

for Golf Club Service

WE built it to meet the continued demand from Greenkeepers and Greens Committees for a high grade water hose that would stand up under the severe conditions of golf club service.

Greenkeepers who have seen the new "U. S." Royal Hose say it is the finest piece of hose they have ever handled. Let us send you a sample today. Note its high quality, tough maroon rubber cover—the multiple plies of sturdy braid, firmly embedded in anchoring layers of tough, resilient rubber. Try to separate the plies—then you'll realize what a masterpiece of hose building this "U. S." Royal Hose really is.

Here is a hose that won't go to pieces after three months' wear—but which, with care, will be good for *seasons* of service. And note the distinctive marking—a bright orange band encircling the hose every fifteen feet! That means fewer losses of hose from theft—for this distinctively marked hose is *sold only* to golf clubs—wherever you see a length of it in private use—you can spot it as stolen property!

Let us send you further details about "U. S." Royal Hose today. Write direct to our branch nearest you—or address direct:

United States Rubber Company

1790 Broadway

New York City



HOSE *for Golf Courses*

Pro Pointers From Veteran Leader

THE pro has one main article to sell and that is himself. The department stores are boosting your game and more power to them, they are making golf possible to thousands with the help of the daily fee courses.

The first step in selling yourself is the results you get from the golf lessons you give. Remember, you are paid for results.

The pro who is the student of human nature, who thinks, and who studies his clients will win out. The only time you should meet your clients is on the golf course; friends and business doesn't pay. The golfer is out for a good time and you are part of the fun, so keep in the picture and play your part. See that everything possible is done for their enjoyment, no matter how grouchy the few may be, meet them with a smile and pleasant word. Above all things be a booster first, last and all the time—it pays.

Don't gamble for real money—it never sticks, does you a great deal of harm, lowers you in the esteem and respect of the members who are the back-bone of any organization.

In other words, the pro who is getting the money today is the boy that knows his golf game from both sides—up on golf rules and tournaments, is keeping up with the greenkeeper, carries a neat line of clubs, balls and a variety of bags, etc.

Remember selling merchandise in a pro's shop is a very tactful proposition as there is the kickback. This doesn't hurt the department store because of volume of business but you have a limited clientele and you have to be right.

Here's something on that troublesome matter of selling golf apparel and "trick" accessories in the pro shop. Ben Knight of Winona, Minn., is going to try to solve his problem in this respect by putting in another showcase. Ben says: "You have to put that sort of stuff right in front of your members' noses. Put it where they want to take a look at it. It's not necessary to carry a big line. Representative samples of well selected goods, and do the rest of the selling from catalogs."

Another good thing about high class merchandise in the pro shop—the store competition is less. On high class merchandise the department stores usually make more of a mark-up than the pro. In de luxe bags especially, they ask for more money than the pro, and the stores get the business a lot of times because some pros are afraid to handle a product that sells for real money. Get over this "buck fever" when big money is mentioned.

Why is it that a member who buys golf goods at a store doesn't take his purchase back when it is unsatisfactory, but will raise hell with the pro when he's not satisfied with anything bought at the pro shop? There's one place where the pro has it over the store. The customer gets complete satisfaction without inconvenience.

Ever figure how much of a selling point is the pro's pride in the stock he sells? Each club is sold with the implied or express warranty of his endorsement and pride in it. There's no such pride in product in evidence around department store golf merchandise.

The Modern Trend

In Golf Course Construction, Like Building Your Own Home, Is To Hire a Competent Architect and Get the Lowest Bid for Construction.

We will build your golf course on your architect's specifications for a flat contract price.

CHARLES E. MADDOX CONSTRUCTION COMPANY
Century Building CHICAGO Phone Harrison 4852

A practical plan - - -

A big, new profit - - -

You can now sell the

BRONSON STEEL-ARCH GOLF SHOE

at your pro shop



FOR the first time a simple and sound plan for selling golf shoes is offered to the pro—and it is offered with a specially constructed, handsome and thoroughly high-class golf shoe, sold at the very moderate price of

\$10

Black and white is the style rage in golf shoes. This year you will cash in big if you have the Bronson Steel-Arch shoe in its beautiful black and white combination, selling from \$5 to \$10 less than your members expect to pay.

The Bronson proposition is open only to professionals who are first-class business men. It furnishes you with a consignment stock, without initial investment on your part. You keep the stock complete by a simple plan of re-ordering shoes to replace those sold, and you have no money tied up in frozen stock at the end of your season. Bronson advertising bearing your name is sent to your members and a profit-

sharing plan gets your members boosting shoe sales for you.

This Bronson plan, as good as it sounds, is no wild hunch. It has proved successful for such well-known and able pros as Dick Clarkson of Duluth, Bob Taylor, Minikahda, Earl Wolfe, Galveston, etc., etc. It is backed by one of the biggest, old established shoe companies in the Northwest.

Your members want a shoe like the Bronson Steel-Arch. Every golfer who wears it pronounces it the most comfortable, good looking, "great value" golf shoe he has ever worn—and there are a lot of star pros and amateurs wearing the Bronson Steel-Arch.

*Write us today for complete details of the Bronson plan
so you can use it in making 1928 a record year for profit.*

THE BRONSON GOLF SHOE CO.
711 WEST LAKE ST. MINNEAPOLIS, MINN.

.....Open the Door..

OPPORTUNITY is knocking at the golf shop door again—louder and more determined than ever before.

And to help enterprising golf Pros make 1928 their most profitable year, VULCAN offers a remarkable line of woods and irons, as well as bags and sundries, with an unusually attractive proposition.

The complete line is illustrated in this new catalog for 1928. Send for it—and ask for our Professional price list.

VULCAN GOLF COMPANY

Portsmouth, Ohio, U. S. A.



VULCAN

Clubs of Character for Every Golfer



free! Send for VULCAN'S 1928 Catalog of fine golf equipment.

Some Ideas for More Pro Sales

By TED WOOLEY

Pro., Maple Hills Golf Club, Kalamazoo, Mich.

I DO not claim these ideas to be original. They are merely my observations of some of the display methods used in large stores and pro shops combined with a few ideas of my own.

It will profit the pro in any club to go downtown and see the methods used by retail stores. The time is here when we pros have to outdo our downtown competitors, and here I might mention one idea I am using this year. A great number of drug stores in Kalamazoo are selling clubs, usually a cheap line. I have persuaded two or three of them to carry my make. This, I feel sure, will show the buyer of clubs the great difference between pro clubs and store clubs. I pay a commission for selling my line, and make a few dollars where I might not otherwise have made a cent. At the same time my clubs receive a lot of free advertising.

The most important detail in pro shop display to my mind is a clean, bright shop. I have been in a lot of shops that sadly needed a coat of paint. Almost any club will gladly furnish the paint if you are willing to paint the place yourself.

The next important thing is to have your best display placed in such a position that it is conspicuous as one enters your shop. Do not have a lot of things there; just a few of your best clubs and bags, arranged on some green felt or similar material. With this display have a neatly painted sign, (hung at a level with the eyes) with your rates for golf instruction.

If members register in your shop, your opportunity for merchandising is very much greater. Have a show case on either side of your register desk, and place on this case balls, tees and any slow moving stock.

Always have plenty of small displays. Don't make it necessary for members to select a driver, midiron or putter out of a

FRANK P. MACDONALD GOLF ARCHITECT

202 South State Street CHICAGO, ILL.

Inspection invited of these courses now ready for play.
River Forest C. C., Turkey Creek C. C.,
Chicago, Ill. Gary, Ind.
Spring-Brook C. C., Crandon G. C.,
Antigo, Wis. Crandon, Wis.

large stock of clubs. Pick out your best balanced ones and place them in a position that invites a trial. This, you will find, will go a long way in interesting people in your clubs and increasing your sales. A few signs telling folks what high-class merchandise you carry, placed here and there, act as silent salesmen.

I got a few real ideas at the Golf Show. I could mention any number of attractive booths, each one trying to outdo the other in high-class exclusive-looking displays. All pro shops should follow this plan. I am doing it this season, using a few draped tables, posters, etc., along with my goods. A display, cleverly placed on a table with an action picture here and there, will surprise you with its attractiveness. All you need is a little imagination, and don't forget that color helps a lot!

Very few pros can afford to carry a line of shoes, knickers, sweaters, garters, etc. I work out these details this way: A number of my club members are engaged in this line of business downtown. I offer to sell their merchandise on a commission basis. Last year I sold over fifty pairs of golf shoes. Equipment of this description helps a great deal in making your shop attractive.

There are a great many more things that might be said in this line, of course, but individual pros are the best judges in regard to most of it. However, it is well to remember this one point if you want to sell successfully—*Do not miss a single opportunity to advertise your goods.*

Matched sets selling up into fancy money have done one good for the pro in a valuable and unappreciated fashion—they have made him able to say "this sells for \$90" without gasping. Don't be afraid to talk good prices, when the quality is there. You probably have beaten yourself out of sales by obvious embarrassment at asking a justifiable price, just because it listens steep to you.

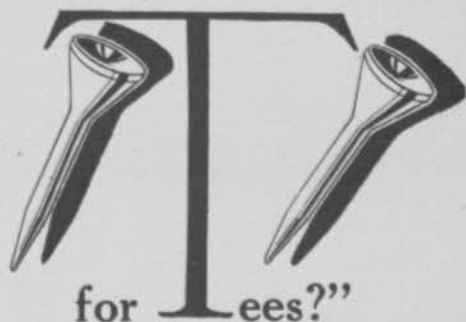
Bigger Pro Profits NESSER BAGS

Kroydon clubs and Nicholl heads, Kroydon and J. H. D. balls, and a complete line of highest quality pro shop merchandise and supplies. Get our prices.

J. H. DILLON & CO.

394 W. LAKE ST. CHICAGO
Telephone Main 1387

Drop a Hint—Make a Sale "How are you fixed



IT will pay you well to suggest Reddy Tees to every golfer that comes into your shop. A reminder makes a sale.

Reddy Tees give you a good margin of profit, and they give it **often**. They sell fast—faster than any other tees in the world.

Golfers come in often for tees. That gives you a good chance to interest them in balls, clubs and other equipment.

Golfers prefer Reddy Tees to others because they give better, cleaner drives, they balance the ball without friction, they last longer, are easy to insert, are easy to adjust to proper height, and, in short, because they are the best designed and best made tees on the market.

The REDDY TEE

REG. U. S. PAT. OFF.

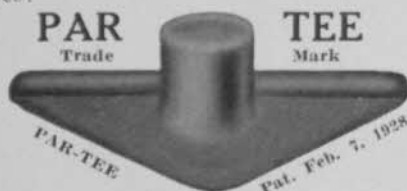
The Tee of Champions

THE NIEBLO MFG. CO., INC.
38 East 23rd Street, N. Y.

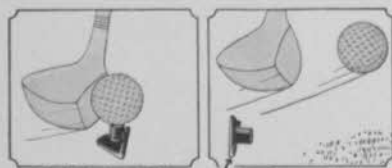
P. S. For those who fancy a carrot tee, the Nieblo Mfg. Company makes Scot Tees. These are not as well made as the Reddy—no other tees are—and consequently cost you less.

IF

Every member of your club used PAR-TEE you would eliminate every objectionable feature resulting from the use of other types!



The 100% Golf Tee MADE OF PURE RED RUBBER



PAR-TEE is the first and only scientifically designed Golf Tee (made of Pure Red Rubber) constructed upon mechanical principles whereby and because of the Rocker Action by which the tee turns over as soon as the club comes into contact with the ball, permitting the club to follow thru without the least resistance,

IT WON'T FLY!

PAR-TEE sets on any surface—sand, clay, mud, grass, snow. Ideal for indoor golf—does away with the usual mat.

NO ANCHORING REQUIRED!

Does away with the sand box. Does away with pushing or driving in wooden or metal tees, saving your fingers from bruises and your club from marring. Does not tear thru clothing, being made of pure red rubber. Compact, convenient, sanitary. Only one needed to carry with you. The only Golf Tee that enables you to start your game without a handicap—

AT PAR!

PAR-TEE is as perfect and dainty as a gem; worth its weight in Gold, but only costs its weight in silver—25c. (Price in Canada—35c). One lasts indefinitely!

Order NOW and reap the profits resulting from our National Advertising

PRICE TO PROS. AND DEALERS, \$2.00 per display card of 12 PAR-TEES having a total retail value of \$3.00; a 50% profit on cost. Order from your JOBBER.

PAR-TEE, Inc.

1105 Guarantee Title Bldg., Cleveland, O.

Please mention GOLFDOM

"Let 'em Know What You Do"—Remple's Plan

WILL REMPLE, professional at The Country Club, Ridgefield (Conn.), has his letterheads, and billheads printed with some copy that always is making a bid for business. Remple takes no chances that his members won't be reminded of his capabilities and availability for service.

Four neat and balanced groups of type matter appear at the top and sides of his business stationery. The copy reads:

GOLF

*Hand Made Wooden Clubs
Imported and Domestic Irons
Clubs Made to Order
Duplicating a Specialty
Repairing of All Kinds*

LAWNS

*Seeding Renovating
Weeding Fertilizing
Maintenance of Lawns
in Good Condition*

TENNIS

*Expert Restrunging and Repairing
Oriental, American and English Gut
Leading Makes of Rackets
Tennis Balls and Supplies*

TENNIS COURTS

*Building Grading
Laying Out Repairing
Steel Wire Fences*

There's enough in that lineup to prevent Satan finding mischief for the hands of the versatile Remple.

Think the dope we're preaching about more attention to pro shop displays is the bunk? Carl Haecker, a hardware man at Waukegan, Ill., studied and monkeyed around with his displays and found that he sold more hammers, hatchets, screwdrivers, etc., when they were displayed with the handles toward the prospect. Mysterious and important, this display business. Wonder if putting the grip or the head toward the prospect in club display would have any effect on sales?

Manufacturers say this spring's business for left-handed clubs is away ahead of anything they have hitherto experienced.

HICKORY—We have engaged in the manufacture of hickory products for the past twenty-six years, and can furnish pro finished hickory golf shafts of the very finest quality.

I. R. Longworth Co., Somerset, Ky.

when writing advertisers

This Method Helps Pro Keep His Credit O. K.

A. E. WARD, pro at Winfield, Kansas, writes GOLFDOM telling of the method employed at his club to handle his collections. The plan may help some other pros to get their money so they can keep their credit rating in good shape. Ward says:

"I have read your article in the February issue of GOLFDOM, on 'give all a fair break.' The part I was interested in was the pro's collections.

"I think we have one of the best (if not the best) systems of collecting that I know of.

"The member signs a slip for whatever he gets from the shop. At the end of the month I make out statements and keep them until called for by the member. I send the total charge against each member to the secretary, (who by the way is also secretary of the Chamber of Commerce, Rotary club, and Retail Merchants association). He sends out an itemized statement covering the purchases. When he receives the check from the member he distributes the amounts due to each department. If any member disputes his pro account he is referred to me, then I mail his slips to him, or hand them to him the first time he comes into the shop. I receive a check from the secretary on the 1st and 15th of each month.

"Now the point I want to give you is this; in the four years I have been at this club, I have not had one bad account, nor have I had to carry any charges from month to month, which has enabled me to keep my own credit rating O. K."

Did you ever sit down and figure your selling costs? If you did you'll see how important it is for you to discount your bills. The discounts, figured over a season, make a substantial increase in the return on the pro investment. Quit guessing and kidding yourself. Find out what it's costing you to do business and your percentage of profit.

HARRIS TWEED

The Aristocrat of tweed for Golf wear. Suit-lengths by mail. Samples free. NEWALL, 462 Stornoway, Scotland. AGENTS wanted.—Club Professionals preferred. Good remuneration.

Please mention GOLFDOM when writing advertisers



Now Considered a Necessity

Fulname Golf Ball Marking is no longer the fad of the few. With thousands of clubs it is a habit, a rule, an indispensable part of the game.

It speeds up the game, preventing mistakes and arguments. It prevents theft and ball bootlegging. It saves thousands of dollars for players in lost balls regained. It is clear—permanent—the one outstanding golf ball marking method.

Free

Your club may secure the new 1928 Fulname Marking Machine Free upon extremely easy conditions.

Write today.

Fulname Golf Ball Marking

The Fulname Co.

So. R'way Bldg., Cincinnati, O.

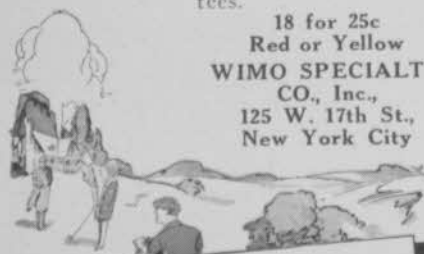
Every tee
a pencil



RITE PENCIL TEE

EVER found yourself without a pencil and no way to mark your score? It can't happen again if you have a pocket full of RITE Pencil TEES—for every tee is a pencil. And they cost no more than other tees.

18 for 25c
Red or Yellow
WIMO SPECIALTY
CO., Inc.,
125 W. 17th St.,
New York City



This is a reproduction of our advertisement appearing in 13 leading golf publications.

Print New Edition of Fine Caddie Book

A. P. WEBSTER, of Moline, Ill., and G. A. Decker Trench, of Davenport, Iowa at the request of the Tri-City Golf association and with the endorsement of the Iowa Golf association, have issued the first revised edition of the splendid caddie instruction book prepared by Price Wickersham and Frank Lauder of the Kansas City Golf Association.

This booklet is an invaluable aid to the club that is seriously concerned with proper training of its caddies. There is given complete details of a caddie system that has the endorsement of a number of years successful history, a raft of interesting and simple instruction material for the boys, so presented that the kids will read and heed it, plenty of pictures to simplify correct practice for the caddies, a "Caddyism," simplified and condensed rules of golf, a golf glossary, and quite a little golf reference material of interest to players as well as to the caddies.

There is no doubt of this book being a practical asset in an important and aggravating phase of golf operations, and GOLFDOM recommends it without reserve to the club officials who are responsible for caddie training and management. The publishers are taking a chance in the hope they'll break even on the financial outlay required in publishing the book and are contributing their own time and effort to the cause.

Single copies of the book sell for 75 cents. The quantity prices are down to the point where it won't strain any club to give its regular caddies each one of these books in establishing a system that will greatly reduce the impulses of the fussy members to wring the necks of the thoroughly natural little devils en route to fame and fortune via bag-toting.

Used Golf Balls Bought for Cash—Responsible house will buy used balls in any quantity at the right prices. Address **BL**, care GOLFDOM, 29 Vesey Street, New York.

Racks HANDICAP Cards

John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

JOHN WILLY, 443 South Dearborn Street,
CHICAGO ILLINOIS

TO YOUR OWN CLUB BE TRUE—

and it will follow that before ordering Charge Checks, Score Cards, Guest Registers, Caddie Cards and other forms used by country clubs you will first see our line of standardized printed matter.

John H. Vestal Co., Printers
703 South La Salle Street - Chicago

Credit and Unfair Discounts Call for Attention

By HERB GRAFFIS

AT THE recent Golf Show in Chicago I made a point of picking out a bunch of representative professionals to get their slants on merchandising. After talking to about 40 pros I came to the conclusion that manufacturers who were playing the department store trade in the spotlight and handling the pros in a casual sort of a way were wrong—all wrong.

Pros are coming along as business men much faster than any other class of small retail merchants you can name. The only thing that stands in the way of their speedier progress right now is lack of merchandising knowledge. They have the urge to be merchants.

Outside of GOLFDOM there's not a place where they can pick up merchandising information of specialized and practical benefit to them, and they are soaking up all the dope we are able to hand them with the assistance of the makers of pro goods who feed GOLFDOM'S advertising kitty and thus make it possible for us to furnish the magazine to all the pros free.

There are some pros who are hopeless as merchandisers. They either are dumb, lazy or "know it all." But the manufacturer or club official who takes these duds as typical of the profession are not only beating themselves out of a profitable service but are handicapping the progress of a group that should be given every bit of co-operation.

Credit Is Root of Woe

It looks to me that one of the big problems for the pros to whip is the matter of credit. There has been a vast improvement in this respect during the last year, so a number of well informed manufactur-

MR. PRO: Several hundred clubs—amongst them the largest—are using the new

NINE HOLE GOLF TEE

REASONS—BETTER QUALITY—MORE PROFIT. Don't fool yourself—Send today for price and samples.

SIMPLEX MFG. CO.

Box 1854, Sta. E Cleveland, Ohio

Walter Hagen says

"THE best evidence that our merchandise and our sales policy is right is the fact that nearly five hundred Professionals have either ordered or now have in their shops my clubs and balls—and *this new line was only introduced last October.* Before the present season is half over I'm confident we'll be serving well over a thousand Professionals because in addition to the attractiveness of our line we have a merchandising plan that *pushes and protects* the Pro's business. If you're not already enrolled with us we'll welcome an opportunity to present all the reasons why you should be. Get in touch with us at Detroit—our New York office at 1270 Broadway—or our Chicago office in the Lytton Building at 14 E. Jackson Boulevard."



HOL-HI

□

DURA-DIST

□

CHEERIO

□

Three new golf balls which will win friends—games—and championships.

The performance of these three balls speaks far more eloquently of their superior qualities than words ever can. Try them and you will be convinced of their ready acceptance.

The Hol-Hi is a speedy thoroughbred built for distance—sells at \$1.00 or \$10.75 per dozen.

The Dura-Dist—guaranteed for 72 holes sells for 75c or \$9.00 per dozen.

The Cheerio—guaranteed for 52 holes sells for 50c or \$6.00 per dozen.

Wilson
ATHLETIC EQUIPMENT
GOLF EQUIPMENT

Wilson-Western Sporting Goods Co.

New York

Chicago

San Francisco

ers tell me, but there still are a number of the boys who are "the souls of honor" but are slow pay simply because they don't realize the importance of maintaining their credit up to snuff and discounting bills. This discounting, in the course of a year, runs up a good return on the investment in pro shop stock. Some of the fellows will let their bills run considerably past the discount date and then take the discount. That's something like shooting par with the pencil. But, again, why condemn all the pros for this? Some golf clubs do it on their accounts.

But what are you going to do about credit when you are starting the season with the roll worn down pretty well by the cost of living through the winter? Pegler, sports writer, hit the pin on this matter in commenting on Johnny Farrell's win of the La Gorce Open. He said that Farrell, by beating out a wonderful field with superlative golf, won almost as much as a third string prize fighter would get for knocking over some set-up. A caustic and truthful commentary on the meagerness of the pro income.

With the shop profit holding forth the possibility of a life-and-death part of the income, and a good credit rating vital for the utmost in shop profit, there are two ways for the pro who is a substantial character and who has no gypsy trait of changing jobs every year or so, to get started right. Only one pro out of about 500 goes to his bank and borrows money. The farmer does it until his crop is in. Why shouldn't the pro? Other retail merchants get help from the bank. The greater part of the pro's merchandise is staple stuff. If he's a first class steady merchant he's a good credit risk.

The other way is for the club to finance the pro. This is O. K. if the club is established and has any sort of a surplus itself. At the start of the season if the club will guarantee the account, the pro can get the assortment of stock that he wants in order to be of greatest service to his members. If club presidents or other officials would give a helping hand to the pros who

Used Golf Balls Bought

Check sent 48 hours after
their receipt. *Any Quantity.*

GOLF BALL SUPPLY
1311 Chestnut St. Louis, Mo.