background), placed in molds and cured. Chrome plated molds throw a perfect ball, true in every respect.

chines wind tighter than was ever before possible. As a matter of fact, Dunlop rubber thread is stretched 900% in the winding process! It's those yards and yards of extra rubber that make Maxfli a longer-driving ball.

COVER. In the cover we use balata for click, feel and hardness, and selected rubber for durability, but Dunlop doesn't stop there! We've developed an exclusive slow vulcanizing process to insure *extra* toughness. In addition to the famous Geer Patent process, rubber-wound cores are coated with a solution of the cover

stock itself. This penetrates thoroughly, and anchors the cover directly to ball.

THE FAMOUS CLICK

Craig Wood and I spent over six months developing the new sweet-sounding Dunlop click. Many golf balls lose compression and click by a too-quick vulcanization and aging process. Here at Dunlop, however, balls are slowly and thoroughly vulcanized, and then aged for over six weeks in cabinets under automatically controlled temperature. This allows the cover to harden thoroughly, and produces Dunlop toughness, distance and "click".

TESTING

Every step of the manufacturing process is carefully watched and tested. Amazing new machines are constantly driving, chipping and topping balls under actual playing conditions. Time and care are taken in every operation to insure absolute perfection, and keep the quality of Maxfli golf balls at the highest possible level. Dunlop quality is *built-in*. You just can't beat it!

DUNLOP TIRE & RUBBER CORP.
500 Fifth Avenue
New York City



DUNLOP MAXFLI GOLF BALLS *New from core to cover*

procedure. His fellow players (who are positive the thing to do was exactly the opposite of the player's guess) promptly challenge his action and an argument of varying degrees of friendliness develops. Eventually the case is appealed to the club pro, the local links-lawyer, or the chairman of the golf committee, none of whom is likely to be *completely* familiar with all the niceties of Rules interpretation and quite frequently renders a decision, with the best of intent, completely contrary to the ruling which should have been made.

For such local "experts" to attempt to decide a golf argument without owning a copy of "Golf; Its Rules and Decisions" and without first consulting the book, is absurd. Here is a volume of over 400 pages, written by Richard S. Francis, a member of the Rules of Golf Committee of the USGA, which answers every question of rules and procedure that has been raised in years. The book is carefully arranged and completely cross-indexed. With a copy at hand, almost any rules argument, no matter how unusual, can be decided in a couple of minutes. The USGA approves and recommends the book.

GOLFDOM joins in urging every golf course to obtain a copy of "Golf; Its Rules and Decisions" and have the book around where it can be consulted. The cost is \$3.00 at any bookseller, and it's well worth it to any pro, chairman or club official who has rules arguments to settle and to every golfer who plays in tournaments and must know the rules or risk being penalized for violations.—J. F.

Smith and Thomson Made Associate Directors of A.G.I.

HORTON SMITH AND JIMMY THOMSON have recently been appointed associate directors of The American Golf Institute, organized last year by A. G. Spalding & Bros., to assist golfers and golfing groups throughout the country. The appointments of Smith and Thomson are made at a time when the field served by the A. G. I. is being considerably broadened and valuable use will be made of the unique experiences of these two golfers.

With the continued direction of Robert T. Jones, Jr., plus the facilities of A. G. Spalding & Bros., and with the assistance of Smith and Thomson, The American Golf Institute as now constituted is in an

eminently strong position to serve the golfing public. Their two years in the "goodwill foursome" gave Smith and Thomson a familiarity with golfing problems and conditions throughout the country. As Spalding's representatives, they appeared in 160 matches in 41 states, traveling close to 100,000 miles and playing to more than 300,000 spectators, mostly on municipal links. Formed in May, 1936, the foursome continued its tour until October 8, 1938. Little and Cooper are now concentrating on their tournament play.

IT'S ON THE HOUSE

By **TOM REAM**
Mgr., Westmoreland CC

The biggest item a club has to sell is service, and the bigger and finer the club the greater the problem of providing perfect service.

Contact and thorough training will make perfect service a habit, just as surely as lack of training will make slack, inefficient service a habit.

You've got to be good to keep ahead.

Temperature control is essential for economical operation of both heating and cooling equipment.

Superior features of beauty, safety, sanitation and light make for successful modernization of club.

Dependability has no substitute.

Put braces on furniture that has become loose in the joints.

The only way labor costs can be cut is to install better and more up-to-date equipment.

The honest employee welcomes a check on his work.

Please the women and you'll sell the entire family.

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QUALITY

Golf Equipment

When the word *quality* is mentioned you may immediately think of the new Billy Burke F-75 Wood. This is one of the finest clubs the good old "Burke-Mark" ever identified.

The F-75 is thoroughly matched for swinging weight within a plus or minus variation of one point. That's really MATCHING. Sell one set and you'll start the ball rolling—in more ways than one.

There are many other quality Burke clubs. And there are bags and balls, too, in great varieties. ALL of them will help bring the cash rolling into your shop.

THE BURKE GOLF CO., NEWARK, OHIO

**BURKE***Clubs • Bags • Balls*

Pupil's Physique and Temperament Determine Swing He Must Have

By Hugh M. Gordon, Pro
Roanoke (Va.) Country Club

A STUDY of the records of national championships shows that each year there are a number of veterans who perform very well, notwithstanding their inability to devote as much time to their own games as do many of the expert younger players. Such performances are made despite the handicap of years and of a temperamental inability to get keyed-up to tournament pitch as the younger players do.

This long competitive life of the sound older golfers may be lost sight of because of their failure to make spectacular winning records that get them first places to the same extent as the meteoric younger players. However, in the long stretch of the older players' excellent performances in competition there is a great selling point for the pro who really knows his job. That selling point is the value of a swing so well grooved that it assures steadiness in play.

Brilliant Putting Upsets Oldsters

Time after time in recent years, the phenomenal performances of the younger players have revealed that oldsters have been better to the green but have lost their advantage there to the amazing putting of the recent crop of brilliant young golfers.

I am inclined to believe that older players whose form and knowledge of the game are excellent often weaken from the physical fatigue of qualifying rounds or the tension and excitement of competition, including the distraction of friends who entertain or visit with the player during and between rounds.

Nevertheless, these older players continually are giving demonstrations of the value of sound golf form, which is the main thing that we have to sell in pro instruction.

Part of our service to our members lies in correctly judging how far we can apply a sound swing to a pupil's game. We may give ourselves an utterly impossible task by allowing the pupil to get the vain hope

that he or she may get down in the low seventies after a series of lessons from us. Privately, we may be delighted and satisfied that we have done our jobs with expert effectiveness if we can get some of our pupils shooting consistently around 100.

If I listed the points making for a championship player, I should put early and consistent practice of the game as a first essential. A few of our champions, Walter Travis and Mrs. Hill as examples, started the game as adults, but these are exceptions.

Next I should put native ability; good muscle control and balance. Good motor coordination may be partly a matter of training, but there are individual differences which can be observed in teaching beginners, children as well as adults. Native ability includes also good vision, eyes which can be trained to accuracy in judging distances or estimating the effect of wind or the roll of the green.

When we can recognize these qualities in some of the younger students who come to us, we consider ourselves exceedingly fortunate, and I dare say there is not a competent professional in the country who hasn't gone far out of his way to help a youngster make the most of golf potentialities.

But, when we get the older people we have a difficult problem of doing a lot with sharply limited physical abilities and the lack of time or temperament required by the development of a championship type of golf game.

No Easy Task to Groove Swing

Then it takes considerable genius to groove a good golf swing. The job calls for all the experience and patience we have acquired in years of teaching the game.

In golf instruction the tutor must show penetrating judgment in recognizing the extent of possibilities in a pupil, and directing the instruction accordingly. A music teacher isn't expected to develop a Rachmaninoff or a Kreisler frequently from among the pupils. We can't expect to teach our pupils so they become Bobby Jones' or Joyce Wethereds. But we can set our sights on giving each one of them the soundest sort of a swing for their physiques and temperaments and thus prove ourselves to be artists and scientists rather than merely handymen around the lesson tee.

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Pro Must Consider Teaching An Art

By John Budd

Pro-Supt., Tallahassee (Fla.) CC

WHEN we as professional golfers and instructors approach the problem of teaching the game as an artistic accomplishment and one deserving grave thought and practice, we make the initial step towards a keener enjoyment of the game by our amateur members. It has been my observation that too many instructors are inclined to be wordy in their teaching. The point arises that we are diagnosticians and must definitely know the trouble with the

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player's game before we complicate the conditions with confusing talk.

We as established players in this fine game can look into the past and see readily that our golf game was based on the swinging motion of the clubhead acquired when we were young boys. Our smoothness and automatic reflex action was developed by many thousand swings directed at blossoms, grass blades or what have you. Now, practically speaking, can we expect the pupil coming to us at a later age to develop a golf game on the same basis as the tournament player or the regular low scoring player of the day? Should we not approach his problems with the thought of prescribing a sound and simple method of making the clubhead swing so as to reap the fullest benefits from his physical development?

If we are able to get a full picture of the capabilities of a certain player, is it not best to say to ourselves, "This player has a par possibility of 92 and a driving maximum of 180 yards, and his need is a sound prescription. I will therefore try to give the player the full benefit of my experience in golf instruction, so he may achieve more fun and recreation from the game"?

Let us begin with the knowledge that we are evangelists of a great art and follow up with a real effort to practice our art faithfully and with the picture of our pupil's standpoint full in view. Let us approach his problems from his side of the question and apply our art so that his reaction will be to go along in fine spirit; gaining better proficiency at each session on the practice tee.

Our reward for such efforts as these will be the realization that we have served our public well, so that they may make the most of that great gift, leisure time.

Utah \$1,000 Open is June 16-18—The Utah \$1,000 state open championship, sponsored by the Utah State GA, will be held June 16-18 at the Ford Douglas GC, Salt Lake City. Several prominent pros have already indicated they will play in the event, and a large entry list is expected, according to tourney officials.

Recently elected officers of the Utah group are Al Emery, Salt Lake City, president; Dr. D. R. Pincock, Ogden, vice-pres.; James Hodgson, Salt Lake City, secy-treas.

He Likes Time-Payment Plan

By Homer Herpel

Pro, Crystal Lake CC (St. Louis district)

DURING the past six or seven years many pros have observed a curtailment of purchasing of better grade equipment at the clubs having thrifty people as members. The stores have been cutting in on the business in a way that menaces the pro market with its dependence, mainly, on better class of merchandise. We may say—and can prove—that the better merchandise is worth more money, but we can't get people to spend money for this equipment if they haven't got the funds.

There are only two practical answers to our problem; smart merchandising of the better stuff, and money in the pockets of people who might be prevailed on to spend it with us for equipment that will give them utmost in satisfaction and performance. Part of our smart merchandising must be in finding a way to provide our customers with the opportunity of getting money to spend with us. We pros can't depend on any magic means for throwing business into our hands. No other field of commerce has been able to find a sure-fire method of protecting itself against competition that doesn't involve thinking and work, so we are chasing a rainbow if we think we can find a cinch answer to our problem.

Time Payments Help Clubs

I have used one method that has helped me to sell a considerable amount of good equipment to players at a daily-fee course. I sell on time, with a down payment that is less than the payment would be for any set of a few cheap clubs. I don't handle the collections so there is no bookkeeping trouble for me or embarrassment to me or to the players if payments are slow.

Pro experience with their own time-payment plans often has been that the player may be tardy in payments and put the pro to a lot of trouble trying to make collections. This collecting may make the buyer hesitate to come into the pro-shop; hence the pro loses the sale of balls and lessons. A \$50 sale of equipment costs the buyer \$10.76 a month over a 5-month period. I get my money right away.

My deal was worked out with one of the national small loan companies, the Per-

sonal Finance Co., which serves about 5,200 communities throughout the country, so I am told by the branch manager with whom I do business.

I handle this selling by telling the possible customers that now they can buy first grade golf clubs and balls on the same plan used in buying automobiles and expensive radios and furniture. I sell them on the idea that it is saving in the long run of two or three years to buy good equipment; otherwise they'd be ex-

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perimenting with other cheap clubs and wind up being out quite a piece of money and still not have a good set of clubs or a good bag.

The idea has worked out in great shape for me and my trade.

Training Course for Women Means Added Pro Sales

TOM Clark, lively veteran pro at Blue Hills Club, (Kansas City district) is conducting a spring training course for women members that's well worth copying at other clubs.

Once a week at 10:30 A.M. women assemble inside the clubhouse and Tom gives them a group lesson. He lectures on various phases of golf play and the rules, and makes appointments for private lessons. The group lessons are given free.

The women stay for lunch and bridge in the afternoon. Last season Tom had about 70 women playing at the club. Attendance at these spring indoor sessions has been running above 50, and is increasing steadily.

It's a fine idea in pro service to the club and its women members, and certainly foresighted business for a pro who wants to get an early "in" on the women's spring buying of golf equipment.

Pro Plan Provides Members With Tees for \$1 a Year

By Bruno Minkley

THE smartest little idea I have run across in pro merchandising this year is the one of the pro who makes a deal with his members to supply them with all the tees they need for a year at a cost of one dollar.

The pro gets the dollar at the start of the season, and catching himself a buck from each of the members when they are spending easy, gives him help in discounting his bills. Very few of the men or women players stay away from a deal like this when the shop signs and a few spoken reminders make the proposition prominent.

One fine thing about the idea is that it keeps the players coming into the shop for installments of tees and that means better chances of ball and club and other sales.



A Safe Approach!

Sani-Treads protect your club members against "athlete's foot"

Club managers everywhere know that members appreciate the protection of Sani-Treads—the patented, water-resisting, sure-fitting fibre slippers.

Sani-Treads will not only safeguard your members from infectious foot diseases, but will also keep down the "wear and tear" on your towels. Order a supply today.



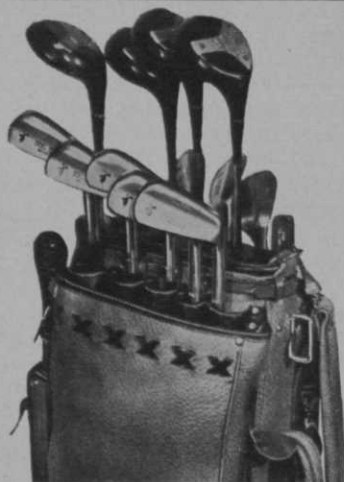
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SHOULD PROS BE SENT TO SCHOOL?

By Roland Wingate

A GOLF professional is primarily a teacher. A few pros get in the headlines once in a while, and a few pick up some prize money or exhibition gate receipts now and then, but day in and day out, the vast majority of us are primarily teachers. We sell balls and clubs, but shop profits often are not to be compared to the money we can earn from a full schedule of lessons right through the week. Shop profits and lessons usually are in close relation.

Obviously, one of the best ways for a professional to bring more pupils to his practice tee is to build up a reputation as an expert instructor. Now any man who desires such a reputation is bound to find, sooner or later, that he must work for it—and work hard.

Yet given all willingness to work and eagerness to learn, where is the ambitious young man to turn and what can he do to qualify as a teacher? The fact remains that golf instructors still expect to be born and not made, and too many husky young caddies are growing up with the idea that because they can get around 18 holes in the 70's and rewind a club shaft, the game of golf owes them a living as professionals.

Not more than a handful can make even a living as tournament players. If the rest of them would follow golf, they must follow it as teachers.

But where can they learn anything about this side of the business?

If they wanted to be lawyers, doctors, undertakers, or plumbers there are definite places where almost every such calling can be learned, and definite standards that must be attained before a man can become licensed to set a bone or wipe a joint in any civilized community.

Pros Must Train Teachers

Not so in this golf business. Our apprenticeship system dates from the days of the gutty ball and the wooden shaft, and it's time we went to work and did something about it instead of depending on the natural development of instruction

The new **AL LINK GRIPPER GLOVE**



Its hand support allows ample adjustment and free hand movement—Slipping or turning of club is reduced to minimum.

Hand support unit clings tightly to club grip—a definite aid for perspiring hands . . . Lessens muscle tension and promotes relaxed control . . . Conforms to semi-finger palm grip . . . Eliminates blisters and callouses . . . Equally helpful to men and women golfers.



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PROS—Keep a sharp look-out for this man!

He's easily identified—never fails to give himself away. Post your locker-room boys to notify you as soon as he is found in your club. He's slippery—simply because his spikes are worn down and no longer will give him a firm footing for his shots. A good man gone wrong, and with him has gone the desire to play and buy golf equipment. When you spot him tell him what a set of "GRIP-RITE" SHU-SPIKES will do for his game. He will regain his good standing and you will regain an active customer. "GRIP-RITE" SHU-SPIKES are easily, quickly inserted or removed—fits any shoe—flat or pointed—8 sizes. If you are one of the few pros who are not already offering "GRIP-RITE" SHU-SPIKE service to your members

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genius. There are plenty of bright, clean, eager, honest youngsters ambitious to break into the pro ranks. We owe it to them and to their future pupils to see that these boys are developed into real teachers. Yes—work and guesswork will get them nowhere, and the standards of our profession and our game can improve only as each generation of instructors becomes well trained.

"Very well," you say, "so what? Are we to go out and raise endowments, build marble halls and have our caddiemasters, clubmakers and assistants living in dormitories and wearing fraternity pins so that some day they may have a framed diploma and a license from the state to practice as golf instructors?"

While education on such an elaborate scale might be fun for those exposed to it, education on a reasonable scale is essential, if pro golf is to make real progress.

A decent education in the fundamentals of teaching as distinct from playing can be supplied at a very small cost, if we use the talent and the facilities already available.

Better Follow Greenkeeping Lead

Greenkeepers have already shown what splendid educational work can be done along comparable lines by the fine courses they put on in co-operation with the agricultural facilities at state colleges.

Let us profit by their example.

Here is a job that the PGA can do—and do with great credit to the organization and to every member in good standing.

Why not start now? Why not begin at once to organize schools in every district to run two or three evenings a week during the winter?

Each local president can select a small staff of instructors from among the senior expert teaching professionals in his district. Let them map out a schedule of subjects to be covered and demonstrations to be given. Let each instructor take turns handling a few classes. The time he would be asked to donate would be relatively little, and his recompense would come in the rapid improvement of his own assistants and proteges.

The object of course would be to develop every member of the class in two directions: first, in the power to size up the game of any amateur—no matter how good, and second, in the ability to explain clearly and helpfully just how the game can be improved.

Expense of conducting the school? Why