

WITH THE MANUFACTURERS

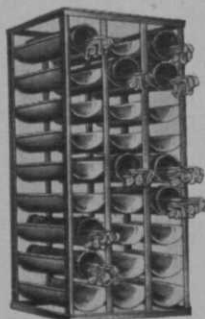
"Pros, Players and Profits" is U. S. Royal's Valuable Help to Better Business Methods in Pro Selling.

SIGNAL recognition of the pros' status as business men is obvious in the 1930 sales plan of the U. S. Rubber Co. on its U. S. Royal golf balls. This plan brought together in a key-book entitled "Pros, Players and Profits," represents the ambition of the U. S. Royal people to present to the pros a complete and practical sales development campaign. Highly favorable pro comment has been passed on this enterprise. Many pros have been acquainted with details of the plan by Ed Conlin, golf ball manager of the United States Rubber Co., who has been tramping around the various P. G. A. sections with the story of the merchandising educational effort put forth for pro use. Conlin has a picture projection device that tells the tale of golf business history and has been attracting large crowds to P. G. A. meetings with this feature that the boys call "Eddie Conlin's U. S. Magic Lantern Show."

Slides from the picture presentation, some of which are shown herewith, tell the sales story of golf right from the start of the game's big development in this country and vividly emphasize what policies and practices the pros have to adopt in order to meet the competition of other retail outlets of golf goods. This part of the show tells the boys what they are up against and the rest of the act shows them what the U. S. Royal folks are doing in this year's campaign to help them increase the pro ball sales volume.

The Pros, Players and Profits book, which will be distributed by the U. S. Royal men to the pro trade about March 15, tells how the plan presents the ideas many of the most successful professionals have found successful in actual work. The main book considers the various phases of pro business operations and is a general pro business policy treatise. With this book there is a manual of pro business practice which is the first thing of its kind that ever has been put before the pro trade. This sales manual notion has been considered for some time by various association and private interests and the reception the U. S. book has been accorded amply testifies to the importance of the contribution to pro business progress. The book gives the methods that the foremost pro business men use in their display, selling and accounting methods. The accounting part is especially interesting and valuable, for it is the first time there has been anything of this kind generally placed before the pro trade.

Five letters that the pros are to send out in developing merchandise and instruction income are part of the advertising plan. There is another letter the Royal plan offers that is one of the best advertising stunts they ever put out. It is a suggestion for a letter to be sent by club presidents in behalf of their pros, to the members. This letter has been tried out and went over big.



"Darbysteel"

(TRADE MARK REGISTERED)

Golf Bag Racks

(Patent No. 1688412)

Designed and built entirely of steel with angle frame and curved shelves that fit the bags—clubs lie flat—no warped shafts—smooth shelves do not tear or scrape bags—each compartment numbered—nicely finished in olive green enamel.

Cost no more than wood racks—last longer—shipped knock down—easy to assemble—start with small installation which can be added to as additional bags are needed—write for prices.

Edward J. Darby & Son

400 BROWN STREET

PHILADELPHIA, Pa.

Makers of "Darbysteel" Golf Equipment

Hole Cups

Hole Cutters

Flagpoles

Tee Stands

Markers



The Pro sells only golf goods. His customers come in to his shop of their own free will — automatically giving him *his* chance to sell. 28



The dealer never overlooks a trick in selling *after* the person is in the store. He uses planned over-the-counter selling methods. 29



The logical step for the Pro then is to apply pressure at the one point where the retailer has him "stymied" — selling methods inside the shop. 30



Unquestionably the golf Pro of 1930 is on the threshold of a new era. Greater profits are just around the corner for the Pro who ³¹ meets new conditions with new methods.



Solution 1. A direct mail campaign of six letters, expertly written. This campaign covers the most essential points of Pro selling. 49



Solution 2. A series of small display cards that sell lessons and the Pro's services. Occupies small space. A new card each month. You will find them a welcome departure. 42



Solution 3. A handbook of business. The facts in it are all sound practices that golf Pros have actually used successfully. 44



Solution 4. A book with your name on the cover. It contains the widest range of golf data interesting to players that has ever been put between two covers. 47

Two strips from the U. S. Royal Pro Business Film.

A feature of the pro advertising plan is a booklet that is furnished free in reasonable quantities to the pros, imprinted with their names. This book is for distribution to the pros' members. The book has much of lively reader interest on golf. There are some good playing pointers, a large amount of information on various tournament events, a golf glossary and other reading material that represents not what some advertising guy thinks golfers want to read, but what golfers really want to read as determined by a survey of the rank and file golfers, the lads and lassies who constitute the backbone of the pros' business.

One of the stunts in the campaign to which the pros have clicked in livliest fashion in a series of monthly card releases telling of the trials and triumphs of a typical golfer called Joe Goofus. The illustrations show the hero of the advertising plot was not inspired by GOLFDOM's advertising manager, libel being avoided by the artist putting hair on the skull of the card character. These cards put the pro story across in nice shape. There is enough of a real-life slant to them to put Joe in the class of Andy Gump as a human interest character and the pro plug happily is not overplayed to the point where the casual reader of the card will get to the end of the first line and pass on thinking, "phooey, some more ad bushwah."

A number of pro authorities passed on the campaign before it was put into type and illustration and they have given it their critical endorsement as well as clapping hands at this latest and highly impressive indication that foresighted manufacturers are making the pros' market development the big factor in planning the growth of their own business.

ART PERKINS WITH BURKE

ARTHUR PERKINS, who was for many years with Barrett, Hicks Co. at Fresno, Calif., is now connected with the Burke Golf Co. at the Los Angeles branch, 643 So. Olive street. He will cover the territory formerly traveled by George Shaw.

Burke's coast office reports: "There is a steadily increasing interest in golf in this section. We had an excellent business last year and to date all indications are that there will be a considerably larger volume this year."

Have you sent GOLFDOM your list of new officers?

GENUINE COCOOS
CREEPING BENT SEED

Grow Velvety Greens Like Famous Clubs in California

Inland clubs are developing beautiful greens like famous California clubs by planting the same kind of seed—the genuine Coccoos Creeping Bent, discovered by Lyman Carrier in the Coquille Valley, Oregon.

Coccoos provides a perfect putting surface. It stands erect, keeps its vivid green color, resists disease and withstands adverse weather. Seed supply limited, order early.

LYMAN CARRIER
Office: Willoughby, O.
Plant: Granger, Ind.

LYMAN CARRIER
GUARANTEED PRODUCT
FOR BETTER TURF

Today!!
Write for illustrated booklet and prices

Aluminum Golf Signs

WEATHER and wear proof. Can be furnished with lettering on both sides. Yardage markers, regulation, parking, direction, and entrance signs. Also special signs to order.



WRITE FOR CIRCULAR



describing signs, tee-markers, hole rims, indestructible flag-poles and other Standard Golf Course Equipment.

Ask for details of ten day trial offer

Standard Manufacturing Company
Cedar Falls, Iowa

