BEATS SALES SLUMP
Ohio Pro Tells How He Worked to Keep Up 1933 Sales

In a recent issue GOLFDOM commented on the golf merchandise newspaper advertising of the professionals at the Bonnie Brae GC, a fee establishment at Massillon, O. This advertising actually developed the golf market instead of hacking the existing market to pieces like the cut-price advertising of the department stores does.

Sandy Hannah, the Bonnie Brae pro, gives some additional information on the Bonnie Brae sales and advertising methods, in a recent letter to GOLFDOM.

Sandy writes:
"I read your article concerning the advertising we have done and must say the advertising has brought us lots of work. "The item of repairing clubs alone at 50c per bag kept three of us busy for nearly three weeks and the sale of odd clubs amounted to quite some cash."

"There is something else in the way of competition I'd like to talk about. I organized an All City League on the same order as a bowling league, with four men teams at a small entrance fee, the store or place of business sponsoring the team paying the fee. The increase of play from those teams alone is something worth while going after. Each member in those teams had two or three practice rounds a week that otherwise they would not have played, or would have played some place else. It keeps them interested in this particular course and that's what daily fee courses are after. This sort of competition can be operated nicely in a fair sized town where the community is just large enough to know what every one else is doing."

"My idea of a bargain in golf clubs is to get implements that are fitted to the individual's particular build and swing. That..."
NEW! PYRATONE HEAD
We've just perfected the NEW Pyratone Head made of TEMP-URD-Wood with Catatone finish, that is light and hard and impervious to moisture. It will easily drive a ball 25 to 50 yards further.

Besides the new Pyratone Head and the world-famous Pyratone Sheath and Torsional Grip, you may now obtain from us Caps and Whipping Collars, Ferrules and Faces and Back Weights made of Catatone or Pyroxylin.

Write at Once for FREE Introductory Offer
PYRATONE PRODUCTS CORP.
309-319 St. John's Court - Chicago, Ill.

SCORE CARDS
Took Their Fourth Cut for 1933!
Each of our five styles at new lows with prices ranging from $18 to $30 for 5,000 quantities.
Samples on request to all clubs
JOHN H. VESTAL CO., PRINTERS
703 South La Salle Street - Chicago

ILLINOIS PGA Members Have Inventory Exchange

ILLINOIS PGA is operating an exchange bureau enabling its members to exchange merchandise so all stocks will be clear at the end of the season and no surpluses thrown back on the manufacturers.

The idea was put into operation late in July by a letter of detailed instructions which contained blanks for surplus inventory reports on clubs, bags, balls and miscellaneous items. President James Wilson, in advising members of the exchange, named Secretary Ed Newkirk of Navajo Fields CC., Worth Ill., as director of the