

figures, and says further: "The least I can give to the game is time!"

Among the grown-ups in Kentucky who are outstanding golfers and who come to Joe for instructions during the tournament seasons are Wilbur Meece, central Kentucky champion for several years, of Somerset, Ky.; Mrs. Elvina Lebus, of Versailles, Ky., woman state champion for several years; Mrs. Charles K. Hogue, Frankfort, who has won not only many club championships in Kentucky but several trophies in the east as well; Jack Mohney, youthful Lexington, Ky., golfer and present Kentucky open champion; Johnny Eversole, also of Lexington, junior champion of central Kentucky, and Virgil Meece, Somerset, high school champion of central Kentucky.

Don't Give Up Hope

One good example of his teaching may be seen in the following: A young lady who attends a Danville college was told by another professional that she might as well give up golf. She would never learn the game, he said. Burman took her last summer and in less than two weeks taught her enough to enable her to win the ladies championship of the Danville club! Joe says she's going places this summer—and you can never tell!

Kentucky "colonels" are known far and wide, and it so happens that Burman holds a commission as "general of golf" on the staff of Lieut. Governor Albert ("Happy") Chandler.

Hop onto this idea of Burman's. The "General" is doing a great job for golf in Kentucky and he isn't through yet.

Crack Down on Free Deals and "Buy It Wholesale"

THE PGA of Northern California and leading manufacturers operating in that section have come to an agreement that rules out the trick discount deals that used to make the straight retail price a laughing matter to smart chiselers.

In a meeting with the pros the manufacturers committed themselves to a policy of staying strong to their retail prices and of granting discounts only in legitimate instances.

Harold Sampson, president of the PGA of Northern California, comments on this new deal:

"While the agreement is naturally to the benefit of professionals it also is the 'road

out of the red' for the manufacturers, especially if they will give it their co-operation throughout the country, as they have manifested their desire to do here by the action they have already taken.

"It is merely an effort to put the golf ball and the golf club business back on a retail basis. In other words, to discontinue giving away merchandise free (or at 50 cents a dozen so that players may retain their amateur standing) or in any manner for less than retail price, except to the golf professional, clubs that have the sale of balls, and the legitimate sporting goods dealer.

"The practice of giving merchandise for less than cost I am sure has been an evil that the manufacturers have often regretted was ever started. It has added considerable to advertising costs, cuts into the manufacturers' income no little because aside from the actual cost of the merchandise given away it eliminates a customer from the market to sell merchandise to. It can also be seen that by discontinuing this practice a lot of new retail business is created because parties who were formerly getting merchandise gratis or for less than cost are now forced to purchase at established levels. This has been quite evident already in the increased retail business in this district since the action was taken, and I am sure it is going to result in increased incomes both to the manufacturer and to the legitimate dealer.

"The real reason that this has never been accomplished before was because the manufacturers did not co-operate with each other; but now that all of the leading manufacturers, without exception, are behind this movement, I do not see how it can be anything but a success, and it most certainly should have, and I believe will have, the very strong support from all golf professionals."

Buddy Poppies to Be Sold Memorial Week

ANUAL SALES of Buddy Poppies, conducted by Veterans of Foreign Wars, will be held during the week in which Memorial day occurs. Proceeds of the sale of these emblems, which are made by veterans in government hospitals, are devoted to veteran relief work and to the VFW national home for widows and orphans of ex-service men at Eaton Rapids, Mich.