

Pros who make their golf shops pay



GORDON WRIGHT
PRO—BUNKER HILL C. C.



EARL DEAN
PRO—BOB O' LINK G. C.



AL HACKBARTH
PRO—PARK RIDGE C. C.

Shops that sparkle with sales lures

GORDON WRIGHT at Bunker Hill, Earl Dean at Bob O' Link, Al Hackbarth at Park Ridge, and Eddie Loos at Lake Shore are a quartette of the Chicago District stars who will make anybody step out snappy to beat them in shooting or selling.

Each one of them is a prized asset to his club. Look at their bright and business-like shops and you'll get a good hunch on why their members brag about these boys.

I'll do some bragging about them too. They're good customers of ours and because they are examples of the best in pro merchandising we point to them and say, "Here's the type of pro who pushes Hagen Ultra goods very profitably."

Walter Hagen



EDDIE LOOS
PRO—LAKE SHORE C. C.

{No. 9 of a series appearing
in GOLFDOM, the Busi-
ness Journal of Golf.}

Eddie Loos in his shop
at Lake Shore C. C.



GIVE them something striking in its evidence of new design, correct construction and outstanding value and your members and you will never question the pros' mastery of the golf market. I have made the Hagen Ultra line a leader in my shop because it commands attention on first sight and justifies its first impression by the way that it serves its buyers to their delight.

EDDIE LOOS,
Professional,
Lake Shore Country Club.

A PROFESSIONAL has to depend on his stocks doing a whole lot of their own selling. His own other duties and his inability to use high-pressure salesmanship make the pro pick the right goods to function as self-sellers. The Hagen line and the advertising material furnished with it have simplified my problem in a most satisfying and profitable way.

AL HACKBARTH,
Professional,
Park Ridge Country Club.

Al Hackbarth in his
shop at Park Ridge C. C.



It's the "smart"

THE pros' salvation in merchandising is to preserve and extend his reputation as the dealer in the "ultra" in golf merchandise. Get something that isn't available at every Tom, Dick and Harry's department store or other similar retailing outlet and you have the big part of the pro selling problem whipped.

That's the way these boys have gone after the job of effectively conquering the sales situation that embraces the members of their clubs. That is why they are featuring the Hagen Ultra line. The price is *always* the same. It's merchandise that is so greatly preferred that we can—and do—absolutely control the resale selling price.

Business is fine w



Earl Dean in his shop
at Bob O' Link G. C.

thing to do....

Hagen "Ultra" golf clubs, balls and tees and Hagen-Allied bags are the last word in golf goods, both in selection of material and construction. They look different and better and they live up to their looks.

When you put them into the most prominent display position in your shop you are assuring yourself of more customer interests, examination and sales than you ever have experienced before—the records of other successful experts in pro shop merchandising confirm this statement.

It's not too late for you to start making real profits from the Hagen Ultra line this season. Get in touch with your Hagen representative and he will show you how to stir up bigger sales.

th the Hagen line!



Gordon Wright in his
shop at Bunker Hill
G. C.

AS one of the two "for men only" clubs in the Chicago district I have to select shop stocks that carry a certain amount of distinction with them. For this reason I have found my line of Hagen goods not only popular with my members, but something that adds to the "atmosphere" of my shop. I have yet to hear of anything other than great satisfaction expressed by my buyers of Hagen goods.

EARL DEAN,
Professional,
Bob O' Link Golf Club.

THE location of my display facilities, right in the clubhouse, makes it necessary that I depend on gripping and unusual displays for getting to the attention of my members. I have found that the looks of the Hagen line reach right out after business, and the "feel" and performance clinches the sales. It's been a winner for me.

GORDON WRIGHT,
Professional,
Bunker Hill Country Club.




We help the pro to help himself

GIVE the pro an even break in a square and considerate merchandising policy, merchandise of distinctive excellence and attractive advertising material and he will render a good account of himself as a substantial, prosperous merchant.

That's our story; it always has been and we'll stick to it.

By working with the boys who are brainy, hustling and confident, protecting them against cut-prices and other unfair handicaps, the Hagen Ultra line has been made the featured merchandise in the most profitable pro shops in the nation. We give every customer of ours the best we have—in every way. There are no "pet" accounts that are permitted to have an unjust "edge" over our pros.

That's all the fellows want and that's the inflexible, permanent plank No. 1 in our platform. We thank our good pro friend for reminding us to again and again tell the pro trade that their business relations with The L. A. Young Company means that the pro is availing himself not only of a service of profit, but of an equally valuable service of protection.

 *This is what Dave Sutherland of Westwood, at St. Louis, says should be the slogan of The L. A. Young Co.*



ALSO SALES OFFICES AT

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

of bucks," said Scott as he headed for the practice grounds.

"What do you do when a member returns any merchandise for credit such as a sweater or a hat or even a golf club?" I asked the nattily dressed Al. (He looked as tidy and as natty as a floor walker in a down town specialty shop).

"We take it back—if it is in the same shape as when it left the shop. We permit any member to try out a golf club before accepting it—if he so desires. We make friends by doing so. They know they can't get that service in a department store. We also train them to understand that we carry the finest equipment that money can buy and that if they buy anything in the way of clubs or balls in a store, they are buying inferior merchandise. We go out of our way to please. If a member wants a pair of golfing gloves a certain color or a shirt a certain size that we happen to be out of or a pair of shoes a little wider at the toe, we search the city until we find it. If we haven't just the right kind of club he wants, we'll make it up for him in mighty prompt order. If he wants to play golf at a nearby club, we will go out of our way to arrange things for him. We call that service and we sure give it to our members," said Charroux.

Continuing, he said, "We keep three books in Mr. Scott's private office and these books are kept in a safe. One book is what we call a combined cash journal in which we make a record of every transaction that takes place in the shop and out of it. Lessons are, of course, included in this. Then we have a stock record book in which all daily sales are posted and which shows us at a glance just what we have in stock from day to day. Then there is the accounts payable book. You know what that is without me telling you. We have no bad debts. This shop gets its check regularly each month from the club so we have no further dealings with our members in that particular. No humbug—no bad customers to worry about. That's pretty good for a membership of over 400, isn't it? I know one member who thought he would save a little money by getting his golf clubs at a department store sale. When he came out to the club the next day he got the razz for fair from his friends and it was many a day before he could get a game from his former cronies. He actually had to discard his department store wares and get a complete new set

**When your course is crowded
sell—**

"PEG"

REG. U. S. PAT. OFF.



There are a great many devices on the market, all entitled to be called Golf Tees.

There is a time and a place where most of these can be used, but when it comes to teeing up a Golf ball QUICKLY and EASILY, we recommend "PEG," and hundreds of thousands of good Golfers say, Amen.

The head is shaped to fit snugly between your fingers and thumb. The result is, you automatically tee up straight, and the ball stays there until you are ready to "spill" it.

It saves your TIME—and TEMPER.

Should you "spill" your tee as well as your ball, you find it easily, because "PEG" is made from Celluloid, and retains its bright color.

This color is either all White—a very practical tee, or White stems with Assorted Colored heads—a very pretty tee.

They are put up one dozen boxes to the display-carton. Put a box of each on your show-case, and watch them sell.

The trend is to "PEG." Ask for it by name. The leading Jobbers can supply you.

GRANBY MFG. CO., Inc.
KEENE, N. H.



This shop of Scott's makes sales averaging more than \$2,000 a month, the year around.

from us. Then and only then he was accepted back to the fold of his former pals. Don't forget to tell the world that Lewis Scott does a \$2250 of cash business each of the twelve months in the year through 'SERVICE & QUALITY MERCHANDISE,' " concluded the dapper togged Charroux.

I don't think I ever saw a better equipped golf shop than Lewis Scott's at Hillcrest, unless it was Macdonald Smith's at the Lakeville Golf Club on Long Island which I visited last November. It has a wee bit of a cemetery sort of look from the outside—kind of vault-like in its stately somberness.

But inside is gorgeous in its vast spaciousness and exquisite equipment. Let me tell you about some of the features I noticed. The structure is of frame—redwood outside and finished with "Mason-

ite," a kind of pressed wood, inside. There are 12 windows and three doors besides a delightful veranda which overlooks the first tee and the 9th and 18th greens. The first tee is only a matter of fifty feet distance and members must pass the main entrance to the building en route to the tee.

The sales room is particularly attractive and Scott has five solid mahogany show cases in which to display his well selected wares. All articles, I noticed particularly, were most attractively arranged and sensibly distributed. The five show cases give Scott a total display space of 48 feet and all trimmed with plate glass. Over 500 clubs of all descriptions are artistically arranged in a 12 foot case, while sweaters, hose, shirts, caps, coats, shoes, ties, gloves and tennis equipment occupy



The entrance to Scott's shop at the left of the picture. See the inviting vista that greets the players' eyes.

Easier and Quicker to use



It only takes half the time to treat your greens with dry

Calo-Clor

or

Calogreen

The mercury salts recommended as a result of experiments by the United States Department of Agriculture.

Are Cheaper to Use

- 1.** Only take 3 oz. per 1,000 sq. feet of turf
- 2.** Cost per pound is almost the same as other remedies requiring one pound for the same area.
- 3.** Greens are longer protected against renewed attacks.

Write for Free Booklet

describing the government experiments. It also contains complete directions for using.

Mallinckrodt Chemical Works

St. Louis

Montreal

Philadelphia

New York



Toepfer photo.

A bird's-eye view of Ozaukee Country club at Milwaukee, where the Western Open will be held August 21-24.

the remaining show cases. All combine to make as attractive a display as one would hope to see in a down town specialty shop of an exclusive nature.

Then there is a well filled stock room adjacent with huge iron bars guarding the window—absolutely burglar proof. The shelves were fairly bulging with balls and clubs and sweaters of an inviting nature.

Three hundred sets of clubs are skillfully arranged in the center of the building so they cannot be seen from the front of the show room. Club racks are never very inviting to the eye, anyway. The club cleaning room is a room all by itself and has zinc on the wall to keep things clean. The workshop is quite unusual inasmuch as it was Scott's own design. It has three vice benches and room galore for the club-makers and assistants. Scott keeps three complete sets of tools on hand, carefully arranged in 16 drawers.

I was pleasantly surprised when I entered a spacious room, which had every appearance of being part of the club locker room. In reality it was the "wash room" for Mr. Scott and his assistants and had, besides the usual toilet, a shower bath, three lockers, two wash basins with hot and cold water and several other dainty toilet luxuries for the personal beautification of the outer man.

The caddies are located 150 feet away from the shop and are called to their labors from the shop by a loud speaker

which seems to work perfect. I might add right here that the caddies at Hillcrest club are among the highest paid in any part of the world.

Lewis Scott is a most successful merchandising golf professional, a man of keen business methods, an outstanding instructor, a mighty fine golfer, a married man with a braw wife, and a mighty fine scout to boot. Scott is a splendid credit to the golf professional.

Guide Posts of Successful Club Policy

[From Annual Report of John C. Trowbridge, President, Westmoor Country Club, Milwaukee, Wis.]

THE real problem in club management is to regulate expenditures so that, on one hand, the directorate can meet the demands, and thereby gain the support of the membership, without succumbing to the pressure of often well meaning but uninformed members, to the extent that the financial condition of the club reaches that point where expenditures exceed club revenue and is followed by an increasing debt and frequent assessments; resulting eventually in such an expensive yearly cost per member that the pleasure gained is not compensated by the cost involved.

* * *

Certain members have advanced the idea that the club debt should be more or less

Fairways Like Flint!

THE sun-baked season is as much a trial to golf clubs and balls as to the Green Committee and the Greenkeeper.

Playing constantly on ground baked brick-hard, equipment must stand terrific punishment.

If you sell your members Burke-made Clubs and Balls you may be sure they will hold up. Burke Clubs, True Temper shafted, stand the gaff of divot-digging shots. Their superb balance makes ball control far easier in mid-summer.

The Burke 50/50 and the Long Burke Ball survive hard-surface playing without abrasions, holding the line through the fair-green and putting truly.

This equipment means more sales through satisfied users. Complete catalog, prices, etc., on request. The Burke Golf Co., Dept. J-4, Newark, Ohio.

With Burke Clubs and Balls your club members can pitch straight for the pin in mid-summer....



Burke
CLUBS • BAGS • BALLS

perpetual and all available surplus used for current demands; others have advanced the belief that all expenditures be held to a minimum and special attention be directed toward debt retirement until the club is clear from debt, and then undertake an improvement program.

It seems to me that a middle course between these two extremes might well be considered desirable. A reasonable and workable debt reduction program is desirable, as it discourages extravagance and indicates progress and good management, lessens operating costs, and warrants faith and confidence in the institution. Improvements in course and other club facilities are an indication of progress in the minds of members, give them immediate returns on their dues payments, and serve as an attraction to prospective members, insuring a continued full membership, which is essential to successful operation.

* * *

An examination of many country club statements indicates that a large part of their working capital is permanently tied up in the unproductive item of accounts receivable. Careless collection methods breed carelessness in attention to club accounts by members, result in increased amounts outstanding and means eventual loss to the club.

Suggestions have been made that occasional delinquencies would justify a remittance of the fine. (*Westmoor adds a money penalty to all overdue accounts.*—Ed.) This might be justified with a large and necessarily expensive clerical force, but under Westmoor's system of operation, where the duty of checking 300 monthly accounts is imposed on the treasurer, it would be an unfair and difficult task.

The rule has been enforced without discrimination, and will earn the support of all members who consider the matter from an unselfish viewpoint.

* * *

Keeping expenditures within income in club operation entails a strict adherence to a fundamental policy, and imposes upon those responsible for the conduct of its affairs close observation of the month to month operations.

Budgeting, I believe, is an excellent system for the reason that it puts committees in full possession of club problems as a whole, and later imposes on committee chairmen the responsibility of keeping within a budget of their own making. Further, through this system of operation

it necessitates committees going into the detail of the coming year's operations, and anticipating needs far ahead of the actual demand. With the adoption of the budget, under this plan, work is undertaken with full knowledge of possible accomplishments, and committees have full authority to carry out their plans, resulting in a constructive and well organized plan of procedure.

Our Watering Policy at Concord C. C.

By C. A. McGovern, Greenkeeper

IT IS always best to water the greens in the very early morning, beginning at about 4 a. m. and continuing until about 12 n., moving the sprinklers every hour. I find that the rotary sprinkler soaks the green well in approximately eight hours—it is necessary to water the greens thoroughly three times a week, and it is a much better practice than that of watering every morning, as continual watering encourages brown patch.

From long experience I have found that early morning watering has several points in its favor, namely:

1. It washes the dew off the greens. If the dew is allowed to dry on the greens in humid weather you may expect to have brown patch.

2. Heavy watering, especially on acid soil, is another aid to our foe, brown patch.

3. Night watering encourages earth worms. These pests are never seen when the watering is done in the mornings.

It is best to water as little as possible during the brown patch season. Last year when brown patch was prevalent in this section we did not lose one foot of turf.

I fought this enemy with a solution of corrosive sublimate mixing 25 pounds in 50 gallons of water. 1½ pints of this solution in 50 gallons of water put on the green with a sprinkling barrel will not burn the green—in fact if the whole amount were to be put on the same spot it would not harm the grass, as the original mixture must be diluted until the strength of the solution is a negligible factor. When brown patch does make an appearance I put as much as 12 barrels of this mixture on one green measuring about 10,000 square feet, and do not water for two or three days after the treatment.