

## Credit and Unfair Discounts Call for Attention

By HERB GRAFFIS

AT THE recent Golf Show in Chicago I made a point of picking out a bunch of representative professionals to get their slants on merchandising. After talking to about 40 pros I came to the conclusion that manufacturers who were playing the department store trade in the spotlight and handling the pros in a casual sort of a way were wrong—all wrong.

Pros are coming along as business men much faster than any other class of small retail merchants you can name. The only thing that stands in the way of their speedier progress right now is lack of merchandising knowledge. They have the urge to be merchants.

Outside of GOLFDOM there's not a place where they can pick up merchandising information of specialized and practical benefit to them, and they are soaking up all the dope we are able to hand them with the assistance of the makers of pro goods who feed GOLFDOM'S advertising kitty and thus make it possible for us to furnish the magazine to all the pros free.

There are some pros who are hopeless as merchandisers. They either are dumb, lazy or "know it all." But the manufacturer or club official who takes these duds as typical of the profession are not only beating themselves out of a profitable service but are handicapping the progress of a group that should be given every bit of co-operation.

### Credit Is Root of Woe

It looks to me that one of the big problems for the pros to whip is the matter of credit. There has been a vast improvement in this respect during the last year, so a number of well informed manufactur-

**MR. PRO:** Several hundred clubs—amongst them the largest—are using the new

### NINE HOLE GOLF TEE

REASONS—BETTER QUALITY—MORE PROFIT. Don't fool yourself—Send today for price and samples.

**SIMPLEX MFG. CO.**

Box 1854, Sta. E Cleveland, Ohio

# Walter Hagen says

"THE best evidence that our merchandise and our sales policy is right is the fact that nearly five hundred Professionals have either ordered or now have in their shops my clubs and balls—and this new line was only introduced last October. Before the present season is half over I'm confident we'll be serving well over a thousand Professionals because in addition to the attractiveness of our line we have a merchandising plan that *pushes and protects* the Pro's business. If you're not already enrolled with us we'll welcome an opportunity to present all the reasons why you should be. Get in touch with us at Detroit—our New York office at 1270 Broadway—or our Chicago office in the Lytton Building at 14 E. Jackson Boulevard."



HOL-HI  
  
 DURA-DIST  
  
 CHEERIO

Three new golf balls which will win friends—games—and championships.

The performance of these three balls speaks far more eloquently of their superior qualities than words ever can. Try them and you will be convinced of their ready acceptance.

The Hol-Hi is a speedy thoroughbred built for distance—sells at \$1.00 or \$10.75 per dozen.

The Dura-Dist—guaranteed for 72 holes sells for 75c or \$9.00 per dozen.

The Cheerio—guaranteed for 52 holes sells for 50c or \$6.00 per dozen.

**Wilson**  
 ATHLETIC EQUIPMENT  
 GOLF EQUIPMENT

Wilson-Western Sporting Goods Co.

New York

Chicago

San Francisco

ers tell me, but there still are a number of the boys who are "the souls of honor" but are slow pay simply because they don't realize the importance of maintaining their credit up to snuff and discounting bills. This discounting, in the course of a year, runs up a good return on the investment in pro shop stock. Some of the fellows will let their bills run considerably past the discount date and then take the discount. That's something like shooting par with the pencil. But, again, why condemn all the pros for this? Some golf clubs do it on their accounts.

But what are you going to do about credit when you are starting the season with the roll worn down pretty well by the cost of living through the winter? Pegler, sports writer, hit the pin on this matter in commenting on Johnny Farrell's win of the La Gorce Open. He said that Farrell, by beating out a wonderful field with superlative golf, won almost as much as a third string prize fighter would get for knocking over some set-up. A caustic and truthful commentary on the meagerness of the pro income.

With the shop profit holding forth the possibility of a life-and-death part of the income, and a good credit rating vital for the utmost in shop profit, there are two ways for the pro who is a substantial character and who has no gypsy trait of changing jobs every year or so, to get started right. Only one pro out of about 500 goes to his bank and borrows money. The farmer does it until his crop is in. Why shouldn't the pro? Other retail merchants get help from the bank. The greater part of the pro's merchandise is staple stuff. If he's a first class steady merchant he's a good credit risk.

The other way is for the club to finance the pro. This is O. K. if the club is established and has any sort of a surplus itself. At the start of the season if the club will guarantee the account, the pro can get the assortment of stock that he wants in order to be of greatest service to his members. If club presidents or other officials would give a helping hand to the pros who

**Used Golf Balls Bought**

Check sent 48 hours after  
 their receipt. *Any Quantity.*

**GOLF BALL SUPPLY**  
 1311 Chestnut St. Louis, Mo.

have been with them for some years serving satisfactorily, I am confident that this matter of pro credit would be happily handled. In the meanwhile the boys who have a good credit rating are burdened with the load of bum credit ratings imposed by professionals who are careless or impossible as credit risks.

### Unfair Discounts

I've heard plenty of complaint about another angle of this discounting business. That is the practice of some manufacturers in giving discounts to the purchasing departments of large manufacturing companies, and thus enabling the employees of these companies to buy golf goods actually at less money than the pro gets the goods for. If this isn't an unfair discrimination against the fellow who has established the market and demand for golf goods, there's something wrong with my method of reasoning.

The other day I ran across a case of a pro located in a fairly small town where one big plant dominated the town. He is a good man, and the club bragged about getting him. Shop business was brisk and justified the pro in taking the job. Suddenly business dropped off to almost nothing and investigation showed that the purchasing agent for the company was buying the golf goods for its employees. Practically every member of the local golf club was one of this plant's employees, so you can see where the pro was out on a limb. The pro explained his position to the head of the company and the purchasing agent, and the company buying was stopped. That's very much to the credit of the company officials, but I can't

## A new ball— A new sales plan— more profit for the pro!

**I**F an increased profit on sales of a first class golf ball doesn't interest you—if you're not a good pro merchant—STOP RIGHT HERE.

The story is that Allied's new Zip-Par Golf Ball, with a strictly maintained retail selling price of 75c is to be sold to the pro trade by mail, and the pro is to get the saving on his ball purchases as a result of this economy.

The ball itself is great—gets away with a zip, carries far, putts true and has a cutless-cover guarantee that is not restricted to any certain number of holes. You can push it to the limit and your members will be more than satisfied.

You get with each purchase of Allied Zip-Pars a credit coupon redeemable in Allied Zip-Par balls, the famous Allied golf bags or any other of our merchandise. The credit memo is good the instant your bill for your purchase is paid. In this way you get the profit that's due you for having a good credit rating, instead of having to stand the burden of the pro who's careless about paying. Naturally, in this way, sale of the Allied Zip-Par will identify the pro who is a good business man.

There are no tricks or experiments in this plan. It has been successfully employed for years in a number of other fields by leading manufacturers. Allied brings it to the golf pro because Allied is confident that the first class pro merchant is a man who should have more money for his all-important work in making the market for good golf balls.

Drop me a line today asking for complete details. You owe it to yourself to get busy on this right now so you'll make the money you ought to make out of your ball sales this year.

*Jos. White*  
PRESIDENT

**ALLIED  
GOLF COMPANY**  
3017 Carroll Avenue  
CHICAGO

*The PAR  
TEE*



*Sales steadily growing by sheer merit!*

No protruding edges—no breaking or bending—exclusive "feather edge"—top that seals the ball properly—orange or yellow colored, making them easy to find—these are some of the reasons why your members like "PAR TEES."

Stock "PAR TEES" and put the lively-looking display carton in a showy spot in your shop. Consumer demand does the rest.

**THE FOLD-O-LOCK CORP**  
1815-17 Central St.  
KANSAS CITY, MO.



## The F. & N. "Quintet" Fairway Equipment

**T**HIS is the season for getting your fairways in proper condition. You can, of course, do this better with mowers designed and built especially for use in connection with the heavy tractor. F. & N. "Quintet" Fairway Equipment is so built—by the world's largest manufacturers of lawn mowers—and with identically the same construction and precision as used in building the highest grade automobiles. The gears are cut from drop forged steel, carbonized, and run in oil tight gear cases. Interlocking, rigid frame construction cannot be knocked out of adjustment. The five blades are made of special analysis crucible tool steel. The gear shifts are



automatic. But best of all, genuine heavy duty Timken Roller Bearings with the patented F. & N. Self-Adjusting Device keep the revolving reel bearings in adjustment throughout the mower's life. Write today for catalog and prices.

Supplied in gangs of three or five for Fordson, Stude, International and any other tractor, complete with attachments and flexible all-steel frame



The F. & N. LAWN MOWER CO.  
RICHMOND, IND. U.S.A.



say that I can hand the golf goods manufacturer much for his conduct in granting that discount and double-crossing a pro who had been a persistent plunger of his goods. In fact this pro's boosting created the demand for this particular brand in that locality. By what manner can you explain the ethics or the common business judgment of a stunt like this? Still it's being pulled too often. I respectfully suggest that some of the manufacturers who are inclined to think so very little of pro merchandising, give some attention to this discounting malpractice.

It's to call for a show-down on both sides that GOLFDOM calls attention to such errors of commission and omission. When the good pros and the good manufacturers get together and the union is blessed by the club officials, then you'll see much more money made out of the golf business. That day can't come too soon to suit anyone concerned.

## Mistake to Have Greenkeeper High-Pressure Salesman

**R**ECENTLY we asked the green-chairman of one of the noted eastern clubs his idea of the surest way to first-class course maintenance. He replied, "close and constant co-operation between the green-chairman and greenkeeper."

"You'll get results," he continued, "if you don't depend on the greenkeeper to sell you his idea. The more I see of greenkeepers the more I believe that they and the chairmen get along best when the greenkeeper is considered in the artist class, although my own man and all of the others with whom I have talked, certainly are fully conscious of the value of a dollar and on this count don't have an artistic temperament.

"During my first term as green-chairman, some years ago, I happened to notice that our club was paying more for the music furnished at the Saturday evening dances than it paid the greenkeeper and it dawned on me that this was positive evidence that the greenkeeper was no salesman for he should have been able to sell his services on more than an even basis with the music, considering the value of the two items to our club. Since that time I've worked on the plan of a sympathetic drawing-out of the greenkeeper's idea rather than put him in a position where he has to sell me with high-pressure talk."