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Never before has Burke lined up a greater combination of what it takes to get you there.

Billy Burke adds the prestige of his record—and the value of his experience in design and development—to put a "hotter spark" in your sales. Billy Burke "Recorded" Woods and Irons, equipped with the new Billy Burke Shafts, an exclusive Burke feature, are precision-built to the highest standard and can always be exactly duplicated from club records kept at the factory.

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Ted Luther designed a set of four wood clubs to really help the play of (1) better-than-average golfers and (2) less skilled players. They are getting sensational reception. In addition to the regular set of four, three other woods have been included in the Ted Luther series. The brassie cleek, the regular cleek and the bull dog baffle are a god-send to the

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And don't forget the Pak-Rite Bag, the hood of which protects *all* the wood clubs *all* the time. It's another Burke item that will step-up your sales.

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Clubs • Bags • Balls 

THE BURKE GOLF COMPANY, NEWARK, OHIO

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LADIES MUST MEET

By "HANK"

. and in that fact lies
many a smart club's recovery

OPENING scene—a board meeting at the Alfalfa G&CC . . . speaker is Mr. Nifneff . . . age sixty-four . . . president of a manufacturing plant . . . married . . . golf handicap 35 . . . number one of the club's fussiest fussy foursome. "Gentlemen", he orates, "What this club needs is to face facts! Our membership is down . . . income has lessened all along the line . . . our financial position gets weaker each month. There's only one answer to that condition—retrenchment and more retrenchment . . . cut the cloth to the pattern of conditions, say I". A pause for breath ensues in which the other members present give voice to "We've already cut things to the bone" . . . "The staff is half what it was last year."

Mr. Nifneff holds up his hand. "When you can't afford to eat you have to tighten the belt another notch," he says sagely and with the voice of experience, he having denied himself the second helping of canvasback duck at dinner because his doctor cautioned against over-eating.

Nifneff Knocks Out the Red in Few, Simple Words

"Now," continues Mr. Nifneff, "I have studied the situation and I see a choice of courses open to us which are the only solutions to our problem of balancing the budget." He adjusts his glasses and examines the financial statement. "We lost \$480 last month in the restaurant. The month before it was \$350. Now I say to you gentlemen that this loss must be stopped. How? Either by closing it, limiting service, or renting it out as a concession." He looks about for approval and seeing none, goes on. "Not only will that save us five or six thousand dollars a year, but we can get along without a manager. Just have a good clerk in the office who can superintend the house at about one-fifth the salary. That means a total saving right there of nearly ten thousand dollars." Nifneff beams. "There you are, gentlemen . . . the way out is clear."

Let's dispense with further dialogue in our little drama—You can end the story your own way, depending upon how much

you know about club business; including that important part of it which supplies the fuel for locomotion—the membership.

The way out is clear says Nifneff . . . and how! say I, to use the vernacular. Curtailment of service . . . reducing facilities . . . dispensing with administrative direction . . . these are the way out . . . yeah, out of business!

Let's change the scene. Let's look in on Mr. Nifneff at his office. A conference of his board of directors is in session. The business and financial outlook for the year, together with the results of the year just completed, have been read. Nifneff takes the floor.

"Gentlemen," he says, "Our business has decreased alarmingly. We have lost many valuable accounts. There is grave danger ahead, and I see only one solution. We must create new markets, new products to meet new demands; a bigger advertising appropriation to make buyers conscious of the need for our products. Stimulation. Sales pressure to a greater degree than ever before. There must be no curtailment, no slacking of production, no lessening of sales effort," etc.

The contrasting pictures are not like the usual movie scenario, in one sense at least. They are not overdrawn. Ask any manager with ten or more years of experience and he'll tell you of dozens of instances from his own observations where the common-sense thinking which a club officer applies to his own business becomes nonsense the minute he begins to think about his club affairs.

Sad isn't it? But oh so true . . . and the debris you see scattered here and there about the country as you take a birdseye view of clubdom is no more and no less than the wreckage of clubs that tried to weather the storm of hard times by the false economies recommended by Nifneff for the salvation of the Alfalfa G&CC.

Time was when clubs were considered a hall mark like sterling on silver. By his club you shall know him might have been

PROtection in every way with P.G.A.

VULCANIZED COVER

GOLF BALLS at 75c and 50c

... *protection* of your players by providing them with certainty of highest value in golf balls.

... *protection* of your profits by the P.G.A. brands that can be sold only by P.G.A. members.

... *protection* of your market by the addition of the P.G.A. vulcanized cover 50c ball which gives you a big new "edge" over the stores for the lower-priced ball business.

... *protection* for the ball itself—for both the 75c and 50c brands of P.G.A. balls have the Geer patent Vulcanized Cover to lengthen ball life without lessening ball distance.

- P.G.A. is the mark of *protection* for the club, its members and the properly qualified professional.

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Fourteen years ago, SANI-TREADS removed the hazard of "athlete's foot" from locker room floors. Today the word SANI-TREAD has passed into the language to denote "paper slipper" . . . But not all paper slippers are SANI-TREADS. To ensure getting the original SANI-TREADS with their patent-protected safety features, look for the name SANI-TREAD stamped on every slipper.



Clubs can now obtain genuine SANI-TREADS at rock-bottom prices. Do not accept cheaply made substitutes. Beware of paper slippers infringing the SANI-TREAD patent. If you are one of the few clubs that have not made the acquaintance of SANI-TREADS, write for samples and literature.

SANI-TREADS

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THE ORIGINAL CLUB BATH SLIPPERS
 THE SANI-TREAD COMPANY, INC.
 567 Washington St., Buffalo, N. Y.
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an epigram of by gone days. Life and death are the most important events in the human scheme . . . and in this scheme clubs played their part. A portion of a man's heritage in some families came to him in nominations to club membership at birth and his obituary always carried the names of his club affiliations.

Club Membership Formerly an Unfailing Mark of Distinction

The clubs of those days represented the ultimate in fine living. Within their portals life became that Utopia made up of faultless service, baronial comfort, privacy and epicurian joy unknown to the less fortunate.

Then the deluge! Prohibition started a slump in clubdom and then followed the depression which accelerated the slide. The calamity which wrote misery to those clubs which had been bravely riding the storm was usually the short-sighted policy of the Nifneffs.

But there's still hope if Nifneff and such of his kind who hold the destinies of clubs in their hands, will give a thought first to clubdom's traditions and realize they are dealing with business enterprises.

A Veteran Argues for Club Tradition Maintenance

I'm not a novice at this game. If I could sign this with my own name, you'd probably recognize me as carrying some weight with the members of the club management profession in which I've been engaged since childhood. I've managed some of the biggest clubs in the country (at a profit, thank you) but the "cutter downers" got me too. "Cut the staff 10% this month." Six months later . . . "The staff will have to take another 10% cut. . . reduce service . . . limit the menu . . . cut here, cut there . . . membership is falling off . . . down 50% in three years . . . cut . . . cut . . ."

Woodman, spare that tree! If a man wants to belong to a YMCA, he'll join it. But a club is something else, and when you destroy its atmosphere, when you pare and trim until nothing stands except a bare trunk, the birds will fly elsewhere. So I do know what it's all about.

The way to salvation for clubdom is not through curtailment, not through reduction of service, not by savings squeezed from the pockets of loyal, over-worked employees, not by making the club the antithesis of the word itself . . . and certainly not in driving out, through short-

sighted policies, the only reason for a club's existence—its membership.

The ways of big business are logically applicable to the problems of present day clubs! How? In exactly the same manner as Mr. Nifneff laid down for his own business—advertising, publicity, stimulation through tournaments, entertainment features and social events, sales pressure in a dignified manner for increasing membership, and all the other things business enterprises employ to build business, translated of course into club activities.

Play to the Women

Is New Day Keynote at Clubs

But while men's use of their clubs has declined over the past few years due largely to the necessity for closer application to their personal knitting, women have become more conscious of the health benefits of exercise, through golf, tennis and swimming. Bridge grows in popularity. The social activities of the wives and daughters of America know no lessening. If anything, depression days have made for more social life, more dining out. The mushroom growth of tea rooms is a yardstick by which to prove this fact.

Ladies must meet—and if you'll think about it, they are doing so day after day in your town and in every town and city in the country, large and small. Where do they choose to gather?

I mentioned tea rooms; you'll find them there, small, select restaurants, in the homes—yes—and in clubs. Show me a club that formerly barred women or limited their use of facilities and later admitted them, and I'll show you increased volume and profits where red ink previously decorated the ledger.

Take me to the club where a new product has been manufactured for this special trade, new types of menus and service of the kind women enjoy and talk about, and I'll guarantee—sure, I'll give you 100 to 1—that club has no financial problem.

Find the clubs where fine living is still the order of the day, where the ancient conception of club service is furnished its members, and you'll find a waiting list—or something near it.

But nothing is so important to my mind as making your club the magnet where ladies meet. Not only because that means valuable income and use of facilities with a lessening ratio of overhead, but also be-

WORTHINGTON'S VULCANIZED LATEX COVERS are Extra Tough

This exclusive Worthington process of combining *Vulcanized Latex* with the balata cover stock makes these new golf balls unbelievably tough.

But . . . The BIG DIFFERENCE in Golf Ball is Still UNDER THE COVER

To this new toughness is added the exclusive improvement of a new system of windings which laminates the winding with an evenness and exactness heretofore impossible. This big advance, combined with the patented liquid center, gives a uniformity in distance and accuracy unique with Worthington's.

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SWEET SHOT

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The 1936 Rules of Golf is ready for distribution; we will gladly send you a supply on request.

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CONGO

America's Sunshine Hat

Fads and fancies in golf hats come and go, but Congo goes on year after year as the biggest favorite because it's a sensible, practical hat that gives the greatest comfort.

They're inexpensive . . . 50 cents . . . soft, pliable pre-shrunk duck and equipped with a non-glare pyralin eye-shade. The new '36 model has larger air-flow breathers in both sides of the crown. They're cool and as light as a feather on your head. Can be rolled up and tucked in a bag or your hip pocket.

Get a stock of these Congos now . . . there's no question about your selling them . . . they are worn on 'most every golf course in America. Free merchandise display for your counter.

Write for complete Sportswear Catalog.

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Three Nurseries Growing Old Orchard, Metropolitan and Washington.

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OLD ORCHARD TURF NURSERIES

Box 350 R. R. Bond, Owner Madison, Wisc.

cause when ladies meet the men will be close by.

A gentleman, be he husband or host, usually bows to the desire of the lady when it comes to a choice of dining places.

So I say to you—and I've found it no empty theory but profitable fact—make your club the club of choice when ladies meet. Then Mr. Nifneff or his prototype will have no excuse for propounding hair-brained ideas as to the surgical methods to be employed in meeting budget illnesses—for there will be none.

Ball Sales Show Slight Increase in 1935

BALL sales by leading manufacturers showed approximately 5% increase of 1935 business over 1934 sales.

Sales of manufacturers' own brands of 75c balls slumped about 7% from 1934; 50c ball sales were about 15% off from 1934. Three-for-dollar ball sales in 1935 went up 15% over the 1934 sales. Where the big jump came was in sales of outside private brands of balls which was approximately 36% ahead of 1934. Sales of PGA balls in 1935 were approximately 150% greater than in 1934.

SEVERAL New York metropolitan district pros are beginning to believe that the extension of the British influence is helping eastern seaboard American pros ease the hard blow wet weather deals the pro business.

The pros pass the word around that the Britishers play in rain that would wash out the average American golfer. Perhaps the Americans think that because it's British it's the smart thing to do or maybe they don't want to confess to any deficiency in hardihood. At any rate the players ventured out—often comfortably attired from head to toe in rain apparel the pro-shop has for sale.

Of course the pro himself has to play through the rain occasionally to convince the customers he's not bulling them.

USGA Starts Museum.—United States Golf Assn. has moved its New York executive office to 73 East 57 st. Frank M. Hardt, sec., advises the USGA is beginning its golf museum and will welcome contributions of old golf balls, old clubs, etchings and unusual photographs pertaining to golf, golf literature and miscellaneous articles.

Pro Offers Bargains In Spring Lessons

AL ZIMMERMAN, pro at Alderwood CC, Portland, Ore., makes a bid for members' lesson and club business in the Backswing, Alderwood's magazine, under a heading that gives many details of Al's tournament record in a way to show the members that their boy is a top performer. An excerpt from the Zimmerman bid:

"I am going to do my best to make this a big year for Alderwood members—and help all members to play a better game.

"To get the season started right, I offer the following spring practice prices to encourage members to get loosened at the right time:

Half hour check-up lesson.....	\$1.00
Full hour lesson.....	1.50
Nine-hole playing lesson.....	2.50
Children up to 12.....	Free lessons
Children 12 to 15 incl., two regular lessons for price of one lesson, or six lessons for	\$4.00
Six regular lessons for.....	7.50

"For the course of instruction that I advise for spring practice to get tuned up for the year, I recommend five regular lessons and two playing lessons for \$10.

"These are real bargains, and I urge all members to sign up under this plan at their earliest opportunity.

"As pro at your club, I am in better position to help you with every angle of your game than anyone else. I see you play constantly and know the character of your game.

"What about your clubs? As added inducement for pro-shop buying, members can extend payments over a period of time on club purchases.

"There is this to be said about buying clubs from your professional. He sees you play constantly and knows your needs. But even more important, I am going to see you play after you get the clubs. Don't overlook that important feature. If your clubs are not satisfactory, I am the best person to see that they are made satisfactory."

YOU don't have to spend a lot of dough to get out an interesting club magazine. The Westwood "Sandblaster," a mimeographed four-page sheet issued by Westwood CC (L. A. district) is as lively, intimate and entertaining as a club magazine can be. The answer is that the members who write it are enthusiastic.

PENFOLD'S 1936 POLICY

pro-only

PLUS

pro-rebates

THE PENFOLD line-up for 1936 is the most ideal ever offered to the pro.

Here's a line that is *pro-only—in the strictest sense of the word*. Not a Penfold goes to stores under the Penfold name or any other name.

Then Penfold gives you quality. Outstanding quality-balls that *really have length and durability combined—not just talk*.

In addition this year the Penfold "75" and Penfold "50" pack a rebate. The established rebates that bring Penfold prices down to the lowest price levels available. First rebate checks go out May 20th.

Penfold's your best bet this season. We suggest you stock up. Send for price list.

PENFOLD

the only 100% pro-only line

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½ and 1 H. P.
A. C. or D. C.
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Made to suit any
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nished in either
bench or floor
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Wheels optional.

ANNOUNCING the **FULNAME** *Golf Club Buffer!*

Light socket operated. A Fulname high quality buffer and polishing lathe—indispensable for the pro shop.

The Fulname Buffing Motor is built to give long life and trouble free operation. The motor shaft is mounted on four deep groove radial ball bearings, in dust-proof housings, locked to the shaft, eliminating wear and vibration. It is backed by the Fulname reputation for service to over 3000 golf clubs.

The Fulname Buffer performs a "buffing" service equally as profitable and satisfactory as The Fulname Golf Ball Marker does "ball marking" requirements.

Write for details, giving motor speed.

The FULNAME Co.

LEBLOND BLDG., STA. O.

CINCINNATI, OHIO



THE SCORING system worked out by Paul Runyan and Jack Winchester, famous New York engineer and golf student, found a valuable use in a field for which it was not originally intended, when it was adopted by reporters covering the Masters tournament at Augusta.

Original purpose of the scoring system was to furnish a simple, easily kept stroke-by-stroke score which the pro could examine and discuss with the pupil and then apply instruction accordingly. Together with the scorecard there is a teacher's analysis of shots figured out from the card. The system has been worked out by Runyan and Winchester over a period of several years and has been so successfully applied by pros in reducing scores and selling more lessons that it looks highly logical as a means of stirring up

great and definitely utilized interest in golf lessons.

What it amounts to, elementally, is the application of the report card idea in golf instruction.

The scorecard idea is an adaption of the baseball scorekeeping shorthand system to golf and that's why the golf writers used the Runwin cards in making an easily read and accurate record of shots by the players they followed.

FREQUENT turnover of golf club officials has been pointed out repeatedly as a source of errors and financial loss in American golf club management but seldom has reference been made to the part played by veteran officials in the thrifty, satisfactory management of English and Scotch clubs.

The foreign phase is brought up by

NORTH BRITISH
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**NORTH BRITISH
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but our regular brands are subject to the
SAME REBATES as PGA BALLS

These rebates apply to all professionals.

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Distributor for The North British Rubber Co., Ltd.

11 PARK PLACE, NEW YORK

news of the death of Charles Stuart Grace, 77, at St. Andrews. For more than 50 years Grace was an official of the R. & A.; first as honorary secretary and later as honorary treasurer.

The Grace family held the unique record of 150 years' unbroken service with the Royal and Ancient Club. Grace succeeded his father, the late Stuart Grace, in the secretarial duties in 1885, and he held the office for 14 years when a full-time secretary was employed.

Mr. Grace then acted as hon. sec. of the green-committee until 1924, and from 1897, the year of its inception, until 1906 he was hon. sec. of the Rules of Golf committee. Elected to membership of the R. and A. club in 1878 Mr. Grace was, at the time of his death, the eleventh oldest member.

IN EDDIE CONLIN'S office at the US golf ball headquarters is a file of approximately 2,000 different names of golf balls made by various manufacturers. Even with that big array Ed figures there are plenty of names he has missed. A golf bug in Ohio has collected a list of 700 brand names.

The figures tip you off to what the pub-

lic is up against in trying to remember golf ball names and in getting brand buying habits. There are plenty of successful pros who reason that any pro addition to the list of private brand names is dangerously adding to customer confusion that makes it easier for private brands to get business away from pros whose business reputation is founded on widely known quality.

ANOTHER indication of a banner year in golf comes from Pinehurst. That famous golf resort is having its best season since 1929.

IT might as well be admitted; we are getting no younger. Referring to Harry Hampton as Grandpop around tournaments used to be a pleasantry. Last year it became a fact. Now the second Hampton grandchild has arrived—it's a daughter to the Harry Hampton, Jr.

AN eastern golf club is reported to have taken out a \$5,000 insurance policy on its greenkeeper, with the club as beneficiary.

This makes it look like the greenkeep-

A Boon to Club Members . . .

A MONEY MAKER FOR YOU

LEXOL

THE SELF-PENETRATING
LEATHER CONDITIONER

Help your members restore new life to leather bags, luggage, shoes, club grips, etc. Remove dirt from wet leather, then apply LEXOL to insure drying soft and pliable. Special prices to Pros. FREE COUNTER DISPLAY with first order. Ask your supplier or write us.

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NEW ILLUSTRATED —
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BE SURE YOU GET LEWIS GOLF BALL WASHERS

for YOUR Course

—because Lewis Washers are built for years of hard use . . . and dependable perfect service. See your greens committee Chairman about Lewis Washers for your course. (In color, only 25 cents additional.)

Lewis Washers lots of 1 to 10 (White) \$6.00

In lots of 11 to 20 (White) \$5.50

Complete tee ensemble: (White) washer, tee stake, towel, waste container, tee data plate, towel and ring \$10.50.

Lewis Bag Rack and other Equipment.

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Dept. GD-536, Watertown, Wis.



WE MEAN IT!

When we say Golf Ball Marking can be satisfactory as well as profitable—we mean it.

AND PROVE IT!

Our proposition for installing the nationally known Fulname Marker puts you under no obligation unless satisfied. Our Trial plan will bring the outfit to you for demonstration to your players. Write for details.

The Fulname Co.,

LE BLOND BUILDING
CINCINNATI, OHIO

er's replacement value has been recognized. Now, if the greenkeeper's value as an operating essential is recognized in his pay check as in his insurance premiums, things are looking up.

HOW ABOUT a revival of the Green Section tournaments as a 1936 feature? Entry fees of \$1 of which 40% would go for prizes should bring a big income from USGA member and non-member clubs. Pros would work strong in putting over a nation-wide one day Green Section tournament.

SCHENECTADY (N. Y.) with population of 100,000 sets \$3,000 a year as salary for manager of its new many course and one member of board of estimate squawks, although figure is less than generally paid.

When will city officials learn that many golf courses are public utilities and must be expertly run? Civic recreation facilities under existing economic and social conditions require intelligent and attractive operation. They're doing preventive work for the police department in many instances.

SINCE July 1, 1935, sport project allotments have been approved to the extent of more than \$340,000,000 from the government's \$4,000,000,000 work relief fund.

The sports program involves 8,376 separate projects; \$8,607,730 of the allotment comes under sports indirectly as this amount is for game, fish and bird work. Parks, including golf courses, baseball and football fields, and playgrounds account for \$306,463,428.

"CONCEDE NO PUTTS" is the aim of a campaign which has been started by C. H. Whiteman, sec.-treas. of the Southwestern Virginia Golf Assn., and several newspaper golf writers in that territory have written lively boosts for the campaign.

It's an idea that needs plenty of pushing, for the conceded putt is unquestionably the most flagrant violation of the rules.

ARE equipment barns, pump houses, caddie shelters, etc., properly screened by landscaping, or are they raw and unsightly at your course?