

TAKE A TIP



Here is a line of golf bags that is designed especially for the golf pro. It will enable you to compete with the strongest competition. They are priced to give you a nice profit. Their style and quality make them easy to sell. Investigate.

Send for our new 1935 illustrated circular and price list.

Canvas Products Corp.
Fond du Lac, Wisconsin

5 Colors Now Ready on Lewis Washer in addition to white

Lewis leads again! Of course you may still prefer white but for an additional charge of 25c—turquoise, orange, lawn green, red or jade green are available—They don't show dirt and are attractive looking.

**"Standard
Thruout the World"**

There are more Lewis Washers in use than all other makes combined. Specify Lewis Washers, Bag Racks and other tee equipment—NOW.
Lewis Washers (White) 1 to 10 \$6.00
Lewis Washers (White) 11 or more \$5.50
Complete tee ensemble (White) washer, stake, waste container, data plate, towel and ring \$10.50

See Your Golf Equipment Dealer

G. B. LEWIS CO.

Dept. GD435 Watertown, Wis.

LEWIS
GOLF BALL WASHER



PRO SHOP DISPLAY

**Warm Colors and Eye Level
Displays Help Sales,
Says Expert**

MAX BRODY, store equipment specialist who has figured in some of the most successful retail store designing and equipping that has been done, gives the pros his ideas on pro shop displays.

Brody is the Grand Rapid Store Equipment Co. man whose talk at the pros business conference last spring was rated by the fellows as one of the most valuable they'd ever heard.

Here are high spots he calls to pro attention:

Presentation of golf clubs, especially as the golf pro desires to make the contact or sale with the customer should be handled in a delicate manner just as a jewelry salesman would present a very high priced diamond to a customer so there would be an intrinsic worth and a value on the club or the appeal of a purchase by the customer for the club.

Presentation of any article irrespective of the nature of the article is *appeal* and if properly displayed will act as an appeal.

The average pro shop lacks color. Do not be afraid to use color harmony even going into the very vivid colors such as blues, reds, etc., which are a little warmer than the average color.

Do not be afraid to use gaudy colors on the exposed part of your golf shop which creates eye appeal and will create a curiosity on the part of your golfers to inspect the shop. The proof of the pudding is—the more people you can get to your shop the more sales you will actually make.

Display your equipment as much as possible to the eye level which is 54" from the floor. Never use a show case height higher than 38"—or the maximum 40" today.

Present the golf clubs away from the

CLUB OFFICIALS and PROS

Keep Supply Business at Club

Install Nationally Known

FULNAME GOLF BALL MARKER

A REAL PROFIT MAKING PROPOSITION.
WRITE AT ONCE FOR COMPLETE DETAILS.

(Over 3000 Clubs Now Profit with Fulname Marking)

The Fulname Co., Cincinnati, Ohio
LeBlond Building

north light because north light is a cold light—and make sure that you properly display the clubs in an open front bin, kept clean. Base of the bin not to be higher than 5" from the floor and not to exceed at any point, especially at the back portion—52" in height.

Stay away as much as possible from double decking and where you must go to a higher height than this, display the matched clubs in the lower bin—use the upper bin only for mass display, very neatly done up.

The same type of bin should be used for the display of golf bags to be pyramided on strips and wherever possible get your bag display at the eye level.

Also remember that the average golfer is a very busy man and when you have him on your course you are the master of the situation. Cultivate his friendship. By doing so you are automatically selling him something without his knowing it.

After all is said and done, the yardstick

of measuring a business man's worth is in the intake of dollars and cents. Just apply the principle exactly as it is applied to you by the people that sell you the items that you resell. Listen to their line of talk. You might be able to handle the item better than they can but they are selling you the item that you are in turn reselling.

MUNICIPAL course authorities are to be urged to employ first-class professionals because the tax-paying public is entitled to best service at the clubs. George Jacobus, PGA president, is the author of a press service release that will put this case before the public and the muni course officials.

AN EDITORIAL writer in the Little Rock, Arkansas, Democrat hangs out this bright sign to the golf business:

"So long as the American is an optimist he will be a golfer—if not now, at some day in the future."

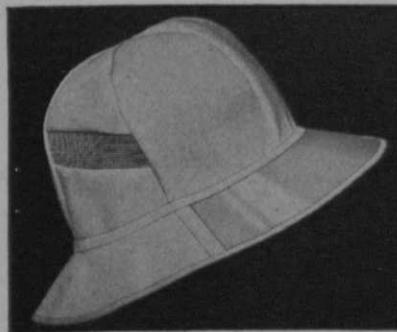
BOZO, the SOD-BUSTER

Says . . .

"To get hot on your golf game you gotta keep the old bean cool . . . and that's a push-over! The answer is a Congo Eye-Shade Hat . . . light, soft, pliable and airy . . . with new Airflo Breathers on each side of the crown that egg-on the breezes to zoom around your reservoir of gray matter.

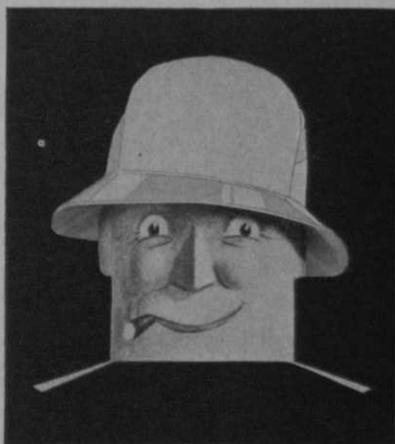
And why not be as comfortable while battling old man Par as you are while lolling under a canopy sipping sarsaparilla, a mint julep or what have you?

These new pre-shrunk duck "Congo's" are the berries . . . and no foolin'. They never interfere with a golf stroke, no matter whether it's got rhythm or the heeby jeebies.



FREE MERCHANDISE DISPLAY

for your counter, displaying a real Congo Hat on Bozo's head. Colorful and sales-stimulating . . . requires little space.



"Why Under the Sun,
Don't You Wear One?"

You can sell these Congos like nobody's business for 50c per, and make good money. It's worth 50c to any golfer to have a cool summer.

Write for complete catalog of Jackman sportswear designed for Pro sale

JACKMAN SPORTSWEAR CO.,

218 S. Wabash Ave., Chicago, Ill.

CONGO
America's Sunshine Hat