

# The SMITHIRONS are Coming!

Approach Iron



The Chip Iron



The Niblic



The Putter



**I**N the new Burke Smithirons the weight center is *directly behind the point of ball impact*. Results: Greater accuracy, less penalty from mis-stroking, and—through the green—greater distance.

These clubs are scientific means to reduced scoring, tested in actual play. Now available in four models:

**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.

We challenge any golfer to see these models in a golf shop without examining them, becoming interested and buying one or all four! See them—feel them—today!

**Burke**   
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THE BURKE GOLF COMPANY . . . NEWARK, OHIO

turb resultful deliberation. That is exactly the problem of the department heads at each country club in the United States. By this I don't mean that we haven't teamwork and a lot of it at country clubs, because we have. One of my finest and lamented friends, the late manager at Old Elm, was a man who meant a lot to me in my work and I am vain enough to say that I very earnestly did everything that I could contribute in my small way to his success in a very unusual and difficult situation.

Our club is not representative. It has a very exclusive membership of wealthy men and our problem, while not those of handling heavy play, are made just as trying by the perfectly pardonable insistence of our members having absolutely everything absolutely right.

### Figures Show Harmony

At the average country club you can almost invariably tell that harmony exists between the professional, manager and greenkeeper by looking at the annual financial statement. When you see clubhouse volume and operating expense that is laudable, you are almost certain to find behind that picture the enthusiastic teamwork of the professional who is active in conducting events that draw play to the course and running these events off at a time that will fit in nicely with the kitchen and help facilities at the club. Furthermore you will see the work of the greenkeeper in maintaining his course in such condition that it attracts the play of members and guests, and whose purchasing is done with such a keen appreciation of exactly what is needed that he contributes greatly to the financial showing of the club.

After all, it unfortunately is the case that the restaurant deficits of country clubs are the sore spots with officials. Anything that possibly can be done by the pro and greenkeeper in attracting to the clubhouse a volume of business that will give the house manager a fighting chance for a good showing is a consummation devoutly to be wished by every country clubhouse manager in the nation.

In the golf club business we have, I believe, the greatest department head annual labor turn-over of any activity that is supposed to be a business. You know how many good managers are looking for jobs today. Good pros and good greenkeepers, too, are suffering from this situation. We can talk about the details responsible for this, all we want, but I am

satisfied that when we get down to bed-rock we will find that an important factor in the origin of this unhappy condition is the lack of understanding between managers, greenkeepers and pros. If they would talk over each other's problems on a considerate basis they all would be in a position to be of mutual help in "selling" each other to the club officials and members with whom they are in most intimate contact.

### Tells Pros' Case

There is a thoroughly unfounded belief among many club managers that the professional is reeking in wealth acquired from pro shop sales. The manager may see the sale slips coming through and he sees the pro completely arrayed like Solomon in all his glory as the selling front of the pro business. But the manager doesn't see the expense side. A gross profit of 33% in a short-season specialty business would be a hopeless picture to the best of specialty shop retailers. However, this is the pros' usual gross and out of it must be paid his assistants, very heavy fire and theft insurance rates, the costs of balls snatched but not signed for by members in a hurry, the cost of playing, dressing and otherwise putting on the front that is expected by a pro these days, and innumerable other items. The lessons at 18-hole clubs average less than two per member per year. Do you wonder, then, that many professionals are seriously concerned with their merchandising problems and consider themselves lucky to get by with only a little more than the annual profit represented by the club cleaning income?

The difficulty of operating a pro shop at a good merchandising profit is attested to by the annual statements of golf clubs that have tried the experiment of operating the shops themselves. Only in a few cases do I know of clubs that really have received any appreciable net income from such operation and in these cases it has been directly and entirely the result of the most intense and constructive cooperation between the professionals, managers and greenkeepers. We professionals have our internal problems that are just as bewildering and disconcerting as those that managers have to contend with. One of our miseries is that number of boys who can shoot a fairly respectable game and will take a pro job at any income at all simply to have the privilege of playing golf and of being called a professional.

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

H. H. BARNES, President  
 HENRY H. HOLT, Treasurer  
 HENRY H. HOLT, Secretary  
 HENRY H. HOLT, Secretary  
 HENRY H. HOLT, Secretary

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. BUSH,  
 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.

Their pitiful lack of qualifications is costing the clubs money, but in the tedious period it is taking for club officials to realize this, many competent and conscientious professionals are being penalized.

### Club Operation Perplexing

The query of a friend of mine comes to me as I consider the general method of golf club operation. This young man says he wonders how he can be so smart and so poor and others be so dumb and so rich. I have heard a lot of the performance of the eminently successful business men as golf club officials and I want to tell you that it frequently makes me think that club managers, professionals and greenkeepers are financial and executive geniuses by comparison. I often think that one reason why Old Elm is so smoothly and satisfactorily run is that our club very seldom changes officials. We have had but two presidents since the club started. Death took our first president from office. There is plenty to make me believe that I am working for the smartest aggregation of business men in Chicago, possibly the greatest confirmation would come from the income tax authorities. However, I see particularly vivid evidence of it in the fact that these men realize that as competent as they are, it takes one of their number a good many years to learn the job of becoming a golf club official.

Other club department heads are not as fortunate as I am in this respect. They have an almost annual turn-over in officials, each official with new untried ideas. The result is that the manager, the professional and the greenkeeper are held accountable for the unfortunate outcomes of these experiments that are forced upon them.

One by one we cannot successfully correct this evil that is costing our clubs and ourselves so much money, but collectively we department heads can raise our voices in definite constructive criticism so that we will bring into the country club field the stability and soundness of operation that it very plainly needs.

### Matched Department Heads

We have seen scores of golfers all over the country bettered so materially by the matched sets of woods and irons that have come on the market in the last few years that we can draw a parallel. The matched set of the manager, pro and greenkeeper

playing for the golf club is certain to result in a substantial improvement in the organizations' score when the annual statement is compiled. The only chance any of us have of getting more money—and there are thousands more of us underpaid than overpaid—is by eliminating the costly and senseless frictions that are either the result of festering misunderstandings or of temperamental deficiencies that incapacitate a man for proper service as a golf club department head. In the latter case, I don't know what to do. At my years one becomes rather reconciled to his inability to reform human nature. However, if I had anything to say, I would be brutal enough to "can" the man who can't get along with other honest, striving, competent associates. In the former case of unfortunate misunderstandings—if such exist at your club—a little tact, consideration, and possibly giving in a bit may bring about the energetic and sympathetic unity that is the only basis of advancement for all of us.

As a representative professional, I can say that I do not care how much money any clubhouse manager gets. He can get a hundred thousand dollars a year as far as I am concerned just so I get mine in proper ratio. But neither one of us will get the income that the importance of our duties warrant unless we put the club in a sound financial and operating condition. For that reason we all have to think of the club first and that is the real start toward the constructive harmony that each thinking department head is extremely anxious to see in golf club operation.

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**"MEMBERS** must not buy balls from caddies." Nearly every club has such a rule. Why? To boost the pro's golf ball sales?

Not at all. The rule is designed to eliminate a great deal of the temptation on the part of the caddies to steal golf balls. If the members are no market for the boys' loot, the boys soon discover that disposing of stolen balls is more trouble than it is worth.

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**T**HE club anxious to attract caddies should provide a fenced-in caddy-yard in which they can amuse themselves until assigned work. A few pieces of simple gymnastic apparatus, one or two horse-shoe courts, and a pair of basket ball goals will help.

***Just Out***

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**1931**

**OFFICIAL EDITION**

**OF THE**

**RULES *of* GOLF**

————— *Containing* —————

Recommendations, Form and Make of Golf Clubs, Etiquette,

Special Rules for Match Play Competitions,  
Rules for Three-ball, Best Ball, and Four-ball Matches,

Special Rules for Stroke Competitions,  
Rules for Par and Bogey Competitions

Interpretations as Passed by the Royal and Ancient Golf Club of St. Andrews and the United States Golf Association

————— *Complete to date* —————

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25 Booklets (or less) . . . . .	10	Cents each
50 " . . . . .	9½	" "
100 " . . . . .	9	" "
200 " . . . . .	8½	" "
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*On Orders for 200 or More Copies Club Name Will Be Printed on Cover*

Large sheets (wall cards) with the Complete Rules of Golf thereon, suitable for framing and locker room posting, are available at 50 cents each.

**UNITED STATES GOLF ASSOCIATION**

110 East 42nd Street . . . . . New York, N. Y.

***Study the Rules and Play the Game***





Knollwood C. C. (Chicago district) has attracted a colony of purple martins, voracious mosquito-feeders, to the bird house on the right and thus minimizes annoyance from insect pests around its outdoor pool.

## Birds, Big Greens Aid, Deserve Fullest Club Protection

By JACK FULTON, JR.

**F**OR a number of years—ever since the importance of attracting birds to country club grounds has been appreciated by those interested in reducing insect pests—nature lovers, bird-house manufacturers, golf publications and the Green Section at Washington have preached and advocated the necessity of erecting nesting boxes and shelters in the fall of the year, so that all scent of fresh paint and human hands, both apparently offensive to birds, would be weathered off during the winter. Birds are wary creatures and arriving from the south in the spring, will rarely nest in any box that has not been exposed for a considerable period to the elements.

But all this preaching has apparently been in vain as far as country clubs are concerned, and lately bird-house manufacturers and others interested in attracting birds have dropped all attempts to sell their products in the fall and are energetically pushing the sales during the spring months when the bird migration is

at its height and the general public has the most interest in attracting our feathered friends. The manufacturers' attitude is—what if the freshly erected house is not occupied the first season? Better to get it up at the wrong time of year than not get it up at all.

In this, they are quite right, because in addition to the esthetic value of birds around club grounds, there is a tremendous and hard to evaluate benefit obtained from their ceaseless warfare against weed and insect pests. Birds are far more valuable to the greenkeeper than any man on his grounds crew. It has been conservatively stated that without weeds and insects to contend with, the grounds maintenance budget of any golf club could be reduced at least 30 per cent.

We should be more appreciative of this ceaseless warfare by our birds. They overlook no nook or cranny. Our trees are vigilantly patrolled each day by woodpeckers, warblers and other woodland birds; the underbrush is cleaned by thrushes,

# TUF HORSE

## this business of PRICE - - -

Each year our Professional friends have urged us to maintain the splendid standards of quality which have made Tufhorse Bags the leaders with over 1,800 American Pros.

Not only have we maintained this standard, we have further improved it from year to year—and have kept Tufhorse Bags out of the hands of cut-rate dealers, to insure a legitimate profit to the professional, free from "price" competition.

Ladies'  
Tournament  
Genuine  
Elkskin  
All Colors



Today the market is being flooded with "cut price" bags. Today, even more than ever, it is important that the Pro be protected in his profits with a line that stands for **QUALITY** and will not be cut. There isn't \$9 difference in leather between a \$14 pair of shoes and a \$5 pair. But everyone knows that the \$14 pair is well worth the difference. The same is true of Golf Bags.

Good business and profits in the golf field will never be built on cheap, cut prices. The player buys from the Pro because he **KNOWS** he will get the **BEST**.

For those Pros who find a need for a lower-priced line we have brought out some special numbers this spring to meet this situation. These are **GOOD VALUES**, but not in a class for quality with the Tufhorse line itself. We offer them to professionals only. Price list available on request.

"Cheap" prices, today or at any other time, are expensive in the long run.

**Des Moines  
Glove & Mfg. Company  
Des Moines, Iowa**

He asks for a  
**Rite-Hite**  
when he wants a tee



*The Swing*  
**is to RITE-HITE**  
*the Tee that made GOOD*

The tremendous popularity of **RITE-HITE TEES** is not an accident. Golfers everywhere realize that a uniform Tee-up is essential to longer and truer drives.

Your greatest profits are realized on staple, fast-moving merchandise that sell without effort.

**RITE-HITE** tees answer all of these requirements. Why gamble with any other?

**STOCK  
RITE-HITE TEES**



**THE GENERAL TIMBER  
AND LUMBER CO.**  
7102 Woodland Ave.,  
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Write  
Today for  
Our Special  
Offer



# Pros

...this is your year!

Your members' days of thoughtless buying from random sources are past. They have "called it a day" as far as using their purses for research.

Those who may have strayed from your fold are coming back home where they know they can get advice and service from a sincere, qualified source.

Hundreds of Pros committed to a program of real service already have provided ample stocks of Hickory Shafts for that fast growing portion of their members who have tired of yearly substitutes. In any business a bad-frame-of-mind is created where customers are asked to select from substitutes.

For 25 years MINTON has been the first thought when it was a question of fine hickory shafts. Today, as hundreds of Pros, and quality manufacturers know, MINTON is meeting the lively demand with the finest hickory shafts obtainable.

Provide for "those insistent demands" by indicating on coupon below, stock on which you desire quotations.

T. W. MINTON & CO., BARBOURVILLE, KY.

**Minton**  
**HICKORY**  
*Shafts* SWEETEST FEEL  
NATURAL TORSION

T. W. MINTON & CO.,  
Barbourville, Ky.

Gentlemen:

Date.....

Please quote me on the following (state amount, length, stiff, medium or whippy):

( ).....

( ).....

Name..... Club.....

Add..... Town..... State.....

wrens and sparrows; our open fields are policed by meadowlarks, robins, sparrows and blackbirds; and the air is cleaned of flying insects by swallows, nighthawks and flycatchers.

It behooves every golf club, then, to do all in its power to attract as many song-birds as possible and to protect them once they are obtained. To do this in thorough and intelligent manner, a complete program of bird attraction and bird protection must be carried out. In brief outline, this consists in:

1. Making the club grounds a bird sanctuary, prohibiting hunting, and eliminating as completely as possible the English sparrow, the house cat, and in some localities the squirrel—the three major enemies of birds.

2. Investing an adequate sum in bird houses, bird baths, feeding stations, and the like.

3. Distributing about the grounds during the spring and early summer months nesting materials such as string, strips of cloth, horsehair, and cotton batting. This material will cause many a bird to remain and nest that otherwise will migrate farther north.

4. Erecting one or two bird baths in front of the clubhouse. They will be in constant use by the birds and afford endless entertainment to the members.

5. Planting heavy thickets of shrubbery about the grounds (if they are not already present). They offer nesting sites, protection against enemies in summer and storms in winter.

6. Planting berry-bearing bushes and trees, particularly those types that hold their fruit through the winter. Fruit-bearing plants attract many birds to the grounds in summer and are the means of keeping the winter birds alive when other food is buried beneath a heavy blanket of snow.

Such a program, intelligently and completely followed out, will frequently increase the bird population of a protected area three times over, and there is no golf club in America that can afford to overlook this phase of good greenkeeping.

The cost of pursuing such a program is not prohibitive. The initial investment for nesting boxes, shelters, and the like will not exceed the cost of building one average green. Thereafter, the expense of maintenance and supplies is negligible.



Club officials interested in the subject will do well to write the Biological Survey, Washington, D. C., for the government bulletin "How to Attract Birds." Another piece of literature of value is distributed without charge by Joseph H. Dodson, bird-house manufacturer of Kankakee, Ill. This latter booklet not only presents valuable hints on attracting birds, but also contains photographs of all the various types of houses, shelters, and other paraphernalia essential to a complete program of conservation.

### Pro Instruction Gets Brisbane Boost

**A**RTHUR BRISBANE, famous Hearst writer, usually limits his mention of golf to a comparison of golf clubs and hoes in this sorry scheme of things entire. However, the P. G. A. instruction pictures proved of sufficient interest to warrant notice in his newspaper column "To-Day."

He wrote:

"Are you taking golf lessons? Paying some professional to tell you what to do with your head, arms, wrists, feet, knees, eyes and club?"

"Learn that you may have to take those lessons all over again. Slow-motion 'movies' of the great Bobby Jones and the beautiful Joyce Wethered in action show that these great golfers do not 'break their wrists on the back swing' until very late in the swing. And Jones the Great hesitates at the top of his swing, shifts his body and gets planted before he brings the clubhead down.

"Theory and practice are far apart in golf and in all education."

The last sentence gives the boys cheer. Alex Pirie was erroneously quoted in a recent interview that purported to commit the pro dean to a statement that previous instruction was wrong. To the contrary, Pirie is of the opinion that much of it is far advanced, and to make the advance general, the P. G. A. pictures were shot. Thoroughly analyzed by competent men, the pro pictures, it is hoped, will eliminate a great deal of debate about what is proper instruction. A great simplification of golf instruction is one of the main objectives of the pictures.

Though the pictures may show to some pros that "theory and practice are far apart," it is not a damning or unusual discovery in any field.

## 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.*

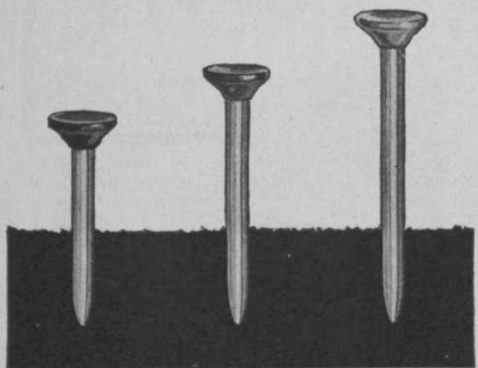
Executive Offices

38 East 23rd Street, New York

Why lose part of the business?  
Stock all three lengths of—

# “PEG”

REG. U. S. PATENT OFFICE



1 1/2" "REGULAR"      1 3/4" "LONG"      2" "EXTRA LONG"

## CELLULOID GOLF TEES

The larger ball is causing a demand for longer tees. Be in a position to supply this demand by carrying a stock of the longer lengths.

As “PEG” is put up only one dozen boxes in a small demonstration carton, three of these take up very little room on your counter but they give you a complete range with which you can satisfy the demands of all your customers.

Your profit on “PEG” is greater than on most lines which makes it well worth while to go after all the business with this tee.

All three lengths are made from durable Celluloid with white stems and tops in four popular colors, packed assorted to the box.

Ask your jobber for them.

**Granby Mfg. Co., Keene, N. H.**

## Shop Policies I Have Found Pay Out

By Jim Wilson, Professional  
Ravisloe C. C. (Chicago)

WHAT is the best way to run the pro's shop? What kind of merchandise ought he to carry? What is the best method for the pro to follow in selling himself to his members?

In the first place, we all know that the shop should be kept clean and tidy, with everything neatly arranged in your showcases and free from dust.

The next thing is being able to display your merchandise to the best advantage. Of course you have your racks for your golf clubs, but in addition I would suggest a few fixtures on the walls of your shop about six feet from the floor. There you can display golf bags, sweaters, leather coats, also clubs if necessary. Don't keep your merchandise in the same place too long. Keep changing it around.

The class of merchandise a pro ought to carry depends greatly on what his members call for. I believe the pro can educate the player into buying the better grade of golf clubs once he gains his confidence by showing him he is interested in his game.

Here is a suggestion—if you have the good fortune to sell a player a set of clubs, go out to the practice tee and show him how to use them. Spend some time with him and it will pay you in the long run.

It isn't hard to remember back to the day when the pro would only keep the highest grade golf clubs he could make or buy. But conditions have changed considerably in the past few years, and many of the boys are going to lose out if they continue to handle nothing but quality merchandise. What I mean is that a lot of business they ought to get will go somewhere else. As I see this changing trend, you must keep in your shop an assortment of clubs which will come within the reach of all. The same applies to golf bags, balls, and other kind of merchandise.

Being able to sell yourself to the members is a big item in professional golf. Once you have accomplished this, the road to success is wide open. One must have personality, always be courteous, have a smile for everyone with whom you come in contact. Go out of your way to make it pleasant for your members. Talk to him about his game, help him improve his