

# LADIES MUST MEET

By "HANK"

. . . . and in that fact lies  
many a smart club's recovery

**O**PENING scene—a board meeting at the Alfalfa G&CC . . . speaker is Mr. Nifneff . . . age sixty-four . . . president of a manufacturing plant . . . married . . . golf handicap 35 . . . number one of the club's fussiest fussy foursome. "Gentlemen", he orates, "What this club needs is to face facts! Our membership is down . . . income has lessened all along the line . . . our financial position gets weaker each month. There's only one answer to that condition—retrenchment and more retrenchment . . . cut the cloth to the pattern of conditions, say I". A pause for breath ensues in which the other members present give voice to "We've already cut things to the bone" . . . "The staff is half what it was last year."

Mr. Nifneff holds up his hand. "When you can't afford to eat you have to tighten the belt another notch," he says sagely and with the voice of experience, he having denied himself the second helping of canvasback duck at dinner because his doctor cautioned against over-eating.

## Nifneff Knocks Out the Red in Few, Simple Words

"Now," continues Mr. Nifneff, "I have studied the situation and I see a choice of courses open to us which are the only solutions to our problem of balancing the budget." He adjusts his glasses and examines the financial statement. "We lost \$480 last month in the restaurant. The month before it was \$350. Now I say to you gentlemen that this loss must be stopped. How? Either by closing it, limiting service, or renting it out as a concession." He looks about for approval and seeing none, goes on. "Not only will that save us five or six thousand dollars a year, but we can get along without a manager. Just have a good clerk in the office who can superintend the house at about one-fifth the salary. That means a total saving right there of nearly ten thousand dollars." Nifneff beams. "There you are, gentlemen . . . the way out is clear."

Let's dispense with further dialogue in our little drama—You can end the story your own way, depending upon how much

you know about club business; including that important part of it which supplies the fuel for locomotion—the membership.

The way out is clear says Nifneff . . . and how! say I, to use the vernacular. Curtailment of service . . . reducing facilities . . . dispensing with administrative direction . . . these are the way out . . . yeah, out of business!

Let's change the scene. Let's look in on Mr. Nifneff at his office. A conference of his board of directors is in session. The business and financial outlook for the year, together with the results of the year just completed, have been read. Nifneff takes the floor.

"Gentlemen," he says, "Our business has decreased alarmingly. We have lost many valuable accounts. There is grave danger ahead, and I see only one solution. We must create new markets, new products to meet new demands; a bigger advertising appropriation to make buyers conscious of the need for our products. Stimulation. Sales pressure to a greater degree than ever before. There must be no curtailment, no slacking of production, no lessening of sales effort," etc.

The contrasting pictures are not like the usual movie scenario, in one sense at least. They are not overdrawn. Ask any manager with ten or more years of experience and he'll tell you of dozens of instances from his own observations where the common-sense thinking which a club officer applies to his own business becomes nonsense the minute he begins to think about his club affairs.

Sad isn't it? But oh so true . . . and the debris you see scattered here and there about the country as you take a birdseye view of clubdom is no more and no less than the wreckage of clubs that tried to weather the storm of hard times by the false economies recommended by Nifneff for the salvation of the Alfalfa G&CC.

Time was when clubs were considered a hall mark like sterling on silver. By his club you shall know him might have been



Fourteen years ago, SANI-TREADS removed the hazard of "athlete's foot" from locker room floors. Today the word SANI-TREAD has passed into the language to denote "paper slipper" . . . But not all paper slippers are SANI-TREADS. To ensure getting the original SANI-TREADS with their patent-protected safety features, look for the name SANI-TREAD stamped on every slipper.



Clubs can now obtain genuine SANI-TREADS at rock-bottom prices. Do not accept cheaply made substitutes. Beware of paper slippers infringing the SANI-TREAD patent. If you are one of the few clubs that have not made the acquaintance of SANI-TREADS, write for samples and literature.

**SANI-TREADS**

**THE ORIGINAL CLUB BATH SLIPPERS**  
 THE SANI-TREAD COMPANY, INC.  
 567 Washington St., Buffalo, N. Y.  
 578 King St., West, Toronto, Canada

an epigram of by gone days. Life and death are the most important events in the human scheme . . . and in this scheme clubs played their part. A portion of a man's heritage in some families came to him in nominations to club membership at birth and his obituary always carried the names of his club affiliations.

#### **Club Membership Formerly an Unfailing Mark of Distinction**

The clubs of those days represented the ultimate in fine living. Within their portals life became that Utopia made up of faultless service, baronial comfort, privacy and epicurian joy unknown to the less fortunate.

Then the deluge! Prohibition started a slump in clubdom and then followed the depression which accelerated the slide. The calamity which wrote misery to those clubs which had been bravely riding the storm was usually the short-sighted policy of the Nifneffs.

But there's still hope if Nifneff and such of his kind who hold the destinies of clubs in their hands, will give a thought first to clubdom's traditions and realize they are dealing with business enterprises.

#### **A Veteran Argues for Club Tradition Maintenance**

I'm not a novice at this game. If I could sign this with my own name, you'd probably recognize me as carrying some weight with the members of the club management profession in which I've been engaged since childhood. I've managed some of the biggest clubs in the country (at a profit, thank you) but the "cutter downers" got me too. "Cut the staff 10% this month." Six months later . . . "The staff will have to take another 10% cut. . . reduce service . . . limit the menu . . . cut here, cut there . . . membership is falling off . . . down 50% in three years . . . cut . . . cut . . ."

Woodman, spare that tree! If a man wants to belong to a YMCA, he'll join it. But a club is something else, and when you destroy its atmosphere, when you pare and trim until nothing stands except a bare trunk, the birds will fly elsewhere. So I do know what it's all about.

The way to salvation for clubdom is not through curtailment, not through reduction of service, not by savings squeezed from the pockets of loyal, overworked employees, not by making the club the antithesis of the word itself . . . and certainly not in driving out, through short-

sighted policies, the only reason for a club's existence—its membership.

The ways of big business are logically applicable to the problems of present day clubs! How? In exactly the same manner as Mr. Nifneff laid down for his own business—advertising, publicity, stimulation through tournaments, entertainment features and social events, sales pressure in a dignified manner for increasing membership, and all the other things business enterprises employ to build business, translated of course into club activities.

### Play to the Women

#### Is New Day Keynote at Clubs

But while men's use of their clubs has declined over the past few years due largely to the necessity for closer application to their personal knitting, women have become more conscious of the health benefits of exercise, through golf, tennis and swimming. Bridge grows in popularity. The social activities of the wives and daughters of America know no lessening. If anything, depression days have made for more social life, more dining out. The mushroom growth of tea rooms is a yardstick by which to prove this fact.

Ladies must meet—and if you'll think about it, they are doing so day after day in your town and in every town and city in the country, large and small. Where do they choose to gather?

I mentioned tea rooms; you'll find them there, small, select restaurants, in the homes—yes—and in clubs. Show me a club that formerly barred women or limited their use of facilities and later admitted them, and I'll show you increased volume and profits where red ink previously decorated the ledger.

Take me to the club where a new product has been manufactured for this special trade, new types of menus and service of the kind women enjoy and talk about, and I'll guarantee—sure, I'll give you 100 to 1—that club has no financial problem.

Find the clubs where fine living is still the order of the day, where the ancient conception of club service is furnished its members, and you'll find a waiting list—or something near it.

But nothing is so important to my mind as making your club the magnet where ladies meet. Not only because that means valuable income and use of facilities with a lessening ratio of overhead, but also be-

## WORTHINGTON'S VULCANIZED LATEX COVERS are Extra Tough

This exclusive Worthington process of combining *Vulcanized Latex* with the balata cover stock makes these new golf balls unbelievably tough.

### But . . . The BIG DIFFERENCE in Golf Ball is Still UNDER THE COVER

To this new toughness is added the exclusive improvement of a new system of windings which laminates the winding with an evenness and exactness heretofore impossible. This big advance, combined with the patented liquid center, gives a uniformity in distance and accuracy unique with Worthington's.

THE  
SWEET SHOT

75c

TUFFBALL

75c

Sold only through  
Golf Professionals



© 1936.

#### NEW 1936 RULE BOOK

The 1936 Rules of Golf is ready for distribution; we will gladly send you a supply on request.

THE WORTHINGTON BALL CO., Elyria, Ohio

**WORTHINGTON**  
world's largest exclusive maker of  
**GOLF BALLS**

## Here's the best bet for Golfers



# CONGO

*America's Sunshine Hat*

Fads and fancies in golf hats come and go, but Congo goes on year after year as the biggest favorite because it's a sensible, practical hat that gives the greatest comfort.

They're inexpensive . . . 50 cents . . . soft, pliable pre-shrunk duck and equipped with a non-glare pyralin eye-shade. The new '36 model has larger air-flow breathers in both sides of the crown. They're cool and as light as a feather on your head. Can be rolled up and tucked in a bag or your hip pocket.

Get a stock of these Congos now . . . there's no question about your selling them . . . they are worn on 'most every golf course in America. Free merchandise display for your counter.

Write for complete Sportswear Catalog.

### JACKMAN SPORTSWEAR CO.

218 S. Wabash Ave.,

Chicago, Ill.

#### READY AND ABLE TO SERVE YOU.

Three Nurseries Growing Old Orchard, Metropolitan and Washington.

Highway 18, Nine miles E. of Madison. Highway 12, Six miles S. E. Madison. Highway 51, Seven miles South of Madison.

#### OLD ORCHARD TURF NURSERIES

Box 350 R. R. Bond, Owner Madison, Wisc.

cause when ladies meet the men will be close by.

A gentleman, be he husband or host, usually bows to the desire of the lady when it comes to a choice of dining places.

So I say to you—and I've found it no empty theory but profitable fact—make your club the club of choice when ladies meet. Then Mr. Nifneff or his prototype will have no excuse for propounding hair-brained ideas as to the surgical methods to be employed in meeting budget illnesses—for there will be none.

### Ball Sales Show Slight Increase in 1935

**B**ALL sales by leading manufacturers showed approximately 5% increase of 1935 business over 1934 sales.

Sales of manufacturers' own brands of 75c balls slumped about 7% from 1934; 50c ball sales were about 15% off from 1934. Three-for-dollar ball sales in 1935 went up 15% over the 1934 sales. Where the big jump came was in sales of outside private brands of balls which was approximately 36% ahead of 1934. Sales of PGA balls in 1935 were approximately 150% greater than in 1934.

**S**EVERAL New York metropolitan district pros are beginning to believe that the extension of the British influence is helping eastern seaboard American pros ease the hard blow wet weather deals the pro business.

The pros pass the word around that the Britishers play in rain that would wash out the average American golfer. Perhaps the Americans think that because it's British it's the smart thing to do or maybe they don't want to confess to any deficiency in hardihood. At any rate the players ventured out—often comfortably attired from head to toe in rain apparel the pro-shop has for sale.

Of course the pro himself has to play through the rain occasionally to convince the customers he's not bulling them.

**USGA Starts Museum.**—United States Golf Assn. has moved its New York executive office to 73 East 57 st. Frank M. Hardt, sec., advises the USGA is beginning its golf museum and will welcome contributions of old golf balls, old clubs, etchings and unusual photographs pertaining to golf, golf literature and miscellaneous articles.