is any difficulty in accommodating all
the members.

Some of the lessons may even run as
short as 10 minutes. The basic principle
of the whole plan is to give the pupil
just what is most needed at the moment
for his or her game—and just as much
of that instruction as can be absorbed
easily and soundly.

We are adopting this plan at Butter-
field because in every place it has been
employed it has been a tremendous im-
provement over the old idea of receiving
instruction. It is an extension of But-
terfield’s pro department service that
makes pleasant and effective instruction
attractive to members who now ordinarily
do not take golf lessons. We know that
the better you play the more you will
enjoy golf and it is a certainty that this
type of golf instruction will improve your

These lessons can be taken after you
have finished a round and are freshly
acquainted with the faults that you want
to have eliminated.

EDDIE CONLIN, after a month of tour-
ing pro-shops to get a close-up on
field conditions for US Rubber, makes two
especially pertinent observations. He says:

“The blaring of radio sets in some shops
is a disturbing racket of bad psychological
effect and a definite retardant to sales.
When a player comes to a golf club he
is seeking country quiet among other
things. To have a radio blasting away
like a boiler factory certainly doesn’t
produce the atmosphere of class a pro-
shop should have.

“[At some clubs the shop radio is turned
on so loud players can hear it all over the
course. The pro who loud-pedals the play-
by-play radio account of a baseball game
is distracting players’ attention from the
game on which the pro’s living depends.

“I also note that some pros take all
balls out of boxes and display the balls,
minus every bit of wrapping, loose in
cardboard boxes. Certainly this sacrifice
of the selling value of box display opens
up competition for cheap ball sales by
stores.

“Whatever litter may result from the
purchase of balls in the packages should
be very easily disposed of by orders to
caddies insisting that the boys pick up
any carelessly discarded ball wrappers
and put this litter in the nearest waste-

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the “eye-appeal” that crystallizes that
“buying urge” every pro wants for the
equipment he stocks. But their beauty
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LOUISVILLE POWER BILTS with
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