

Pros

who make their
golf shops *pay big*



HERE'S something about one of the best pro merchandisers I've ever met. It will interest and inform other pros who are up-and-at-'em as business men.

Walter Hagen

[No. 10, a series which will appear in *Golfdom*]
—The Business Journal of Golf

JACK DARAY DOES A REAL SELL

An Editorial On Profitable Display

By Jack Daray

TOUCH and sight are just as good selling factors as words. The balance and appearance of well selected stocks of clubs make such a strong and distinctive play for sales that I always give my club display a prominent position and inviting arrangement.

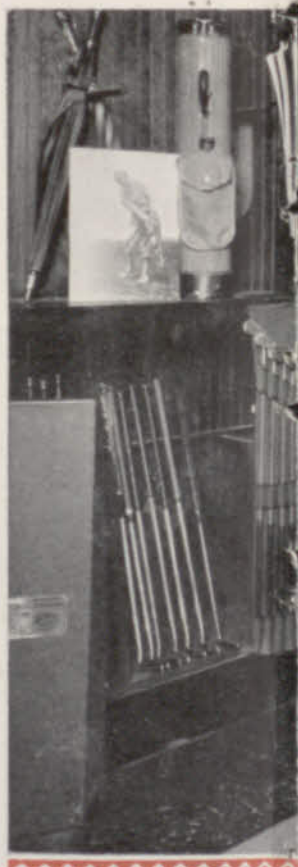
Then, members who step into the shop stand a good chance of being tempted to pick up a club and they usually find one they want to keep.

From my experience I'd advise pros who are not doing so, to make full use of this all important "self-selling" factor of prominent club display.

JACK DARAY,

Professional,

Olympia Fields Country Club,
Matteson, Illinois



Put the selling punch of "something different" into your shop if you want to make more money. You will find this "something different" in Walter Hagen clubs—the Ultra line of golf equipment designed and built to the exacting specifications of Walter Hagen.

Hagen clubs have established new standards both in club manufacture and in selling. Members themselves when they get their hands on them.

To make the Hagen line one of the biggest pro shop sellers in less than two years' time, you know there had to be better design and construction as well as a definite selling policy that protected the pro's earning power.

The pros who have the jobs the other fellows envy are the pros who recognize that a good part of a pro's earning power is in his shop.

You go into these shops where the pros are making the real stock turnovers, and real profits, and the first thing you see is an impressive display of Walter Hagen clubs, balls and Allied bags.

This is not accidental. It's an important factor in planning for pro profits.

KLING JOB AT OLYMPIA FIELDS



*Jack Daray,
a real pro
merchant.*



*A corner in
Jack's shop
at Olympia
Fields*



*Clubhouse at Olympia
Fields Country Club.
This club has four 18-
hole courses.*

Why

Walter Hagen

**golf equipment is
featured by *Pros*
who make their
shops Pay Big!**

- 1** Professionals have no cut price competition on Walter Hagen clubs and balls.
- 2** Hagen clubs and balls are sold only by professionals and the pick of America's retailers—never by mail order houses or so-called cut-rate stores . . . we will not sell them.
- 3** When you create a demand for Hagen merchandise, you are building a permanent and profitable business for yourself—because you have no unfair competition.
- 4** What the "Tiffany" mark is to jewelry, the "Hagen" mark is to golf equipment — that's why the line is known as "The Ultra in Golf Equipment."

IS there any name in golf better known to your members than the trade-mark "Walter Hagen"?

Has any other line backed-you-up with a sales protection policy so exacting as the Hagen policy?

Would the majority of America's leading professionals feature the Hagen line if it were not for the high standard of quality and the proven policy that protects your interests?

Let the Walter Hagen factory representative show you how the Hagen Ultra Line, the Sales Protection Policy and our professional's direct sales-making helps, will make your shop *pay bigger* in 1929.



ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny St.

volved task in any sense of the word. It is reduced simply to the problem of getting a group of men together who are willing to put aside pride of personal opinion and work out a definite set of by-laws. First of all the chain idea of selecting members of the Board is the most practical, inasmuch as the majority of the directorate will always be in office more than a year and familiar with the requirements for their particular club. The next step is to secure the services of a competent manager and give him the responsibility of management without too much interference. When this has been done it is well for the President to advise the committee chairmen that it is up to them to work with the manager who is the only power in the club that can successfully co-ordinate the various club activities without friction. And, by all means, be sure to have an accurate and detailed accounting and control system.

With such a program in effect in your club each succeeding year's operations will show a marked increase in efficiency and more harmonious and desirable standards of service will be enjoyed by the club membership as a whole.

Manufacturer and Pro Relations Improve

By G. H. MORRIS

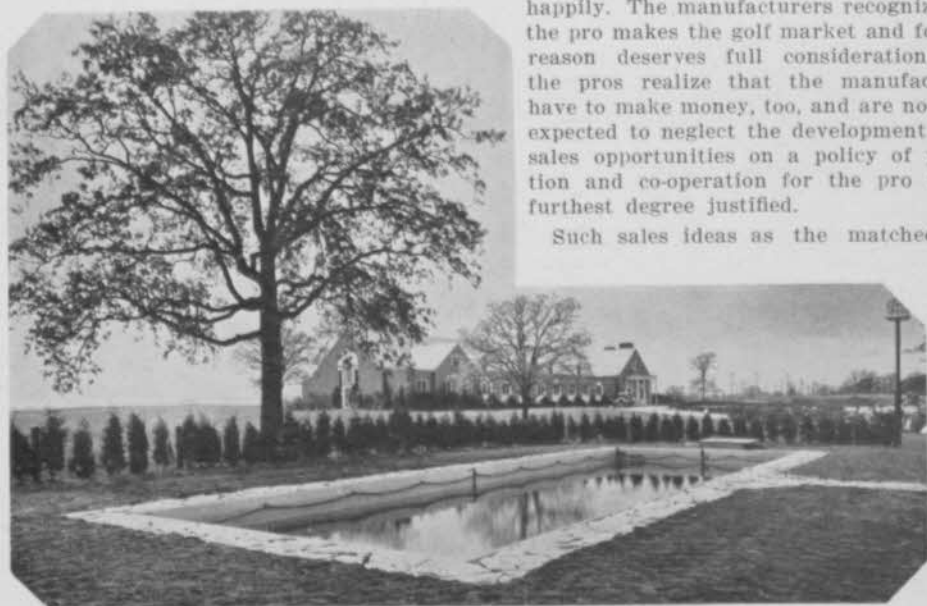
Vice President, the L. A. Young Co.

FROM a manufacturer's viewpoint the pronounced progress in the golf business during the past year has been in the betterment of relations between the pros and their sources of supply.

A definite advance has been made in the intrinsic value of factory-made clubs and I think it generally conceded by most competent pro judges that the best of factory made clubs now compare on an equal basis with the highest quality of expertly made bench goods, and certainly, when costs are figured properly, the factory made goods bring a bigger profit to the pro.

The pro trade that constitutes the larger part of the desirable available business has shown itself by attention to sound business practice to call for the utmost that a manufacturer can give in price protection and market development. In effecting a logical and profitable balance between the pro trade and the store trade the manufacturer is up against a delicate situation which I believe is being ironed out rapidly and happily. The manufacturers recognize that the pro makes the golf market and for this reason deserves full consideration; and the pros realize that the manufacturers have to make money, too, and are not to be expected to neglect the development of all sales opportunities on a policy of protection and co-operation for the pro to the furthest degree justified.

Such sales ideas as the matched sets



The swimming pool is getting recognition as a necessity in the complete golf club scheme of things. This one is simple but fits into the landscaping plan nicely. It is at Knollwood (Chicago district)

and bags that arouse a keen urge to throw the tattered old carrier into the junk pile where it is overdue have been capitalized during 1928 in a manner that promises great sales progress for the mutual profit of pro and manufacturer during 1929.

Year's Pro Progress Along Better Business Lines

ONE of the well-known figures in the golf business who prefers to remain anonymous, so far as his personal views on the year's developments are concerned, tells GOLFDOM:

To the best of the writer's knowledge, during this year there have been no especially important developments. In a general way, as far as our company is concerned, golf professionals have paid their bills much more promptly than in the years past; and it has been our observation that the golf professional is making an effort to keep a more business-like looking shop.

There has been a more or less general complaint from golf professionals that their members are bringing their golf equipment such as clubs and balls into the club and not buying it from them. If this is true, it emphasizes the need of the golf professional selling himself and his services to the members of his club, for it is only in this way that he can maintain his position of the past, and it is the only basis on which he can compete with the department stores who are more and more carrying a complete line of golf equipment, and the merchandising type of athletic goods stores. No longer can the golf professional place the burden of his success in a business way on the shoulders of the manufacturer, for it is not possible for the manufacturer to limit the sale of what he makes to the golf professional only.

The golf professional in every way should try to give more and more service to his members. He should remember that in a great many cases he does not pay the club for the privilege of doing business on their property, and having his trade brought practically to his door—to say nothing of the guarantee of the credit of his members, which he receives.

The golf professional should have in his shop at all times a reasonable stock of the most popular golf balls, and he should not let any personal feeling that he may harbor towards any manufacturer keep him from giving full service to all of his mem-

bers by being able to sell them any of the leading makes of golf balls that a member might desire to buy.

It would be well for the golf professional to adopt a co-operative attitude of mind towards the manufacturers of golf equipment, for these manufacturers know that the golf professional is their greatest sales outlet and the best interests of all are advanced to the fullest possible degree by having cordial relations exist between the seller and the buyer.

On the part of the P. G. A. organization, it unquestionably would be to the great advantage of their future welfare to co-operate with the manufacturers' associations, towards eliminating from their ranks and their profession that type of golf professional who does not pay his bills for no other reason than the fact that he is not a good business man or a fair dealing citizen. Everything possible should be done by the P. G. A. to build a greater respect for the golf professional on the part of the club member and of the manufacturer of golf equipment.

Fairway Watering and Arsenate of Lead Are Features

By H. S. BAILEY

Manager Golf Department, J. Oliver Johnson, Inc.

WE are directly interested in the grounds end of the business and we believe that two outstanding developments in this line have been shown in 1928 and will show much better in 1929.

The first is the underground system of fairway watering. This is a field that has been hardly scratched except in California where the majority of the courses now have this equipment.

A surprising number of courses in the middle-west and the east have put in this system and the condition of these courses throughout the summer months is sufficient evidence of their efficiency. While this type has a greater initial cost, the operating expense is cut 50% and effects a greater saving each year.

The writer believes that the use of the arsenate of lead treatment for greens and fairways is one of the outstanding developments of the year, and one that will effect a substantial saving in the maintenance budget besides eliminating a great deal of worry and trouble for the greenkeeper and his committee.

Progress of Turf Study Is Chief 1928 Advance

By C. B. MILLS
O. M. Scott & Sons Co.

ANY sport, industry or profession, call golf what you will, which has fastened such a hold upon our people must have made some rather remarkable progress somewhere along the line. That progress must have been steady and certainly 1928 has not been skipped.

Some will tell you that players have displayed the greatest improvement the past twelve months; more holes in one, a general reduction in strokes per round, better form, longer drives, truer putting.

But we, as seedsmen, are not great golfers. Fifty for nine holes looks mighty good to us. Our contacts are with green-chairmen. They play the game by worrying about how the greens look, what ails the fairways and who did the "excavating!" They are the pros of turf maintenance. With the valuable help of the greenkeeper, the chairman of the green-committee and his fellow members make possible the facilities for play that the other 99% enjoy. It seems to us that this group of laboratory experts is getting better all the time. They are looking into things. Mere claims of a distributor do not satisfy them.

The Green Section at Washington with which every club should be in contact is the head instructor. This body has nothing to sell except information. It is available to all who can use it, at practically no expense. This is our way of saying that from our viewpoint the greatest progress in the field of golf during 1928 has been from the standpoint of turf maintenance as a result of greater understanding of such problems by those who are responsible for the condition of the course. It is up to all of us who serve this market to keep well up in the procession.

Style Selling and Thinking Are Bright Spots

By L. B. ICELY
President, Wilson-Western Sporting Goods Co.

GOLFDOM has asked that I state what I believe to be the significant developments in the golf field during the year; also what I consider to be the outstanding details in the progress of professional business operations during the same period.

In answer to the first query, I prefer to make my remarks in reference to equipment only. It is my belief that style in golf equipment is one of the greatest developments of the year. Granted that, first of all, an implement of the game is scientifically constructed to meet the requirements of fine play, tremendous interest is shown by the public in the combination of materials used, fine workmanship, and details of design, which result in what we term "style."



L. B. ICELY
Wilson-Western's
President

For a considerable time golfers have given much thought to the lines, color and general appearance of the cars they drive, the homes they live in, and the clothes they wear. In these things they have demanded style. This is an age of style, and an implement which merely hits the ball correctly is not sufficient. It must have finesse in construction. Appearance is now a major factor deciding purchase.

It is not an uncommon thing nowadays to hear a golfer say he has a set of advanced models or he boasts a set of 1929 golf clubs before the 1929 season actually arrives. He is getting the idea more and more that he must have the latest in golf equipment, just as he must have the latest design in his motor. I think it is quite within the realm of accuracy to state that style is one of the outstanding progressive features of the year.

In answer to the second question, I think I might honestly say that your own thought-provoking magazine, GOLFDOM, has done as much to stimulate better business in the operations of golf clubs as any factor I know of. The greatest service you can render any man is to cause him to think. It is very evident from the many answers which you have published to ideas of vital interest appearing in your publication that you have done just that thing.

We have mentally alert men managing our golf clubs and pro shops, and their keen interest in the numerous challenges which you have posted cannot help but result in a more intelligent handling of the business phase of golf. Allow me to say that I consider GOLFDOM one of the leading factors in the progress of business operations of golf clubs during the past

year, and, furthermore, your continued helpful discussions of the practical problems of golf club operations will do as much to fix the necessary firm foundation for the development of golf in America as any one thing I can call to mind.

Better Financing—More Study; Year's Features

By JOE ROSEMAN

President, Roseman Tractor Mower Co.

THIS year we have found the golf clubs generally have installed better accounting systems, have paid more attention to financial obligations and are really in better financial condition than we have ever experienced before.

Greenkeepers and green-chairmen are figuring their budgets in such a way to guarantee that accounts will be paid within 30 to 60 days and only a few of the new golf clubs are unable to pay their debts at the close of the season. Naturally we still have promoters and enthusiastic golfers who are organizing clubs without having first secured the necessary financial backing, with the result that manufacturers are holding the bag for most of the materials purchased; and in many cases these manufacturers are bound to suffer a loss because some of the new golf clubs cannot proceed or exist without readjustment of the plans adopted without the originators having first learned the true financial requirements.

Greenkeepers generally are studying their problems with a great deal more care than was known heretofore and their purchases are being limited to equipment which will stand up for years instead of months without excessive repairs. The greenkeepers' associations are doing worlds of good for the golf clubs by having these men exchange ideas on methods of overcoming diseases of plant life without long, tedious experimentation which of course is costly.

The greenkeepers of the Chicago metropolitan district have saved golf clubs thousands of dollars in the past two years by the intensive study of turf life and proper labor saving equipment while their business meetings are devoted entirely to exchange of experiences on eradication of evils. Such intimate group discussions are becoming general and to us, the movement is significant and valuable.

Good Signs in "Getting Down to Business"

By L. W. CRANDALL

President, The Burke Golf Company

THE operation of the average golf club during 1928 has unquestionably taken a decided turn for the better while still leaving ample room for further improvement in the years to come.

The average club is something like the average player; 100% efficiency in operation is a remote ideal as difficult of attainment as 18 holes in par. However, in three distinct ways improvement has come about. In the first place; it has been discovered that the greenkeeper knows more about his job than the average member of the committee and he is left more to his own devices. Second; there is a tendency toward developing more active memberships resulting in increased revenue to the club. Third; the pro is becoming less of a jack-of-all trades. He is conscious that modern business demands specialized effort and he is developing along lines dictated by his natural aptitude.

Many pros are realizing that, like other lines of business, they can accomplish many things thru organization that cannot be done in any other way.

They have excellent officers and by using and recommending modern business methods, they will get the approval, support and assistance from club members that is so essential to the successful operating of golf clubs and any other business for that matter.

So far as the playing attributes of the average course are concerned, progress will be made in 1929 in the science of grass culture with particular reference to the control and elimination of certain maladies at present "raising Ned" with greens. With reference to the business operation of the club, increase in revenue will be the objective. This will perhaps come about by the elimination of the inactive member and the addition of new members that will do their share in the support of the club.

One of the most important things that is often overlooked in club management is that of seeing to it that the club gets its money's worth for the revenue it has to spend.

Greater knowledge of club management is more easily obtainable than ever before and with this knowledge comes the proof that to hold some one individual or one

small group responsible for results is more effective than to have a large number of committees playing politics to secure funds for their pet plans.

Each year's experience will bring improved conditions and continued effort and co-operation will bring the desired results.

Better Methods, Closer Contacts, in Year's Business

By CHARLES C. WORTHINGTON

President, Worthington Mower Company

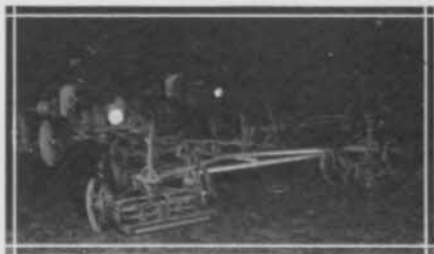
THE year 1928 has been marked by more or less important changes in methods, views and practices, pertaining to golf course maintenance. As an example, much keener interest than ever before has been taken by greenkeepers in studying the effect of rolling fairways and putting greens and particularly its possible bearing on the unusual prevalence of brown patch. Many authorities think this scourge is due to the hardened condition of the putting green turf, brought about by the increasing number of players who tramp over it today and the use of such mowing apparatus as hardens and mats the sod.

An active movement has been inaugurated during the year to introduce power mowers on putting greens. The growing popularity of this system, indicates that hand mowing will eventually give place to these interesting time savers.

The use of various forms of artificial tees has become so general, the rapid passing of the tee stand with its disagreeable supply of sand seems inevitable. The majority of golfers welcome the chance to get away from the wet and grit of the age-old, sand-made tee.

An outstanding innovation of the year, is the adoption of night mowing for the fairways. A striking example of the success of this was presented at the Walker Cup tournament at Wheaton, Ill. The course during the play was cut at night, by the aid of ordinary automobile lights placed upon the tractor and gang mower combination. The advantages of cutting the fairways at an hour when no interruption to the players can occur and the fact that the usual schedule for the daily mowing operation may often be comfortably maintained, despite casual rains or serious heat spells, are so obvious the general adoption of this system seems assured.

It is a welcome sign of true progress, to find the greenkeepers organizing local associations throughout the country which will afford the members opportunity to meet for desirable social intercourse and professional discussion. This widespread



Mowing at night at the Chicago Golf club

move cannot fail to be an increasing benefit to the profession at large and to the golfing fraternity, to whom the scientific and practical maintenance of the course as an institution, has become a matter of paramount importance.

Knowing Costs Is Hopeful Sign at Times

By L. A. FERGUSON

Ideal Power Lawn Mower Company

IT APPEARS to us that GOLFDOM has a great deal to do with the better business methods now employed by golf clubs in general as against only a few years back.

The writer has visited a great many golf clubs in the country, as you know, and sees a marked improvement in connection with standardized methods now employed from the clubhouse down to the back fence.

Old clubs are beginning to learn what costs are and have whittled their program to the point where a great many of them are working on the budget system, which is the only equitable plan to my mind.

New clubs, of course, have all this to learn and while some of them get the idea rather quickly it seems to take considerable time on the part of some to realize that they have spent more money than they have contracted for with their members. On the whole I believe that golf has just about come to the point of stabilizing all its expenditures, maintenance methods and clubhouse extravagances.

Personally, I think your paper has done

a great deal to assist golf, in that you have been frank in your statements relative to the foolish plays that many clubs make in connection with the aforesaid plans and methods.

Our company looks upon the golf field as a very attractive market, one that will purchase for all time to come the better class of equipment. I personally think that golf is bound to continue a growing institution and on even a more stabilized basis.

Give Pro Credit for Progress

By JULIAN W. CURTISS
President, A. G. Spalding and Brothers

IT is often a wonder to me if golfers, generally, realize how much the professionals have done for the royal and ancient game. In what way, you may ask, has this been done? The answer is threefold. By encouraging beginners, by teaching, and by example of their skillful play. It is certainly a self-evident fact that the golfers of this country exceed in skill those of any other. We have a wonderful group of young players, and their success is largely due to the splendid instruction they have received from the professional teachers of the game.

If we only had in tennis an equal number of high grade professionals who could give proper instruction, I will venture to say that it would double the popularity of that splendid game, and in my opinion the Davis cup would still be in this country. Everyone loves to play the game that they play well.

A good professional is a real asset to any golf club and certainly it should be a pleasure to the members, in part payment at least of the services rendered, to make most of their golf purchases in his shop. As a rule, he knows far better than the player the clubs best adapted to his or her style of play.

Free Tees Unnecessary With Sand Displaced

By WM. LOWELL, JR.
V. P. The Nieblo Mfg. Company

STARTING about 1924, two years after the inception of the first Reddy tee, several golf clubs thruout the country talked of doing away with the sand boxes

and giving away manufactured peg tees instead. Of course at that time there were comparatively few golfers using manufactured tees and what few there were were using the Reddy tee which was the only one on the market up to this time. However, the popularity of the peg tee increased very rapidly, particularly from 1924 on.

Today about 90 per cent of the golfers of the country are using peg style tees.

As the use of peg tees increased more and more, clubs decided to do away with the sand boxes and install modern ball washer stakes, but not having any sand at the tees.

One of the obstacles encountered by the golf club officials to this plan was purely an imaginary one because a good many of them felt by doing away with the sand it was necessary for them to give away manufactured tees. This was bad because in most cases the privilege was misused and the club used far more tees than would have been used ordinarily. In fact the feature of this plan with the golf professional, who depends largely upon the revenue of his golf shop, lost the sale of golf tees which in itself does not show any considerable profit to the pro. But the pros like to sell the tees because the sale of tees bring golfers into their shop enabling him to sell other golf merchandise such as golf clubs, balls, etc.

The latest trend, one which we have sponsored and pushed, is for the golf club desiring to do away with the sand boxes, to let the pro keep on buying the golf tees as they have been doing for over six years. We estimate that over 100 golf clubs in the United States have followed this plan successfully and each day there are more clubs following suit. It stands to reason that inasmuch as almost all of the golfers have been buying their tees for several years, that they are so accustomed to so doing that they think nothing at all of the elimination of the sand box but on the contrary will probably be very glad to see it go.

St. Louis, Mo.—Weber-Damme Co., 724 Mullanphy St., is opening a golf course equipment and supply warehouse and sales office. The company has been established 61 years and although the golf business is a recent development plans have been laid for energetic sales and service effort.