Just let your club-members "feel" this club!

"THERE'S A GOLF CLUB," they'll say. And when they take out a set of the new Burke Professional irons, their praise is justified by the score.

This line is built to eliminate club worries — to put scoring up to the player. And it does.

That is exactly why the Burke Professional irons have caught on so well and have earned easy sales and exceptional profits for so many pros.

Write for complete description and prices.

Burke
CLUBS • BAGS • BALLS

THE BURKE GOLF COMPANY, NEWARK, OHIO
Let GOLFDOM advertisers help you. They are golf field experts.
THANKLESS jobs are the rule rather than the exception at golf clubs, as might be expected in enterprises having from 200 to 300 male members equally interested financially, to say nothing of the voice in the affairs that the wives of the members are taking with increasing volume. The extreme difficulty of pleasing everyone is especially impressed upon the house chairman and manager who are combined for the purpose of securing the volume of house business that is essential to any golf club's house operation without severe deficits and their accompanying assessments.

What can be done to bring out more dinner business? What manager and house chairman hasn't asked himself that question? My observation as a member of several golf clubs and my conversations with a number of managers and house chairmen have given me ample confirmation of my belief that movies at the club afford the most effective and reliable answer to this search for something that will stimulate club patronage.

One rarely comes across a golf club of any pretensions where there are not several of the members active enthusiasts in making their own motion picture films. These fans usually have reel after reel of films they have shot of events held at the club or of interesting activities of club members away from the common meeting ground. The unfortunate part of these films is that instead of being seen by scores of club members who would be highly entertained by the showing, the...
presentation of the films usually is restricted to a small group of the intimates of the movie-maker. I call to mind one case of a women's costume golfing affair at a Chicago district club that has been striving desperately to increase its house volume. The women's event was well attended and the players went to some length to array themselves in laugh-provoking attire. Four of the women at the event took films with their own Filmo cameras, and to my certain knowledge not more than 10 out of the club's membership of 550 (which includes the wives of the members) have seen any one of these four films. Each film gets its showing before the group of friends of the person who took the pictures. The lamentable part of this failure to capitalize, at the club, the entertainment and business-building possibilities of the film is especially to be commented upon because each of the four films represented different viewpoints of interest.

If the club would have invited these women to show their films after one evening's dinner at the clubhouse you can depend on it, there would have been a capacity dinner business.

Many Chances for Movie Parties

At every lively club there are many events during the season that warrant the taking of movies and their showing at dinners of a later date. Not only are these events such as tournaments of men and women, children's parties, important matches, etc., of general club interest, but such "home-grown" films as the story of preparing a dinner at the club or a pictorial explanation of the many painstaking details of course maintenance would be of great value in promoting a better understanding of the club's involved and expensive operations. Such films would do more than hours of talk in bringing to each member the importance of each of the many behind-the-scenes phases of running their club.

There are many films available in rental libraries that are ideally suitable for golf club presentation so an hour or so after dinner could bring forth a diversified program, having a proper balance of films of sharply localized and of general interest.

A motion picture camera and a 16 m.m. projector constitute a productive part of the equipment of a modern, well-conducted golf club
MAYBE HE NEEDS A NEW SET OF CLUBS!

Keep your weather eye out for the fellow who comes in to buy one golf club. He's probably struggling along in the high nineties, fighting his game every day. It's a hundred to one guess that what he really needs is a full set of matched woods and irons.

Show him a full matched set of VULCANS. Let him heft them. Get him to drive a few balls into your practice net, using each club in the set. That's about all the selling you'll need to do, and he'll thank you for straightening him out. You'll make a good friend, and a tidy sum of money.

There's a wide selection of matched irons in the VULCAN line—sets of eight or five—and there are eight VULCAN Wood models matched in SETS O' THREE (Driver—Brassie—Spoon). And the VULCAN price range—$5.00 to $25.00 for the Woods—$3.75 to $9.00 for the Irons—primes you with a model and a price for all comers.

Get a copy of our latest catalog. It illustrates and prices every VULCAN model. Use this coupon as a convenient way to send for it. Vulcan Golf Company, Portsmouth, Ohio, U. S. A.

If It's Not Right, It's Your Own Fault

The Ashland (O.) C. C. has managed its entertainment program so no one has cause for complaint. Early in the season the club issues an attractive booklet giving the entertainment schedule from July 1 to December 31. Golfers' breakfasts, bridge and sewing luncheons, children's parties, dances, stag parties and dinners are listed and each event has different hosts or hostesses.

Each unit of the party pilots tries to stage a better party than all the competition and the roster of the entertainment sponsors includes as nearly as possible every one active in the club.

HAS NEW GOLF PRACTICE BALL FOR HOME USE

Detroit, Mich.—Paul Turner, 1129 Book Bldg., is marketing an ingenious indoor golf practice ball of hollow moulded construction. The ball is of regulation size.
Consider Added Charge for Tardy Diners

PROHIBITION has brought a serious problem of late diners at golf club parties. It is not uncommon for food service at a club dinner dance to be delayed an hour from the appointed time.

The advisability of an added charge for tardiness is being considered at the Cherokee C. C., Knoxville, Tenn., states Manager Allex Fox, in the following excerpt from the Club Managers' Association bulletin, Mr. Fox states:

"We have a 'club dance' every Saturday night and our reservations for dinner on these nights are always very satisfactory, but I have been having a great deal of trouble lately trying to get the members out in anything like a reasonable time. Last night I had a party of 25 who ordered dinner for 8:30 and they did not get here until after 10:30. The reason for this is, I feel sure, that owing to the fact that we are very strict as to drinking, they stop by some one's house and take on a few. I have been thinking of having a rule passed as to a zero hour for serving or an extra charge of some kind. But I do not want to be too drastic as I realize that it is very hard to get a crowd started when there is a drink in sight. Have you any data as to what other clubs are doing along this line?"

In view of the help problems at the golf club due to their usually distant location from sources of good emergency employe supply, the delay in food service is a real expense.

PORTER'S FIRST CATALOG

Salem, Mass.—Arthur B. Porter, Inc., 55 Dearborn St., has issued its first catalog of course equipment and supplies. The book will be sent free to any greenkeeper or chairman. It is a handy, comprehensive book giving details of the full line this active new company has available for the golf trade.

FIRE HAS NO EFFECT ON SPALDING BALL DELIVERY

Chicopee, Mass.—Fire in the A. G. Spalding & Bros. golf ball plant was confined to the section of the factory devoted to gutta percha in processing. The supply of finished material stocked elsewhere in the plant was well ahead of immediate demand so the blaze made no interference with the ball delivery schedule.
FINDING that less than a third of the audience of women at fashion revues presented as part of theater programs were interested in the fashion feature, H. S. Webb Co., Glendale, Calif., store, has been conducting successful semi-annual fashion revues at a country club for the last two and a half years. The affair has been held in conjunction with a benefit staged at the club.

Of the country club tie-up, E. J. Sullivan, the store advertising man says in *Dry Goods Economist*:

"Here we found an audience that is especially appreciative. In the first place, they like the idea of our hooking up with the benefit affair and believe we are doing a good work in that respect.

"In the second place, they are the people to whom our merchandise naturally makes the greatest appeal. They are the people who look forward to the semi-annual introduction of new styles and new merchandise. They are of the class that makes up the best portion of our clientele.

"The revue is a part of a social affair, and that gives warmth to it. A buffet luncheon is served about seven o'clock, and followed by the revue, and the revue by the dance.

"The arrangement of the room is advantageous. There is a great fireplace attractively centered. The models advance from the dressing room along a runway, circle around this fireplace and then return. The tables and chairs in the meantime have been pushed back toward the wall so that the runway is between two assembled groups of guests. When the models return after circling the fireplace..."
they make their way among the guests. This gives the guests a close-up view of the clothes. A price tag is attached to each garment and this tag is concealed by the model's hand. When guests ask the price of a garment as the model moves among them it is a very simple matter to display the tag.

"Insofar as it is possible the models displaying women's wear are winners of California beauty competitions, 'Miss California' is usually present, as is 'Miss Hollywood,' 'Miss Glendale,' 'Miss Pasadena,' etc. In other words, the girls are well advertised before they appear and so give additional interest to the Soiree. It is a decided advantage in the revue to have beauties—and well advertised beauties for the models. Children's wear is always shown as well as women's and misses' apparel, but only two children are used.

The Models Stay for Dance.

"The last garments shown are always evening dresses and the girls who have acted as models wearing these dresses remain for the formal ball, so the H. S. Webb & Co. merchandise is on display during the entire evening in a much more intimate way than at the average fashion revue at a theatre.

"The music for the evening is, of course, furnished with no charge to us. Our only cost is for certain decorations in the room, done by our window dressing department, and the money paid the models. The cost is only a fraction of that under the old theater plan.

"When we have a fashion revue let's put it on in a manner and in a place where it will count the most. Why pile up cost and waste effort unnecessarily? Put on the show where it is most welcomed."

The idea probably will prove interesting to other clubs as an entertainment feature. Critical comment passed on the stunt by the domestic managing editor of GOLFDOM'S editor runs to the effect that the fashion revue and dance following would produce circulation of currency in the following logical sequence:

"Some of the fellows would get full of Scotch and frolic and go wandering over the lot with one of the models after a dance. Then the Sherlocking spouse would catch him and give him hell and shake him down for one of the dresses displayed."

After due deliberation GOLFDOM withholds its official endorsement of fashion revues at country clubs.
Show Cost Percentages at Olympia Fields Courses

The accompanying "pie-chart" is reproduced from the Olympian, house organ of Olympia Fields C. C., where four 18-hole courses comprise the largest private golf club operation in the world. The figures represent the average of the last six years' operation.

Divisions of the costs are explained:

Diagram Cents of segment Division of Average each $
number, greens duty. annual cost. spent.
1. Greens $13,572.79 $ .19.0
2. Tees 5,377.85 .07.6
3. Fairways 5,581.89 .07.9
4. Pits and bunkers. 6,876.56 .09.6
5. Rough 4,988.76 .07.0
6. Supervision 5,993.52 .08.4
7. Supplies 8,733.40 .11.1
8. Water 4,640.93 .06.5
9. Compost 1,062.49 .01.5
10. Drainage 2,020.00 .02.9
11. Gas and oil 2,409.32 .03.5
12. Trucking 1,555.94 .02.3
13. Equipment repairs 3,997.24 .05.6
14. New equipment and replacements. 2,037.00 .02.9
15. Repairs to pipe and pump house.. 918.62 .01.3
16. Repairs to buildings ........................ 185.55 .00.3
17. Miscellaneous ................................ 1,807.12 .02.6

$71,798.98 $1.00

Detailed comment on the chart is made by L. F. Lindley, chairman of Olympia Fields' green-committee, who says:

"We figure seventy-three holes at Olympia, counting the putting course and the lawn around the club house as an extra hole.

"In this way we derive the following percentages:

GREENS

"All of the work done on the greens cover a good many different operations, such as worming, spraying, fertilizing,
To the Professional, a Golf Polishing Motor means—

Quicker Service
Better Finish
Greater Profit

A HOLTZER-CABOT GOLF POLISHING MOTOR means more—

It means dependable operation.

Built right, electrically and mechanically, it cleans, polishes, and refinishes golf clubs at a minimized maintenance cost.

THE HOLTZER-CABOT ELECTRIC CO.
125 Amory St. 6161 S. State St.
Boston, Mass. Chicago, Ill.

WHEN BETTER GOLF CLUBS ARE MADE......

...you'll be too old to care

BUTCHART-NICHOLLS GOLF CLUBS

FULL LINE OF WOODS AND IRONS

ASK YOUR PRO - HE SELLS THEM

BUTCHART-NICHOLLS CO. SPRINGDALE, CONN.

Tufhorse Golf Bags

Offer YOU
The Outstanding Opportunity for increased Sales and Profits in 1930

High in QUALITY
Attractive in DESIGN

Fair in PRICE

and in Constant Demand by Better Golfers Everywhere

—the Right Combination for Quick Turnover and Better Profits.

Order Now!

"SUPERIOR" MODEL
Lists $65.00

Complete Line includes Golf Bags made from Genuine Pigsin, Walrus, Elkskin, Cowhide, DuPont Fabrikoid, Wexford, English Service Duck and Heavy Canvas—in a wide variety of colors—effectively trimmed.

New Photographic Catalog Now Ready for Professionals and Dealers only.

DES MOINES GLOVE & MFG. CO.
Des Moines, Iowa
"The world turns on Faith" are the words of an old sage. This is ever so true in Golf. Faith in yourself is a fundamental axiom of every golfer. To feel this assurance, you must have faith in the club, the ball, every piece of equipment that goes to make your game.

St. Mungo has earned the faith of good golfers. Because as the oldest manufacturers of liquid core golf balls in America they have always strived to build the best. Science has designed Colonel Golf Balls for accuracy, distance and durability. Craftsmen of thirty years' experience assemble the finest grade materials, building the best — all so that St. Mungo can keep Faith with that game called Golf.

Sold by professionals and Sporting Goods Dealers.

75c each — 9.00 per doz.

The regular CLICK COLONEL 1.62 size, will be available until Jan. 1, 1931.

COLONEL GOLF BALLS
ST. MUNGO MFG. CO. OF AMERICA
121-123 Sylvan Ave.
Newark, N. J.

sweeping, cutting, rolling, top-dressing, repairing, weeding, and changing holes. Altogether these operations cost $13,572.19 or $186.48 per green per year. The cutting, sweeping and rolling operations cost $6,939.43 or $95.06 per green per year. This is our biggest item. A green on the average is mowed two hundred and ten times a year; this amounts to about forty-six cents per operation. The next item under greens is top-dressing and repairing which amounts to $2,170.59 or $38.37 a green per year. Spraying and fertilizing covers all labor for fungicides for brown patch and fertilizing, and amounts to $1,666.39. Changing holes and filling in depressions from pitched balls amounts to $1,876.38; weeding, $650.00; worming, $270.00. The above figures are for labor only.

Supplies
"Supplies are all material such as fertilizers, seed, fungicides, hose, towels for tees, ball washers, shovels, rakes, hoses, flags, gases, poisons, tee plates, etc., $8,773.40.

Pits and Bunkers
"The pens and bunkers cost $6,876.56. This covers the raking, cleaning, cutting and repairing, and also the new sand. There are 270 sand traps at Olympia.

Supervision
"The supervision, time keeping and office work amounts to $5,993.52.

Fairways
"Fairways amounts to $5,581.89. This includes cutting, rolling, top-dressing, seeding, repairing and fertilizing.

Tees
"The cutting, rolling, top-dressing, repairing, changing towels, tee plates, care of ball washers amounts to $5,377.85.