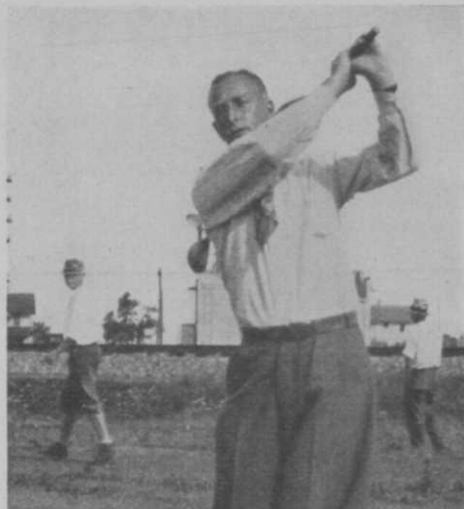


Clubs at Cost Is Pro Service after Clubhouse Fire

By HERB GRAFFIS



Ernie Hoggarth, Lorain pro, whose club loyalty gets baptism of fire.

ON THE billhead of Ernie Hoggarth, pro at the Lorain (O.) C. C. there are two lines that ordinarily would be read as just the same old bushwah. These lines read: "I aim to please" and "Personal attention given to all pupils."

Every member of the Lorain club knows that those phrases are correct expressions of the Hoggarth policy. If there ever was any doubt of their accuracy it was dissipated July fourth this year. About two o'clock, the morning of the Fourth, a fire burned the Lorain pro shop to the ground and mingled along the ashes that the Independence Day players saw upon their arrival at the club were the remnants of 190 sets of clubs belonging to the members.

The Fourth was to be a big day at Lorain for it was the date of the opening of the club's new course. This Hoggarth fellow is not one to have plans knocked galley west without a battle so when he turned out before daybreak to survey the scene of the shop disaster he immediately started thinking about what could be done to stage the new course's debut despite the destruction of the members' clubs. How Hoggarth went about this job makes one of the finest pro stories of the year. It's a tale that will do the pro cause a lot of good for it must get across to club officials a good idea of the resourcefulness and devotion to the members' pleasure that every good pro exhibits conspicuously when the emergency arises, and quietly at all other times.

The details of the story come from Tommy McCartney, Ernie's assistant. Tommy, incidentally, is a story by himself for the assistant's importance in the pro scheme of things is too often under-estimated. The pro with a right bower like this McCartney kid seldom has to worry about any bets of service to the members and profits to the pro being overlooked in his shop.

All Ready for Early Birds.

When the early arrivals for the inaugural of the new course started to show up at the Lorain club and looked over what once had been a neat, well equipped pro shop, their hearts fell, but Ernie was there with first aid. Hoggarth had dashed down-town and managed to do some sunrise telephoning in arranging entrance to stores where he could pick up some clubs. He picked up every club he could find in Lorain and provided the players with this emergency supply of playing material when they started out. There were 140 played the Lorain course the fourth.

Not a cent was charged for the rental of these clubs and when things got back to a normal status Ernie found that he had around \$200 worth of cheap clubs on hand and no way of getting rid of them. Until any of the members wanted to buy new clubs they were made to feel free about the use of this emergency equipment. The clubs are stacked up in a corner of Hoggarth's new shop for the free use of all comers.

**HERE'S ANOTHER
SALES HELP
FOR PROS!
The New
REDDY TEE
DISPLAY STAND**



Send for yours **TODAY . . .** put it on the counter in your shop . . . then just try and keep it full of **REDDY TEES!** It's made of 26 gauge steel lithographed in a handsome combination of red, black, green and yellow . . . holds 4 dozen boxes of **REDDY TEES** right where every golfer who comes into your shop is bound to see them. It means quicker sales and bigger profits to you.

The Nieblo Mfg. Co., Inc.

Executive Offices

38 East 23rd Street, New York

His Only Profit Good-Will.

After the smoke of the Fourth cleared away Ernie travelled to several of the leading manufacturers' plants and picked up clubs that his members wanted. He went in person, explained the emergency, and got the clubs to take back with him.

Now here comes the part where a lot of pros and club officials will say that this Hoggarth guy out-did himself in his relief work. The clubs that he bought for members who were cleaned out of equipment by the fire were billed to the members at cost price. Hoggarth made no money out of these replacements, in fact they cost him money for traveling expenses. But, as Tommie says, "Ernie said he would be a hell of a fellow to try and make money on somebody else's tough luck."

This Hoggarth bird is one pro I never have met but I did have the pleasure of meeting an official of his club in a Pullman smoker not long ago. We talked prohibition, the steel business and the pro situation to the extent that this distinguished gentleman and I never uttered a syllable along lines that reports allege, all Pullman conversation follows sooner or later. This official, like many others to whom I have talked, had some pro boosting to do so the incident comes back to me as I bat out the tale of how his pro made himself one of the tribe when a crisis confronted the players and handled the emergency with the real idea of service, regardless of personal profit.

The brightest spot in the entire pro story is just such cases as this one at Lorain. When the pinch comes the good pro is found right up at the top among the prize assets of the club.

IF . . .

.....practically all Pros except those paid to use steel and most of the Better Players among Amateurs use Hickory Shafts after experimenting with Steel,

IS IT NOT . . .

common sense to believe that all players will use what the better players use—HICKORY?

BUSH BROTHERS AND COMPANY, Inc.,
Makers of the World's Finest Shafts
Louisville, Ky.