



The pro shop of George Jacobus at Ridgewood (N. J.) shows the selling power of proper display and neatness

How George Goes After "Jack"

By HERB GRAFFIS

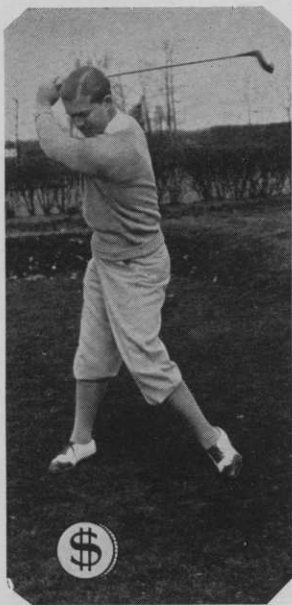
SOME weeks ago I got a letter from a well-known veteran pro who asked me to put his two boys on the list to receive GOLFDOM. This fine father said that his boys were promising young professionals and he was trying to bring them up as golf business men. The sons could play good golf, they and their daddy had given the subject of golf instruction some prolonged and serious study, and the one important place where they still were trying to find their bearings was merchandising.

This case interested me a whole lot for it showed that there were pros who knew the game and still thought well enough of its future to steer their boys into their footsteps. I was talking it over with young Bill Lowell the Reddy tee man for

we two, and a lot of the other supply fellows, are counting on a bright and prosperous future for the pro, if we, ourselves, are going to climb to fame and fortune.

Lowell said, "I know off hand of three nearby cases where there is shining evidence of money to be made by pros who are real business men. Bobby Cruickshank is one of the conspicuous examples of a famous tournament player whose activities are balanced because Bobby has one of the ideally conducted shops. Another case is that of the Jacobus boys, Russell and George, two live kids who are hustlers and credits to their clubs and their profession."

So with that hunch, I started after Bob's story. Bobby has been laid up so that beat me out of his yarn for the time being.



George Jacobus is Pro Advocate of Keeping the Eye on the Dollar

He was playing with his younger and the grown-up kid and the stalwart youngster tussled so hard that Bobbie had to go into the hospital for a hernia operation. Too bad, for Bobbie's performance in the winter carnival indicated that he was "hot."

On the Jacobus kids; I have the dope concerning George who is at Ridgewood. Russell's yarn will follow, but there isn't much difference in the

merchandising operations of the two boys.

Note the picture of George's shop. It's a clean and inviting layout. The curtains on the windows show attention to detail that marks the difference between just doing an ordinary business and snapping up things. Look at the arrangement of merchandise in the showcase. It is orderly, with the items that are in greatest demand displayed up front, so there will be the five-and-ten cent store's economy of time and labor and the frequency of turnover in selling.

You also may properly let your eyes dwell on the displays that represent tie-ups with the national advertising of manufacturers. You can see that this material is kept fresh and prominently and properly displayed. It focuses the effect of the national advertising in the pro shop where George's own word concerning the merit of the merchandise will cash in on whatever pre-disposition to purchase may be established by the advertising. This Jacobus boy, and his brother, are strategists in making use of the vitally important endorsement of the pro on any golf merchandise. They know that a manufacturer can advertise in the general magazines and the newspapers until hell won't have

it, but unless the pro has the merchandise on display and approves the quality of the goods, the advertising's effect is pretty well neutralized. But they also know that the advertising is a force that can be harnessed to the pro's selection and display of merchandise in such a way that sales resistance is eliminated and the double-barrelled power of the pro and the manufacturer is put to work in moving golf goods.

The Jacobus boys know that it pays to go to some trouble to brighten up the shop in the little details that are often neglected.

Club Manufacturers Start National Association

TEN OF the foremost manufacturers of golf clubs formed the National Association of Golf Club Manufacturers at a meeting in New York in May. Every manufacturer of golf clubs in the United States is being asked to become a member of the organization.

Officers of the association are: President, F. W. Bradsby of Hillerich and Bradsby; vice-president, H. B. Canby of Crawford, MacGregor and Canby; secretary, C. B. Johnson of Great Lakes Golf Co., and treasurer, L. W. Crandall of Burke Golf Co.

The purposes of the organization are:

"To place the golf club manufacturing industry on a sound, economic basis, to adopt a code of ethics, to promote and encourage the playing of golf, to establish such confidences between manufacturers of golf clubs as shall tend to maintain a high standard of fairness in competition, to bring into the industry a good fellowship and eliminate all unfair trade practices, to provide a reasonable exchange of credit confidences, to standardize golf clubs to a reasonable extent without, in any way, eliminating competition, which would be beneficial to the buying public.

Those concerns which now comprise the new organization are:

A. G. Spalding & Bros.

The Crawford-MacGregor & Canby Co.

The Burke Golf Co.

A. G. Spalding & Bros., The Crawford-MacGregor & Canby Co., The Burke Golf Co., Wilson-Western Sporting Goods Co., The Great Lakes Golf Corp., The L. A. Young Co., The R. H. Buhke Co., The Kroydon Company, A. J. Reach, Wright & Ditson Co., Hillerich & Bradsby Co.