


Through a Tough Season

...but never in a trap!

BURKE'S pro customers have had a satisfying close-up of something unusual in a year as tough as 1933.

Burke products were not dumped broadcast on the market, and the pros who gave us their support had the satisfaction of seeing their market and opportunity for profit on Burke merchandise carefully maintained.

The Burke performance for 1933 was just sane, sensible "down the middle" selling of a product that stands in well with the golfers who give you a steady volume of business at a fair price.



We have consistently refused to undermine the best interests of pro, manufacturer, or dealer by delirious dumping of golf equipment. Such action doesn't make a bigger golf market. It only gives your prospective customer the idea that if he waits long enough he can buy golf merchandise at any price he wants to pay.

Any sacrifice we have made to maintain a permanent market and a sane sense of values is well worth while.

You will be shooting down the middle and not playing recovery shots when you feature Burke golf equipment in your 1934 merchandising.

THE BURKE GOLF CO.
NEWARK, OHIO

Thinking of TRAP or SKEET Shooting?



Many golf and country clubs have been able to maintain the interest of their members during the fall and winter months and swell the club's revenue by installing trap or skeet shooting equipment. If you are considering adding these popular sports to your club's facilities, it will pay you to get

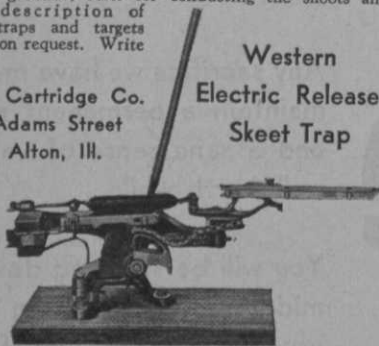
in touch with Western, the largest manufacturers of traps and targets for these sports.

Western representatives, conveniently located throughout the U. S., are at your service without obligation.

Interesting booklets giving instructions for laying out trap and skeet grounds, rules for conducting the shoots and complete description of Western traps and targets are free upon request. Write for them.

Western Cartridge Co.
1007 Adams Street
East Alton, Ill.

Western
Electric Release
Skeet Trap



Western

TRAPS-TARGETS-AMMUNITION

Chicago, Nov. 20, probably at the Palmer House. Standardized is not the right word for what the pros have in mind, as there is admitted too wide a difference in effective and expert instruction to allow standardization, but the boys haven't set on any other word.

What is contemplated is to have state boards of leading pro instructors and players examine PGA members and issue instructor's licenses. The plan is one that will provoke disputes but out of these debates is bound to come marked benefits to instruction. In the open-minded exchange of teaching ideas each pro is bound to benefit.

Joe Devany Honored by Grosse Ile on Tenth Year

MEMBERS of the Grosse Ile G. and C. C. (Detroit district) set aside Sept. 16 as Joe Devany Day in observing the tenth anniversary of Joe's connection with the club as pro.

It was one of those days that makes a pro's heart happy and indicates to him that when he sweats and worries for a good club, he is doing his stuff in a great field of work.

Joe was given an expensive watch engraved with the club member's appreciation, and a purse made up among the members.

In announcing the event the club sent out a card on which was printed:

JOE DEVANY DAY
September 16.

A stag day set apart to honor His Excellency, our good friend Joe Devany. Joe, as you know, has been with us more than ten years and has endeared himself among his fellows at Grosse Ile.

If the NRA knew we were giving you so much for your money the committee would all go to jail.

The fee for the Devany Day was \$3. A floor show was put on during the dinner. Acts prominent in Detroit night clubs appeared.

CERTAIN holes on almost any golf course are slow to play because trees or hazards make finding the off-line tee shot difficult. Caddie masters should instruct caddies on such holes to leave their players' drivers on the tee and walk part way up the fairway edge, say 150 yards, while their players are holing out on the previous green.



From the porches of Midlothian's clubhouse, one looks down on a double green, serving the ninth and eighteenth holes of the course.

Competition Tough, But Club's Smart Drive Fills Roster

By JACK FULTON, JR.

ORGANIZING a membership campaign and actually putting one over have always been two different things. This was especially true in early 1933 when hardly a golf club in the U. S. found itself in position to coast through the season on its existing roster. At least nine out of ten clubs put on membership drives of varying success.

All of this activity resulted in much competition and much price and throat cutting by the clubs, particularly in the metropolitan districts, with the natural result that few clubs achieved the goal they set out for—a full membership. Perhaps competition is not entirely to blame for these failures—there is something more than a hint that many a campaign flopped because the ringleaders failed to keep the rank and file of the membership keyed to sufficient pitch during final stages of the drive which started out with a world of enthusiasm, but within ten days petered out until only the membership chairman and one or two of his committee-men were active.

Here's Drive That Won

But not all 1933 membership campaigns failed. For example, an outstandingly successful drive was inaugurated and carried through to its goal by Midlothian Country Club of the Chicago district.

Midlothian is one of Chicago's oldest golf clubs. It was established in 1898 and has always numbered among its members

many of the Windy City's more substantial citizens.

Like many other mature clubs, Midlothian's roster felt the results of the depression severely. During prosperous times it had continued to number among its members many men who had joined the club years before and who, no longer physically capable of playing golf, continued to pay dues for sentiment's sake. These men reluctantly resigned from the club when the financial clouds descended. Had they been younger, active golfers, the chances are they would have found some way to continue their memberships.

Many Vacancies. What to Do?

In addition to this class of resigning member, Midlothian of course had its share of resignations experienced by all clubs, from younger members whose active interest in golf was keen, but who had no reserves to tide over the tight money period. All in all, Midlothian found itself last December needing approximately 100 new members out of the 275 maximum permitted by its by-laws. Something had to be done, or Midlothian's years of leadership would suffer.

The problem was promptly tackled by the club's president, David B. Johnson. His initial move was to call a meeting of the finance committee, which aided by the chairman of the club's other committees set up a budget for the new year, based on the experience of prior years, but with

every economy consistent with Midlothian's standing and traditions effected. Estimates showed that income would not balance expenses without one of two alternatives — either an assessment would have to be levied during the year, or the club would have to reduce its membership vacancies, thus obtaining the necessary added income to finish the year in the black.

Assessments are always objectionable and generally cause numerous resignations. Midlothian was not in position to stand many of those. The proposal to acquire additional members was obviously the better solution to the club's problem, and accordingly the finance committee set to work to see what it could devise in the way of an attractive offer to prospective members.

The first step was to reduce the dues. Midlothian had been collecting \$200 annually from its members. That was too much money, under current conditions, to attract new blood. After much figuring and weighing of one proposal against another it was finally decided that the club could reduce its dues to \$125 per year and still get by under its economy budget, *provided* not less than 100 new members were taken into the club. Any fewer new members and the club would end the year with a deficit.

Vital to Make Offer Attractive.

The next problem was to decide on the price at which these new memberships were to be sold. It was pointed out that fully 200 clubs in the Chicago district were even then making strenuous efforts to fill their rosters. If Midlothian was to get anywhere in its membership drive it was commonsense to make its proposition so attractive that the average eligible golfer would have difficulty turning down an invitation to join the club.

Johnson finally recommended *giving the memberships away* to anyone who would agree to pay half a year's dues in advance and another half-year's dues at the end of the first period. Thereafter those members would pay quarterly, as the other members pay. A full equity membership certificate was to be issued immediately.

Here is the rest of the story, as told the writer by President Johnson in a recent interview:

"I don't need to tell you that the proposal came as a distinct shock to several of the men attending the meeting. Uppermost in their minds, I suppose, was the

\$1,000 price at which memberships in Midlothian had sold as recently as 1930. It seemed unbelievable values could have descended so markedly in so short a period.

"Compromises were suggested. 'Sell memberships at \$150, even \$100, but don't give them away' was the usual reaction, but it was soon pointed out that such prices would simply put us in active and equal competition with other Chicago clubs. We needed a proposition that would meet with minimum sales resistance. Nothing less than giving memberships away would fit that definition.

"After prolonged discussion, the give-away membership play, including the six-month-in-advance dues payment proviso, was decided upon. The next step was to organize the membership for a sales campaign."

To accomplish this, Johnson invited 20 active members of the club, none of whom were members of the Board, to meet with him at a luncheon. At that time, the adopted plan of the Board was explained to them and these twenty men were asked to become "Captains" in the campaign for 100 new members. The entire membership of the club was then allotted to the various captains on the basis of acquaintanceship between captain and members.

Arrange for Frequent Meetings

"It has always been my observation," Johnson continued, "that appointing teams to do the selling is about as far as most membership campaigns go. This is a mistake—no matter how enthusiastic and willing a team member may be to sign up prospects, his interest is sure to lag after a few days unless some means is at hand to keep him pepped up. We assure continued effort in our drive by establishing a headquarters at the South Shore Country Club, which is conveniently located on Chicago's South Side, the area wherein most of the prospects we would sign up lived.

"The headquarters, consisting of a spacious private suite in the clubhouse, were to be open four evenings each week during the drive from 7:30 or thereabouts in the evening until everybody went home. No dinner was served, but there were refreshments of various sorts. Any expenses incurred were charged to the membership committee.

"Every member of Midlothian was not only invited but urged to drop around to headquarters at least twice a week, bring-

WHY BRISTOL PYRAMID IRONS have "gone across"

They're on the fairway, in the traps, on the green. Bristol Pyramid Irons—1933's golf sensation.

Easy to see the reasons. All three big reasons. Here they are—

- 1—*That weighted sole*, which puts the balance at the *bottom* of the club head, gives a far sweeter feel.
- 2—*The greatest weight* on each head lies *directly behind the point of impact*, which, of course, adds real power to the shot.
- 3—There's a really *scientifically-controlled distribution of weight* for iron heads. As the depth and loft of the blade increases, the Pyramid weight falls lower. Irons designed for higher shots have a lower pyramid weight, while those designed for distance carry the Pyramid weight higher on the blade.

Try out these Bristol Pyramid Irons, and get a new conception of iron play. They are priced from \$5 to \$8.

SEND FOR BRISTOL CATALOG. Write for the Bristol Catalog which gives the whole illustrated story of Bristol Pyramid Irons and other clubs.

The Horton Manufacturing Co.
Bristol Connecticut

"Bristol"

• INDIVIDUALIZED GOLF CLUBS •

Sales Offices—New York, Boston, Chicago,
Los Angeles, Atlanta, Pittsburgh, Seattle.



A
NEW 75c

exclusively **PRO**

Worthington Ball

the

SWEET SHOT

(thin cover)

Worthington—leading manufacturer of golf balls exclusively—has a new ball that has introduced itself with sensational performance in its field tests. It's the SWEET SHOT and will be sold exclusively through pro shops.

Plan to feature the Sweet Shot because it gives you a protected market and unique, advanced construction restricted to this one ball.

... and again the
TOMMY ARMOUR
50c ball...

The Tommy Armour was the amazing new 50c ball of the 1933 season. In its first year it brought new business to pro shops.

New improvements in Tommy Armour balls for 1934 will make it outstanding in the 50c class. With the general top price of balls going to 75c for 1934, the 50c ball market is increased.

Take command of this 50c ball business by purchasing the Tommy Armour.

THE
Worthington
BALL CO. ELYRIA
OHIO

ing with him any prospect for membership he might have in mind. There would be no planned program, just a chance to show the prospect the caliber of men who belonged to Midlothian and to sell him by indirect means on the good-fellowship to be found in our club.

"These meetings four evenings a week worked out even better than we had hoped. It takes a lot of interest on the part of a man to make him leave the family fire-side on a cold winter night, yet the team members invariably turned up in good numbers. At least half of them had a prospect in tow and I would say we were able to sign up at least one prospect in three who attended—if not on his first visit, then subsequently after he had been with us for several of these evenings. Considering that the golf season at Midlothian was still some three or four months away, I think our sales average was remarkable and indicative of the interest in the campaign on the part of our members.

Phones Keep Pep Alive

"The one worry I had after the drive had started was whether or not we would be able to maintain interest in filling our roster. I was afraid the pep would gradually die down unless the members and particularly the team captains were constantly reminded of the drive and what its success meant to Midlothian. I took it upon myself to see that this part of the job was done right.

"Every morning I would sit down at the telephone and call up each team captain. I had in front of me a card index listing every prospect for membership that had been introduced to date, and these cards were grouped under the captain whose team had brought the man around. One by one I went over the prospect cards, asking about the status of the particular man, learning what sales resistance he had put up, and advising the best way to overcome the argument that had developed. I made it plain that I was devoting much of my time to the drive and was always available to help close a prospect.

"My work over the telephones did not end with my daily calls to the team captains. Other members of the teams had to be kept interested in the drive, especially those members who had brought around one or more prospects, so I phoned them too, offering every assistance at my command. This was absolutely essential, because a member might have all the de-

sire in the world to sign up one of his friends for a membership and at the same time have no ability as a salesman to get the prospect's name on the dotted line. Such men welcome the assistance of some one well posted on the club's condition.

"We held the evening meetings at South Shore for two weeks. Then, in order to give the members a chance to catch their breath and the prospects a chance to think things over, we declared a two-week layoff, after which the meetings were once again scheduled for a fortnight more. At the end of this period almost every prospect on our list had attended several meetings and there was nothing to be gained by continuing to invite him around—either he was going to join Midlothian, or he wasn't. So we called the drive off.

"Besides, we had signed up approximately 100 new members which we needed under our budget plan. That was a very satisfactory place to end the drive, because with spring approaching and the golf season about to begin, we knew from past experience we would have little difficulty filling our roster once the urge to get out on the links hit the remainder of our prospects and such new ones as came to light in the meantime.

More Pros Ally With S. Calif. Professional Association

Los Angeles, Calif.—The Southern California Golf Alliance is getting under way in the Los Angeles district, with a directorate of 7 members composed of PGA members and a sec'y-treas. pro tem in the person of J. A. Patterson, who holds the same office in the PGA of Southern California.

The new organization will accept as members pros and concessionaires at golf courses, driving ranges and golf schools where golf goods is sold.

In forming the new organization the pros have reached out to give all the fellows a better chance to eliminate the trick discount buying of golf goods. The agreement between the Northern California PGA and dealers and the manufacturers to curb the free distribution of balls to amateurs and the "buy it wholesale" racket was endorsed by the southern California pros and dealers, who worked out a similar proposition. By grouping together all of the merchants at point-of-use outlets the pro sponsors of the new alliance are confident they will be able to control marketing practices.



Patented and Patents Pending.

GET YOUR HANDS INTO "NEW PRO PROFITS" WITH *TrueGrip* GOLF GLOVES

TRADE-MARK

For CHILLY WEATHER, you can feature the True-Grip Glove lined with light, warm and flexible fleecy material that keeps the wrists and backs of hands warm and comfortable. True-Grips will go a long way to extend the golf season which is so strongly advocated at this time.

Many thousands of True-Grip CHILLY WEATHER GLOVES and GLOVETTES were sold last season by alert Pros. You, too, can realize greater glove profits by ORDERING YOUR STOCK NOW.



The GLOVETTE, see inset, this year has been the biggest new seller in Pro shops. The GLOVETTE was worn by a large percentage of the field at the NATIONAL OPEN, the NATIONAL AMATEUR and by both finalists at the WOMEN'S NATIONAL.

The Harley O. Potter Co., Peoria, Illinois.

Please ship:

- ... Pairs, TRUE-GRIPS for Chilly Weather at \$16.50 per doz. pairs. Made in two sizes—one for men and one for women.
- ... GLOVETTES, in practical sizes, at \$7.00 per dozen, single gloves.

Name.....

Address.....

Club.....

New Members, More Green Fees, Brought by Our Good Fairways

By PAUL BROCKHAUSEN

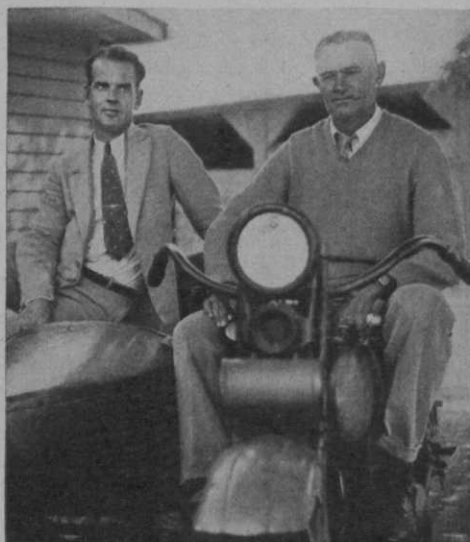
Greenkeeper, Blue Mound Country Club, Milwaukee

MOST golf is played in the driest time of the year and by far the greatest number of shots are made on the fairways. So it's the fairways that really count. That's what determines the attitude of members toward their club. The greens are no longer much of a problem. We have recognized the importance of good greens so long that practically all courses have good greens. But if you are going to have a club at all these days, you have to keep your fairways in condition, too. Because if you don't the members will find some other use for the money they would spend for dues. So you'll not only lose dues but you'll also lose the extra green-fees these vanishing members will take with them.

Our experience has been that because the Blue Mound course was kept in such excellent shape we've actually added over 60 new members this year. Unquestionably good fairways have been largely responsible for this addition. We have also had more guests, more extra green-fees. That's to be expected because when a foursome is making its plans to play, its choice of clubs will be the one with good fairways. As a result we have had over 5,000 guests this year, a very substantial increase over any previous year.

Fertilizer + Water = Fairways.

The question of how to establish good fairways and keep them in condition is more complicated. Every club has its own individual problems. We tried to answer some of our own problems when we built our new course 8 years ago. One of the things we did then was to put in a sprinkling system that would take care of the fairways as well as the greens. We spend about \$1,500 a year for watering. This includes electric current, labor and hose. The water is pumped from a river running through the course. There's no doubt in my mind that this sprinkling system has a big effect on the condition of our turf. If you haven't a sprinkling system for your fairways, I suggest that you plan for one now. It need not be an expensive system.



Superintendent Brockhausen (right) uses this motorcycle to transport him around Blue Mound's grounds.

Start it on three or four fairways. Then extend it each year. This is an excellent time to get it started because material costs are so low.

But there is one thing we have always believed and which our experience over a period of years proves to be true and that is—water alone won't keep fairways in condition. It will help. But you need a combination of water and fertilizer to get results—a thickening of the turf by promotion of new growth. Our sprinkling system is important because it helps us to get the most out of our fertilizer.

I can't understand why some golf clubs seem to think consistent fertilization of the fairways is an expense item. To me that is one of the most important items on my budget. You might just as well try to make bread without yeast as to try to produce good turf without fertilizer. Fertilizer is not only an important item but it is also a comparatively small item for us.

Of course, you have to use judgment in determining the kind of fertilizer you need. You can spend a lot of money without getting results, if you don't use the right fertilizer. We made some very careful tests and when we found what our soil needed we stuck to it. We avoid fertilizers that wash away or disintegrate too easily. I've seen some courses where they get a fine growth early in the spring but where they never need mowers after the first week or so in June. We have to keep our mowers going all the time because we get a good growth all through the summer. That's the result of what I call common sense, consistent fertilization. We feed our turf late in the fall. Some of this fertilizer lies dormant in the winter and gives the roots a good chance early in the spring before we could possibly do anything. Then a little later in the spring, we give the course another feeding of fertilizer. Our average cost for fertilizer has not been over \$300 a year for the past six years.

Regular Seeding Schedule.

Then there's one more thing. While consistent fertilization and proper sprinkling are responsible for the condition of the course generally, we also seed sections of the course regularly. We do this partly for insurance. Our cost for seed is not high and by having a regular program for seeding we keep the turf from "wearing out" in any one spot.

every course presents a different problem. The soil is different; drainage, climate, etc., all have a bearing on the question of turf culture. But the big things to remember in all cases is that you have to use seed to start a turf and after it is started it needs fertilizer and water. If you are not fortunate enough to have a good sprinkling system for your fairways then you'll have to depend on nature to furnish the water. But you can't ask nature to furnish the fertilizer, too. And right here you might be interested in an experiment we've been carrying on, on one small plot of ground. This plot has not been artificially watered. We've been letting nature furnish the water there. One section of it we have been feeding with fertilizer like we feed our course. Another section has not been fertilized. I wish you could see these two plots. Even the hot, dry summer we had this year couldn't kill the grass in the fertilized plot. The other one was brown and bare early in the summer.

... for
1934
 a new
21 inch
Power
Putting
Green
Mower

IT'S the world's lightweight champion. Speedy. Reduces greens cutting costs 50%. Safe. Foolproof. Will not mar or scuff the most delicate grass. Impossible to scalp turf. Power for heaviest cutting.

Does a job of mowing that will equal or surpass the highest priced hand mower ever built. A god-send to both budget committees and greenkeepers.

IDEAL
POWER LAWN MOWER CO.

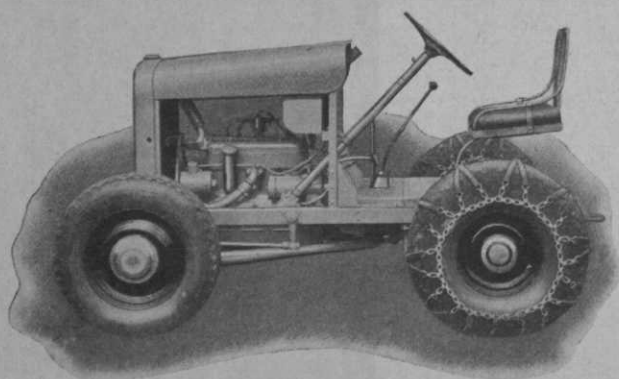
446 Kalamazoo Street
 LANSING, MICH.

Dealers in All Principal Cities

WORTHINGTON

Again . . .

THE LAWN TRACTOR



Powered by latest Ford Model B Motor.

Latest Ford truck type rear end . . . (Fully guaranteed).

Flanged steel wheels or Air-wheel tires.

Wheelbase only 53 inches . . . (Shortest, lightest and most flexible tractor on the market).

. . . THE SCOUT OVERGREEN

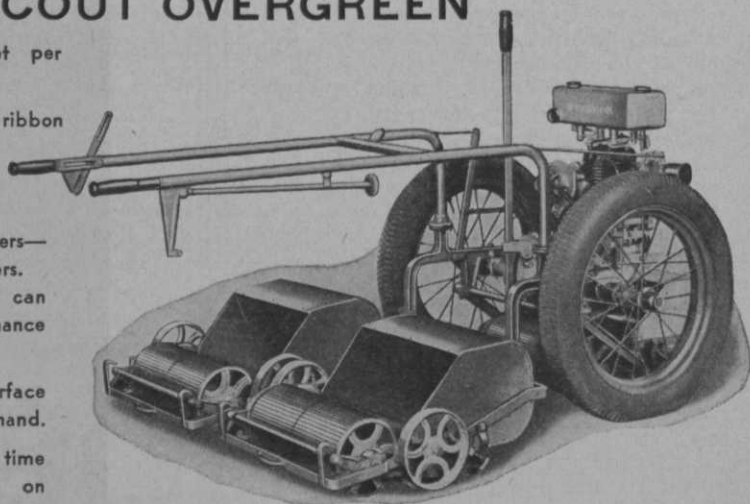
Cuts 1,000 square feet per minute.

Greens may be cut with ribbon effect or in circles.

Putting Green mowers interchangeable with tee and approach mowers—green spikers and discers. (No other machine can meet so many maintenance requirements).

Less packing of green surface than when mowing by hand.

May be purchased on time with payments based on saving effected.



WORTHINGTON MOWER CO. . .

FACTORY BRANCHES: BOSTON—1 State Street • CHICAGO — 1400 Fulton Street

THE LARGEST MANUFACTURERS OF GANG MOWERS IN THE WORLD

Thank you for telling the advertiser you "saw it in GOLFDOM."