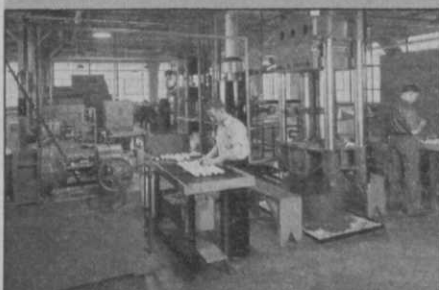


*Pressing
Covers*



*Molding
Covers*



Laboratory



Painting



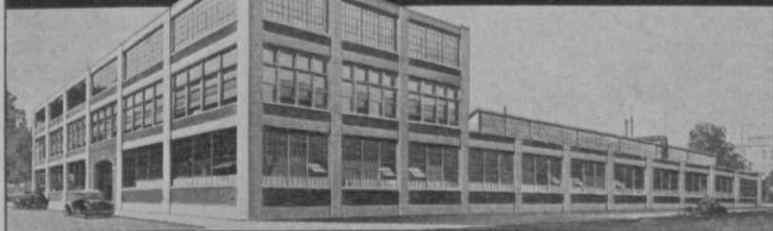
Packaging

Inasmuch as constant vigilance is necessary to the production of a uniform product, tests are constantly under way in our well-equipped laboratory. All materials that enter into ball construction must be continually tested to make sure that they meet our rigid specifications.

Then the product itself must be laboratory tested in various stages of its construction. This is as important, or perhaps more so, than the dozens of manual inspections that a golf ball receives following each successive operation—toughness—these are some of the things that only a laboratory test will reveal.



L. A. YOUNG GOLF CO. *Detroit*



town with a population of 12,000 should afford a professional a fair living."

On the greenkeeping part of the problem, several greenkeepers who have been consulted say they believe a good part of the boy's answer lies in the use of greenkeeping bulletins in the clubhouse along the lines of the course publicity policy advocated by Herb Graffis in papers read at the Greenkeepers' national convention and at the Iowa State college short course and reprinted, in part, in GOLFDOM.

John MacGregor, well known practical greenkeeping authority suggests:

"Have the lad get annual financial statements of some of the larger clubs in the metropolitan district he mentions as being 35 miles away and display them on the locker-room bulletin board alongside his own club's figures on course maintenance for 1935, together with comment on his course maintenance expense being a record in giving so much in results for so little money.

"Members seldom realize the vast variation in standards of condition, design of course, soil conditions, etc., that account for differences in annual maintenance expense, so the mere fact that his costs are next to nothing probably will be sufficient to explain to members why he can't keep the course in the condition demanded by first-class metropolitan district clubs.

"Being pro and greenkeeper apparently isn't enough of a job for the young fellow and he's required to be a golf evangelist in addition."

USGA Has New Handicap System for Women

WOMEN'S committee of USGA recommends a new system of handicapping on which women's national ratings are to be based. No scores more than 2 years old figure in the compilation of handicaps, which are to be figured on a hole-by-hole, and not merely a total score, basis. Scores must be attested by amateurs and scores made during rounds in which instruction is received are not acceptable.

Not more than three scores are to be used from one course. This, plainly, is because the women's committee is convinced a player's ability can be judged best after study of records on courses with which the player is not as familiar as she is with her home courses.

Handicaps are to be figured by taking four-fifths of the difference between women's par for the five rounds played

and the average of the five best scores. A fraction of one-half and over counts as a stroke. No account will be taken of fractions under one-half. In like manner, an exceptional score, such as may be made when long putts are dropping, may be disregarded. The limit set for such a score is seven strokes lower than the next best score.

No restriction is placed upon a player submitting more than five scores. When this occurs those totals nearest to par are to be selected and used in computing handicaps.

Handicaps not figured by the foregoing approved and recommended system shall not be accepted by the women's committee of the USGA for the next Women's National championship. All handicaps of six or less, for entry in the championship, must be cleared through the sectional association, which has a representative on the women's committee.

The USGA yardages for determining women's par are as follows: Up to 200 yards, par 3; 210 yards and up to 375 yards, par 4; 376 yards up to 550 yards, par 5; 551 yards and over, par 6.

Here's how to compute a handicap:

Example No. 1		Example No. 2	
Scores	Women's Par	Scores	Women's Par
83	77	83	77
81	77	81	77
80	76	80	76
81	79	81	79
85	80	86	80
410	389	411	389
Total scores, 410.		Total scores, 411.	
Average, 82.		Average, 82.2.	
Total pars, 389.		Total pars, 389.	
Average, 77.8.		Average, 77.8.	
Average difference, 4.2; 4-5 of difference, 3.36; handicap, 3.		Average difference, 4.4; 4-5 of difference, 3.52; handicap, 4.	

In the above examples 73 would be an exceptional score.

Bill Burke is Busy Lad.—Bill Burke has been signed by the Greenbrier, White Sulphur Springs, W. Va., as pro for fall and late spring seasons. Now Bill is summer pro at the Cleveland (O.) CC, and at Belleair, Fla. in the winter, as well as at Greenbrier. In addition, he's head of the field advisory dept. for Burke Golf Co., and plays in major tournaments. Bill handles all the jobs well with sincere expert attention to the customers whether they shoot 66 or 126.

ONLY YOUR MEMBERS CAN SELL

By P. E. BURTON

ABOUT three years ago a survey developed the fact that the average golf, athletic and social club had lost not less than a third of its members, that the number of checks ran about a third less and also that the amount of these checks was about a third less than Before the Crash. Clubs were hard pushed. It wasn't funny to be on a Board and at every meeting drop members for failure to pay dues, or read resignations.

When they tried to fill the vacancies, they usually met about the same story—"can't afford it now, maybe later." Cutting expenses was the order of the day. One result is the biggest surplus of club managers ever turned loose. Some clubs are operated by loyal members who assumed direction. In other cases subordinates were not promoted but told to run the clubs. One club with which the writer is familiar cut the maintenance of its 18-hole course from \$33,000 to \$15,000. Some clubs took over the caddie shops in order to make a little monthly profit. Others used the caddie masters for professionals. Painting and decorating were postponed. High fixed charges for amortization and interest on indebtedness made many take advantage of Clause 77-B of the new bankruptcy act and compromise these items all the way from 40 to 60 per cent.

Pick-up in Membership

These operating problems were not solved by such maneuvering. It was only a temporary expedient. Hope really began to spring in the breasts of governing boards a year or so ago when former members occasionally changed their attitude and applied for reinstatement. Let it be understood first of all that no golf, athletic or social club can operate without dues-paying "regular" members. No associates, juniors, intermediates or non-residents can keep a club on a profitable basis. These classes of membership must be considered as a sort of missionary effort, commendable but costly. The full dues-paying regulars keep the club going. Let their number shrink out of propor-

What golf clubs have done, are doing and can do to balance their budgets and fill membership rolls.

tion, let their dues be cut too much, let their initiation fees be cut off and the club is in grief.

It has been my observation that only members can secure worthwhile new members. A club is simply an enlarged family group. No professional solicitor can bring units into this group and keep them there. An older member must help in this process of absorption of the new blood, for the new member expects this social chaperonage. There may be the finest fairways, the sportiest greens, most entrancing scenery and the best cuisine, but unless the recent member is absorbed by a real fellowship he does not remain.

Paid Pressure Flops

Illustrating this point, the writer knows of one athletic club in Chicago which needed members—needed them pronto. A crew of professional solicitors attempted to do the job. In one year they brought in 900 applications and at the end of a year 100 of them were still in the club, with indications that this remainder were not for long. A club in Detroit, through the same methods, brought in 150 members, who paid the first quarter's dues. At the end of the third quarter, not one of these members was still a member of the club.

Another factor which is all important and which a great many clubs have felt constrained to ignore is the waiving of the initiation or transfer fee. Every club which has done this has paid a dear price for a temporary hope. Initiation fees are supposed to take care of the capital invested. It may be argued that in recent years the club's equity in its property is nil. Even so, a new member who pays an initiation fee is about three or four times more apt to stick than the fellow who has not. The man without a preliminary investment in the club will make no

We Think You'll Agree!

THIS ADVERTISING

WILL HELP YOU SELL MORE

BETTER-GRADE GOLF BALLS!

LAST year we all saw the first evidence of the trend back to quality golf equipment. There is good reason to believe this trend will be even sharper this year.

That fact, plus the benefits offered in the Geer patented vulcanized cover, is going to make it easier for you to sell your members better performing, better-grade balls this season. And we are out to help you do it!

This Spalding advertisement is the first one in a series, each of which will reach a combined reader-audience of millions in *Collier's*, *Time*, *News-Week*, *Golfing*, *Midwest Golfer* and *Pacific Coast Golfer*.

Read the convincing story it tells and see if you don't agree that it's full of

ammunition you can use to answer the question your members so often ask: "What ball should I play?" The answer means a better playing ball for *them*—and a better profit for *you*.

And, of course, among the better-grade balls, you'll find these three Spalding leaders outstanding for 1936: The *Needled Kro-Flite*, *Tournament* and *Top-Flite*. Spalding makes still another ball—*Par-Flite*—which is a remarkably fine ball at its price. Each of these famous Spalding balls is designed for a particular type of player and each offers the well-known advantages of Spalding's "know-how" in *internal* construction—plus maximum durability, due to the Geer patented

Vulcanized Cover

A. G. Spalding & Bros.

GOLF EQUIPMENT

"Here's what I look for
in a golf ball"

says

Bobby Jones



I HAVE been asked what qualities a golfer should demand in the ball he uses. On the basis of my own experience, I place these four requirements at the top of the list:

1. Uniformity of performance—so that distances obtained with each type of club will remain reasonably constant.
2. A high ratio of *flight to roll*—to give maximum carry and, at the same time, to render the ball controllable.
3. A pleasant sensation at contact—the "click" that enhances the enjoyment of a well struck drive.
4. Durability—for long life."

To which Spalding adds:

It takes a high-grade ball to give uniform, maximum carry

One of the major sins of the inferior golf ball is its lack of carry. For in order to meet the demand for an inexpensive, durable ball, manufacturers had no choice but to provide a soft-wound ball with a relatively thick cover, sacrificing carrying distance for durability.

It is true that this type of ball is hard to cut—but equally true that it is short and variable in flight. The player often unconsciously tries to make up the deficiency in flight by pressing—and goes "off his game."

Better-grade balls are more controllable

Excessive *roll* is a characteristic of most low-quality balls. Although roll can work advantageously for you on the fairway by stretching a short-carry drive into a fair distance shot, too many players make the mistake of depending on *roll* to make up distance.

Never forget *this*: when trouble lies between you and your objective, it is *long carry* that gets you over it. A cheap ball's short carry, plus its roll, too often gets you *into* it. Particularly does roll become a serious handicap when playing to the green, where you want the ball to "sit down."

Play a quality ball for sheer enjoyment

A cheap ball breaks down more quick-

ly. It loses its shape—because it has a relatively small amount of wound rubber wall. Perhaps it doesn't always go enough out of balance to be noticeable, but the off-true variation is frequent enough to accentuate hooks and slices that otherwise might not have been serious. It robs your game of the thrill that comes with clean-cut performance.

It is false economy to play a cheap ball

A "cheap" ball is not cheap, for the simple reason that any better-grade ball, made with the Geer patented vulcanized cover, will not only give you longer, truer flight and more accurate performance, but will outlast the cheap ball several times over. This is because the Geer patented cover (which due to the cost of manufacture can be provided only on balls costing 50c or more) is the cover that allows *both* distance and durability to be built into the same golf ball.

True, Spalding makes a 35c ball and a 25c ball—packed full of every bit of quality it is possible to build into balls at those prices. But for golfers who are intent on getting the most out of their game, Spalding offers these four top-quality balls, each with the Geer patented vulcanized cover for maximum durability—plus Spalding's "know-how" in *internal* construction, for maximum carry, accuracy, uniformity and controllability.

NEEDED KRO-FLITE

Ideal ball for average golfers—75c.

TOURNAMENT

For championship golfers—75c.

TOP-FLITE

For low-handicap golfers—75c.

PAR-FLITE

A long, tough ball—50c.

Each with a Geer patented

Vulcanized Cover

Spalding
GOLF EQUIPMENT

sacrifices to remain, for he is held by no investment or tradition.

During the past years many golf clubs have restored their initiation or transfer fees and indications are that many more will do so. Some clubs have found it advisable to have a campaign for members with a reduced initiation fee and immediately thereafter increase this charge.

Assuming that new members can and should be brought in by the older members, two methods of doing so are patent. One is to keep eternally at it. If the governors or committeemen will keep this on their minds throughout the year—something which is rarely done—a club's roster may be filled. This is a slow process and in the long run the most costly, for if it takes a year to secure the missing third, the dues not paid until the end of the year are more than sufficient to have put the club in first-class financial shape, without worry.

Quick

Campaigns Succeed

It is the belief of the writer that the sensible thing, the revenue producing thing, is to have a short intensive campaign using the members as solicitors and not "letting down the bars." Professional direction saves the time, worry and energy of those most interested in the club. Two weeks' intensive effort will ordinarily bring in the desired number of members who start paying dues immediately. This fact makes the cost of the campaign, as compared with the other method, nothing. Usually, the campaign is profitable, for if any sort of an initiation fee is charged, this more than takes care of all the expenses, including the director's fee, postage, literature and stenographic help. It is the way out for the club that has felt the depression. Filling the roster is the ONLY way out, for then the dues will take care of maintenance, operating expenses, and the other costs.

Bap Woods Uninjured by Flood—A set of MacGregor Bap woods, held under 14 feet of water for five days when the Johnstown flood swept through the Penn Traffic store, provided a demonstration of the excellent finishing treatment given the clubs. E. L. Hoffman of the store wrote Clarence Rickey of MacGregor's that after the clubs were salvaged and cleaned no evidence of swelling or cracking in the wood or of deterioration in the finish was discovered.

Burten Brothers Have Able

Merchandising Policy

By FRED E. KUNKEL

ALLAN J. and **Danny Burten**, brothers and co-pros at the Army and Navy CC, Washington, D.C., act as caddiemasters, give lessons, run a golf shop, and in general perform all the duties of managing a golf department. They take care of everything but the greens.

Both were caddies together at Chevy Chase and both worked in the golf shop. Nearly three years ago they learned that the pro job at Army and Navy was available. They went after it in characteristic Burten fashion and got it. Allan runs the shop, does the selling, and gives most of the golf lessons. Danny is caddymaster and all-around handy man.

Speaking to these youthful pros, still in their twenties, one gets the impression of gathering "wisdom from the mouth of babes." They use their heads. Yet they have never defined the principles which make for success. They just think, grope around in the corners of their brains and stumble upon them through experimenting on "how to do it."

Tricks of the Pro Trade

The Burtens have learned many, if not all, of the little tricks of the pro trade, without being aware of them as "theorem" or as a "principle" to be applied. They just know they are there, and use them. Here are some of their ideas:

1—Don't charge for every little thing. If you do put in a charge for everything a member gets, he doesn't like it;

2—Put yourself out to do a member a favor—it always pays back dividends;

3—Give your members what appear to be bargains, but are really only common sense buys in swaddling clothes;

4—Don't be too proud to be a servant to the members;

5—Don't try obviously to make too much money—the less you appear to make the more you are really making;

6—Don't take bread with a member—in other words, don't drink tea with the ladies or sit down at the 19th hole for a snack.

Suppose a driver needs wrapping. Some pros would charge 15c to a quarter. The Burten Brothers fix it, and when the member asks "How much?" the answer is "No charge."

From here on, it's the Burtens talking:

We let them off, it was explained, and they invariably come back for a bigger

You are the Doctor

AND YOUR RESPONSIBILITY IS GREAT

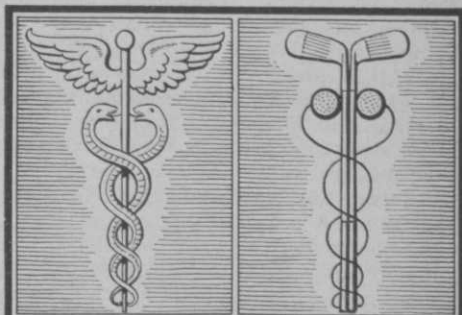
This job of correcting members' golfing troubles and keeping their games in a healthy condition is a job carrying genuine responsibility. It is a job that demands "on your toes" alertness every minute—watching every development of the game—sizing up every piece of equipment that shows any possibility of contributing to more skilled play by your members.

It is because we have a keen appreciation of your responsibility to the requirements of the players under your care that we submit every piece of equipment developed by our laboratories to the acid test of your judgment.

It is with confidence, therefore, that we bring now to your attention two notable achievements of the Wilson laboratories that we believe will have a profound effect on the progress of the game.

One of these new developments is the Wilson "mild heat" slow "Air-Cure" vulcanized golf ball—which because of the Wilson special core and the exclusive method of vulcanizing offers the greatest combination of durability and performance ever built into a golf ball.

The other epoch-making achievement is the Wilson Off-Set Iron in which you will instantly recognize refinements in design and an accuracy of weight placement never before forged into a golf club. We believe that these two new Wilson items of equipment will be of considerable interest to you as a "Doctor of Golf."



The Greeks had a word for it—the symbol of the doctor—the Caduceus. It was two serpents twined on the staff of Mercury, the messenger of the gods.

May we suggest that as a doctor of golf you use the modern Caduceus, two golf clubs bound together by two tethered practice golf balls.

WILSON OFF-SET IRONS



By This Mark You Shall Know Fine Golf Equipment



Your trained hands will sense the perfection of balance and power which represents the most accurate and effective weight placement ever forged into a golf club. They are as outstanding among irons as the "Turf Rider" is among woods.

"It pays to play"

Wilson

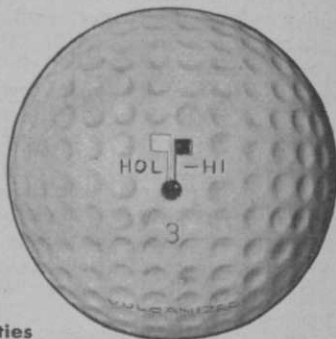
GOLF EQUIPMENT

WILSON SPORTING GOODS CO.
Chicago, New York and Other Leading Cities

Vulcanized Cover

The Wilson exclusive "mild heat" slow "Air-Cure" method of vulcanizing under the Geer patent combines toughness with extraordinary performance in the following golf balls:

P.G.A. • HOL-HI • HELEN HICKS
REVOLTA • GENE SARAZEN



job. It puts them under obligation. They feel you are a good fellow, without an itching palm. And this idea alone has increased business.

Go ahead and give them a little something for nothing. That's our policy. A member has one or two spikes to be put in his shoes. We do that free. We don't make it a practice to charge a member for everything he gets. In that way we increase our business a whole lot more. If we were to charge for every little thing they got, we would have the cash in hand but future business would just stay away, and be much more difficult to get.

Be courteous to your members. Put yourself out a little to help them. It goes a long way towards building that necessary goodwill which attaches to any kind of business and which in our profession produces increased patronage for the golf department.

Never Get Too Friendly

We never try to put ourselves on the same basis as a member—and they like it. We have watched that. We believe that is one reason why we have been so successful. They feel more patronizing towards you. Any business or professional man will tell you they get less business from close friends than they do from comparative strangers. Business and close friendship just don't seem to mix. That is why we never become too friendly with a member. We remain acquaintances.

We have been invited to attend parties and dinner dances, and to have tea out on the lawn. We have steadfastly refused. It doesn't go with the business. You can't make yourself a member and have the members like it. After all you are an employee. We don't forget that. Or that we have a living to make. We don't go high-hat because we are showered with friendship.

There is always the element of jealousy rampant in a golf club. If you have tea with one and not the other, they become prejudiced. If you sit down at the nineteenth hole and become a good fellow, you soon fall in with cliques and cliques breed discontent. We attend to our own business and let the social side slide.

Some of the club members say, "Why don't you go into tournaments?" We always feel like saying, "Why not run for President of the United States?" But we only smile happily and say we like giving lessons better.

We would rather give lessons all day

long than play golf. We love it. We average a hundred or more lessons a month—the year round—and in the summer season give more than 200 lessons every month. We sell a series of six, and give them one extra, gratis.

That has increased business tremendously. Members who took lessons last year are coming to us all summer asking if we are still running that series of six, with one extra, and when we say "sure," they immediately sign up. Business has increased right along as a result. They think they are getting a bargain and the majority of people love a bargain.

Our method of teaching has become so successful that it is being talked about on the golf course. Members don't have to learn the game all over again, or change their habits and style. On what they have, we build. If a member has a trick habit which he has carried about for years, we build on that. We don't take it away from him.

We probably have an all together different method of teaching than most pros. The less you tell a golfer the better off you will be, and the quicker he will improve his game. When we give a playing lesson, we don't worry about our own game nearly as much as we worry about the pupil's game. The secret in giving lessons is not to give your pupil too many things to remember at one time. Don't give him the equivalent of six lessons in the first get-together. If you tell a pupil too much at one time he never will be a golfer.

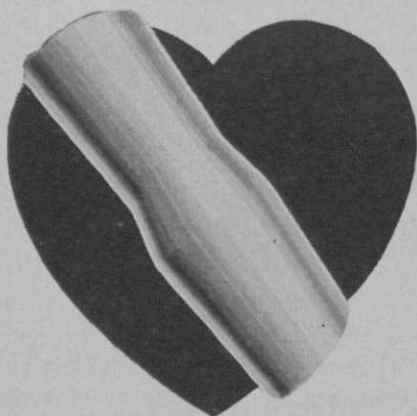
Advertised By Lesson Results

In giving a golf lesson we don't care how much we get out of a member, whether it be only one lesson, six or a dozen. We are always thinking of our reputation afterwards, the praiseworthy gossip he can spread around the golf course about those lessons. For example, a member who was doing 55 to 58 on each nine, took some lessons, and shot a 44 on both nines the day after the lessons were completed, to make an 88 for the course. The three other members in his foursome marvelled at his improved game. Thus we have the members working for us and spreading word-of-mouth advertising. That is what pays.

When we first took over the duties of pro, we had nobody but women to teach. Now they run about fifty-fifty, men and women, and in fact the men are on the increase. The simpler you are in your

The Heddon Shaft is strictly a QUALITY Shaft

Not "just another Shaft"—because
it possesses the most valuable im-
provement ever made in steel Shafts



"The Heart of the Shaft"

The Shaft is the Heart of the Club,
and the Heddon Double-Whip
Shoulder, the Heart of the Shaft.

Heddon's Double-Whip Shoulder

This Double-Whip Shoulder
practically eliminates all vibra-
tion or sting, and brings the
proper degree of "whip" or
"feel" up under the hands,
resulting in the "sweet feel"
of the finest hickory.

The "Heddon" is truly "The
Shaft of Steel with the Hickory
Feel," possessing all of the virtues
of both steel and hickory.

The highest attainment in metal-
lurgical and mechanical excellence
and perfect uniformity of produc-
tion are found in Heddon Shafts.

Heddon Shafts are Custom
Drawn, exclusively for A. G. Spald-
ing & Bros., and Hillerich & Brads-
by Company.

Distinctive . . . Exclusive . . . Profitable

Remember—the Heddon Shaft is the only shaft confined *exclusively*
to highest quality Clubs—the most profitable for you to handle.

Steel Golf Shaft Division

JAMES HEDDON'S SONS
Dowagiac, Michigan

teaching the better off you will be, we have found.

The better golfer a man is, the more equipment he will buy. When he comes into the shop we don't sales-talk him to death. We don't run right over to him and ask what he wants, or go into ecstasies about a new set of clubs. Open up your shop and keep your mouth shut until he asks you a question.

When you sell a man the right club he starts boosting your golf shop. For instance, just the other day one member sold two clubs for us. Another member bought \$100 worth of equipment because his friend told him about us on the golf course.

When we first took charge of the pro-shop we were selling almost no clubs. Now we sell on an average of 14 sets of irons and 14 sets of woods each month, and many bags. We do not believe in overstocking our shop, but just carrying enough stock from month to month to supply our customers needs. Say we buy 2 or 3 sets of clubs. As soon as we sell two sets, we must reorder right away, and we simply call up and have them sent out.

We believe in quick turnover and minimum stock. We don't carry \$2,000 worth in the whole shop. We are never overstocked. We believe in reordering as required. In that way we do a more profitable business. If clubs lie around unsold from month to month, it is just poor business. None of our goods ever gets shopworn as a result of our policy.

LAWSON LITTLE'S departure from amateur ranks, following Horton Smith's resignation as Oak Park CC pro, means that the Spalding plan of golf promotion is getting well under way. The objective of the plan is a large increase in the number of golfers, the Spalding officials being convinced that economic and social conditions now are such that the populace will respond briskly to an inviting educational campaign in behalf of the game.

Bob Jones as a Spalding vice-president undoubtedly will take active part in the campaign, the first step of which will be a follow-through on sound pictures of Jones, Smith, Little and Jimmy Thomson taken after the Augusta National tournament.

Details of the complete plan have not been formulated. Basic policy will involve a close tie-up with pro efforts, which have

been highly successful, especially in the development of high school kids as golfers.

ED CONLIN, US Rubber golf ball head-man, although born in New York is one of the Gotham minority who doesn't believe that west of Joisey dere is Injuns and buffaloes and erl wells and covered wagons loaded wit guys and dolls having screwy idears about living away from Broadway.

Grandpappy John Black, pro at the California GC, San Francisco, reminded Ed during the latest of Conlin's frequent transcontinentals prowls, that this is a big country.

John asked Ed, "Where'd you get the name Nassau for that new ball of yours?"

Ed blinked and replied, "Why from the Nassau match play method, a point on the first nine, one on the second and one on the match, of course?"

"Oh, says John, 'you mean, 'dollar-dollar-dollar,' that's what we call it in the civilized west."

"I guess so," agreed Conlin who wandered away talking to himself about east is east and west is west, and about the dough he put into registering and advertising Nassau as a name that everyone, everywhere, was bound to catch on the fly.

GOLF was quick to respond to appeals for flood relief funds this spring. In numerous cases clubs in the affected areas conducted tournaments, all entry fees going to the Red Cross.

FROM Russell Mattern, Hagen New England salesman, comes a thought for the boys to jiggle in their skulls. Says Mattern:

"Most of us have seen old and poor outfits of clubs in the bags of members who play almost every day. Any golfer who likes the game enough to play that often and who is playing with antique tools actually isn't getting the pro service he deserves for his fidelity to golf.

"In such cases the pro is really doing the member an injustice by not selling him new equipment, instead of being afraid to suggest the purchase. The matter is properly and diplomatically handled when the pro gets the enthusiastic member wanting the better equipment more than the member wants the money it takes to buy the equipment."