

## BEATS SALES SLUMP

Ohio Pro Tells How He  
Worked to Keep Up  
1933 Sales

**I**N 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.

"The idea was to get the player's bag into the shop, then find out the missing clubs to his or her set. There were quite a number of new shafts required also. I believe if we had charged regular prices for repairs we never would have sold so many odd clubs.

"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.

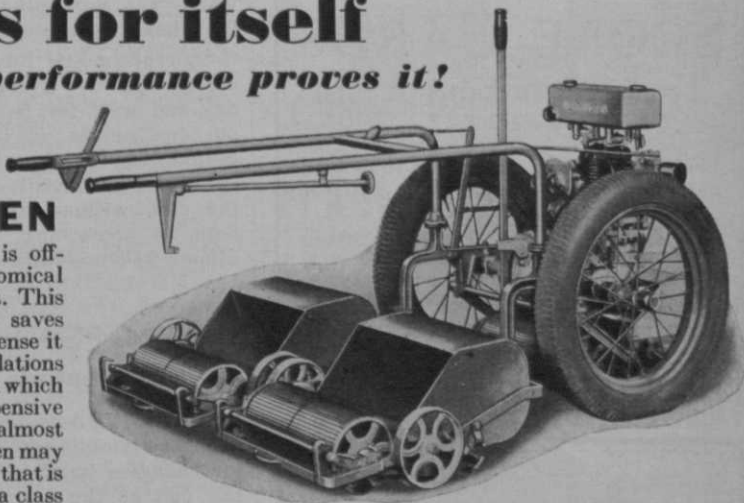
"My idea of a bargain in golf clubs is to get implements that are fitted to the individual's particular build and swing. That

## It pays for itself ...and its performance proves it!

### The SCOUT OVERGREEN

The Scout Overgreen is offered as the most economical greens mower ever built. This Overgreen apparatus saves so much in upkeep expense it has changed all calculations on the cost of this item which has been the most expensive one and which is now almost the least. The Overgreen may be relied upon to do all that is claimed for it. It is in a class by itself. It is now used on many of the principal courses of the country and is fast being adopted universally.

WRITE FOR FULL DETAILS



#### THE SCOUT OVERGREEN

Cuts 18 greens in FIVE hours with smoothness that satisfies the most critical turf experts... other units may be quickly attached for tee and approach work, rolling, etc.

# WORTHINGTON MOWER CO.

Agents in all Principal Cities

STROUDSBURG, PENNA.

# The Butchart-Nicholls Company

## Golf Craftsmen

### Golf Clubs, Bags and Balls

Main Office and Factory

NEWARK, OHIO, U. S. A.

## NEW! PYRATONE HEAD

We've just perfected the NEW Pyratone Head made of TEMP-URD-Wood with Catatone finish, that is live 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 Py-roxylin.

Write at Once for  
FREE Introductory Offer

PYRATONE PRODUCTS CORP.

309-319 St. Johns' 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

## DIAMOND TRACTOR SPUD



Hard steel  
center keeps  
spud sharp—  
softer outer steel  
wears away faster.  
Will not harm turf—  
made of drop forged  
steel, can't break or chip.

Diamond Calk Horseshoe Co.  
4702 Grand Ave., Duluth, Minn.

cannot be had in cut rate stores, so it's up to the pro to get information to that effect across to the public. This can be done in many different ways. One good way is to advertise in such manner that they will come to your shop not for bargains, but for full value for their money.

"It has proved successful for me and should for other professionals. If a pro advertises any make of club at greatly reduced prices, the public figures 'why, I can buy those downtown, why drive away out there?' So one must stress the point that the pro personally will fit the clubs.

"I had one case of this kind about a month ago. Two fellows I met downtown this particular morning were on their way to Cleveland to buy clubs, advertised in one of the big stores as a well known make at cut prices. I told them I had the same merchandise in my shop, but the price was in the neighborhood of fifty cents more per club. I asked them if it wasn't saving them money for gas and oil. I reminded them that they would have clubs they knew would fit them. To make a long story short, they didn't go to Cleveland and they now are playing clubs that fit them. Each one took a course of eight lessons to boot, which was something they couldn't get in Cleveland at a store.

"A professional this day and age cannot sit around the clubhouse all day every day and wait for business. He must get out and hustle it in. I have certain periods of the day when I come downtown and just visit. I never go back to the club without at least one order for balls or something, so it pays to get around and mix with the golfing public."

## 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