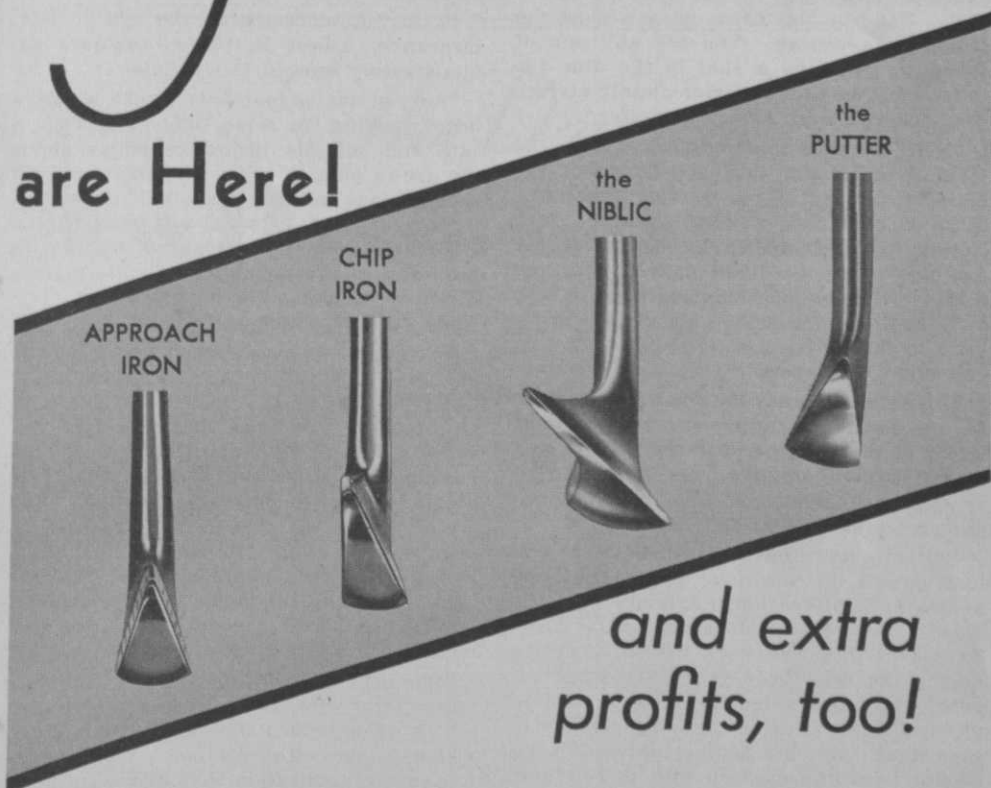


The SMITHIRONS are Here!



APPROACH
IRON

CHIP
IRON

the
NIBLIC

the
PUTTER

and extra
profits, too!

What are YOU going to do about it? Golfers want lower scores this year. The new Burke Smithirons can really help get them. Because the improved construction of Smithirons means more deadly approach shots, fewer penalties in pitching, and a putting accuracy that will warm the heart of every golfer.

The Approach Iron gives mid-iron distance. The rounded sole helps you escape the penalties of divoting and topping.

The Niblic has its weight so built that it simplifies the execution of

successful shots from sand and heavy grass. It's legal.

The Chip Iron is deadly in executing that short run-up to the pin from just off the green. It increases your one-putt greens.

The Putter has its weight in such balance that it helps smooth your putting stroke, giving distance and direction control.

The new Burke Smithirons are making a hit! Your customers need them—want them. It means extra profit to you. May we send you full details of these radically different clubs?

Burke 
CLUBS · BAGS · BALLS

THE BURKE GOLF COMPANY . . . NEWARK, OHIO

ranks. Take some of their leading amateurs. Take as examples, Bobby Jones, George von Elm, Francis Ouimet and Johnny Dawson. In that group there is an essential uniformity in the delivery of the club. You can pick them out at almost the length of a course. You see any one of those men playing a shot in the dim distance and the thought immediately strikes one, 'There is an American golfer.'

"Now compare that uniformity with the lack of uniformity in the delivery of the club with some of our leading amateurs. Take as examples, Roger Wethered, Cyril Tolley, Rex Hartley, Dr. Tweddell and Nelson Smith, the Scottish player. Can you find a collection of first-class players who vary in a more considerable degree in regard to the delivery of the club than that collection of players?"

"I purposely direct the reader's attention to one particular point and that the delivery of the club, because there you have, in my humble opinion, one of the great essentials of this game. We are apt to forget that great essential."

Cotton is not alone in his belief that golf instruction is working toward a pronounced simplification. A number of the most successful American instructors have done effective work in this direction during the last three years. George Sargent, who has studied the P. G. A. motion pictures more than any other professional, says that the outstanding conviction resulting from his research with the pictures is that it may be possible to reduce golf instruction to a very few governing details.

P. G. A. Fire and Theft Insurance Big Saving

GROUP FIRE and theft insurance, now available to members of the Professional Golfers' association, has been taken up eagerly by members entitled to get such policies. In a number of cases at metropolitan district clubs the savings of this group insurance are more than double the amount of the annual P. G. A. dues.

Within four days after the announcement of the fire and theft insurance availability, more than \$60,000 in policies was applied for. In less than a week one claim was in process of settlement. It is expected that the P. G. A. theft insurance under the new arrangement will materially

reduce thefts at pro shops as the insurance company's detective and prosecuting line-up usually is more persistent and tougher than the local authorities brought into such cases.

In the announcement of the new P. G. A. insurance, Albert R. Gates, business administrator, said to the members:

"As you are undoubtedly aware we have been working for some time to procure a safe and suitable insurance policy under the group plan to cover fire, theft, and all risks of loss and damage to golf clubs, golf balls, golf bags, personal and other equipment belonging to the assured, whether in the shop of the member or in his private dwelling house, hotel or elsewhere.

"We are glad to advise you that we have now completed arrangements with Lloyds of London, through W. A. Alexander & Company of Chicago, to provide you with an excellent coverage, and we have procured a rate of \$2.00 per \$100 which is approximately 50 per cent less than could be obtained through ordinary channels. You are already aware that in many cases theft insurance is almost impossible to obtain, and we are very much gratified that we have been able to make an arrangement which will afford you such excellent protection at so low a cost.

"Should you desire to be covered by this policy, you will kindly fill out and return to this office immediately application blank, which is herewith enclosed. You will notice in the application that insurance must be carried for the full value of the property insured. The rate being so low, we are unable to carry the premiums for more than 30 days but would suggest that you enclose your check payable to this Association for the amount of insurance you desire figured on the rate above quoted.

"In case you have already placed your insurance for the coming year, you can perhaps make an arrangement to have it cancelled and take advantage of the low rate we are quoting you above."

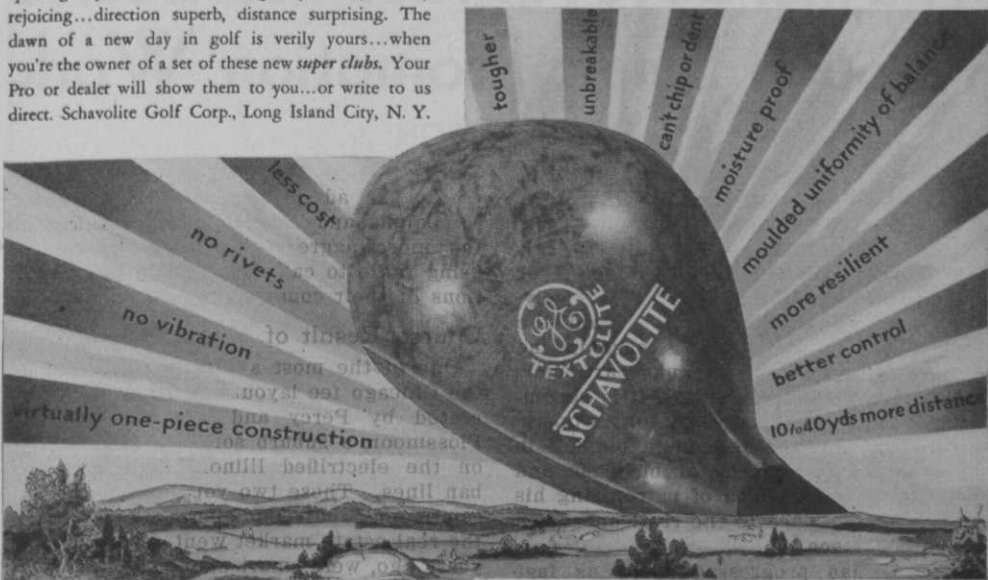
Special railroad rates to the
P.G.A. Business Conference,
Columbus, Ohio, June 23-24.

Write P.G.A. headquarters for details.

Pros: Reprint of Schavolite June ad in National Golf Publications. SPECIALIZE on these new G. E. Textolite Head Golf Clubs. Your greatest PROFIT opportunity. Your one PROTECTION against ALL competition. Wire or write for complete information today.

The Dawn of a New Day in GOLF

YOU'VE tried WOOD...Mr. Golfer. Probably heads, inserts and inlays...innumerable. Perhaps you already have five...ten...fifteen...drivers, brassies, spoons...lying around just biding their time...that haven't seen a golf game in a long while. Now...reach for a resilient Schavolite...with the new G. E. Textolite head...made by General Electric Co. for Schavolite Golf Corp....and come with us. You're invited to hang up a new record low score. Watch those tee shots go whizzing down the fairway, true as an arrow...for 10 to 40 yards more distance than you've ever before obtained. Admire your newly found wizardry in making brassie shots...getting right up to the pin...where you need those few extra yards. Thrill at the way the Schavolite spoon gets you out of bad lies...puts you on your way rejoicing...direction superb, distance surprising. The dawn of a new day in golf is verily yours...when you're the owner of a set of these new *super clubs*. Your Pro or dealer will show them to you...or write to us direct. Schavolite Golf Corp., Long Island City, N. Y.



- tougher
- unbreakable
- can't chip or dent
- moisture proof
- moulded uniformity of balance
- more resilient
- better control
- 10 to 40 yds more distance

- less cost
- no rivets
- no vibration
- virtually one-piece construction

These revolutionary clubs come in two widely approved models, with steel shafts and finest leather grips. Every head moulded to exact size, weight and shape...no human errors in balancing. The moulded-in shafts give practically one-piece construction. No rivets or vibration. Unmatched driver, brassie or spoon, \$6. Matched sets of 3, \$20. Single clubs from matched sets \$7. Custom-built matched, registered sets, \$30. Single clubs, \$10. Men's and women's left- and right-handed models. Look for G.E. Textolite on the head of every club you buy.

SCHAVOLITE
SUPER DISTANCE SCIENTIFICALLY



Cherry Hill's clubhouse has private course facilities for fee players.

Wagner Boys Fill Their Fee-Course Through Smart Promotion Work

By JACK FULTON, Jr.

A DAILY-FEE course operator can do one of two things: sit back and wait for the natural attractions of his layout to build volume business for him, or go out after this business aggressively. Time was when the first policy did the trick, but with the rapid increase in the number of pay-as-you-play links particularly in the metropolitan centers, it is becoming more and more necessary for an operator to hunt out the fee-course players in their homes and places of business and "sell" them on the idea of patronizing his layout in preference to the rival one down the pike a piece.

Chicago has progressed about as fast in daily-fee facilities as any metropolitan center in the United States, the number of pay-as-you-play establishments numbering well over 40 at the present time, with several more under construction or planned. Since each of the courses is comfortably filled on week-ends it would seem that the operators were sitting pretty, but except at those layouts satisfied with this volume of play, considerable effort must be made if a given course is to attract more players than its neighboring links. This effort takes the form of billboards,

newspaper advertising, direct-mail letter campaigns and paid solicitors. A few of the more aggressive course owners are using radio to call attention to the attractions of their courses.

Course Result of Market Slump.

One of the most skillfully publicized of the Chicago fee layouts is Cherry Hill, operated by Percy and Alvin Wagner at Flossmoor, a suburb some 35 minutes out on the electrified Illinois Central suburban lines. These two young men are real estate and subdivision operators who, when the real estate market went native several years ago, were smart enough to construct a better than average 18-hole golf course and a clubhouse equal to most private clubs on a piece of property they had purchased prior to the real estate crash with the intent of subdividing. With market conditions on the down-grade, the property was destined to lie idle for some years as a home-site proposition, so the Wagners pitched in and converted it into a golf course.

During the first two years of its operation, before the golf course had matured, play was light. Golfers naturally preferred

if

UNITED STATES GOLF ASSOCIATION
 OFFICE OF THE SECRETARY
 110 EAST 42ND STREET
 NEW YORK

U. S. SENATOR, PRESIDENT
 HENRY M. THORNTON
 HONORARY SECRETARY
 CHARLES H. TAYLOR
 PRESIDENT & EXECUTIVE

February 15, 1931



NOTICE

TO MEMBER CLUBS:

The attention of Clubs is called to the fact that the Professional Golfers Association, First National Bank Building, Chicago, Illinois, maintains an employment bureau which will be glad to furnish, upon application, the names and qualifications of golf professionals available for club employment.

It is recommended that all clubs making changes in their professional staffs or requiring information of this character, communicate with the Professional Golfers Association on the subject.

Yours very truly,

FRESCOTT S. BUEHL
 Secretary

you haven't seen this letter—let's read it now. And, if after looking it over it seems like a good idea, by all means *wire, write or phone* for any further information.

✧ ✧ ✧

Professional Golfers Association
 of America

FIRST NATIONAL BANK BUILDING, CHICAGO, ILL.



(Left) Selling courtesy card at bait rate assures purchasers' repeat business.

(Right) Note conditions on back of Cherry Hill courtesy card under which reduced rates are effective.

The member whose name appears on the face of this card is entitled to all the privileges of Cherry Hill Golf Club, including course, club house, lockers, showers etc, upon payment of the following fees.

Daily \$1.00 - - - - After 4 P. M. .50
 Saturdays, Sundays and Holidays \$1.00
 Replays on Saturdays, Sundays, Holidays .50
 Time Reservation - - - .25 each

Ticket will be punched once for every fee paid. Each sixth fee will be complimentary. This card must be presented to obtain these conditions.

This is your club membership card. As a member you are subject to the rules and regulations of Cherry Hill Golf Club, owned and operated by Flossmoor Lodge, Inc.

CLUB PHONE - HOMEWOOD 1240
 EXECUTIVE OFFICE - FAIRFAX 2000



(Left) Women players save 25 cents a round by buying this card for \$5. The \$5 goes for prizes.

the older daily-fee spots. But today, due to consistent plugging and intelligent operation, Cherry Hill boasts a volume of play that is the envy of many fee-course owners of the district. How this has been accomplished is explained by Percy Wagner, as follows:

Concentrate on Logical Sales Zone.

"The mistake many fee-course owners make," he says, "is to waste effort trying to

attract players from districts naturally tributary to another course. One of our basic policies at Cherry Hill is to confine all our solicitation and publicity to the part of Chicago's south side within a mile on either side of the Illinois Central's suburban lines. If we can get our share of the golfers in that district, the rest of Chicago can play its golf anywhere it wants.

"By that, I don't mean to give the impression that all of the players who come

to Cherry Hill use the trains to bring them from their homes. As a matter of fact less than 25% of them come that way; most of them drive out in autos. But we feel that our market is much more closely concentrated along the railroad than in the south side as a whole.

"We have about a dozen billboards in good spots along the railroad right-of-way and about as many more along the main highways to the property. We think this advertising is worth while and brings us quite a few players. But it is incidental to our main sales effort which takes the form of personal interviews with golfers.

Two Salesmen Employed.

"We have two solicitors on our payroll who do nothing all week but talk Cherry Hill to golfers. They call at offices, punch doorbells of apartment houses and homes, visit manufacturing plants, and dicker with hotels. Unless they find a golfer, they make no selling effort. 'Are you a golfer?' is their opening remark. If the answer is yes, the men swing immediately into a sales talk on the attractions of Cherry Hill. If the answer is no, the salesman wastes no time on that individual.

"Daily-fee course players are always interested in any proposition that will permit them to play at reduced rates, so our solicitors carry with them a supply of what we call 'Courtesy Cards.'

"The card, which costs the golfer \$5.00, entitles him to play 25 rounds at Cherry Hill upon payment of a straight \$1.00 green fee. The ticket is punched once for every fee paid and each sixth round is complimentary.

"The \$1.00 fee which holders of these cards pay per round is the same as non-card holders pay on week days, but is a saving on Saturday afternoons, when we charge \$1.50, and on Sundays and holidays, when we charge \$2.00. A golfer using up his card entirely on Sundays will save \$25, less the original \$5 fee, or \$20 net. In addition he will earn the right to play five additional complimentary rounds, representing further saving to him.

Why Courtesy Cards Pay.

"However, despite this apparent loss in income to us, the cards are good business. In the first place, the Courtesy Cards are not sold to individual golfers; they must organize their friends into a group of ten or more in order to be eligible. A golfer will work his head off lining up his friends for this proposition just to save that \$20 himself . . . and we gain not less

For Greatest Values At Lowest Prices

Par-Bag

"Distinctive Bags for Discriminating Golfers"

PAR-BAG—the world's largest makers of golf bags, buying leather, fabrics, etc., at the very lowest prices, with modern equipment and production methods, produce better quality golf bags at any given price than competitors.



You can't match Par-Bag quality at Par-Bag prices! Send for samples and compare!

E. J. Hughes, Jr., A. E. Kasselberg, Mgrs.
14 E. Jackson Blvd., Chicago

Eastern Rep.
E. J. Hughes, Jr.
Empire State Bldg.
New York

Pacific Rep.
Alden Glaze Co.
121—2nd St.
San Francisco

ATLANTIC PRODUCTS CORPORATION

Trenton, N. J.

than seven or eight regular patrons, who have become such because of the importunities of a friend and who would have been more often than not unapproachable by our salesmen.

"Then, too, 25 rounds of golf in a season is more than the average fee-course player will play, and the fewer rounds he plays the nearer he is to paying the regular established rates; remember that original \$5.00 he paid over for his card.

"Many a prospective card-buyer kicks at having to line up ten of his friends, saying that is too many, but we stick pretty close to the requirement. Our salesmen use judgment in the matter and occasionally let in a group of six or eight on that basis, if they feel that 6 or 8 are all that can be secured through this particular prospect.

Go After Women Strong.

"In addition to the Courtesy Cards, we have another card which we issue to women, on payment of a \$5.00 fee, which entitles them to play, week-days only, upon payment of a 75c fee. The big appeal of this card to the women is that the \$5.00 is not kept by us but is turned over to a committee of women players to be spent

for prizes. They have organized a club of their own, have regular weekly competitions and take as much interest in their activities as the women at a private club.

"This policy of playing up to the women golfers certainly pays. Turning over the five-dollar card fee to them to be spent for prizes is the lure that brings them in; they feel that they will at least have a crack at getting their money back in the form of some prize or other and meanwhile their golf has been bought at 25c under the regular daily green-fee.

"Well, that's true—we have cut our rate, but you ought to see how these women work for us, bringing in new women players from among their friends. Already this season, there are more than 30 signed up for our women's club and by mid-season there will be over fifty. Most of them will play at least one round a week. Figure up the income the ladies bring us and you will realize why we turn back so much money to them for prizes.

"We have two other kinds of memberships. One is a stockholder's card, given to anyone buying \$100 or more stock in Flossmoor Lodge, Inc., the holding company for the golf course. Such stock-

BOOST YOUR GOLF BALL PROFITS WITH CLICK COLONELS



GOLF ball sales come easily and fast when you push **CLICK COLONELS**.

Golfers, for over a generation, have played **CLICK COLONELS**. They know that **CLICK COLONELS** do their game justice—that **CLICK COLONELS** combine **ACCURACY, DISTANCE** and **DURABILITY** to the best advantage.

National advertising in magazines and newspapers helps you sell **CLICK COLONELS**—keeping old friends and making new ones.

75c
each
retail price

CLICK COLONELS are
your sound, ready-made
profit makers.

\$9.00
per doz.
retail price

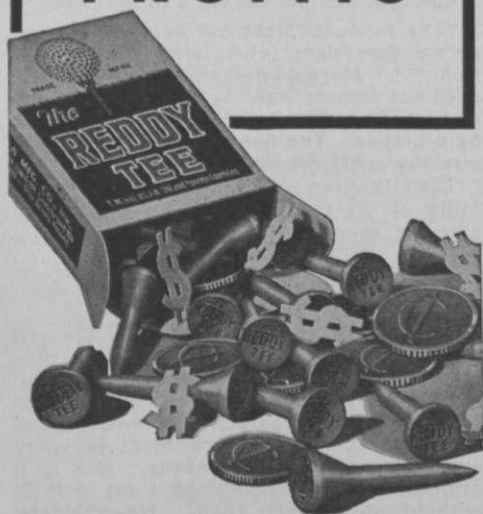


ST. MUNGO MFG. CO. OF AMERICA

121 Sylvan Avenue

Newark, N. J.

A STEADY STREAM OF PROFITS



No need to worry about profits as far as REDDY TEES are concerned! They're a *sure thing*. For over ten years REDDY TEE has been the leader in its field . . . leader in sales . . . leader in profits to the pro . . . leader in popularity among golfers everywhere. Push REDDY TEES in your shop, they'll bring you a steady stream of profits.

REDDY TEE Celluloid Red Tops are now packed 10 to a carton instead of 8. THE CELLULOID TEE is packed 12 to a carton.

Write your favorite jobber or direct to us for wholesale price list showing our complete line and selling helps for pros.

The Nieblo Mfg. Co., Inc.

Executive Offices

38 East 23rd Street, New York

holders share in any profits the course may earn and are entitled to play at any time for a straight \$1.00 fee.

"The other is an annual membership, which costs \$80. Holders of annual memberships pay no green-fees. Other members of their immediate family are given similar privileges on further payment of \$20 for each person."

One of the most profitable sources of week-day income for a daily-fee course comes from trade tournaments, and the Wagners go out after this type of play aggressively. They have compiled a list of all the corporations and trade associations in Chicago who have held private golf tournaments in the past couple of years, and one or the other of the Wagner brothers camps on the trail of each of these prospects until Cherry Hill is chosen or they lose the business to some other course.

As a result, Cherry Hill is the scene of a trade tournament almost every week-day during the season. The clubhouse has facilities to handle large groups in fine fashion and every effort is made to make the day so enjoyable that the group will return the following season or possibly repeat the event at some later date that same year.

Percy and Alvin Wagner are smart operators and never overlook a bet to boost the play at Cherry Hill. As a result, the course is becoming increasingly popular each season and has achieved an enviable reputation with the daily-fee golfers of Chicago's south side.

HADDEN SYSTEM CARES FOR GREENS WATERING

Alhambra, Calif. — Hadden automatic sprinkling system is making an entry into the golf field, especially for green, tee and approach watering. It is a concealed pop-up system with the head of the nozzle three inches below the surface of the ground. Water is not released from the nozzle until water pressure has raised the nozzle well above the surface, thus eliminating possibility of washing out the adjoining ground. Volume of the sprinkler may be regulated from one to 10 gallons a minute. Hydraulic action also cares for replacement of the nozzle in its concealed position.

Complete details of the system will be supplied on request by the Hadden Automatic Sprinkler Co., Alhambra.

Who's Liable When Accidents Happen at Golf Clubs?

By LESLIE CHILDS

A GOLF club's liability for injury to a person hit by a ball driven upon its course, is clearly one of several angles. The club may or may not be liable, depending upon the facts and circumstances surrounding the accident as well as the relationship of the parties involved between themselves and the club.

In the light of which, the subject may perhaps best be approached through the medium of brief reviews of decided cases in which different phases of the question have been considered. With this in mind, a recent case that dealt with the liability of a club for an injury of this kind may serve as a starter.

Member's Guest Struck by Ball.

Here, the plaintiff was invited by a member to visit the club with the view of becoming a member. The club as such, however, had nothing to do with the invitation. Plaintiff, accompanied by his wife and brother accepted the invitation. Upon their arrival at the club house, W., their host, undertook to show them over the course and during the course of the tour plaintiff was struck and seriously injured by a ball driven by a member of the club. Owing to the confusion and the number of people playing at the time the member who had driven the ball that struck plaintiff was not identified.

Plaintiff thereafter brought the instant action for damages against the club, as such, and against W., his member host. Plaintiff's action was grounded upon the theory that (1) the club was liable because of its ownership of the ground upon which he was injured while lawfully thereon as a guest of a member, and that (2) his host, W., was liable because of his failure to warn the plaintiff of the danger of being struck by a ball while inspecting the grounds.

On the foregoing facts, the trial court held plaintiff was not entitled to recover against either defendant, and thereupon entered a nonsuit to the action. Plaintiff

appealed, and the higher court in disposing of the case against the club, in part said:

"The evidence does not connect the corporate defendant (club) with the transaction. * * * Mere ownership of a golf course does not impute liability for an injury suffered by another from a golf ball driven by a player. The nonsuit as to the (club) was obviously correct."

Then turning to the question of the liability of W., the member who had invited plaintiff upon the course, the court reasoned:

Member Held Not Liable.

"The plaintiff was there to 'see the golf links.' There was no invitation other than that. It can scarcely be argued that golf links should be kept free of driven balls. It follows that a person who enters upon the links is necessarily subject to whatever danger that fact entails. Nor is it ordinarily practicable to see a set of links without going upon them. Nevertheless, a golf course is not usually considered a dangerous place, nor the playing of golf a hazardous undertaking.

"It is a matter of common knowledge that players are expected not to drive their balls without giving warning when within hitting distance of persons in the field of play, and that countless persons traverse golf courses the world over in reliance on that very general expectation. Their is no testimony to sustain a finding that W. (the plaintiff's host) was aware, or that there were circumstances to put him on notice, that anyone on the grounds would, without signaling and in violation of that common rule of action, drive his ball into the group of three persons of whom W. and the plaintiff were two. Under those circumstances we find no negligence in that he did not warn the player. * * *

"We think that the law does not require warnings against such unusual and chance incidents to accompany the giving of an invitation to do that, not inherently dangerous, which is a widely accepted phase of contemporaneous life and which the ordinary person thoroughly understands the significance of. * * * The judgment below is affirmed." (151 A. 434)

The foregoing case has been quoted from