

# "A Necessary Part of Our Equipment"

*Penn Athletic Club, Philadelphia, Pa.*

Gentlemen:

The idea of music originally appealed not only to me but to Dr. Campbell as a means of securing complete relaxation necessary to get the most beneficial results in our treatments.

The thought of music in our Bath Department seemed rather far fetched to our very select membership when first suggested. However, since installing your Orchestroke a month ago we have had nothing but favorable comment from everyone.

Through experience we now know the music as rendered perfectly by our Orchestroke aids materially in creating that atmosphere of rest—so very desirable in a Bath Department and now consider your instrument a necessary part of our equipment.

Yours very truly,

JAMES A. DONOHUE,  
Manager, Penn Athletic Club.

J.D.-R.

The Commercial advantage of good music to your members and guests is now available on a profitable basis, to every club in the country thru Capehart Automatic Orchestroke. Wherever the Orchestroke is used it receives the enthusiastic praise of both management and members. Read the above letter from the Penn Athletic Club—it is but one of many such letters we have received.

## Completely Automatic

The Capehart Orchestroke is the first and the only completely automatic commercial phonograph on the market. It will play 24 hours a day, absolutely without attention. And, it plays a larger number of selections than has ever been possible before; both sides of 28 records—56 selections in all.

## Send Coupon for Full Information

The coupon will bring you full information about the Orchestroke; complete descriptions and prices of all models, facts and figures showing how it pays a profit to its users. Investigate—mail the coupon now.

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*Orchestroke*

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The Orchestroke plays fifty-six selections, 28 records on both sides, without repetition. It plays continuously and automatically, without attention, for twenty-four hours a day, if desired. It used three stages of electro dynamic amplification, giving a tone quality that is startlingly true to life. Its volume is adjustable to any requirement, from a small room to a tremendous auditorium. It is supplied with out coin-operating attachment.

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Until you have heard the Capehart Orchestroke you cannot appreciate its exquisite beauty of tone. Three stages of amplification plus electro-dynamic reproduction give the Orchestroke that peculiar quality of life—mellowness—depth. Your most fastidious and critical members will delight in the tone of the Capehart Orchestroke.

## Free Demonstration

By arrangement with the Capehart dealer in your community, we offer you the opportunity to see for yourself absolutely without charge or obligation, what the Orchestroke will do for you in your establishment. You may get the comments and opinions of your members; judge what the Orchestroke will mean in increased pleasure and profit. Then decide. We make this free demonstration offer to all who are genuinely interested.

Capehart Automatic Phonograph Corp.,  
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Gentlemen:

Please send me, free and without obligation, full information about the Capehart Orchestroke and details of your free demonstration offer.

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# TYPEWRITER DIVOTS OF PRO PROFITS

DUG UP BY HERB GRAFFIS

ARE you taking club cleaning as a matter of course? Dave Livie, Cleveland District maestro, says clubs cleaned in his shop can be recognized easily, for the boys put a lot of care into their work.

Dave drags down \$2 a month for club cleaning, and the members are happy, for \$2 worth of work shows. The bags hold more clubs now and Dave got the tip that the work was worth more than the old rate when his boys started howling about having to stay up all night cleaning clubs. He put on an apron himself and established a quota of 20 sets in an hour and 10 minutes. This includes oiling the shafts and minor repairs. If major repairs are necessary the fact is called to the member's attention.

ONE pro I talked to recently is allowing his members a trade-in price on their old clubs to be applied on their new club purchases. He has a display on this deal in his shop. The clubs he takes in he sells to a pal of his at a public course shop. The public course pro "prettys up" the clubs and makes a good profit by selling them at bargain prices. The line-up has knocked the daylight out of the local cut-price stores' play for the cheap business.

AT BATTLE CREEK (Mich) last winter, there was an indoor golf school exclusively for the members of the Battle Creek Country club. The agreement between the club and its pro was to split 50-50 on all over expenses. It's a great thing for keeping club interest blazing, and it's a good thing for the pros too, for it solves the problem of a winter location.

DON'T worry about the pros in the smaller cities going on an enforced diet during the winter. I talked to one pro a few weeks ago who made \$300 profit around the Christmas holidays on golf goods bought for presents by his members. This boy sent a letter to his members telling them if there was any golf

merchandise they saw in local stores, or picked from a standard golf goods catalog, he would get it for them at the standard price, and stand back of it. He stated he would personally inspect each club shipped under this arrangement and thus assure the buyer a better buy than if the club was bought through a department- or sporting-goods store.

BILL LIVIE of Cleveland, who is getting a national reputation as an operator of daily-fee courses, says one of the best stunts his company pulled to get women's business on the "off days" was hiring a couple of competent maids to watch over children left in a well-equipped playground.

Bill's bunch put over another logical winner when they got local industrial companies to form intra-company golf clubs and sold these industrial outfits a number of adjoining lockers.

BEWARE "high-pressure" selling in the pro shop. This introduction of "down town" store selling policies clashes too violently with the club atmosphere of ease and relaxation to be continuously healthy for the pro. But, at the same time, make it darned easy for everyone to be self-tempted to buy.

HAVE you got your women's clubs displayed separately, with a sign calling attention to the stock? Women's business is getting bigger every day, and you have to impress them with the fact that you have distinguished, quality merchandise, the kind they can't get everywhere, if you want to keep them from following the phony bargain bait.

A PRO shop is as necessary to a golf club as its shower-baths, but you'd never realize it to look at the location, design and construction of the majority of pro shops. That's something for the clubs' directors to think about when they're wondering how their clubs can better serve the members.

# These Pros Feature

THE NEW  
**Bon Dee**  
GOLF BALL



ARCHIE RITCHIE  
*Pro at Westwood Golf Club,  
Beverly Hills, Cal.*

The Bon Dee is the ball they play and the Bon Dee is the ball they feature. It is making their shops pay big—because customers always come back for more.

This year there is a NEW Bon Dee! Pros say it is phenomenal—unequalled for distance, yet extremely durable and perfectly balanced!

A postcard will bring you the facts about it—and about our selling policy which guarantees you absolute protection as a pro merchant.

**BON DEE GOLF BALL CO.**

Detroit, Michigan



LARRY GLEASON  
*Pro at Long Beach Country Club,  
Long Beach, Cal.*

**More and  
More Pros  
Are  
Changing  
Over to  
Bon Dees!**

**Matched  
Balls!**

Bon Dees are matched balls. Every Bon Dee is the same! You recommend matched clubs — NOW you can recommend matched balls!



DAVIE MILLAR  
*Pro at Clinton Valley  
Country Club, Detroit*

# SALESMAN'S SLANTS ON pushing pro sales OVER STORE COMPETITION

By JACK DILLON

I HAVE been interested in reading the articles pro and con as to whether or not the pros should cut prices, and I thought a few words from the salesman's point of view might have some practical angles.

I might say here by way of introduction that I have been selling pros and stores for the last 10 years; the past three years since I started my own company I have been selling the pro almost exclusively. Before that I was a pro myself, so have a slant at the situation from both sides.

My idea is that the pro should not let the bars down and start to cut prices. If he is not selling 10% of his members, why cut his profit on the other 90% to get the business of that 10%?

I cannot see where the pro can compete by cutting prices with his limited sales. He would have to buy cut price merchandise, and to sell this would kill his sales on his standard merchandise, and injure his own reputation.

A pro should handle standard nationally advertised goods, and he will seldom see the price cut on these by stores if makers can help it. The stores must buy merchandise of inferior quality or the well-known makes under private brand for sales.

The pros have a legitimate objection to handling merchandise from manufacturers who make the same model clubs for stores under private brands for sale purposes. The pro should not buy from manufacturers who deliberately sell wholesalers who give discounts off to any industrial house, bank or anyone who comes along, as well as houses who sell by mail order at cut prices.

Most of the merchandise so sold is not nationally advertised standard goods. The merchandise that is sold that way can easily be traced by a pro commission and put up to the manufacturer.

One of the worst evils a pro has to combat today, worse than cut prices by retail stores, I believe, is the fact that the manufacturers are selling so many jobbers

today that many people have a connection with some wholesale house or another, or have a friend who has. Take, for instance, a small town; most members of the country club are in some business or another buying from some wholesale house that is handling golf equipment. Naturally a member sends away for his set of clubs. This is the situation that is hard to control for bargain hunters can get standard nationally advertised merchandise that way.

Many customers are lost to stores through merchandise bought on a sale. Again, the clerks do not know golf clubs and will sell clubs not suited to the purchaser, thus eventually making a customer for some pro.

The pro has a limited clientele, usually between 300 and 400. His best opportunity lies in his personal attitude in developing the friendship of these members, getting them "for" him, and anxious to patronize him. Let him sell himself first, and the rest will be easier.

## A Market Survey

At this time of the season, here is a tip for some young pros who are not versed on all merchandising methods as yet. Go through each member's bag and list what he lacks in his bag. If there is no three iron in Jones' bag, get in a discussion with him and bring up the usefulness of a three iron, and so on down the list, then look at the bag. Pros are losing opportunities on bag sales because they do not think they can get this business. They can if they go after it.

Co-operative buying, I think, is not going to be the panacea of all ills. Supposing you can get 10% better buying co-operatively, that will be nearly all eaten up in administration and carrying charges. A 5% cut on your resale price isn't going to attract very much more business. I believe in organization; I believe the pro should be much better organized, he may try some co-operative buying, but I believe he is unduly alarmed about price cutting.



DUNLOP MAXPAR

**75¢**

THE "BLACK"  
DUNLOP

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ASK FOR A BETTER GOLF BALL  
THAN A**

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loss of much business. I think he is doing as much business as ever; making more money today than ever. Times have changed; there are many more golfers today and consequently there is an opportunity for stores to sell a lot of golf goods. We must not forget that they have a legitimate right to do so. I can see a big change even in the last couple of years in pro merchandising, and I think we can thank our good friend GOLFDOM for instilling some of the ideas.

Of course, the pro has made rapid strides in personal appearance; most of them dress better than their members. This is an important sales help. The pro who is slovenly today—well, it is just too bad.

He has likewise made the same studies in the dressing of his shop, and the pro today who is not paying attention to the arrangement and cleanliness of his shop is a back number and losing money every day. The pro can forget price cutting, but check up on the manufacturer who caters to cut price stores. The pro should give service rather than price. A lot of this won't apply to pros at public parks; they have a different situation and could probably run sales to their advantage.

### Live Ones Are Awake

Some pros are overlooking opportunities for money making. Jack Patterson was in my office recently, and we were discussing raincoats. He said he had sold 78 raincoats in one day at a tournament, last year; at another tournament he sold 43 because that was all he had or could get, and he said he could have sold twice as many. Jack runs all of his tournaments on rainy days and so has sold, I guess, more rainjackets than anyone in this district.

Jack Daray keeps himself well stocked on "sidelines," consequently doesn't lose many sales on sweaters, leather coats, hose and items of clothing that find a ready sale in the larger shops.

Eddie Gayer at Twin Orchards is one pro who is awake to the possibilities of sales of leather coats and golf bags. He sells many more than the average pro because he keeps them on display in a clean, well-arranged shop. The St. Louis boys also are up to date in merchandising, and the Harrison boys, Johnnie Manlon, Ed. Duwe, Jim Pairman, Fred Clarkson and the rest, have clean well-stocked shops, and have nothing to worry about except the Cubs.

Down in Rock Island, Tom McQuarrie is staying right on the job and reads about the tournaments in the papers. Tom is good enough to get in the money in some of them, but is sure of getting in the money at home, as he gets what his members want. They are all "for" him, and wouldn't buy anywhere else if they could get it cheaper.

Elmer Biggs of Peoria in the off season is a bond salesman, and a man clever enough to sell bonds has a lot of good sales ideas for his shop. His fine increase last year shows that results can be obtained with the proper methods, because he has some nasty competition to overcome in his town.

Bill Gordon at Rockford, Ill., never worries about competition; he never lets customers get away from him, and they don't try very hard.

Recently I called on a few north side (Chicago district) clubs. Al Lesperance has made a wonderful change in his shop and should attract many more sales. It is wonderful what a little paint mixed up with a little intelligence will do. Alex Cunningham at North Shore is a newcomer to the district, but an old-timer in the game. Alex looks like a young colt raring to go. He was a little worried about an extra couple of inches on his waistline, so bought a reducing machine, and this machine will make Alex a strong addition to the local playing pros.

Terry McGovern was busy painting his shop at the new Meadowbrook C. C. and didn't have more than half the paint on himself. One guess as to the color Terry was using. You're right.

Give us some hot weather and the boys in the Central states won't have time to worry about competition.

### Pros: Pitch in for the Common Cause

THE professionals' main problem as I see it is to raise the boys out of their lethargy and stamp out whatever selfish individualism may exist. I think if a pro is so good that he does not need protective measures it is all the more reason why he should pitch in and help his less fortunate brother. No pro is bigger than the profession, and in most cases he owes the profession for everything he has.

—Willie Ogg.

# THE HOL-HI AEROPLANE



## HOL-HI WEEK MAY 11th to 18th

**News for Pros!** Have you begun to hear about the real aeroplane Wilson-Western is going to give away during Hol-Hi Week? You'll hear—and see in print—a lot more about it! Hundreds of newspaper editors say it is the biggest sports news story scheduled to break any time soon. Fame awaits the winner and his Pro.

The great DeHavilland Moth 2-seater bi-plane shown above, goes to the amateur golfer who achieves the three longest drives during Hol-Hi Week, May 11th to May 18th inclusive. On any club or public course in America. Tremendous advertising campaign sends players straight to you for contest entry blanks. Special \$1.50 discount on one dozen Hol-Hi Balls per purchaser during this week is manufacturer's special contribution to aid those desiring extra distance. (But you get your full profit on each dozen!). In case of ties duplicate awards to be made to tying contestants.

# Wilson

**GOLF EQUIPMENT**

WILSON-WESTERN SPORTING GOODS CO.

NEW YORK CHICAGO SAN FRANCISCO

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## MAY DROP \$250.00 IN YOUR LAP!

Here are additional facts  
exclusively for the pro:

**\$25000** Cash Prize goes to the Golf Pro on whose course the Hol-Hi Aeroplane is won.

**\$15000** Cash Prize goes to the Golf Pro with the largest number of competitors during the whole week of Hol-Hi Driving Competition.

**\$10000** Cash Prize goes to the Pro with the greatest number of golfers competing in the Hol-Hi Driving Competition on any one afternoon during Hol-Hi Week.

**And 2 Dozen Golf Balls FREE** to every Pro who has ten or more golfers competing on any single day during Hol-Hi Week!

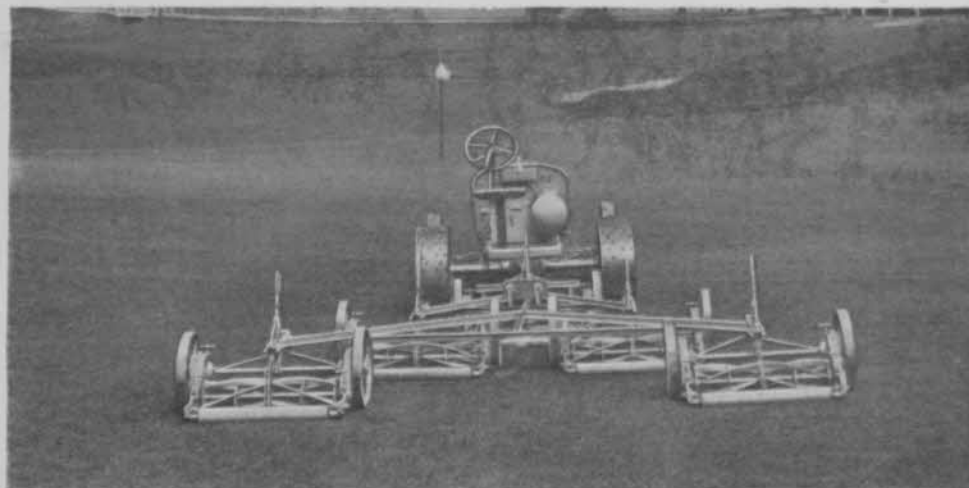
Write today for your supply of  
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**The Hol-Hi retails at 75c  
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# WORTHINGTON M

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MOWERS — ROLLERS — TEE STANDS—



## Worthington Lawn Tractor and Convertible Quintuplex Mower

Illustrating the fastest and most economical lawn tractor and gang mower in the world. Cutting swath nearly 12 feet.

Tractor **\$496.00**    5-unit gang mower **\$610.00**

*It is significant that Worthington Gang  
Mowers are used on more golf courses in  
the world than all other makes combined.*

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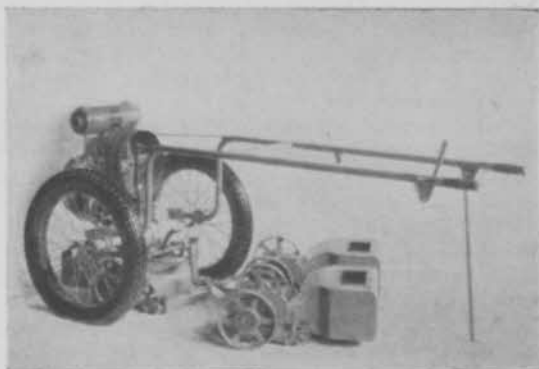
# POWER COMPANY

POWER and HAND PUTTING GREEN  
TEE MARKERS — BALL LOCATORS

50" cutting unit equipped  
with 7 blade reel.

% increase in wearing  
qualities.

soother 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.

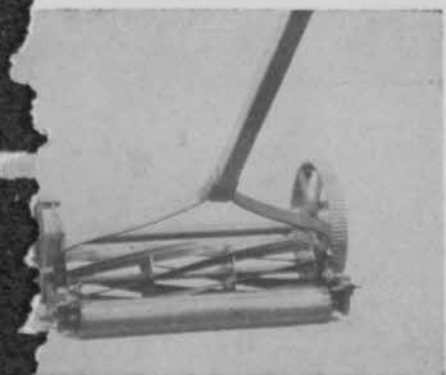
Price complete \$400.00.

## 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



## 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

Stroudsburg, Pennsylvania

Cleveland:  
Hippodrome Building

San Francisco:  
52 Beale Street

New York:  
11 East 44th Street

# NO REASON FOR GOLF BEING sport page step-child

## —FIGURES SHOW IT SPORT GIANT

By HERB GRAFFIS

SOME of the newspaper experts are awakening to the fact that the sport page interest is shifting to golf. The awakening hasn't advanced much farther than the stage of a few stretches and yawns, but it's hopeful so far as it concerns those who look in vain to most newspapers for the desired quantity and quality of golf news.

W. P. Beazell, assistant managing editor of the *New York World*, speaking before the convention of the American Society of Newspaper Editors, stated such an event as the recent Sharkey-Stribling "fight" was not a matter of sporting interest. Despite the promoters of the fight paying newspaper correspondents' traveling expenses, board bills and entertainment, the newspapers were suckers to devote space to such ballyhoo, so the Beazell address pointed out.

W. O. McGeehan, widely known and authoritative sports writer, recently commented:

"The (baseball) stories coming up from the south prepare the customers for the season's regular opening. Without this sort of ballyhoo there would be no particular rush to the turnstiles on the opening day. Even the national pastime needs a long and sustained ballyhoo.

"I recall that during a strike which forced the New York newspapers to suspend publication for a day there was a crucial series at the Yankee stadium. Babe Ruth was in a rush to break his own record for home runs. Now the customers of the Yankees knew of the crucial series, but I understand that the attendance fell off to about 50 per cent of what the Yankees expected.

"This was because the ballyhoo slacked for twenty-four hours. The box office needed the stimulus that is given through the account of the game of the day before."

### What Is Advertising?

Sports editors have cited the fact that off-season golf copy is flavored with boomers' advertising so strongly that it calls for appearance at the advertising line rate. Maybe so. What if the realtors of the West coast and the Southland have

put up opulent tournament purses for the publicity they hope they will get? Is this any more reprehensible than the baseball clubs paying the traveling expenses of the reporters assigned to cover the training trip and the season's schedule of the so-called home town team, which is privately owned and made up of non-residents? And when you get right down to the cash register appraisal of the business department of the newspapers, who spends the most money with the newspapers in advertising, the baseball interests or the manufacturers of golf equipment and the daily fee golf courses? The golf people, of course!

### Golf Out-draws Baseball

No exact figures are available on annual attendance at the baseball parks of the American and National leagues, this information being withheld as a matter of private business. However, estimates of expert baseball statisticians placed the 1927 big league attendance at 11,000,000, with the 1928 figure slightly lower.

Now let's compare that figure with the number of rounds of golf played by the people who are in the "trade territory" of the 16 major league clubs. In the territory of the 11 cities comprising the American and National league circuits there were 703 golf clubs operating during the 1928 season. Of these, 95 are daily fee and public courses. Figuring the daily fee and public course play average figure at one-quarter of the figures at Jackson Park (Chicago district), and the private course average membership at 300, with 50% of the members playing only five games a year, we still have a total of 12,000,000 rounds of golf played each season. We're being conservative with these figures. The actual total, we are confident, would run higher.

Then, for some further enlightenment on what is the national game, turn to the sporting goods manufacturers. Evidence from them is plain that the rate of increase in the sale of golf goods during the