

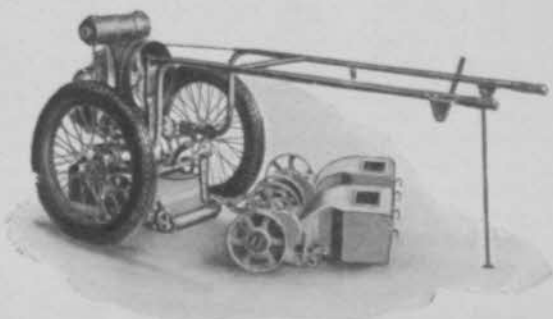
# LOWE COMPANY

POWER and HAND PUTTING GREEN  
TEE MARKERS — BALL LOCATORS

30" cutting unit equipped  
with 7 blade reel.

20% increase in wearing  
qualities.

Smoother cutting of turf.  
Less draft. No shocks.



## Worthington "Overgreen" Tractor and Three Unit Mower

The "Overgreen" will cut an average green in 15 minutes. The most remarkable machine offered for reduction in golf maintenance since Worthington gave to the world the fairway gang mower. Light, efficient, 36" swath. Fully guaranteed.

Price complete \$400.00.



## Shawnee Chieftain

Light, 18" putting green mower.  
5 blade, high speed reel, \$40.00

Shawnee "Special" 18" Hand Mower  
5 blade, high speed reel, for use on  
all lawns, \$28.00

## Worthington "Overlawn"

For private estates, approaches to greens, tennis turf, tees, etc., 5-blade high speed reel.

36" swath—Price \$375.00

50" swath—Price \$400.00

Stroudsburg, Pennsylvania

Cleveland:

Hippodrome Building

New York:

11 East 44th Street

San Francisco:

52 Beale Street

GOLFDOM advertisers know the golf field; they'll help you.

# EXPERIENCE TEACHES PROS TO Believe in Signs THAT ARE VITAL TO SHOP SELLING

By HERB GRAFFIS

**T**HAT detail of advertising commonly known as "dealer helps" has a more important place in pro shop merchandising than it holds in almost any other phase of retail merchandising. The pro can't put the same emphasis on persuasive and persistent personal salesmanship that you witness in a men's furnishing store. Many of us can recall going into a haberdasher's for a pair of garters and coming out laden with a few shirts, some ties, some underwear, hosiery and as much other merchandise as our bank-roll will stand, simply because some able salesman deftly strong-armed us into satisfying our desires, if not our actual requirements. Such sales practice would be resented at a private club pro shop, even if it were possible to have a man in the shop with time enough to thoroughly work the shop's visitors. At public and daily fee courses there wouldn't be the resentment, but there still would be the lack of a big enough selling force to employ the policy.

Some excellent dealer helps are supplied to the pro shops by the manufacturers and, in general, the effective use of this material is increasing among the pros. If there is any practical value to this observer's idea he will advance the judgment that a lot of the sales helps supplied to the shop are too much on the general publicity order and could stand a much more specific theme. As it looks to us, the main item in the pro's successful merchandising operations is striking, specific and inviting display. Look at the shop facilities that are supplied most professionals and you'll see that getting such a display is a tough job. The clubs get the spotlight, and properly so. The balls, maybe too many of the fellows figure, sell themselves, and they are thrown together in a case where it is convenient for a member to pick what he wants. The rest of the shop's stock, with the possible exception of bags, is generally left to shift for itself in a cramped array on the shelves.

## The Vital "Dealer Help"

The best "dealer help" of all is the dealer helping himself. If a fellow looks over his sales possibilities and puts some deft pressure on the needed spots he can stir things up nicely. I saw this working out splendidly at Parker Noll's shop at Edgewood Valley recently. I'll cite a few cases. This has been a bell of a spring for weather in the Chicago district. The humble sweat-shirt has come into its own as a golfing garment. It is roomy, warm, inexpensive and after a manner, stylish, because news pictures of Bob Jones, Hagen and others of the "big shots" show them attired in sweat-shirts. Parker got in a bunch of sweat-shirts with zipper necks. The manufacturer didn't furnish him any display material but Parker had a sign lettered telling briefly the sales story of this garment and giving its price. He sold a raft of them. He got a bunch of the Spalding approach irons and had a little sign about the No. 11 iron lettered and that put the self-starter on those sales. The specific facts are the sure-shot stuff in these pro shop sales pushers.

When Walter Hagen won the British Open, Noll had a sign lettered telling that he carried the clubs that the spectacular "Barnum and Bailey" of golf used in mauling his way to victory. That sign paid for itself and then a whole lot on the first of the several sales he made. Now, that's the sort of material any pro can letter, or have lettered, as the real close-up in selling display material and thus overcome his handicap of not being able to vocally push his shop stock to his members.

## Remind the Women

When these pros start to segregate the women's stuff and individualize that department of their shop with all display and selling facilities at their command, then you'll see a new and welcome onrush of legal tender into the pro shop. One of our liveliest manifestations of "noseiness"



### Patented Green Transparent Brim PROTECTS THE EYES

Adjustable buckles assure perfect fit. Only one head size to stock. One style for men and women. Sporty—Comfortable—easily cleaned with damp cloth. Advertised nationally to retail at \$1.25 (Natural Color) and \$2.00 (White DeLuxe Model). Price to Pros. and dealers—Natural. \$8.25 per dozen; DeLuxe, \$15.00 per dozen. Big profit. Big demand. Order now.

Manufactured and patents owned exclusively by

**SUPERIOR HAT CO.,**

Dept. G.

ST. LOUIS, MO.

## PROS

Here's a fast-selling item



### DRI-JACKET

Your members will appreciate this most practical wet weather garment which opens just like a coat with the new separable hookless fastener. Made of light weight, water-proof material, has elastic waist band and cuffs. Can be easily rolled and carried in a pocket. Made in four regular sizes.

Write us for name of nearest golf supply house stocking Dri-Jacket.

**CONSOLIDATED CASE CORP.**

UNION CITY, IND.

# There's a "sweet" profit for you . . . in Harmonized Sets

IN the days before the advent of *Harmonized Sets* you usually sold clubs one at a time. Of course, there were occasions when you sold whole sets of clubs—to a beginner, for instance, but such occasions were all too rare.

The commonly accepted practice was for the golfer to pick up a club here and there, merely accumulating more clubs as he felt the need for them. Consequently, in ninety-nine cases out of a hundred there wasn't the slightest resemblance of proper relationship between the clubs.

Now, with the **MACGREGOR Harmonized Sets** in which there is the proper mathematical relationship between each and every club in the set from driver to putter, you can sell eleven clubs that swing as one.

Translated into your language this is eleven clubs that *sell* as one and you can sell these eleven clubs with no more effort than you used to spend in selling one. There is a "sweet" profit in these sets for you.

**The Crawford, McGregor  
& Canby Co.**

Established 1829

Dayton, Ohio

**MACGREGOR**  
COURSE-TESTED  GOLF CLUBS

Thanks for telling the advertiser you "saw it in GOLFDOM."

# A simpler more positive means for getting

# backspin

FOCUS  
EYE ON  
THIS  
POINT



## ANGLE TEE

provides the focal point that gives a new stroke-reducing certainty to short hole iron play. No other tee like it. Better backspin shots—protects the turf. Pros find it invaluable, also, for instruction. Sell your customers this and other definite driving advantages for profit that is protected (ANGLE-TEES are not sold to clubs in bulk.) Mail the coupon NOW.

THE ANGLE-TEE CO.,  
211 Meriam Bldg., Cleveland, Ohio.

- ( ) Enter order, and ship.....Display  
Cartons of ANGLE-TEE (36-25c boxes per  
carton).  
( ) Send samples of ANGLE-TEE.

Name .....

Club .....

Address .....

Thanks for telling the advertiser you "saw it in GOLFDOM."

is in looking over the bags turned in for cleaning at the various pro shops we visit, and when we see the sales possibilities of these bags, especially in the women's bags, we steadfastly refuse to get concerned about the pros' merchandising future. The absolute evidence of a vast potential market existing right under the pros' nose and the way the boys are coming along as business men, assures us that the pro business can't help but grow in the next few years at a rate beyond the fondest hopes of both pro and manufacturer. When the boys get going on the women's business in clubs, you'll see a veritable Niagara of business, for women love to spend money. The right kind of specific and alluring display advertising on the women's clubs is going to help bring about the big rush of business sooner.

There's one thing you have to say about women. They appreciate bargains when they get them. The specialty shops sting them prettily. The pro can operate profitably on a much smaller margin of profit and beat the specialty shops onto the ropes. For instance: we were out with a bunch of folks the other night and one woman was showing her "sockettes," those little socks they slip over their usual hosiery to make up for the deficiencies of women's golf shoes. This woman bragged that she got hers for something around a dollar at one of Chicago's good down-town shops. My "warden" bought hers, which were better, of her pro at 75 cents and the boy made money by selling them. Now, if he'd had a sign in his shop telling about this "bargain" why wouldn't he do more women's business? The boys have to educate the women that they get bargains at the pro shop. The pro can't tell every woman who comes into his shop that he has the particular item she might want, without expressing her desires. And he can't show it prominently, for most pro shops are so small that you couldn't drive a knitting needle into them with a pile-driver without disarranging some of the stock.

But it all gets back to the matter of the best dealer helps being those that the dealer fixes to help himself. Let them know what's in your shop, even if you have to supply makeshift hand-lettered signs. Keep them advised of what's new in stock. You'll tip the members off to what they need and what they ought to buy. I've seen this work often enough to highly recommend it to every pro who is a business man.

# Park Golf Popular and Profitable for Cities

EVIDENCE of the continued increase of the use of public park golf courses by city golfers is disclosed interestingly by reports recently received from the Department of Parks and Boulevards of the City of Detroit, and from the Brooklyn Department of Parks.

The Detroit report, for the year ending December 31, 1928, was furnished GOLFDOM by George T. Lynch, secretary of the Detroit Dept. of Parks and Boulevards and reads:

Following are the golf figures on the municipal courses, four in number, at present operated in Detroit. The total number of rounds played on the four courses in

operation last year was the largest in their history, and I believe the figures will prove of interest to your readers, and encourage the construction of golf courses by the various municipalities. All these courses were constructed by the department's engineers, under supervision of Mr. Henry W. Busch, Commissioner of Parks and Boulevards. We have found that the average cost per hole is around \$2,000.

*Belle Isle Course:* This course opened on April 13 and closed December 2. The number of days operated were 234, and the number of players was 73,906, with the average players per day amounting to 315.8.

## It's a great year for TUFHORSE bags - and hundreds of pros who are selling them

The Tufhorse line quickly wins every pro who sees it. They give them a real display; their members buy — they tell their friends, and the pro's bag business flourishes.

And, because pros are quick to pass the good word along, we not only are getting a lot of reorders, but a wealth of new pro accounts.

*The Tufhorse line assures a satisfactory choice for your most exacting members and a good profit for you.*



There's profit,  
too, in these  
TUFHORSE  
golf items:  
Leather Golf  
Coats  
Locker Tidies  
Sports Hose  
Balls—Tees

*Write today for complete catalog.*

**Des Moines Glove & Mfg. Co.**  
DES MOINES . . . . . IOWA

Only reliable companies are allowed to advertise in GOLFDOM.

# GIVE KIDS A BREAK



JUNGLEGYM is the ideal play apparatus—satisfies the climbing instinct. Accommodates large groups. No moving parts—no breakage—no expense for upkeep.

## Golf Fun for You!

This Will  
Keep Them  
Happy—  
Darned Good  
Exercise, Too!

## JUNGLEGYM for Kids!

### PROFITS FOR PROS ON JUNGLEGYM JR.

Sell Junglegym Jr. to members for home use. For children 4 to 10 years. Write for plan.



**PLAYGROUND EQUIPMENT COMPANY, 82 Duane Street, NEW YORK**

**Palmer Golf Course:** The first 9 holes opened January 1 and closed December 31. Number of players on the first 9 holes were 93,645, or an average per day of 256.6. The second 9 holes opened on August 3 and closed October 31. Number of days operated were 90, and players numbered 21,892, or an average per day of 242.2. The total number of players on these courses was 115,537, and the average players per day for the combined courses was 316.5.

**Rackham Golf Course:** This course opened on April 18 and closed December 2. Number of days operated was 229, and number of players 56,767, with the average per day of 248.

**Rouge Golf Course (9 holes):** This course opened on May 24 and closed December 2, with 193 operating days. Players numbered 41,740, or an average per day of 216.3.

The department is constructing an additional 9 holes at the River Rouge Park, and 9 holes have been finished at Chandler Park. This course will be ready for play about July 15. An additional 9 holes at Chandler is under construction and will be ready for play a year hence.

Profits from these four golf courses for

the year ending December 31, 1928, were \$25,550. Profits from the refectories operated in conjunction with these courses were \$5,146, making a total net of \$30,696. These were distributed as follows:

#### Belle Isle—

Profits from fees.....	\$8,439.00
Refectory .....	2,119.00

#### Palmer—

Profits from fees.....	3,021.00
Refectory .....	1,081.00

#### Rackham—

Profits from fees.....	8,882.00
Refectory .....	1,698.00

#### River Rouge—

Profits from fees.....	5,267.00
Refectory .....	245.00

The total number of rounds played on these four courses during the season were 287,950.

The season at the Belle Isle course showed a marked increase in attendance. The Palmer course had a higher maintenance cost on account of getting the second 9 holes ready and developing it. Opening this addition increased operating costs. Receipts increased \$4,600 and expenses \$7,200, cutting the profit \$2,600 as compared with the 1927 record. Rackham had about

## EVERY GOLFER SHOULD WEAR A BUDDY JOCK



The Webbing has a long stretch with a snappy come-back that stays put where you put it, and it holds up under the most severe strain.

The Pouch is of soft knitted material, very comfortable, elastic both lengthwise and sidewise, rendering it perfectly self-adjusting, and the form is such that it cannot become displaced.

Workmanship of the very best throughout, and the Jock will wear twice as long as any ordinary Jock.

It cannot chafe and laundering will not injure it. Mailed upon receipt of price, \$1.00 each. Money refunded if not satisfactory.

STATE WAIST MEASUREMENT. Perfect fit guaranteed. Sample free to Pros.

**THE WALTER F. WARE CO.**

1036 Spring Street

Philadelphia, Pa.



2,000 less players in 1928. A factor contributing to lower receipts was the reduction in the all day rate from \$1.50 to \$1.00. Receipts for 1928 were lower by \$7,000 as compared with 1927. Extensive building repairs contributed to the reduction of profit.

The Brooklyn report deals with only one course, the Dyker Beach municipal layout, but it is striking proof of the valuable niche in city recreational facilities a public course can fill. The report, furnished GOLFDOM by John J. Downing, supervisor of recreation, is as follows:

"During the first year of operation of the Dyker Beach course by the Park Department, 64,744 rounds of golf were played. The receipts for the period for season permits, daily permits, concession fees, and caddy permits were \$47,253. The cost of operation was approximately \$20,000, leaving a net profit to the city of over \$27,000. During the 1928 season 1260 season permits were issued at \$10.00 each. The popularity of the course is shown somewhat by the fact that 1450 permits for the season of 1929 had been issued by June 15.

"It is interesting to note that the 1260 players with season permits played 32,549 rounds of golf, averaging about eighteen rounds to each permit. Players who preferred to pay one dollar at the course each time they played were responsible for 32,195 rounds. Another interesting feature of the study shows that while most individuals were toasting their toes during the months of December, January and February, over three thousand rounds of golf were played on the course. The following is a list of the play month by month:

1928—	
June .....	8,826
July .....	9,257
August .....	6,807
September .....	7,731
October .....	7,359
November .....	4,186
December .....	1,996
1929—	
January .....	461
February .....	675
March .....	2,604
April .....	4,974
May .....	9,868

Total ..... 64,744

"In addition to the 18-hole course in Dyker Beach Park the Park Department operates a miniature course consisting of nine putting greens and two nets.

INCREASE YOUR SALE OF BALLS

# July Club Offer

INCLUDING:

**FREE  
OF CHARGE**

**COMPLETE FULNAME  
BALMARK MACHINE**

**INSTALL  
IN YOUR CLUB NOW THE  
FULNAME BALMARK SYSTEM**

*Add to Your Ball Sale Profits*

Take advantage immediately of this opportunity to put your club on a standardized ball marked system.

For complete details of how to operate this plan allowing your club to take advantage of this special club offer which includes **FREE OF CHARGE A COMPLETE FULNAME BALMARK MACHINE**, use the coupon below.

You will not be obligated in any way. We simply send you the details of our **JULY CLUB OFFER** which is an easy and effective way of having your club adopt a standardized ball marking system.

The many advantages to be gained from this standard system of ball marking are just as important to the club as a whole as they are to the individual player.

For instance, the second-hand ball evil (and its bad effect on the caddy morale) are eliminated.

Another advantage is that such a system attracts more business to the club professional . . . you build a permanent and increasing ball buying clientele.

Also the confusion and unhappiness which results from playing the wrong ball is eliminated . . . with a consequent speeding up of play in general, especially on crowded week-ends.

**SEND THIS PROFIT COUPON TODAY**

**THE FULNAME CO.,**  
Dept. 17, Cincinnati, Ohio  
Gentlemen:

Please send me complete details of your **SPECIAL CLUB OFFER** which includes **COMPLETE FULNAME BALMARK MACHINE FREE**, without any obligation on my part.

**CLUB** .....

**NAME** .....

**CITY** .....

**STATE** .....

**ADDRESS** or **R. F. D.** .....



*General Electric photo.*

Night practice course at Cleveland makes lighting pay long hour profit.

# Cleveland's Night Golf In Vogue

GOLF enthusiasts of Cleveland have introduced an entirely new vogue with the recent opening of an electrically-lighted practice course, operated each night for the benefit of the host of players who wish to learn or "limber up" in readiness for a stiff game. The practice course, providing the player with a liberal oppor-

tunity for practice under the most favorable conditions, both night and day, with the least interference from other players, was laid out, and will serve as an illustration to other communities as to how best to overcome the obstacles of nature, whose sunlight provides very limited periods to a host of golf devotees.



Night golf exhibitions have been popularized by Jack Redmond, trick shot artist under Bob White's management.



The long row of some forty booths, open only on the side toward the practice course, is well illuminated, as shown in the accompanying illustration. The player pays a fee for a specific period of practice, and steps into one of the booths where he is completely protected from disagreeable weather.

The supply of balls is unlimited and he may hit out golf balls to his heart's content. Every fifty minutes a signal bell announces an interval of ten minutes during which an army of caddies goes forth out upon the course and retrieves the balls the players have driven out.

This practice field is laid out for shots of different distances, running all the way from 50 up to 275 yards. In addition there are novelty targets which serve to add zest to the playing, and put pep into what otherwise might become a game "dull as dish-water." Finally, there are two eighteen-hole putting greens and a miniature nine-hole course complete, where entire games may be played. The longest drive on this course is sixty yards. A refreshment stand and parking space complete the equipment of this unusual golfing institution.

Six 1000-watt incandescent lamps are mounted in projectors which illuminate the golf balls during shots to far distances. Sixteen others, equipped with projectors furnishing a broad beam of light, illuminate the balls during shots at nearer distances. The total illumination is equivalent to about 500,000 candles.

EVERY site calls for different treatment, and for all greens to be done well the sites must be supplied with good qualities, and quantities of soil manures, seed, or turf free from weeds; also labor and tools should not be stinted. In constructing greens every advantage must be taken of the ground, working with and not against Nature, adapting to the natural features of the surroundings near the site as much as possible; but should the ground be flat and uninteresting light undulations could be made, and their character should be governed by the approach shot from center of fairway (or tee), and also they would make it necessary for a player to use this "head" to get a correct line for each putt for the hole. Avoiding any sharp ridges, and unnatural "umps and 'ollows," but making the surface of the ground so that a hole can be cut at any place in about three-quarters of its area, so that it would be possible to be frequently changed.—*From Journal of Golf Grnksps Assn., England.*

## **Eight Moves— and an acre is sprinkled**

**A**T 45 pounds pressure the Master Sprinkler covers an area of over 108 feet in diameter.

But eight moves to the acre.

Yet long distance coverage is not the only feature.

The Master sprinkles evenly... It's light and little... It's rugged... Built strong to last long.

It's absolutely guaranteed for three years.

### **FREE BOOK**

Send for the Thompson Golf Sprinkler Catalog showing the Master and the new Quick-Coupling Valve.



**Thompson**  
Sprinkling Systems  
**THOMPSON MFG. CO.**  
2251 East Seventh St.  
Los Angeles, Calif.

## BTN GOLF CLUBS are custom-made

BTN Golf Clubs are custom made in every sense of the word. The typical BTN "feel" is put into the clubs by careful hand-finishing by master club makers. Regular line BTN Clubs have built into them those factors which make for better golf. Orders for clubs with special qualities are cheerfully accepted and produced, in most cases, at regular prices.

*Catalog and price list on request.*

**BUTCHART-NICHOLLS CO.**  
Glenbrook, Conn.

"When better golf clubs are made  
you will be too old to care."

## The SILVER KING is now only 85¢

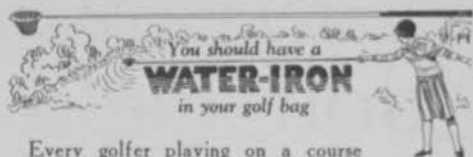
And it's still the world's finest dollar ball

**N**OTHING changed. Still the world's greatest distance ball. Still "The King O' Them All" wherever golf is played. Only the price is lower.

**The Silvertown Co., London**

**John Wanamaker**  
NEW YORK

*Sole United States Distributors*



Every golfer playing on a course with water hazards should have a WATER-IRON. It pays for itself in recovering balls, not only from hazards, but casual water—from flower beds, newly seeded or spaded ground—muddy and marshy spots—along fairways out of bounds when property is protected with barbed wire or trespassing is forbidden.

Beautifully made of aluminum—weighs only 10 ounces—35 inches long when telescoped, but with a slight pull can be instantly extended to 9 feet. The net slips on the end and when not in use is carried in the golf bag pocket.

If your Pro or dealer cannot supply you, send \$5.00 and one will be sent postpaid.

Carried in the bag, looks just like another iron club.

*Sold by Leading Pros and Dealers*

**THE WATER-IRON COMPANY**  
Builders Building, Chicago, Ill.

*Pros—Members will be interested in seeing the Water-Iron—Display it in your shop. Suggest it for prizes to your committee chairman. It sells on sight and offers you a good profit. Write for details.*



## It's Good Business and Common Sense to Push "YELLO" Tees

The Morley "YELLO" Tee is a safe, standard tee of highest quality. Made of resilient fibre, with fine enamel finish, they'll harm neither the club, nor the course equipment. They are first choice with thousands of golfers. We have a real proposition for you. Ask for prices.

Write to Yello-Tee Division of the  
**MORLEY BUTTON MFG. CO.**  
Statler Building Boston, Mass.



**MORLEY**

**yello**  
**TEE**

When you mention GOLFDOM the advertiser knows you mean business.