

signed tickets ran \$52.37 in 1931, as against \$60.45 a year ago. Total club income from departmental business was \$41,332.66 this June, \$57,363.14 in 1930.

It is of course too early to draw definite conclusions on the influence these price reductions will have on the success of Olympia Fields' season, but all signs to date mark the move as a smart one. There can be little doubt that its members are giving more thought to the cost of things this year than they did a year ago, and when these members know the club administration is doing everything in its power to keep down the cost of belonging to the club, they can hardly help showing appreciation by frequent attendance.

### Michigan Club Adopts Sound Tipping Policy

**W**HEN THE Midland (Mich.) Country Club opened its new clubhouse recently, the house-committee posted the following notice on the club bulletin board relative to tipping employees:

"Members receiving ordinary services from the employees of the Club, such as table service or any service ordinarily required and given, are not expected to tip at the time of such service. To reimburse or tip the help, the Committee will once or twice a year send out a special request to all members asking for a contribution in size according to your own ideas, which will in turn be divided among the employees according to their importance or time of service, or in such a way as to make a fair and equal distribution of whatever amount is contributed.

"Non-members, such as transients or house guests, are expected to tip for services rendered while in the Club at the time of service, the same as they would expect to do at any private club or hotel.

"A member or a group of members giving a party or any function where individual attention is required are normally expected to reimburse the employees at the time of such service. The tip should be given to the manager who will in turn divide same among the employees involved. The amount of tip would be in accordance with your own ideas."

Midland's tipping policy appears to be a level-headed solution of a perplexing club problem and other clubs would do well to adopt a similar policy, modified of course to accommodate local conditions.

### "Clean Up" Campaigns Suggested to Clubs

**"CLEAN UP"** week is suggested to golf clubs as an overlooked detail of education. The proposal is made by Lewis Parks, the Lewis ball washer fellow, after noting the effect of waste paper containers on the washer posts at golf clubs. Where some consideration is given to "policing" the course and the handy waste receptacles are used by the members, the course takes on a well groomed look. Carelessness in leaving tee paper boxes, empty cigarette packages, match folders, ball boxes and tissue, torn score-cards, etc., defeats the most energetic efforts any greens staff can make toward tidiness.

An impressive view of what members' attention to course clean-up means in maintenance expense may be had by looking over the waste collection a club like Olympia Fieds has for disposal every Monday morning. Lewis suggests that the campaign should be carried further than the tee and green area as sticks and stones that are injurious to fairway and rough mowers also should be put out of the way during the clean-up work by members and caddies.

It is Lewis' idea that the club officials by announcing a "Clean Up" week will focus member and caddie attention on this neglected detail and show such results that participation in minor policing of the grounds will become habitual.

### Tea Room Feature of New Fee Course

**T**IMBER TRAILS, new 18-hole fee course in Chicago district, is eliminating the traditional dining room from its clubhouse plans and substituting an attractive tea-room. The tearoom will provide for service fully adequate for the load and will, it is expected, provide speed and first-class character of service without requiring much overhead.

A reflection of the historic location of the club on a Pottawattomie hunting ground is present in the tea room decorations.

**W**HEN selecting furniture for any part of the clubhouse, choose on the basis of simplicity of style, sturdiness of construction and permanence of finish. Fancy pieces of furniture are liable to be difficult to clean and maintain.

# Pro Business Practices That Whip Competition

By A. L. MERCER  
(President, Vulcan Corp.)



A. L. Mercer

**W**HY SHOULD a pro have serious competition in the sale of golf merchandise? Have pros as a whole failed to grasp their advantages and opportunities? Some may have lost faith in the public's preferences for quality merchandise. Many pros are quite successful, irrespective of the fact that corner hardware, drug and grocery stores, and even filling stations, have begun to look at golf merchandising as a "bonanza" in which the more take part the merrier.

I am constrained to say the pros' worst competition is pros, when you get right down to hardpan. If all pros were really doing a businesslike selling job, fewer and better stores would attempt to sell golf merchandise. The pro really has most of the sales advantages if he will use them.

It is fundamentally essential to eliminate any waste of time, as well as money, and to increase income through greater sales effort and more business. It becomes essential to study the market thoroughly and make friends everywhere. Your members are your market and should be your friends.

Too many pros do not know intimately all the members of their clubs. They do not know all the women and children who have as active an interest in the affairs of the club as the better players. The youngsters will be the active members of the club of the future. Getting really acquainted is your first big job. The dubs and beginners can be interested in golf just as much, and can buy just as profitable merchandise as the low handicap men. Time spent in acquaintance helps you sell more clubs and other merchandise.

To sell merchandise of any kind a bond of interest must be created and maintained. The pro has so many chances to make friends, and create this necessary bond of interest, that it is amazing when he does not sell his services to better advantage—and grasp all the opportunities to make suggestions which result in sales. The pro should not permit dubs to appear nervous when playing in his presence, but rather should cultivate such players. Instead of fraternizing too much with the club's sharpshooters, the pro should do some unobtrusive, friendly coaching to assist the dub players to improve.

Naturally, we must remember we are dealing with personalities unlike in tastes. We must study our members as a lawyer studies his witnesses. By knowing members intimately we know what a man or woman or child likes or dislikes, and the task of pleasing such individuals is much easier as a result. When rendering a service, do it as if you enjoyed it.

Quality, popularity and price make merchandise. From the pro's point of view, quality should be paramount, as he has as members those who enjoy the better things in life. He should pay a great deal of attention to the loft, lie, balance and weight of the clubs he sells, as well as the construction of bags, balls and other merchandise. His members have keen eyes, and many, being business men, are keen judges

# AFTER ALL-GOLF IS A SCOTCHMAN'S GAME

*that is why we built this hose*

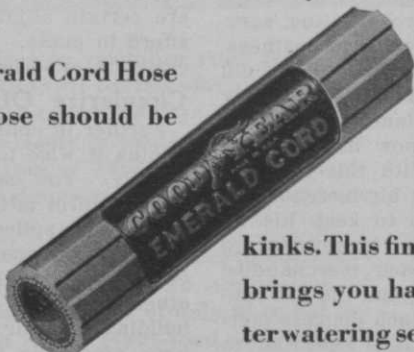
Naturally the best hose to buy for golf-club service is not the lowest in first cost. Goodyear Emerald Cord Hose costs somewhat more. But the few cents extra per foot you pay for this *de luxe* product of the hose-building art more than come back to you in savings.

In every sense Emerald Cord Hose is what a golf-club hose should be to stand up under the daily service on greens and fairways. The trim green jacket has style for the smartest grounds. The tough rubber compounds and double-double braids of cord assure prolonged wear. Emerald Cord holds sprinkling pressures. It resists the baking action of

sunlight. Each year this sparkling hose returns to work—clean, leak-free, and ready for more.

When you think of getting many years of life from a hose, you see what such superior quality means. With care you can get that from Emerald Cord. The broad flat ribs ward off damage. They act as springs so that the hose lies straight and free from kinks. This finer hose *works* better. It brings you handsomer grounds, better watering service, and over seasons of use an item of real money saved.

For data on the many clubs that employ this finer hose, just write to Goodyear, Akron, Ohio, or Los Angeles, California.



*For specifications or other information about Goodyear Hose for Golf Clubs, write Goodyear, Akron, Ohio, or Los Angeles, California*

# GOOD YEAR

THE GREATEST NAME IN RUBBER

of merchandise irrespective of golf playing ability.

The popularity of merchandise being handled is important, too, but not so important as intrinsic value. All club members like to play with merchandise they regard highly, and the pro can influence them to use what he knows to be better.

### Watch the Price

Price is important. Certainly those club members who are business men want to feel that they are making an intelligent purchase. They recognize the pro is entitled to a profit. But, I do not believe very many of them will grant his service is worth more than 35 to 40 per cent mark-up. After all he must compete with retail stores, and with margins made in other types of merchandise. There has been a tendency to a larger mark-up, which results in price cutting and induces competition to come into the field.

Just as quality, popularity and price make merchandise, so merchandising, service and policy make a successful business. In selecting merchandise, the pro should have the members of his club definitely in mind. He should be familiar with the bags on the rack and know his probable prospects intimately. With this in mind he is in position to select his merchandise with extreme care so as to keep his inventory to a minimum. Manufacturers cannot afford to take back merchandise for many obvious reasons, and the pro cannot afford to have very much distress merchandise. Consequently it is essential to buy with extreme care.

### Don't Fear Selling

Now, many pros seem ashamed to let members know they have golf equipment for sale. They prefer to appear as sportsmen rather than business men. Of course you men must be tactful, but we need not fear sales effort. Did you ever see a live store doing business without displaying merchandise? Pros should have an attractively displayed stock of new, well selected merchandise, suitable for all ages and sexes. Merchandise should be arranged neatly. It should be changed frequently, and if there are many women and children members, merchandise should be displayed in a special section for them. If the shop is conveniently located, well enough. If the shop is inconveniently located, merchandise might well be displayed around the clubhouse, at the first tee, the

18th hole or other equally good locations. So much for display.

It seems to me a pro should have neatly lettered price tags or cards on each item of merchandise. I have been told by club members that they were quoted one price one day and a different price the next. This is inexcusable. It gives a buyer a great deal of confidence to find price tags on merchandise, as it definitely indicates the same price is asked of all prospective purchasers. You find this true in chain stores and it works. Each pro can make home-made signs, for that matter.

Then display some national advertising about your shop. Tie in with what the manufacturer is doing to help sell merchandise. Leave some magazines about with the ad pages up.

It is not a bad idea to guarantee your merchandise and make good on it. While the manufacturer carefully inspects each item of merchandise, and can tell pretty definitely when it has been abused, there are certain adjustments the pro can well afford to make. The cause of trouble generally is mis-use and abuse.

### Circularize Often

Further in connection with merchandise, I think it wise to circularize members frequently. You can send out a nice, inexpensive form letter. With the bills can go an insert supplied by the manufacturer, or prepared by yourself. Ask the members of the board of directors, the president and other officers of the club to assist you in building up your business with your members, since the income from the shop is part of your salary. Let the members of the club know that you are a business man, as well as a pro. Let them know that you appreciate their business, as it is part of your income, compensating you for the service you render to the members of your club. In the meantime be certain that you are rendering a really worthwhile service.

If you are on a municipal or fee course, you can pick up "specials" occasionally to compete with down-town stores. The good manufacturer is making his goods as his orders are received, figuratively speaking, so that there is not much distress merchandise. Just the same, there is usually a little you can get from a legitimate manufacturer. In the meantime, make salesmen out of your assistants. Teach them how to render service to the members of your club. Teach them to smile. Then, too, it will pay you and your assistants to make frequent trips

At a cost of only

**\$8 to \$11**  
PER ACRE

**FERTILIZE YOUR FAIRWAYS**

**THIS FALL WITH NITROPHOSKA**

**N**OW is the time to revitalize your grass and thicken up the turf for fall playing—and at the same time to put your fairways into condition to withstand the rigors of winter. Also this late Summer application of Nitrophoska pays handsomely in the thickness and vigor of next Spring's sod.

Nitrophoska (15-30-15) is the economical complete fertilizer for fairways. An application of 150 to 200 pounds—at a cost of only \$8 to \$11 per acre—supplies as much plant-food as 600 to 800 pounds of ordinary fertilizer. And Nitrophoska is granular and dustless, and as easy to apply as broadcasting wheat.

If your soil is rich in potash, apply 150 pounds of Leunaphos (20-20-0) instead of Nitrophoska—at a cost of only \$6.25 per acre.

Order from your supply dealer, or direct from us. But don't delay.

**SYNTHETIC NITROGEN PRODUCTS CORP.**

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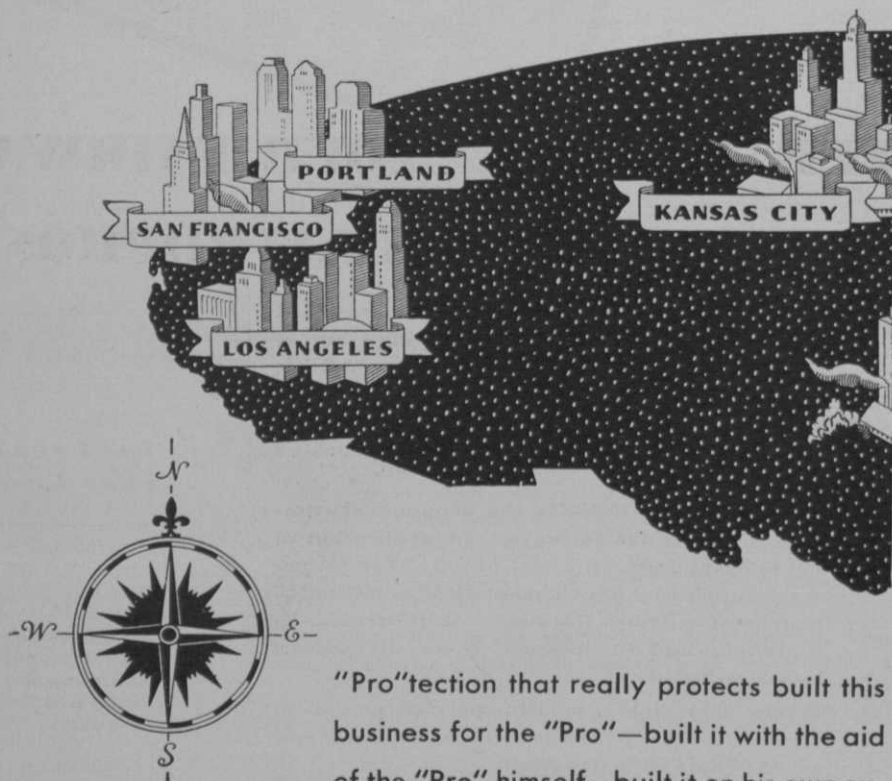
**15-30-15**

**Use Urea on  
Your Greens**

Urea is recommended by the Greens Section of the U. S. Golf Association. It contains 46% nitrogen and is easily soluble in water. It furnishes soluble organic nitrogen in the same form as the nitrogen in liquid manure, and is long-lasting in its effect.

**The Most Economical Fertilizer Ever Made**

For quicker, better  
**WILSON BRANCHES NOW**



"Pro"tection that really protects built this business for the "Pro"—built it with the aid of the "Pro" himself—built it on his own exclusive line—a line of merchandise actually *made* different, not just merely stamped different—and a line on which he takes his FULL PROFIT. A well rounded line of clubs and balls for every purse and overnight serv-

Visit the National Professional Golf Championship

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## SPAN THE CONTINENT



ice from eight strategically located points. Truly a great business — in fact, your business. That's what "Pro"tection has done. Get in touch with your nearest Wilson office.\*  
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155 Ninth St.

at Providence, Rhode Island, September 14th to 19th

through retail stores in your community. Observe the merchandise being sold, how it is being displayed, the price being asked. Personally, I would not recommend the selection of merchandise, the fair resale price of which is not being observed by the manufacturer or other outlets.

### Group Lessons Build

In connection with service, it might be worth while to give lessons to women and children in groups. This will stimulate interest in golf, induce more people to take up the game and eventually lead to more individual lessons. It might not be a bad idea to offer one lesson free in five. When selling a new set of clubs it might be good business to agree to keep them in condition for one season without charge. There are lots of little stunts a pro can do to win friendship, and ingratiate himself in the minds of his members when merchandise is needed. He can give talks on golf to the entire club membership. He can give it to groups of men, women or children. In some communities he can write a series of articles on golf and how to play it. Newspapers are frequently glad to have such a service. After all, this is promotion work which builds up the industry and creates a greater interest in the game. After all we must have an eye to the younger generation coming on, and the constant desire to induce more people to take up the game. We must help them play a better game and keep them interested and enthused.

If I were a pro, I would regard my job as my business. I would reason, therefore, that I need a sound business policy to tie to. I would remember that revenue from the sale of merchandise is part of my income or salary. Therefore, I must be a business man and make a legitimate profit from my activity. I would expect to win friends by a reasonable mark-up—and at the same time sell more goods and make more ultimate profit. I would recognize the importance of a quick moving inventory. When I found myself with merchandise that did not sell, I would mark it down quickly. The first loss is always the cheapest. I would disapprove of those manufacturers who sell office to office or who sell promiscuously at wholesale to institutions on a group buying basis, or who deliberately or indirectly contribute to illegitimate price cutting. I would cooperate with those companies who are trying to play the game squarely and fairly. I would back up the Professional Golfers'

Association with all the enthusiasm I possess. This would make a pretty sound business policy for the pro to observe.

### Makers and Pros Allies

In the sale of golf merchandise every reliable manufacturer knows that if he could induce pros as a whole to become good merchants, the sale of real good golf equipment would be increased greatly. The chances of satisfying the ultimate user would be a hundred-fold more certain. The manufacturer is keen to receive intelligent and active pro cooperation.

I am thinking too of credits. It is a somewhat touchy subject but an important one. Though the pro's credit is better now than at any time in the history of the game, there are too many overdue accounts. Manufacturers enjoy dealing with pros who pay their bills promptly. Charging goods is like borrowing money. Manufacturers need their money to pay for raw materials and labor, just as the pro or any other individual needs the money due him to meet his obligations. It is mighty good business practice to pay bills on the spot when due.

There is no question but what the character of pro merchandising has developed tremendously in the last few years. Professionals are buying more intelligently, stocking more carefully, selling more wisely, and paying their bills more promptly. As one large manufacturer selling about half the professionals, we know these things are true—and want to assist and encourage the improvement in every way we possibly can. We recognize the pro as a logical outlet for golf merchandise, and also realize that he is meeting with unfair and unprofitable competition in many instances. We very energetically disapprove of merchandising policies which put the professional to a disadvantage in merchandise, price, credit or whatever it may be. We do believe the pro a very logical outlet for golf merchandise and want to help him to success.

### CUT

**T**HERE ARE two methods of thickening bent turf quickly. The first way is to fertilize vigorously; the second method consists in sowing redtop in the thin spots, since redtop germinates quickly and grows rapidly in its early stages.

The second method is a makeshift and not recommended unless the bent turf is in very poor condition.



# Protags

## FOR YOUR IMMEDIATE USE— A REAL IDEA—NO COST TO YOU

**Y**OU don't need a stenographer, a book-keeper or a change in shop policy to start using PROTAGS. Just send for your FREE supply of the Red and Green tickets and put them to work. Here's one FREE SERVICE that gets busy making money for you right off the bat.

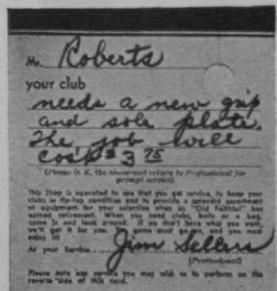
Your members will be pleased—they'll begin to appreciate what an important thing your inspection and maintenance service really is. You can look over the bag rack at any time and see at a glance the condition of your members' equipment—and know where to apply a simple suggestion here and there that will result in more sales—and more profit.

When you have done some little service like wrapping or shellacking, slip one of the Green tags over the shaft of each club. If important repairs are needed, requiring a charge, put one on one of the Red tags. A real idea, easy to use, and it costs you exactly nothing.

Vulcan has sent out thousands of these tags to wide-awake Pros already. We have plenty more and we'll cheerfully send them to any Pro, whether he's a customer or not, if he'll ask for them. The coupon is for your convenience in sending for a supply. You'll need more of the Green tags than the Red ones. Vulcan Golf Company, 9 Second St., Portsmouth, Ohio, U. S. A.



THE GREEN PROTAG



THE RED PROTAG

# VULCAN

CLUBS OF CHARACTER



VULCAN GOLF CO., 9 Second Street Portsmouth, Ohio.

Gentlemen: Hurry along ..... Green Protags and ..... Red Protags. I can use them right away.

NAME ..... COUNTRY CLUB .....

ADDRESS .....

# Crime Wave Continues; Make Fixture of J. Walker Event

**G**OLF WRITERS and actors, graciously waiving the color line, invited a few bankers and other business big-shots to the first formal Johnny Walker cup matches, held Thursday prior to the Ryder Cup international pro matches at the Scioto C. C., Columbus. The event put chiseling on a high plane and was quite instructive even to the financiers. Merchandise prizes to the extent of \$2,500 were distributed among the merry gentry

Legitimate winners were Bob Pryor, Jersey golf scribe, with a 74 for low gross. Bob got the handsome trophy of precious medals that Sherman Paddock and Scotty



This graceful cup, with bowl shaped like a California poppy, was donated by Country Club Magazine for low gross

whose pores larded the lean earth of Scioto under a sun that was hotter than a Castilian honeymoon. One seventy-eight (dollars mex.) also changed hands during the tournament as a result of side bets.

A field of 80 participated. Principal beneficiaries were the Western Union and Postal telegraph companies. Wires of both companies carried thousands of words on the crookedest event in golf history, with the contestants, however (comma), having the thoughtfulness to give credit to the donors of the prizes.



Granby Mfg. Co.'s contribution, celluloid tees, fittingly inscribed for the occasion

Chisholm of the *Country Club Magazine* presented. Louis Smith of the *Cincinnati Enquirer* won the P. G. A. Cup for low gross. Jim Rennick of the *Associated Press* filed away the Harold Lloyd trophy for second low gross.

Golf annals were enriched during the Johnny Walker cup tourney when Francis (Honey Boy) Powers, Bob Cutting and Norm Freer, the latter two Western Golf Association officials, played with Bob Jones, Jr. Jones quit at the end of nine holes, after having been outpunched at least three to one by the niblick virtuosos from the middle west. The retired monarch of the meadows was not the only one who cried "enough." A gallery of 1,000 was kept busy ducking punches from the bright young writer and the two moguls of the Western association.

Fred Pignon, manager of the British Ryder cup team, hacked out a brilliant game to defeat Paul Gallico, sports editor of the *New York News*, for the low net trophy. Gallico shot his paper's circulation, which is the largest in America, but Pignon by shooting two absolute whiffies, outsmarted the native star.

## Diners Get the Air

Socket Coe, literary second to Jack Dempsey, fanned a lot of air at the contestants, by acting as toastmaster at the banquet which concluded the ceremonies.

At the formal banquet two resolutions were passed. It was resolved to thank,