

THE PUTTER

Perfect balance—popular and exclusive Beckley-Ralston square, tapering grip assures new accuracy, a new delicacy of touch so essential to better putting. List price, \$7.00.

APPROACH CLEEK

Every golfer should have this club in his bag. For long putts on heavy greens—for approaching from just off the green. Square grip for new accuracy in laying them up for "One putt." List price, \$7.00.

CHIPPER

A sensational iron. Thousands sold last year. Square grip—perfect balance—ease and rhythm in chipping or pitching from 50 yards or nearer the green. List price, \$7.00.

MASHIE NIBLICK

Beckley-Ralston proven design and square grip now available in a Mashie Niblick. For short "Stop Dead" shots where loft is desired, this iron brings new confidence and crispness to the shot. List price, \$7.00.

NIBLICK

What a Niblick this is. The short shaft brings the player closer to the ball, the square grip prevents turning of the club and insures directional accuracy. List price, \$7.00.

GET READY FOR YOUR BIGGEST *Beckley-Ralston* YEAR

GOLFERS are itching to get playing again. All of them are set to reduce their scores. They want to see and try the only clubs **guaranteed** to cut strokes from their score. Display these short game irons—get a few sets out in your community and watch the golfers flock in to buy them. **Advertised in *The Saturday Evening Post*, *Collier's* and All Leading Golf Papers.** We are going to make this the biggest year for PROS selling Beckley - Ralston clubs. Ask your jobber or write us.

THE BECKLEY-RALSTON COMPANY
Manufacturing Division,
70 W. 22nd St., Chicago, Ill.

The famous
Square
Grip—an
exclusive
Beckley-
Ralston
feature.

Beckley
Ralston
STROKE SAVERS

representative manufacturers. One of the interesting features planned for the session is the presentation of two symposiums, one by the professionals on "Selling Aids the Manufacturers Overlook," and the other, by the manufacturers, on "Blind Spots in Pro Business Methods." The keynote of these addresses is to be complete frankness and at the conclusion of each section of this feature time is to be devoted to discussions that, it is hoped, will lead to a more profitable mutual understanding.

One of the highlights of the conference is expected to be a full sized reproduction of a pro shop, showing usual mistakes in layout and treatment. One of the country's leading shop authorities will go over this shop, detail by detail, and show how easy it is to convert such a shop into a real selling establishment.

Several of the leading veteran professionals are to be invited to address the conference on training for success in pro merchandising and the youngsters are to have their places in the spotlight with specific facts on adapting pro shop operation policies to the prevailing conditions in club life and merchandising. Among other features it is hoped to have some club officials who are conspicuously successful in business address the professionals and their assistants on what the pro can do in selling his job and himself more impressively and profitably to the club.

Program details at this time contemplate a scope that will be of intimate interest to pros at fee courses as well as at private courses of all characters.

One of the main points in the program of the conference is that of making pro service to the players more positively helpful. It is the intention of the P. G. A. officials to stage a meeting that will appreciably promote the pros' status by making each pro shop a first class, expertly operated service station for golfers.

Suggestions from professionals, club officials and manufacturers that will go toward making the first pro business conference an event of substantial benefit to golf are cordially invited by P. G. A. officials, and should be addressed to GOLFDOM's editor.

ON each hose-box at Misquamicut, Jimmy Lawson has noted the number of square feet in that green, for convenience in applying chemicals, etc.—*N. E. Newsletter.*

Columbus to Have Big Golf Party Ryder Cup Week

Columbus, Ohio.—Ohio's capital, long noted for its hospitality, is completing plans for the entertainment of the thousands of golf enthusiasts expected to invade the city for the annual Ryder Cup Team matches to be played over the Scioto C. C. course on June 26 and 27.

With Scioto naturally taking the lead, the state of Ohio, the city of Columbus, the Chamber of Commerce, the Columbus Hotels association, the Central Ohio District Golf association, and various Columbus civic organizations are uniting in arranging an attractive week of entertainment for the visitors.

The Ryder Cup matches, which will bring together the eight leading professionals of England and the United States, will be the international golfing classic of the year. Reservations have already been received from many by Columbus hotels.

Carrying the invitation of Governor White, Mayor Thomas and various national officials, George M. ("Red") Trautman, who has been named tournament manager for the event, sailed March 20 for England to complete arrangements for the visit of the British team.

Trautman, formerly assistant athletic director of Ohio State University, managed the National Open of 1926 played at Scioto and is accredited with being the first to put America's premier golfing event on a paying basis.

CHECKING the membership list of the Professional Golfers' Association shows that less than 8% of the pro organization's members are on the delinquent account list of the Ball and Club manufacturers' associations. In total volume of accounts in arrears, the P. G. A. membership accounts for a considerably smaller percentage.

Obviously, the P. G. A. campaign to have membership in the body a sign of good pro business ability is progressing marvelously.

IN THE northern states spring usually finds the turf very uneven due to freezing and heaving during the winter. Before the first mowing, it is essential that the turf be rolled; otherwise it is liable to be injured in high spots through scalping by the mower blades.

This NEW PGA-FIFTY



is going to bring a lot of \$ bills into your shop

You are going to be surprised at the number of members who will be coming in to leave a dollar with you ... and no change needed. For this new PGA-FIFTY, dimple or mesh, sells for 50 cents each ... an even break for a dollar. And it's a golf ball that compares favorably in distance and durability with most 75 cent balls.

...

The New PGA-SPECIAL NIBLIC...

has a heavy flange that will lift them out of the sandtraps like an express elevator to the top floor. Hickory shafted, \$7.50.



This illustration shows the difference between the PGA-Special niblic and an ordinary niblic. The flange prevents the club from digging too deeply into the sand, the greatest difficulty in making shots out of a trap.

These two new golf items are going to help you put over a big season. Put them in stock. Push them and watch your members do the rest.

Professional Golfers Association of America

WAYS AND MEANS COMMITTEE:

GEORGE SARGENT

WILLIE OGG

JACK PIRE

JACK SHEA

CHARLES HALL

J. B. MACKIE

Managers in Annual Confab Push Battle for Sound Economies

By HERB GRAFFIS

AN illuminating tip-off to what the country club managers are up against in their effort to put clubhouse operation on a substantial business basis was given at the fifth annual convention of the Club Managers' Association of America, held at Pittsburgh, Pa., Feb. 24-25, too late to present details in March GOLFDOM.

For two years the managers' organization has labored to make headway with a standard form for country club accounting. Standard form for city clubs was adopted last year and already is enabling managers to make helpful comparisons of operations and results. Country club managers have had to work with accounting systems bequeathed them by previous regimes of officials, and so stubbornly does the old order change that it is with difficulty that the managers are getting to the starting place of standard accounting. However, the Pittsburgh meeting resulted in setting up a standard accounting system that the many country club managers in attendance considered would tell the truth, the whole truth and nothing but the truth. It is expected that this form will be ready for circulation inside of a month, after Col. C. G. Holden, Olympia Fields, and Frank Murray, Ravisloe C. C., co-chairmen of this standard form committee, have checked their decisions with Paul

Simon, national authority on hotel, club and restaurant accounting.

In the absence of John L. Keenaghan, president of the Club Managers' association, Vice-President Tom Jones of the Harvard club, Boston, presided. Keenaghan had just been appointed to one of the premier club jobs of the country and couldn't make a getaway to join approximately 400 of his comrades.

It is the policy of the Club Managers' annual conventions to focus on subjects of general national interest, leaving a great part of the detail work in the hands of the very active sectional chapters of the organization. For that reason, such matters as the relations between managers, professionals and greenkeepers and the managers' association internal affairs occupied the attention of the convention. On the other pages of this issue are given details of the historic harmony meeting between representatives of the department heads.

Pick Their Members

A net gain of 118 members during the last 12 months of the association's history was reported. The group has \$2,137 safely stowed in the kitty, all the income being from modest dues. This figure could be increased decidedly were the managers to loosen the bars on entrance. Local committees pass on the qualifica-



Tom Carey, pres. Club Mgrs. Assn., 1931.



THE NEW 1931 CATALOG of the Allied Line of Golf Clubs and Bags has just come from the press. It beautifully illustrates, and fully describes these golf goods of quality. Your copy will be sent at once, on your request.

WHITE MANUFACTURING CO.,
14 E. Jackson Blvd. Chicago, Ill.

PROS: This ad appears in all leading issue. **SPECIALIZE** on this club and price. It's **YOUR** opportunity



**A new
Golf Club Head
worthy of the
MONOGRAM it bears**



Number 12

SCHAV
SUPER DISTANCE

National Golf Publications .. April of unequalled quality, pedigree and ability to make some BIG PROFITS. WIRE or WRITE for complete information

A CLUB REVOLUTIONARY IN EVERY FEATURE

HERE is NEWS. Astonishing NEWS! Vital to every golfer . . . whether high or low in score . . . rich or poor in purse . . . seasoned player or just a potential young Bobby Jones or Glenna Collett.

It's the magical story of Super Distance and Super Control . . . always before something mythical . . . mysterious . . . unattainable. Now become a reality . . . through the most ingenious achievement known to golf club construction.

A new club head . . . by General Electric Company . . . a name inspiring confidence in industry and every home . . . a club head of a new moulded composition, called Textolite . . . far more resilient and tougher than wood . . . that will stand five times the impact of wood . . . that is 40 times more resilient than steel . . . made exclusively for Schavolite Golf Corp.

AND WHAT A CLUB! So resilient it adds 10 to 40 yards to every well-executed stroke. So resilient it assures that perfect control of direction in the "follow-through" you've always wanted . . . but never found in any club.

Proof against breaking, chipping or denting, though you drive rocks with it. Proof against human errors in weighting, shaping, balancing, matching. Steel moulds insure unerring uniformity. Proof against marring or scratching . . . its own high natural finish is untouched by varnish or lacquer. Proof against vibration, sting, shock . . . the steel shaft rigidly moulded into the head . . . gives practically one-piece construction . . . no rivets or parts to loosen. Proof against warping, distorting . . . its original hitting surface always remains true because impervious to moisture or temperature change.

Matched Set of
DRIVER
BRASSIE
and SPOON



\$20

[Single Clubs from these sets \$7 each]

Never before have you been able to obtain . . . at any price . . . clubs equal to these. Never before a matched set of driver, brassie and spoon, for just scarcely more than the cost of a single club. Your purse will permit the purchase of a full set of these clubs. Start your 1931 golf season with lower scores. Let Schavolite add to your DISTANCE . . . and perfect your CONTROL. If your Pro or dealer can't supply you . . . write us direct.

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22-19 41st Avenue, Long Island City, N. Y.



Driving spikes with this new golf club head will not chip, dent or break it.



Its rigidly moulded-in steel shaft cannot be twisted or loosened even with a Stillson wrench.



A steel ball dropped through a glass tube on this new head will rebound over 100% higher than on any wooden head.

\$6 for Driver Brassie or Spoon

OLITE
SCIENTIFICALLY



Number 14

tions of candidates and employ such stringent admission principles that the association membership is a mark of proved ability rather than just something that issues a card to a man—or woman—merely because the candidate is a natural born joiner.

From invocation to windup the convention was strictly business. Jones, a stocky double in appearance of the English writer and statesman, Winston Churchill, steered the sessions inflexibly by the rules of order and promptly piped down any of the gentlemen who were inclined to stray from the point.

A fifteen plank platform stating the association's objectives further assured progress from the annual meeting. The organization owes no light thanks to its secretary, Henry Dutton of the Boston City club, for the sharp definition and persistent reminders of its policies. Dutton, still a kid, but one of the most successful club operators in the business, was born into club management. His father was manager of a golf club and on that account, probably, he was largely instrumental in calling the conclave of the department heads. In addition to a long hour, notable job of handling his own club, Dutton handles such an amazing volume of association work that the organization tried to make some recompense for his labors in its behalf until "comes dawn." Hustling Hank turned down the proffered riches and continued on the basis of love's labor for the managers.

In Love with Jobs

These managers have the usual full burden of woe that comes from too many cooks being in the club operating picture. Each member of a club usually claims the inalienable right of telling just how the club is to be run. But such is the masochistic temperament of the managers; they love their jobs and idealize their profession. The foundation for the proposed code of ethics of the managers' association actually shows that these boys believe they are the appointed of Allah to make every one of their clubs A Little Blue Heaven. They wince when a man of some short-comings is made a manager by club officials who drop their guards before a fast selling patter. In this, they share the feelings of the master pros and greenkeepers.

For that reason the Managers' association is particularly strong on an educational program. Most of this educational work is slotted out to sectional chapters.

The ambition is to get the managerial employment situation in such shape that when a club employs a member of the association that club may be serenely confident it is getting a capable man. Progress in that direction is being made so swiftly that we may soon see the day when club managers can boldly and safely say "no" to some weird notion proposed by adventurous but informed officials, without said managers risking their jobs.

This employment problem worries the Managers' association just as it does the greenkeepers and pros, but with an added agony to the managers. It is a tradition in the hotel and restaurant business, of which club management is at least a cousin, to have employment agencies chisel in trying to get commissions for placing managers, chefs and waiters. These agency racketeers are constantly trying to disturb managerial status; the agency cuts in only when some new man is put on the job. National headquarters of the Managers' association and sectional chapters are trying to eliminate this disturbing, selfish and unscrupulous factor by getting club officials to notify the Club Managers' organization when it wants a manager. Some success is being met with in this effort to shake the curse of the antiquated and unsound employment agency system, and the convention bade the agency racketeers to come out in the open and do battle, with club officials as referees, in a caustic and damning resolution.

Classify the Members

Clarence Overend, president of the Pittsburgh (Pa.) Field club suggested to the managers that the members be classified for special attention according to the respective members' expressions of interest in certain details of service. Overend spoke in a sympathetic vein, as he is graduate manager of athletics at Carnegie Tech and has plenty of experience in trying to give 30,000 people seats on the 50-yard line for the same game. The real peril to the manager's hope of smooth operation, said the P. F. C. boss, is that grumbling group of members who never come right out in the open with a squawk. Locating them and getting them to sob out their troubles on papa's chest, is the hardest and most important part of the manager's work, according to the judgment passed by Overend. He further maintained that the managers would have smoother sailing and not have any fear of telling the directors what's

The Lid's OFF!



It's open season for pars and birdies. Shipments of the new Long Burke No-Sting Irons are daily leaving the Burke plant, together with hundreds of dozens of the new Burke 50-50 Ball and other Burke golf equipment.

And in a few short weeks the big Burke consumer campaign will start telling your customers all about these new offerings.

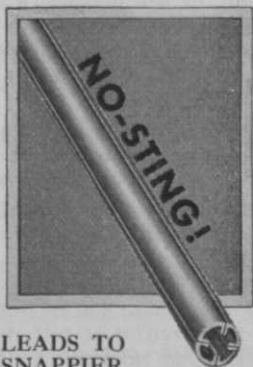
In the Saturday Evening Post, with full pages and halves. In Collier's and Elks Magazine likewise, and in all the leading golf magazines, too. This campaign is so placed that it is safe to say every golfer in the country will see it.

And it's not "just some more golf advertising"—it has **something to say**—and SAYS IT!

This will be a big year for golf. It will be a big year for Burke. And it will be a big year for your profits if you have the right merchandise.

Ask us for full details of the new Burke No-Sting Clubs and the new size 50-50.

THE BURKE GOLF COMPANY, Newark, O.



LEADS TO
SNAPPIER
ACTION IN PLAY

Burke 
CLUBS · BAGS · BALLS

rancid in the club Denmarks, when the club officials get an inkling of what a complex job the manager has. He told of being made a believer in the hefty character of the manager's job, after the P. F. C. manager, John Camozzi, took him to a meeting of the local Club Managers' chapter.

Overend confessed to hearing the managers wrestle with problems that he, as a club president, had no idea existed, or were so serious. The same slant came up when one of the Cleveland chapters reported on local activities. A few of the Cleveland district club officials got the weird hunch that the Club Managers' association was on the order of a designing labor union. George Enger, head of that chapter, passed the word out for the boys to bring their chairmen and other officials to a typical meeting of the chapter. The meeting was going hot at the end of three hours of educational talks and discussion when the astute little Enger fellow adjourned it in accordance with a previously set deadline. Enger said that any who so desired could remain for informal discussions after the close of the meeting. The club officials stayed on. They got a close-up load of what their managers were trying to learn in order to advance the interests of their clubs. That was the end of any suspicion that managers were wasting their nights plotting for anything except betterment of the establishments where they were employed.

Figure Out a Par

M. C. Conick, accountant, in a brief address outlined the principles of helpful accounting for clubs. He set forth, as the basic policy, figures that would establish a proper par for the operation, and enable the manager to forecast financial results. Prof. Courtney, Cornell university hotel school, also spoke on accounting, with particular reference to the hotel accounting studies made by Cornell. Copies of this study will be sent, on request, by Prof. Courtney.

Jean Eppley, president of the Eppley hotel chain, operators of the William Penn,

New Officers of CLUB MANAGERS' ASSOCIATION of AMERICA

Thomas Carey, Pittsburgh.....	Pres.
W. M. Homiller, Philadelphia....	First V. P.
Knute Bjorklund, St. Louis.....	Second V. P.
B. E. O'Grady, Chicago.....	Third V. P.
J. R. Chaney, Dallas.....	Fourth V. P.
Jess Wetzel.....	Treas.
Henry Dutton.....	Sec.

Directors

Thomas Jones	Frank Wheatland
J. L. Keenaghan	

where the convention was held, spoke on the problems common to hotels and clubs. Eppley was given a great hand as a gentleman, scholar and ace of hotel men. He demonstrated the latter quality again in the service during the meeting and banquet. The first mentioned trait is evident from initial meeting with the man and his scholar-

ship became apparent when he talked to the club men about competition. He reminded them that they had competition between themselves as much as hotels did, and remarked that the clubs provided an appreciable amount of competition to the hotels. The struggle was no novelty, Eppley reflected, as in the old days if a hotel didn't buy somebody's beer or whiskey the offended brewery or distillery would put up a hotel on the opposite corner. Mortal man was made to suffer, was the tenor of Eppley's philosophic conclusion, so why make it any worse by yowls of martyrdom.

Group in Active Service

Committee reports indicated that the association had been helpfully busy during the last year, especially in supplying food control systems to the smaller clubs, in advising officials, architects and builders of clubs under construction, and in its member benefit insurance. This latter work was done as part of the venerable Hotel Men's Mutual Benefit Association. This association takes \$200 off of each policy payment to the deceased's beneficiary, the \$200 going into a fund for old and needy members. This latter fund is administered by sectional sub-divisions composed of hotel and club men.

After a lively battle with Dallas, Philadelphia was selected as the venue of the organization's 1932 convention.

Perfect harmony prevailed in electing the officers and directors for the ensuing year. Tom Cary, manager of the Union club, Pittsburgh, was named president. Although a city club man, Carey is intensely interested in activities at golf clubs. He hopes, some day, to take one or two of his 135 shots per round on a fairway.