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Impartial driving tests conducted by club professionals in different parts of America have proven beyond all doubt that the North British is the longest driving golf ball on the market.

The results of these tests published in leading golf magazines, and also sent to your members by direct-mail literature, are inducing thousands of golfers to try the North British. Our steadily increasing sales prove that the merits of the ball, together with the reduction in price from \$1 to 75c, are making these golfers regular users of the North British.

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EDINBURGH, SCOTLAND



At the famous Rosedale Golf Club, Toronto, Canada, Jimmy Johnstone, professional (at extreme right), tested North British and three other leading balls for distance. North British averaged 263 2/3 yards for 12 drives—15 1/3, 18 1/3 and 20 2/3 yards longer than its three competitors.

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Atlantic Seaboard:

The Reddy Tee Co., Inc.,
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Middle West:

The Beckley-Ralston Co.,
42 W. 22nd St., Chicago, Ill.

Pacific Coast:

Curley-Bates & Co., Inc.,
San Francisco, Los Angeles, Seattle

"There's no getting away from the fact that this general management idea has had considerable to do with arousing distrust between department heads. The pro and greenkeeper often think the house manager is trying to engineer a deal that will make him the boss of the whole works at a salary that will mean cuts or a restriction of future earning power for the rest of the boys. I'd say that any manager who allows that suspicion to worm its way in reveals that he hasn't the ability to create the confidence necessary to operate on the general manager plan.

"I'd sooner have a strong, smart man who knows what I am up against in course maintenance and with whom I am in daily friendly contact as boss. Being the farm hand of a chairman who hasn't much of an idea of what it's all about is not the ideal set-up. I've got too much to do on the course to be fooling around with a half a dozen or more assorted club officials.

"But this weekly meeting idea actually works out as a general management stunt. We determine on co-ordinated effort that really is vital to the conduct of a successful business enterprise. When we all work together we stand a better chance of making money for the club and having some unity and strength in getting more money for ourselves.

Let Club Officers Sit In.

"I've told the manager and pro at the club I'm now signed up with about this meeting idea and they are for it. The pro thinks we should ask the club president, treasurer and committee heads to attend some of our meetings. We may do that, if the club officials are agreeable. We probably will ask them to every second or third meeting and get these meetings framed so they will get down to bed-rock and stay there instead of wandering around and having the play taken away from the real subject simply because the club officials are better talkers.

"We couldn't have the club officials at every meeting because there probably will be some fool notions of officials that we will have to struggle with between ourselves and we can't afford to be blunt about these matters in the presence of our bosses. Between ourselves, it's something different!"

These remarks struck us as being well worth consideration by other club department heads and officials. We know the idea has worked out in practice and can see no reason why other clubs can't use it.

Home Movies Prominent in 1932 Entertainment Plans

EARLY INFORMATION on the entertainment plans of clubs indicate that home movies will have a prominent place this season, due to the popularity of amateur Filmo outfits for the past several years, which have built up a supply of films having keen local interest for the club members. Also there are pictures taken by the pro during his instruction of members, which add to the magnetism of the film shows put on as club affairs.

Silent pictures on golf and other subjects of general interest are available at



Photo—Bell & Howell

Bobby Jones is a Filmo owner and has taken many feet of golf pictures.

low rental from Bell and Howell and other film companies. Frequently pictures of golf events at the club are shown following special dinners and bring in good sized crowds.

A number of the leading amateurs have collected extensive libraries of films taken by themselves. Bob Jones is one of the most active amateur cinema photographers. Leslie Gordon, former president of the Western Golf assn. is another of golf's notables whose home-grown golf films show most of the country's leading golfers in action.

Several eastern clubs make features of film shows and have found the movies as a regular event to be profitable boosters of club interest and business. In several cases the clubs have space devoted especially to film showing and have these rooms wired for sound.

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Every pair packed in at-
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CHILDREN ORGANIZED

Club Within a Club Is Formed for Kids' Enjoyment

CADDIE WELFARE plans have a prominent place in almost every club's plan but the youngsters of the members seldom have any more than casual attention paid to their entertainment on the course.

Sunset Ridge C. C. (Chicago distr.) this year is balancing the caddie and members' youngsters places in the operating scheme by having the sons and daughters of the members organize and plan events for their own entertainment. The committee for this work consists of a 21-year-old youth in business, one several years younger who is in high school and a girl about 19 who is in college.

The club analyzed the junior status of its membership prior to introducing the plan for the youngsters. Figures on the families of the first 100 members joining the club were not available, but survey of the children in the families of the remaining 200 of the club's membership shows the following representation by ages:

18-25.....	31
16-18.....	19
10-15.....	71
5- 9.....	49
1- 4.....	14

There are 15 children in this group whose ages are not on record.

It is the idea of Sunset Ridge's president, Robert Umberger, to let the youngsters work out their own schedule of golf events on dates that will not conflict with regular play, and probably a couple of dances. The youngsters will be supplied with printed membership cards and in every way will be permitted leeway to operate a club within a club, of course under supervision of the directors. This supervision is to be kept in the background as much as possible, as it is the opinion of Umberger and his board associates that the juniors are capable of operating in a way that will keep the situation well in control, without having the usual parental burden of "don'ts" to discourage initiative.

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

The Reddy Tee Co., Inc.

Executive Office

38 East 23rd Street

New York

NEED A GOOD PRO?

Write for GOLFDOM'S list of qualified men seeking positions for 1932.

Traylor for Pres. Dept.

By ALBERT R. GATES

Business Administrator of the P. G. A.

I HAVE BEEN reading P. A. Vaile's interesting pamphlet, "Cosmocracy, The Science of Peace." The versatile Vaile, in referring to the allied crisis during the war says:

"The politicians then called the big business men of the world together; they put a little order into chaos, and the allies won the war."

"Then the politicians, released from the fear of death, sent the big business men about their business, because they thought they could manage the consolidated business of restoring peace better than they could wage war."

From Vaile's remarks it is evident that competent business rather than politics is required now. None of our perplexed citizens will deny the need. To meet this requirement Melvin Traylor is undoubtedly the best qualified of all men who have been mentioned as potential candidates for the presidency.

I have shared, with many others in golf, the honor and pleasure of being well acquainted with Mr. Traylor. To every one who knows the man his directness, soundness and foresight are impressive. Possibly they are qualities that militate against any candidacy that would have to yield to the pressure of "practical politics" as this antiquated, burdensome business is conducted. But, to the average hopeful, independent citizen the Traylor traits are those that would be most valuable in any man they name to the nation's highest office.

CURLEY-BATES CO. NOW COAST SCHAVOLITE AGENTS

San Francisco, Calif.—W. J. Curtis, v. p. of Schavolite Golf Corp., has appointed the Curley-Bates Co. of San Francisco, and branch offices and warehouses in Los Angeles and Seattle, exclusive Pacific Coast representatives for Schavolite. Curley-Bates will carry complete stock of Schavolite clubs, including the new Schavolite line of irons at all their three places.

Schavolite customers on the Pacific Coast will be able to obtain 24 hours' service on deliveries in the future instead of having to wait for stock to come from New York.

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IT PAYS TO PUSH

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GOLF BALLS

1 Golfers know Colonels. They have played them for over thirty years—more and more every year.

2 Colonels, in the new 1932 weight, live up to their quarter century reputation for distance, accuracy, durability—a combination every golfer wants.

3 The Colonel line is complete. It meets the requirements of every type golfer from the clean, hard-hitting expert to the topping beginner.

4 Colonels are priced to build quantity sales.

5 Backed by St. Mungo, the company which enjoys a reputation for honest, straight dealing, sincere cooperation—a factor every professional appreciates.

6 Backed by newspaper advertising that sends golfers into your shop to buy Colonels—advertising planned, written, timed to give you greatest results.



New Colonel prices in the 1932 Price List.
Write today for your copy.

SALES BOOSTER

On sales in dozen quantities of Colonel Golf Balls, we will impress, without delaying shipment, the name of the golfer in color on every ball at no extra cost.

Manufacturing Golf Balls For Over Thirty Years.

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Insist on The Genuine PYRATONE SHEATH

**It Should Cost
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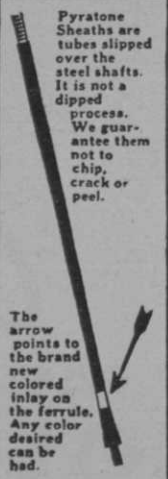
Insist on your clubs being equipped with the genuine Pyratone Sheath. Why have other finishes when the famous Pyratone should cost you no more. With Pyratone the beautiful natural grain: hickory, walnut and mahogany or other finishes, is all the way through the material — therefore will not wear off.

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Is the Only Finish Guaranteed for Life.

For Smarter Looking and Longer Lasting Clubs, Have Them Equipped With Pyratone Sheath.

Leading Club Manufacturers Can Supply You.

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557 West Jackson Blvd., Chicago, Ill.



USGA Rules of Golf Book Is Committee Hunch

SPORTS AND pastimes committees desirous of snapping up interest in events during 1932 might make excellent use of the *Rules of Golf* booklets the United States Golf Assn., 110 E. 42nd st., New York, has available at low cost in quantities.

Playing strictly according to the rules puts a zest into the game that many have not experienced.

The USGA is hoping to have American golfers the world's wisest when it comes to the rules. As it is, the rules problem is international as the following remarks by L. W. Broughton in *Golf in Australia*, indicate. Mr. Broughton says:

"I fear quite a number of players do not even possess a copy of the rules, and still they quite cheerfully certify to the correctness of their opponent's card, and possibly bring him in a winner, i.e., according to the card, though he has not proved so according to the rules. I have known this to happen more than once.

"If it can be shown that any player breaks the rules so as to gain an advantage, then he should, at all costs, be frozen out of his club and the world of golf.

"Very few of us have an adequate knowledge of the rules, and this is greatly to be regretted. To suggest to some players the carrying (on the round) of a Book of Rules would appear ridiculous, and create a quiet chuckle, but all the same it might prevent us from doing something unfair to another competitor, and surely that, in itself, is sufficient justification for the trouble. We can't be fair to our clubmates if we don't play the game absolutely strictly, and this is imperative if handicaps are to be of any practical value whatever.

"Players who fail to let the handicappers know from time to time of any improvement in their game should receive most drastic treatment."

School Teaching Income Suggests Pro Promotion Effort

By EARL U. HARDIN

AFTER 5 YEARS' attention, at leisurely moments, to placing golf in the public schools I have come to the conclusion that a greater benefit will come to the game providing the pros all over the land come

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to the rescue. I believe the time now is ripe for a general drive to put golf in the colleges and schools all over the United States and make it the equal to any other sport in the college life of both boys and girls.

In my opinion, it is of greater importance to get golf instructors in the girls' schools and colleges than it is in the boys' colleges, for the reason that one girls' school playing another a match game of golf would be one of the biggest publicity stunts ever put over, and if some girls' school would get up a team that could compete with the boys' team, under certain rules and regulations, and make a respectable showing based on handicapping, it would be the biggest boost the game ever had.

This idea goes much farther than you may think. The minute it is put over every college and high school in the United States will need a pro for the winter's season.

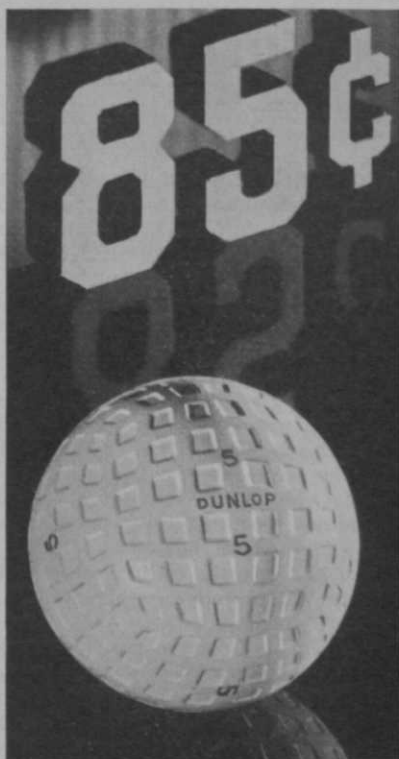
I offer a suggestion to every pro who reads this: that you get your members to write to the various colleges and ask them if they have golf privileges and a golf instructor. You need not bother about whether it gives you a job this year or next, but it will soon, so that this will provide hundreds of pros winter employment.

Assuming, however, that you get no personal benefits in a direct way, the moment you cause to be established an interest in the taking of golf lessons, you are creating a general demand for your services, and when you suggest to your club members to write to colleges about this matter you are doing something that every parent will recognize as a real service, for they all know golf is the one thing that is to the best interest of young manhood and womanhood of the country.

U. S. RUBBER INTRODUCING "NOBBY" 35-CENT BALL

Providence, R. I.—"U. S." Nobby golf ball is presented by the United States Rubber Co. as a good new ball made to sell for 35 cents. It is not a second or a reject. The makers say it is carefully built of first-grade materials, has plenty of good thread winding and a balata cover, and is painted with 3 coats of white enamel. It has distance and the cover is tough. It comes in mesh or recess marking, plain or colored dotted, and is attractively packed.

NEW PRICES



IN KEEPING WITH THE TIMES the famous Imported Dunlop has been reduced from one dollar to 85c. These new balls are held to the highest standards of workmanship and material . . . will be heavily advertised . . . and will be marketed through professionals as in the past. Mesh molded—Max marked—New weight 1.68-1.62. If our representative hasn't yet called, mail your order to Dunlop Tire & Rubber Company, Buffalo, N. Y.

**IMPORTED
DUNLOP**
was \$1.00... now **85¢**

Plea for Proper Accounting Pushed by Club Leaders

By HERB GRAFFIS

Club officials and department heads who have commented on the need of reform and uniformity in club accounting as set forth in March GOLFDOM heartily welcome a discussion of this important phase of golf business operation.

In the initial article of this series it was pointed out that blind man's buff, played with golf club bookkeeping, had been responsible for a good part of the avoidable misery from which the clubs are suffering. We took the viewpoint that the accounting deficiencies were the result of not knowing what was needed. This opinion has been criticized as too tender-hearted by some veterans in the golf business.

One of the caustic critics, an old-timer in private and fee course operation, made the following comment:

"Too many club bookkeeping systems of today were inaugurated at a time when golf was booming and there was great personal glory and distinction in being a golf club official. It was easy to get members. Assessments were considered the rule. There was no special need for foresight. Cliques bossed the clubs and saw to it that the books were kept so outsiders couldn't see the picture. Golf grew from a game into a business. When the club grew into something that called for expert business operation instead of glad-handing by the winners of popularity contests, the financial and membership situations had developed into serious problems.

"Wrong standards had been permitted to get established. The game was costing too much, mainly because of extravagances that would have been revealed and stopped by tell-tale accounting.

When Trouble Began

"Probably the wildest mistakes made in golf club accounting were in connection with restaurant operation. Chairmen and managers at some clubs made strong efforts to hide feeding losses, forgetting that commercial restaurants have a 40% to 50% annual mortality rate. Sinking funds and depreciation charges were the exception.

"Along in 1927 or 1928 there were so many new clubs built that competition for membership became keen and the former waiting lists started to dwindle or vanish. But many clubs continued to operate on the basis of having the membership roster full. There's really where much of today's problem of trying to pay the fiddler for yesterday's melody began.

"Clubs that were in the dark couldn't be warned by accurate comparisons with the far-sighted, knowing organizations because of the lack of uniform bookkeeping.

"You can put it right down on your little gray slate that if a tenth of the time spent on revising the standard golf ball had been spent in revising and standardizing golf club bookkeeping 4 or 5 years ago it would have increased the number of rounds of golf played in 1932."

Some of the foregoing bluntness undoubtedly is warranted, but post-mortems will get us nowhere today.

What is needed now is a standardization of the perplexing details of golf club accounting so clubs can see precisely where they stand and properly plan to better their conditions. Prior to writing the March initial installment of this series on club accounting we asked a number of golf club officials whether GOLFDOM'S proposal of a uniform accounting system for clubs would be practical if the system were worked out authoritatively and sponsored by the United States Golf Assn. It was mentioned that the national hotel organization sponsored a uniform accounting system that the majority of the leading hotels use and the practice is not unusual in other fields.

Some of the men questioned said, positively, "No. Club officials, managers and greenkeepers have their own methods and they won't change."

Standard Methods Wanted

Comment written to us since publication of the March article strongly indicates that the negative attitude does not prevail. Some of the managers of the country's outstanding clubs have supplied con-



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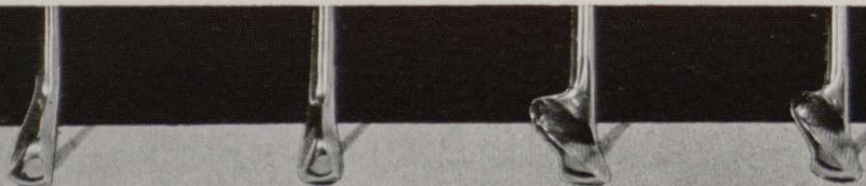


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Burke Smithirons are available in three qualities to fit different purses—the *Deluxe*, with stainless steel heads and No-Sting, True Temper shafts