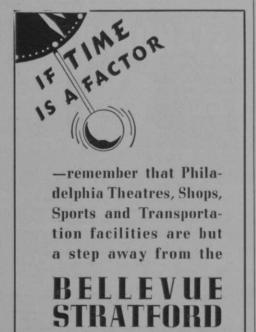
GOLFDOM





In the Heart of Philadelphia CLAUDE H. BENNETT, GEN. MGR. See PhilADILPhila on your World's Fair Trip



TEN COMMANDMENTS TO MANAGERS AS BUYERS

Be courteous to all salesmen.

Ask questions. Each salesman is usually a specialist regarding his product.

Don't chisel. You expect to make a profit, so give the seller a break.

Pay promptly. Good credit is a club's greatest asset.

In your search for new ideas, visit salesrooms frequently and read club advertisements.

Read directions. Take good care of club equipment and it will give you double life.

If you want to do a first class job, do business with professionals.

Order far enough in advance so that deliveries are on regular schedule.

Don't let a single mistake be the reason for changing houses. What would happen if your club members followed this policy?

Don't spread purchases so much that the dealers' service costs eat up the small profit. Do more business with fewer dealers so that the club account justifies unusual service when you need it.

