

CLICK CONFIDENCE CONTROL

—and
Profits

CLICK, confidence, control
—what every golfer wants
in a ball.

Suggest a trial of the Long
Burke. It has all three!

Extra long from the tee, true
as steel on the green. It makes
the kind of customers you want
—the *satisfied* kind.

May we send you prices and
a ball or two for you to test
yourself?

THE BURKE GOLF CO.

Address Dept. J-3
Newark, Ohio

Sell the new

LONG BURKE



Please mention GOLFDOM when writing advertisers

last several years has been decidedly ahead of the baseball sales figure.

The real estate and property investment of the golf field, according to GOLFDOM'S 1928 survey, is in excess of \$750,000,000. Can the other sports show such a substantial rating? Even with the expensive college football plants and the big baseball establishments of the larger cities, we doubt that the invested capital and operating costs of all other sports combined shades the figure set by the 5,300 golf clubs in the United States.

Golf Reporting Difficult

Golf is a hard sport for the newspapers to cover. The reporter cannot sit down and watch the action take place in front of him. No longer are we in the days when a golf story written from the score board was satisfactory. The golfers want the technicalities in a story now. Action is spread out, and there is no subsidy scheme of meeting the cost of getting the story. But, on the other hand, there is a keener, more extensive and natural reader interest, so what's the sports editor to do? The golf writers who are on the job have the toughest spot on the sports staff, and this is something to be borne in mind by the golf club officials, managers and professionals.

More Propaganda Needed?

Probably more live copy in the form of press releases coming from the U. S. G. A. or the various sectional or local golf associations would help. It may be that the manufacturers are overlooking a good bet in this direction, as the propaganda work of other sport interests indicate. We're not so sure that the U. S. G. A. should dip more strongly into this, as the activities of the U. S. Lawn Tennis association in this direction show what a mess it is possible to make of this hopefully ambitious effort. It seems to us that it is a matter for local educational effort by club officials and by the manufacturers.

The Readers Who "Count"

The newspapers, in their advertising solicitation, always emphasize the buying power of their readers. What is more accurate evidence of buying power than a country club membership? But volume also means something, and with only about 5% of the population paying income tax on more than \$5,000 a year, golf's 3,000,000 players mean the bulk of

the buying power. You can safely say these days that the spenders in every locality are golfers. At all places in the American social scale golf is the headliner of sport in the United States today. It is the one and only popular American sport that is not enjoyed by its players vicariously. Golfers must be active!

This rise to a commanding position has been attained in the last 10 to 15 years. Even in the colleges it has won its popularity sans press agent and practically without institutional support, as was noted by Major Griffith, commissioner of Big Ten athletics, recently.

This season should see the spread of enlightenment among the publishers and sports editors of newspapers relative to the amount of space to which golf is entitled. The old order has passed on the sport page, and golf plainly is king. Whatever work can be done by club officials and professionals is called for now, and we suggest some concerted effort or the field will continue to get only casual attention, and that grudgingly and to no avail, just as it received in the tax deal from the government.

Every chance you get with your local newspaper men, discuss this situation with them. It will do your own club, the sport and the newspaper sport pages and advertising columns good when the matter of golf publicity is properly handled.

A NEW hunch in the golf real estate business is being worked out by a Chicago company. This organization contemplates putting up a big co-operative apartment building in a suburban location, convenient to transportation, and building and operating a golf course adjoining, exclusively for the use of the apartment owners. A number of enterprises having homesites in connection with golf course membership are going today, but this, so far as is known, is the first plan involving apartment house construction.

VAN HILL, caddie-master at Shaker Heights (Cleveland district), each day appoints one of the kids "officer of the day." This boy is responsible for seeing that the caddies who are off duty keep the caddie "bull-pen" and territory adjacent to the clubhouse policed up and as neat as the proverbial pin. The stunt goes over great with the caddies.

THE SPALDING DROMMIE

IS A GOLF SHOE



THE SPALDING
DROMMIE

\$12⁰⁰

NOT A STREET
SHOE IN DISGUISE

SPALDING believes that golf is a sport that calls for something more suitable than a dressed-up street shoe. That's why "The Drommie"—and every other Spalding Golf Shoe—is, first and foremost, a real golf shoe, a real athletic shoe.

It's made on an athletic last perfected in Spalding's 39 years of making correct shoes for every sport. A last that combines freedom with proper support. A flexible shank—a Spalding patent—makes "The Drommie" extra flexible at the arch, shaping it to your instep, cradling your foot gently and guarding it from fatigue.

The upper is the finest viking calf vegetable tanned. Never needs breaking in—

dries out soft and pliable after the worst soaking. Leather lined. Another special feature is the Spalding method of attaching the spikes. They're not screwed in, but riveted between the inner and outer soles. They can't work loose—can't press up and torture your feet.

And "The Drommie" at \$12 brings you a lot in addition to comfort and long wear. It's good looking—styled particularly for the golfer to whom dowdiness is as distressing as a bad slice. Golf knows no finer shoe than "The Drommie." Other Spalding golf shoes—each an athletic shoe, each distinctly good to look at—\$10 to \$15.

© 1929



A. S. Spalding & Bros.
STORES IN ALL LEADING CITIES

Making Financial Statements Easy to Read

ANNUAL statements are always dry reading, and are frequently dismissed by the average member with a casual glance at the last line, where figures tell whether the club made a profit or swallowed a loss.

Refreshingly different in presentation is the 1928 operating statement published by Willowick C. C. (Cleveland district) in *Chip Shots*, the club's magazine. Incidentally, readers will observe that Willowick belongs to that all too scarce proportion of the nation's golf clubs that showed a healthy operating profit during 1928.

The statement reads:

1928

You paid dues of.....	\$41,613.00
You paid green fees for guests of	8,287.00
A fine bunch of new members paid	36,735.08
For family privileges, you paid..	2,860.00
For lockers, you paid.....	1,950.00
You contributed to tournament prizes	1,330.00
Your smokes gave us a profit of	400.02
<hr/>	
Total income	\$93,175.10
For maintenance of an 18-karat heartbreaker, we spent.....	\$24,726.54
The shady side of the road and its comforts cost.....	10,657.28
Satisfying your appetite cost...	6,684.65
Time and the elements cost in depreciation	7,020.00
Entertainment	1,167.55
The landlord took.....	5,460.00
Necessary repairs	4,810.02
Taxes (they're always with us)	4,200.00
Stationery and office expense....	1,364.69
Insurance	2,354.13
Fuel	1,299.84
Other items of less than \$1,000.00 each	4,755.45
	<hr/>
	\$74,500.15
Leaving a net profit of.....	18,674.95
	<hr/>
	\$93,175.10

Watch Women's Business in Big Climb

ONE of the brightest rays of hope in the golf merchandising situation, as it is seen by wide-awake pros, is the rapid

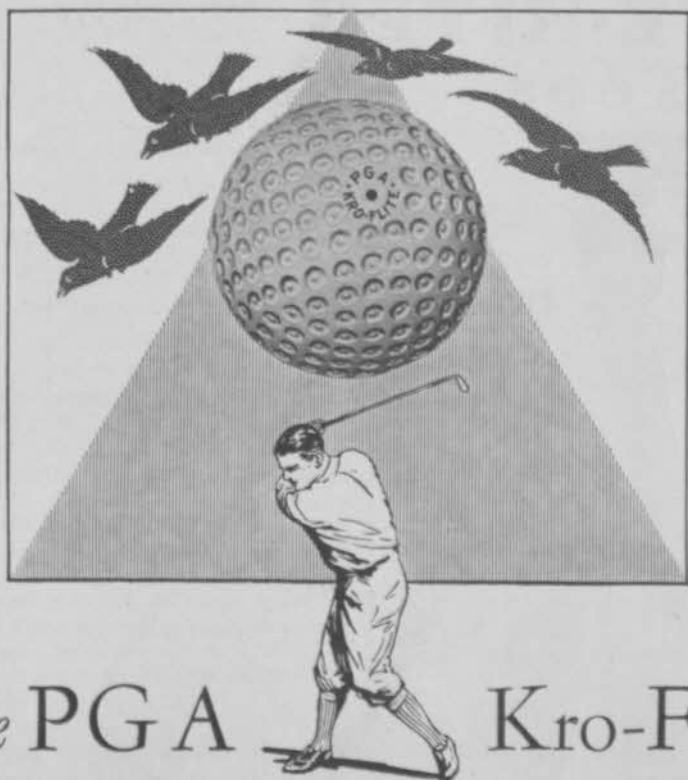
growth and great future of the women's golf market. At that, some of the boys are asleep on the job, notwithstanding their observation of the big increase in women's golf lessons during the last few years.

Here is a situation that the pro ought to command right from the start, and if he doesn't get busy on it this year his delay may permit other interests to get the "in" on women's golf purchases. The day when women would be content with their husbands' discarded and cut-down clubs has passed. The girls want the real stuff in golf goods. They are natural-born good buyers, and although the bargain hunting element is strong in their make-up, they always prefer to do business with the shop that has the "atmosphere."

At this point the pro can cut in strong. The pro's shop as a place of purchase means a lot in connection with women's golf goods buying, for it permits her to brag about her purchase being made from an expert, and under such circumstances as are not permitted to every Nellie, Jane and Mary, who must buy from department stores where the common people trade. If the pro who is married will analyze this somewhat snobbish, but nevertheless elemental, detail of women's buying, he will get the tip-off on the sales policy to adopt in successful selling of women's golf goods.

Get the husband interested in his wife's golf purchases. A woman alone, unless she has plenty of money of her own, will not go strong in buying golf goods. She hesitates to spend the sum required for the matched set of woods and irons that her heart desires, but if her husband is all for her ambition to be a better than average golfer, he'll give her the "go ahead" on the purchase.

The chances are that in 80 out of every 100 golf shops in the country women's golf clubs are not separately displayed, with some sign indicating that the goods are exclusively for women and represent the best to be had in the country. The women's stuff generally is thrown in alongside the men's clubs, and it is usually only by accident that the woman learns how much stock the pro is carrying for her service. The right sort of a display, with signs calling attention to it, will create a buying interest and stir up action that already is about at the buying point.



The PGA Kro-Flite

HERE is a golf ball that the Professional Golfers Association of America has selected and endorsed for the player who wants a *durable* ball. It's proof against cutting and mangling. And this durability has been obtained without sacrificing distance. A topping good ball.
Only 75 cents each.

If you feel, however, that you want a ball for *distance only*, try the SPALDING P G A MESH. It's a sweet-hitting ball. Each 75 cents.

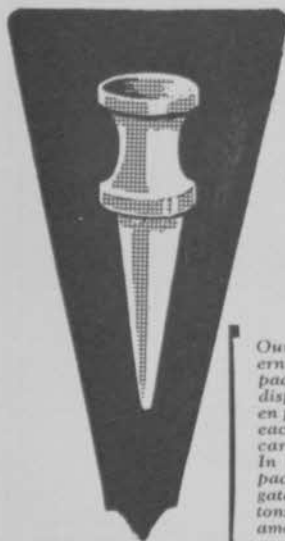
Or, if it's clubs, look over the *Custom Made* line of woods and irons, designed and chosen by the Selection Committee of the Professional Golfers.

Sold only by Professionals

PGA
Professional Golfers Association
OF AMERICA

Selection Committee: GEORGE SARGENT · WILLIE OGG · JACK PIRIE · JACK STAIT

RITE-HITE Tees



are
practical

Regular
RITE-HITE
TEE

Our regular and southern long shank tees are packed in beautiful display cartons, 2 dozen each in every carton (6 cartons make 1 gross). In bulk form they are packed in heavy corrugated cardboard cartons to contain any amount desired.

Because their uniform height feature provides the means of teeing the ball the same height each tee shot. When a player tees up his ball differently every time he drives he is unable to follow correctly the arc of the club and meet the ball at the same point of contact consistently.

Southern
Long Shank



The best
tee made
for sand

The Rite Hite Tee overcomes this handicap because its shoulder acts as a gauge for maintaining a uniform height of the ball at all times.

Sold in bulk and package form.

The General Timber & Lumber Co.

7102 Woodland Ave., Cleveland, Ohio

Largest Tee Manufacturer in the World

Knitted Wear Market Rich for Pros

By LEONARD C. WEMPLE, Jr.

I HEARTILY agree with those who are of the opinion that golf is just beginning to find its stride in this country. The game has grown so fast in the past few years that today it would seem as though it had assumed gigantic proportions; however, I firmly believe that "you ain't seen nothin' yet," compared to what will be observed in the not too distant future.

It follows, therefore, that as the popularity of the game increases, so must the business end of the game increase, and so we find the pros with a much larger job on their hands at the present time than ever before, with all indications pointing to vastly increased growth within the next few years. All of this puts the pro in the position to increase his income in varied ways. One of these is by keeping a well-stocked store of all accessories on hand, and either paying personal attention to this end of his business or placing it in the hands of a capable assistant.

The company with which I am connected has been furnishing pros with both sweaters and knitted golf sets for the past three years. During this period we have been paying close attention to this field, and we now feel that it is time to intensify our efforts along these lines. There has been one big draw-back in the past that has kept many concerns from catering to the pro, and this is credit. This retarding influence has been, to all practical purposes, eliminated by the amazing improvement during the past two years.

Style is a hard subject for anyone, whether he is on the buying end of the business or on the manufacturing end. The two main guides of style are observation by the pro, and doing business with a house that is known to be alert to this ever-changing part of all apparel business. In other words, it will be necessary, to a large extent, for the pro to be guided by the party from whom he purchases. All wide-awake apparel manufacturers are in step with style at all times; in fact, maintain a staff of designers who are continually working out new ideas. In addition to these designers, salesmen covering every part of the United States are in con-

stant touch with suggestions on new styles to be made up.

How Much Stock?

The amount of stock to be carried by any pro should be governed by the size of the club. This is also dependent in some degree on the amount of business done by the pro in his shop, not on knitted underwear alone, but on all items. If his club and shop business are large, his knitted wear stock should be in proportion, and vice versa. Some pros with whom we do business carry stock of knitted underwear as high as \$2,000. Of course, there is the convenience of re-ordering, which is not difficult.

A good plan for the displaying of knitted underwear is the use of a form or two. These forms, without doubt, are bound to attract attention of members. Our firm used two forms at the International Golf Show in Chicago, and they did more in attracting people than anything else could have done. They are good salesmen, even though they are silent, and if at all pos-

sible, they should be used, with the merchandise on them frequently changed. Employ a show case, arranging the sweaters and sets attractively, in a good location, so that they will be easily seen by all. In this respect, I would like to caution that a good representative lot of stock should be on display at all times. No item can be successfully merchandised unless people know you have it, and the easiest and most profitable way for them to know is by attractive display. All colors you have in stock should be in this display, thereby giving the display an attractive, colorful appearance.

From observation, I note that the average retailer catering to a high-class clientele puts on a mark-up on this class of merchandise of approximately 50% to 60%, sometimes a little more, sometimes a little less, depending on the looks, weight, and "feel" of the garment in hand, and also on the character of the store, and the class of trade.

I do not think the pro need worry too

Feature TUFHORSE Golf Bags

and sales will mount!

TUFHORSE Golf Bags are featured by Pros who are making the most money out of the big market for quality merchandise. There's a TUFHORSE bag for every player's need and liking. Though it be a De Luxe TUFHORSE, or a less costly Fabrikoid or Canvas bag, both Player and Pro get the most for their money in TUFHORSE merchandise.

Write today for details of the complete line.

Des Moines Glove & Mfg. Co.
DES MOINES IOWA



Other Tufhorse
Pro Shop
Profit Makers:
Leather Golf
Coats
Locker Tidies
Sport Hose
Balls—Tees



Its Popularity Is Deserved

The overwhelming popularity of REDDY TEES is the same reward that comes to all pioneers. People do not forget, particularly when publicity keeps the name before them. Our national advertising and the large quantity of cartons sold has done that since the beginning of REDDY TEES—seven years ago—and REDDY TEES were the first on the market. And it is still doing it! Advertising in magazines that reach golfers and golfers-to-be everywhere in the country. We are continually building sales for those who sell REDDY TEES. That's why players mean REDDY when they say "Tees." Push the Tee that is pushing for you. Look over your REDDY supply now and fill in the empty gaps. All leading jobbers carry REDDY TEES for your convenience. The Nieblo Mfg. Company, General Offices, 38 East 23rd Street, New York City.

REDDY TEE

"Ask your Professional"

much about competition from the retailer. If he will give his merchandise an honest "play" at an honest mark-up, as outlined above, and his stock is both complete and attractive, his volume and profit should work out in a satisfactory manner to him. Another thing in his favor is the friendly attitude members have toward him, which should be utilized by him to his best advantage. There are in this business, as in every other business, merchants who will undersell one another, but this cannot be helped, and furthermore, this cut-throat competition is minimized on real honest-to-goodness high-class knitted outerwear.

In this connection I would like to state that at all times a pro should be exceedingly careful that the house he does business with on this sort of merchandise is one of good repute, and one that will take good care of him on his orders; that they make goods for him that are exactly the same in material, quality, and workmanship as the sample from which he buys.

St. Paul Boasts Prize Muny Course

KELLER GOLF COURSE, new Ramsey county public layout, makes available for St. Paul public course golfers an establishment with many notable features. The first nine is laid out with a double loop, the fifth tee being near the clubhouse. A caddie shelter with a play court equipped with gymnasium and playground apparatus, and a caddie reading room, is a feature of the plant. There also is a Boy Scout corner in connection with this detail. Swimming pool and tennis courts are also features.

THE cross bunker directly in front of the green is generally bad architecture; beware of its use in remodeling.

TRADE



MARK

Pat. Sept. 11, 1926

Pyratone Sheath, weighing less than 1/2 ounce, is a live, flexible tubing telescoped onto a steel shaft. This sheath replaces old finishing methods of painting, enameling, oxidizing and nickel plating. Pyratone is indestructible... it will not crack or wear off. It is obtainable in any color or finish. Pyratone Sheaths are used very extensively by leading golf manufacturers.

PYRATONE PRODUCTS CORPORATION
CHICAGO, ILLINOIS

How Not to Sell Clubs

THERE'S a well-known maxim to the effect that it never pays to lose sight of proportions, a maxim every pro who makes any claims to being a smart merchandiser can profitably keep in mind when making sales. Here is a sterling example of how *not* to sell a set of clubs, recently told GOLFDOM by the former assistant of the pro who pulled the boner.

One of this pro's best customers came into the shop one day and bought a \$75.00 registered set of irons, beautiful clubs well worth their price. The member was delighted, and asked that the pro stamp initials on each head, which was done. The member went out to play his first round with the new clubs, found them in every way up to his expectations, and complimented the pro on carrying such fine merchandise. The pro had, in this member, a satisfied customer.

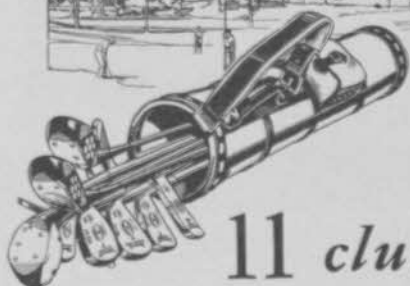
That is, he had one until the end of the month, when the member received the bill from the pro for the clubs. It read:

1 set Registered Irons.....	\$75.00
Initialing75

\$75.75

Can you wonder that pro lost a good customer? He made a \$75.00 sale, one that would have brought his member back every time he wanted golf supplies, and then ruined everything by losing sight of proportions, and billing the member for initialing, a service that any clever pro would have thrown in free.

Many professionals make this same general mistake. There are certain little services which should never be charged for (at least in the case of regular customers); these include such trifling services as initialing, whipping grips, refacing wood clubs, and such other jobs as these, which take very little time, but are highly



**11 clubs
that sell as ONE**

YOU can sell eleven clubs now with practically the same effort you used to spend on selling one and with *eleven times the profit.*

For Golfers have taken to heart the idea of *Harmonized Sets*. In such sets there is a definite mathematical relationship between each club in the set with its mates. In fact the entire set is built with the delicate balance of a watch.

Every unsatisfactory hole a golfer plays with a random accumulation of clubs serves only to emphasize his desire for a complete *Harmonized Set*—both woods and irons. And when you sell him one of these sets you make a mutually profitable sale. He will enjoy the game more than ever—and you make a nice profit.

There's a splendid opportunity for you to cash in right now on *Harmonized Sets*.

THE CRAWFORD, MCGREGOR
& CANBY COMPANY

Established 1829

Dayton, Ohio

MACGREGOR
COURSE-TESTED GOLF CLUBS



**Easy Grip
but
can't slip!**

Never wears smooth! Can't loosen!
Lasts as long as the club itself.
Vulcanized right on the shaft, so
that it becomes an integral part of
it. Ask your "pro" or dealer. Circular
free describing also our matched
sets, and famous bamboo, hickory,
steel shafts.

U. S. GOLF MFG. CO.
DEPT. 4, WESTFIELD, MASS.

Please mention GOLFDOM when writing advertisers



Base your Game on FACT...not FANCY!

A FIRM of nationally known engineers, R. W. Hunt & Co., found that from 16 to 19 pounds would deflect a steel shafted club 1 inch. It took from 36 to 39 pounds to deflect hickory shafted clubs the same distance!

In commenting on a patent application for a certain type of steel shafted club, a well-known golf expert stated: "Moreover, the rigidity of such metallic shafts induces an inharmonious action of the club as a whole, destroys the 'balance' of the club, and eliminates the characteristic 'feel' which the skilled player prefers to experience and which to a great extent determines the quality of his playing."

It's that combination of stiffness and strength with resiliency, whip, and response to torsional strain which makes hickory the only satisfactory shaft. There is no substitute for hickory because a hickory shaft has life!

Hickory Golf Shaft
Manufacturers Association
MEMPHIS . . . TENNESSEE

Please mention GOLFDOM when writing advertisers

appreciated by members. Rather, these should be regarded as means of building good will and bringing customers back to the shop.

The pro can capitalize on these free services by looking for chances to do them. Glance at a member's clubs as he gets them from the racks, and if a wrapping is loose, ask the member if he is in a hurry. "There's a wrapping that ought to be fixed. Have you time to let me put a new one on?" "That driver of yours can stand refacing; give it to me a minute."

Thus the pro impresses on his members that he is willing to be of service; that he is alert to his job; that he is no "nickel nurser."

Quick Feeding Calls for Revised Club Plans

A lounge room connected with the men's locker-room has been added to the California Country Club's facilities, also a lunch and soda fountain combination counter which will probably take the place of the present men's grill room service arrangement. "Quick luncheon service is necessary as time has become so very valuable, especially to the business man golfer; every minute counts. Therefore, this shall receive the most earnest consideration," says D. Howard Hawk, manager.

AT LEAST 10,000 sq. ft. of putting green sod should be available in the spring for patching or re-sodding greens and fairways. If the nursery receives only a reasonable care, no turf need be wasted. The best turf should be reserved for the greens and the balance can easily be used to advantage on tees, or for sodding bare spots in the fairways.

KROYDON MATCHED SETS

Are in Big Demand This Season

J. H. DILLON & CO.

20 EAST JACKSON BLVD., CHICAGO
Telephone Harrison 2522

Distributors

Kroydon Clubs Geo. Nicoll Heads & Clubs
Nesser Bags "Dri Jacket" Raincoats
Colonel, Worthington & J. H. D. Balls
Tees Shafts Grips

Write for Catalog