



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 Profes-
sional irons have caught on so well
and have earned easy sales and excep-
tional profits for so many pros.

Write for complete description and
prices.

Burke 
CLUBS • BAGS • BALLS

"Home Grown" Movie Shows Bring Club Crowds

By C. A. ZIEBARTH
(Secretary, Bell and Howell Co.)

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.

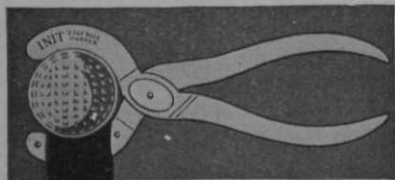
What can be done to bring out more dinner business? What manager and house chairman hasn't asked himself that question? My observation as a member

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

"INIT"

GOLF BALL MARKER



Retails at \$2.00

And that's just what it does, puts the initials right INTO the ball permanently, through an indelibly inked ribbon.

Municipal, Public and Daily Fee Courses can profitably sell INIT for with the ever increasing number of players, the need for positive identification is constantly becoming greater.

INIT proves ownership, avoids arguments, improves morale and speeds up the game.

It impresses up to 4 initials, is substantially constructed and simple and quick to use.

Fully nickel plated, each in individual box.

One dozen markers and 75 pieces of assorted type in attractive counter Display Carton.

Order a one dozen carton or write for prices.

The PREMIER Sport PRODUCTS, Inc.
125 West 17th St. New York

Shipments are arriving weekly
by express liners from abroad.

**JACK
WHITE
GOLF
CLUBS**

(Trade-Mark Registered)

Special Notice

Sole Exclusive Agency for the
United States is held by

**John Wanamaker
NEW YORK**

Wholesale Golf Distributors

New York	Boston	Philadelphia
Chicago	Memphis	Los Angeles

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

"Pros", Managers, Stewards,— "Get next!" as Harry Lauder would say



The remarkable new LUMINTREES are selling like hot cakes in Golf Clubs throughout the U. S. In less than a month in rushing orders put us two thousand pairs behind, but now with increased production we are caught up.

LUMINTREES keep your members' shoes comfortable and in perfect shape. Their beautiful aluminum construction makes them sell on sight. LUMINTREES are as light as a score card yet sturdy as a spoon club. Instant locked adjustment to fit any shoe,—fold for traveling,—special ventilating slots.



PAUL & BEEKMAN MANUFACTURING CO.
(Manufacturers of LUMINTREES and Yellow Jackets)
4250 Wissahickon Ave., Philadelphia, Pa.

Send in the coupon today for details
of the LUMINTREE Profit Plan
which puts a pair of LUM-
INTREES in every
locker and extra
money in your
pocket.

Send me details of your plan to sell a pair of
the LUMINTREE to every locker.
Send me . . . pairs of the new LUMIN-
TREE Shoe Trees (\$12.00 a doz.)

Name _____ Street _____ City _____ State _____

G-630



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.



VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF CO.,
130 Second St., Portsmouth, Ohio.

I want to study your latest catalog. Hurry it along.

Name

Country Club

City..... State.....

golf club. Such an outfit, perfectly suited to club use, may be obtained at a cost of about \$450.00. Operation of the outfit is simple. The manager or the professional easily could "cover" the local events, or have any one of their assistants with normal intelligence handle this work for them, and do it right. Instructions from the various committee heads regarding the films to be "shot" could be passed on to the manager or professional, depending upon the circumstances, and suggestions as to the length of the film and the points to be featured passed on to the man who is to take them. Announcement on the club bulletin board or in its mail matter that the films would be shown on a certain date would be sure to bring out a crowd.

Naturally, in view of my business connection, I have given the use of home-made movies at the golf club some study and feel confident of a rapidly increasing use of these movies, but it is only human to suspect that I might be the victim of undue enthusiasm so I suggest that the manager and house chairman look into the matter for themselves. I can only say that if their investigations impel them to put in movie equipment at their club they are engaging in a golf club interest-building and business-promoting activity that has yet to fail to pay out profitably in increased meal service volume at the club.

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 Alex 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 employee 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.



NOW

A TEE that is especially designed for the new size ball and new deep faced drivers.

Both require that the ball be teed higher which is the reason for the special features of 1.68 Tee.

1. Slightly wider head to provide a larger seat for the ball so that it will not spill off.
2. Slightly longer so that higher teeing is possible and still the tee to have a firm hold in the ground.
3. Slightly heavier stem for extra strength and longer life.
4. Bright lasting colors and extra size make it easy to find.

Play 1.68 Tee with the old size ball too. You will like its extra length for it makes teeing easier and particularly in soft ground.

Retails—25c a Box in

REGULAR—red and yellow
CELLULOID—with red top.

Packed 24 boxes in attractive Display Carton and with an order for one gross or more we send a well built metal

DISPLAY CASE FREE!

*Send in your order now.
If you prefer, write for samples.*

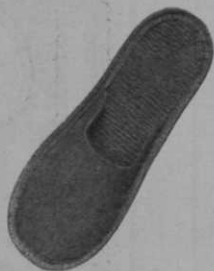
The PREMIER Sport PRODUCTS Inc.
NEW YORK
MADE IN U.S.A.

125 West 17th St.

New York

TREKS

THE WATERPROOF
PAPER SLIPPER



WEAR TREKS
AND AVOID UN-
PLEASANT FOOT
DISORDERS

WRITE FOR
SAMPLES
AND PRICES

CHARLES F. HUBBS & CO.
389 Lafayette St. New York City

Fashion Review Is Magnet For Club Members

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

BUDDY JOCK SALES MEAN A NEW PRO PROFIT



The strain and discomfort that an 18-hole round involves for the average sedentary business man makes the pro shop the place where the ordinary golfer is most impressed with his need of a Buddy Jock.

You'll sell a lot of Buddy Jocks at a good profit if you just have the boxes in plain display. The Buddy Jock is as much a staple item of shop merchandise as tees.

Write for our pro sales proposition.

THE WALTER F. WARE CO.

1036 Spring Street, Dept. H

Philadelphia, Pa.

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.

MAN...
WHAT A DRIVE

The first drive of the season and... a walk of Spring air, lots of golf, a new ball, and need no further... Reddy Tees... the perfect drive or even shot, with the new regulation ball as well as the old.

REDDY Tees... "The Tee of the Champion" will always do a Reddy Tee for you, that's why the Champion and Pro everywhere use them. Designed to meet every need for a perfect drive or even shot, with the new regulation ball as well as the old.

REDDY Tees... "The Tee of the Champion" will always do a Reddy Tee for you, that's why the Champion and Pro everywhere use them. Designed to meet every need for a perfect drive or even shot, with the new regulation ball as well as the old.

REDDY
"The TEE of CHAMPIONS"

Demand REDDY TEES
Buy them from your PRO.

MAN... what support

... Over a million golfers are reading our message, "Buy them from your Pro." These same golfers are "Demanding Reddy Tees." We've sold our product and encouraged the golfer to patronize the Pro through years of national advertising.

... For just this reason Reddy Tees are the biggest seller the country over. Push these Tees, Mr. Pro: the birchwood, red and yellow and the celluloid red top with the white shank.

DEMAND REDDY TEES
buy them from your favorite jobber.



REDDY
"The TEE of CHAMPIONS"

The Niebla Mfg. Co., Inc.

38 EAST 23RD STREET
NEW YORK, N.Y.



The Silvertown Co., London

John Wanamaker New York

Sole United States Distributors

New York
Chicago

Boston
Memphis

Philadelphia
Los Angeles

The prize that ALWAYS pleases TROPHY PLAQUES



Design Pat. Pending.

The price is only
\$22.50

Sent C. O. D., subject to your approval.

Dealers Invited

Other bronze plaques in stock, or made to your design. Write for details.

PEERLESS BRONZE WORKS

3916 N. Seeley Ave.

Chicago, Ill.

of all descriptions and sizes, designed and made in solid bronze (green or brown) by artist craftsmen.

The handsome bronze plaque illustrated is mounted on a rich walnut panel. Plate below figure for engraving. Size, over all, 14 by 11½ inches.

In all your array of prizes this bronze plaque stands out as the most impressive, distinctive and welcome award for victory.

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 segment number.	Division of greens duty.	Average annual cost.	Cents of each \$ 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 build- ings	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

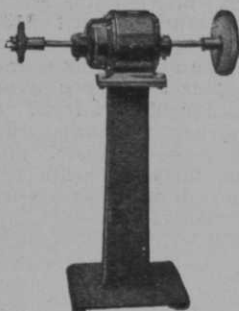
"All of the work done on the greens cover a good many different operations, such as worming, spraying, fertilizing,

➔ **ARROW BRAND** ➔
HICKORY GOLF SHAFTS

Imitations ARE
"Regusting"
USE HICKORY

GOLF SHAFT & BLOCK CO.

Memphis, Tenn., U. S. A.



To the Professional, a Golf Polishing Motor means—

Quicker Service
Better Finish
Greater Profit

But—

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. Boston, Mass. 6161 S. State St. Chicago, Ill.

WHEN
BETTER
GOLF CLUBS
ARE MADE

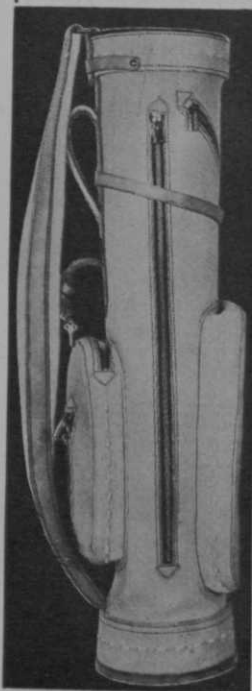
... you'll be too old to care

BTN
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!

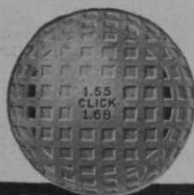
"SUPERIOR" MODEL
Lists \$65.00

Complete Line includes Golf Bags made from Genuine Pigskin, 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

FAITH ▲ ▲



1.55 ▲ ▲ 1.68

"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 striven 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, hoes, 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

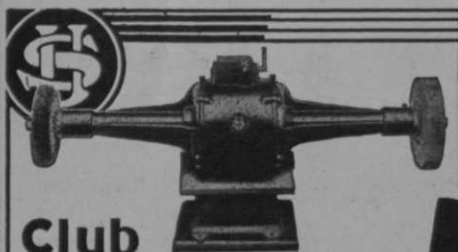
"The supervision, time keeping and office work amounts to \$5,993.52.

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.



Club Polishers

Rugged U. S. polishers embody powerful motors of 3450 R.P.M.; heavy duty ball bearings in dust-proof, grease-tight boxes, etc. Cable, plug furnished.

(Wheels, as desired, extra.) Specify A.C. or D.C., voltage and cycle when ordering from your jobber or direct from—

**The United States
Electrical Tool Co.**

2459 West Sixth St.

Cincinnati, Ohio

\$99