

Harbert's Policy,

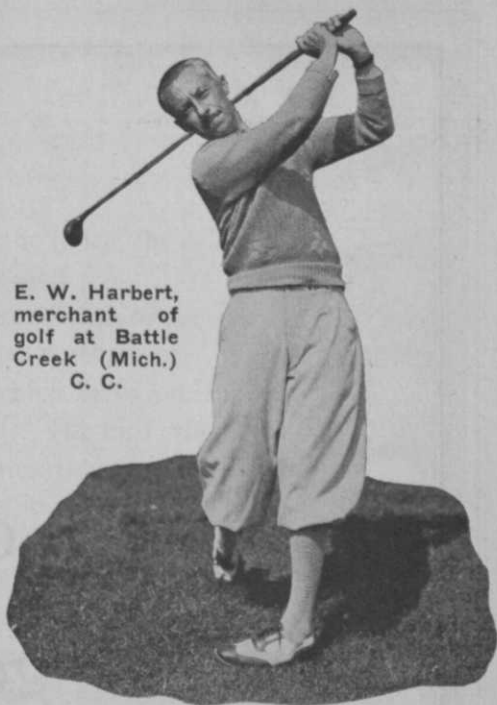
"I've got it, or
I'll get it quick"

Makes Pro-Shop Buying a Habit

By HERB GRAFFIS

HARBERT'S TALE is a tonic for that tired feeling that some of the boys are inclined to get when they think of pro shop merchandising. This wiry little guy Harbert is the pro at the Battle Creek (Mich.) C. C. and in addition to being one of those alert and active lads who makes a good profit during the summer by super-service to his players, is one of the rare ones who makes money out of a winter golf school in a city of 45,000 population.

E. W. Harbert,
merchant of
golf at Battle
Creek (Mich.)
C. C.



The ads for the Battle Creek health foods have featured the slogan, "there's a reason," and the same phrase applies to Harbert's pro merchandising success. The fellow is thorough. For instance, on women's day at his club, Harbert has displayed in his shop common pins, safety pins, needles and thread for the convenience of the women. Those items are for free use, but Harbert also has prominently displayed these days some special merchandise at bargain prices for women.

Some of the other fellows don't think that far into the details and then wonder why they are not cashing in on the golden avalanche of women's business that is hiking the golf goods sales of competitive stores.

Another shining example of Harbert's far-thinking methods is in the location of a Western Union telegraph agency at his shop. Many of the players at the Battle Creek club are visiting big business men who are getting in a few rounds while they are taking treatment at the Battle Creek sanitarium. These men appreciate the wire service and the novelty and value of telegraph facilities at a pro shop. Harbert even has a good supply of change in his cash register so the members who have to pay off on their excessive con-



Harbert's winter school has smart window trim to get holiday and traveler business during the "off-season."



This comes from a
gentleman
who knows
what he's talking about



A FAMOUS PROFESSIONAL dropped in our office the other day for a little chat.

The talk swung around to the business chances of the average Professional in 1931. We asked him what he thought. "Well," he said with that look of shrewdness which helps explain why he's one of the best business men in golf, "The bird who thinks there's no use looking for business because there just isn't any, isn't going to be buying many Cadillacs in '31.

"But I'm looking forward to a great year and so are a lot of the other boys. And I give you Spalding bunch part of the credit for my optimism. Yes, sir, I expect to sell complete sets of Cushion-necks to players who had no more intention of buying new clubs than you have of jumping out that window. I'm going to put a set in their bags, tell them to try them for a few rounds, and then sit back and plan how I'll spend my profit.

"And that's not all. I've made some changes in the layout of my Shop that's going to help sell things that never sold much before. You know how important correct layout is, because your Service Department has made a specialty of it. A swell idea, too. That'll help a lot of Professionals if they'll take advantage of it."

Sounds pretty sane to us, and we're glad to be able to pass it along. And, if there's any way at all we can help, please call upon us.

A. G. Spalding & Bros.

105 NASSAU STREET

NEW YORK CITY



Front part of Battle Creek shop gives players inviting introduction to balls and accessories.

fidence in their games can give down painlessly and quickly without having to chase all over the clubhouse for dimes, quarters and halves.

A Players' Service Station

The Battle Creek players can get about everything they want for their games at Harbert's shop. He is an expert buyer, picking only foremost brands and watching his inventory so he doesn't get stuck with slow moving merchandise or lose present and future sales by being out of stock.

Here is a list of the merchandise in the Battle Creek pro shop:

- Clubs—Men's, women's and children's (domestic, imported and bench made).
- All standard makes of golf balls.
- Bags—Men's and women's.
- Carry-all bags—Men's and women's.
- Sweaters.
- Sweater and hose sets.
- Hosiery—Men's and women's.
- Garters.
- Tees.
- Shoe trees.
- Shoe horns.
- Gloves—Men's and women's.
- Belts.

- Neckties.
- Shirts.
- Sports underwear.
- Rubber sandals.
- Rubber play balls.
- Knickers.
- Locker tidies.
- Tee holders.
- Practice ball bags.
- Leather coats—Men's and women's.
- Rain jackets.
- Rain capes.
- Wool coats.
- Bathing caps and shoes.

Shoes are handled by special order. Harbert handles Wanamaker's Tournament, Sportoccasin and French, Shriner and Urner lines.

Knickers, sweaters and hosiery are handled on consignment by Harbert and he gets 20 per cent profit on these items as sold. Neckware and shirts he buys outright, getting standard, high grade brands with moderate prices. There's good psychology in this, as Harbert's customers learn from their previous acquaintance with the standard brand advertising, that the pro shop prices and merchandise are right.

save strokes



not just one...or two...but
maybe four...maybe more...on every round!

The new construction Silver King saves strokes because it is 4.9% to 19.9% more "consistent."

Who says so?

The Consistency Tester... the one true measure of golf ball accuracy.

This machine measures the *performance-in-play* of golf balls. It shows why putts you felt had been hit true sometimes roll off line; why clean drives sometimes break and sail out-of-bounds; why crisply hit approach shots sometimes drop 10 yards short or soar 10 yards over. It's often the fault of "inconsistent" golf balls.

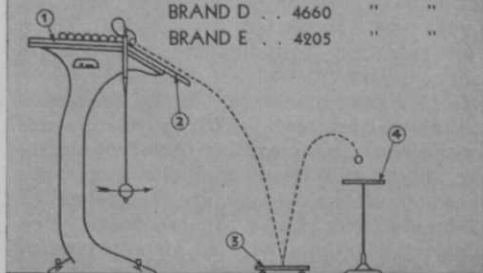
Silver King is more "consistent" because its internal compression *remains uniform* throughout the life of each ball. Also, the compression of *all* Silver Kings is the same. One gets used to playing Silver King just as one gets used to playing a pet driver.

Recommend this consistent ball to your pupils. Be sure their shots go exactly where they hit them. Eliminate the variable of "erratic" balls... the one variable that no amount of good form or practice can overcome.

PROOF

OUT OF 6000 "SHOTS"

SILVER KING	5395	"BULL'S-EYES"
BRAND B	5103	" "
BRAND C	4948	" "
BRAND D	4660	" "
BRAND E	4205	" "



SILVER KING'S RECORD... Out of 6,000 "shots" on the Consistency Tester, Silver King registered 292 to 1,190 more "bull's eyes" than the 4 most popular 75c balls. Full details are contained in the booklet "Golf—What a Game!" Write for free copies. John Wanamaker, Wholesale Golf Dept., New York City.

DISTRIBUTED IN U. S. SOLELY BY JOHN WANAMAKER

PLAY

NEW SIZE . . . NEW CONSTRUCTION 85c

SILVER KING

... it's more Consistent!



Note how Harbert has matched sets displayed so any prospect can handle any club easily. Bags are out for inspection, too.

Little points that frequently are overlooked give Harbert a chance to make a favorable impression on his customers. With each set of wood clubs sold he gives, free, covers for the heads. When iron sets are sold he gives tee holders as premiums.

Club cleaning charge for the season is \$10 at Battle Creek. Minor repairs are free. The club cleaning includes polishing shafts and heads and cleaning faces of wood clubs. Heads are varnished, if advisable, and shafts are lacquered. The lacquering is done with an air spray, Harbert having found spray work much neater than that done with a brush.

Busy in Club's Behalf

Instruction and sales are only part of Harbert's many duties at the club, but he finds time to do each of his jobs well. He has at least one assistant in the shop all the time. He is chairman of the club's handicap committee and has an active part in conducting the men's and women's tournaments at the club. In these events he assists in matching, scoring and making decisions according to the rules of the game.

Harbert also has charge of the locker-room at the club, buying and supervising all operations in this department. He sees to it that toilet accessories, playing cards, tally sheets, and deft service are

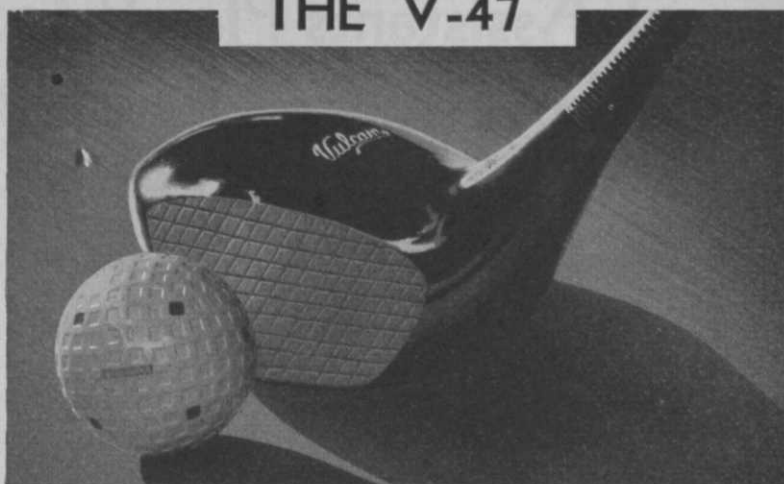
supplied to all of the members and guests.

With a background of twenty years in pro golf Harbert today rates as one of the prize examples of a good pro who hasn't found it necessary to get at a big and well-to-do metropolitan district club in order to make a good income out of professional golf. He is a substantial asset to his club and because he's always thinking about the club first the able gent has no worry about his stand-in and the peril of club politics. When you get down to summarizing pro policy, Harbert's is hard to beat. He says: "I think a pro ought to always be trying to run his shop exactly like he'd want it run if he were a member." That's not a bad thought to leave with the bright boys who are figuring constantly on how they can make themselves worth more money to, and at, their clubs.

NO MATTER how rushed the greens-staff may be, it doesn't take long to pick up loose paper, sticks, rubbish, etc. Workmen should never overlook a chance to improve the tidiness of the grounds.

Attend the P.G.A.
Business Conference
Columbus, O.
June 23-24

THE V-47



AN *unusually deep* faced WOOD CLUB

HERE'S another of VULCAN'S popular models—the V-47, specially adapted to the new ball and designed to appeal to the real golfers among your members.

It has a large, powerful head with plain face; special chrome-plated True Temper shafts, with just the right "whippy" feel; a firm "tacky" bell-topped grip of Edina imported leather; genuine ramshorn slip on the Driver; and triangular brass sole plates on Brassie and Spoon. These are features you would expect to find only on higher priced

woods. But the V-47s are priced at only \$9.00 each—\$27.00 for the matched SET O' THREE.

Equally remarkable values in this year's VULCAN line are found in other VULCAN woods, priced to sell at from \$5.00 to \$10.00 each, and VULCAN irons in sets of 5, 6, 8 and 9, at \$4.00, \$5.00, \$7.50 and \$10.00 each. Ideal companions are the three VULCAN balls — V.G.C., Thunderbolt and Spark. Use the coupon for descriptive catalog.

VULCAN

CLUBS OF CHARACTER

Vulcan Golf
Company,
9 Second St.
Portsmouth,
O., U. S. A.

VULCAN GOLF COMPANY, 9 Second Steet, Portsmouth, Ohio.

Gentlemen: Send your catalog-folder. I want to see what you have to offer in golf clubs, bags and balls.

Name

Address

City..... State.....



Pros and Assistants Plan P. G. A. Business Conference, June 23-24

FOR THE first time in pro history the professionals have set themselves to assert their leadership in golf goods merchandising and to plan for a strengthening and extension of this leadership. President Hall of the Professional Golfers association has appointed Elmer Biggs, pro at Peoria (Ill.) C. C., chairman of the merchandising committee of the P. G. A. Personnel of the committee has been tentatively decided on, but will not be announced until acceptance of appointments are received from the various members. Outstanding pro business men in the west, central states, east and south have been named.

The P. G. A. has sent to all of its members details of the forthcoming business conference of the association which will be held at Deshler-Wallick hotel, Columbus, Ohio, June 23-24. It is the P. G. A. hope to get a big attendance of professionals and their assistants as this affair is the first effort the P. G. A. has made to crystallize its plan of pro merchandising education.

Special R. R. Fares Granted.

Arrangements have been made for professionals and their assistants to obtain from P. G. A. headquarters, First National Bank Bldg., Chicago, certificates calling for fare and three-fifths to Columbus, then to Toledo if desired, and return to the passenger's home. Commissioner Gates requests that applications for these certificates be sent to Chicago without delay.

The Western Open championship will be concluded at Miami Valley C. C., Dayton, O., June 20. The P. G. A. business conference will be sandwiched between the Western Open and the Ryder cup matches, scheduled for June 26 and 27. On July 2 the National Open starts at Inverness. This packed program of playing means that professionals who are distant from Columbus may not find it convenient to attend, but from present indications they are going to see to it that their assistants are there. Leading lights in the pro field rightly figure that it is high time to devote considerable effort to the business education

of assistants. By getting the most promising assistants assembled at the Columbus meeting the master pros hope to impress upon the boys the responsibilities and opportunities of their positions.

Announce Helpful Program.

The P. G. A. merchandising committee has sent details of the program, railroad and hotel rates to all of the P. G. A. members. The program and speakers, as tentatively arranged:

Shop Arrangement to Increase Sales and Service Jack Holmes
Pro-Manufacturer Teamwork with Profit Charles Hall
Making Pro Service More Valuable to the Club.... An Official of the U. S. G. A.
The New Pro Markets—Men, Women and Children..... Horton Smith
Advertising, Publicity and Sales Ideas for New Profits..... James Cady Ewell
Training Assistants for Present and Future Profits..... E. C. Conlin
Buying, Bookkeeping and the Credit Standing..... Speaker to Be Named
Pro Competition and How to Meet It A. L. Mercer
Motion Picture Instruction and Its Lessons to Pros..... George Sargent

With this first Business Conference the professionals have an opportunity to step out and publicly show their merchandising interest and abilities at a time when their command of the market is attracting the fire of envious competitors.

The most successful professionals, the most ambitious assistants and the leading manufacturers are anxious to have this initial sales-education effort a great success and ask the heartiest co-operation from all concerned.

PAYMENT IN FULL!

Contribute an article to GOLFDOM and we will feel amply repaid for sending it to you free of charge.

... INFORMATION FOR THE "PRO" ...

WHY **TRUE TEMPER** SHAFTS

Help to Get DISTANCE

THERE are, of course, many things that play a part in the length and accuracy of each shot. The proper shaft in your club is an important factor.

Nearly everyone who has given "True Temper" shafted clubs a fair trial admits that this shaft adds to the ease of play—with it they get their regular distance off the tee, or on the fairway, with less effort, and greater distance with the same effort. Players with a tendency to press, gain confidence in their clubs due to this quality of the "True Temper" Shaft.

The superior playing quality of the "True Temper" Shaft is due, in the first place, to the fact that it has "backbone"—with flexibility—the whip is down close to the club head where it gives the ball a real punch as you follow through. This shaft is strong at the point of greatest strain—the first few inches above the hosel—its walls are 50% thicker here than at the grip end. This fact also means that it has weight at the lower end which gives balance and a delightful "feel" to the club.

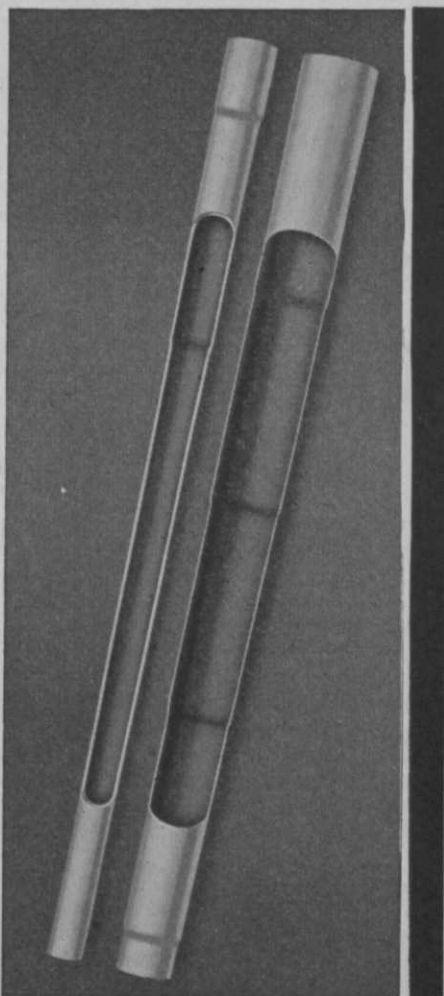
The next advertisement in this series will explain another outstanding advantage of the "True Temper" Shaft.

The AMERICAN FORK & HOE COMPANY

Sporting Goods Division

KEITH BUILDING

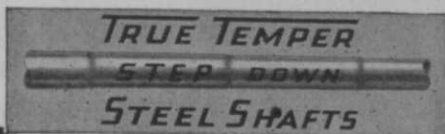
CLEVELAND, OHIO



A B

THE EXTRA PUNCH

Two sections taken from a "True Temper" Shaft and cut away to show wall thickness. Section (A) is cut from the lower end of the Shaft. Note the wall thickness is at least 50% greater than section (B), taken from the grip end of the shaft. This gives strength, backbone, flexibility—the extra punch.





Osage's trim and eager women get the close-up on golf from the old Hibernian maestro. They become more interested in the club—and in buying from Fogertey.

Women's Golf Classes Stir Up Club Interest and Sales

TWO YEARS ago James Fogertey, pro at Osage C. C. (St. Louis district) started giving group golf lessons to women. Now Jim is selling twice as many women's clubs as men's. His men's club business has been stirred up by the women's patronage, too.

Any pro who has read that one paragraph and will act accordingly will find GOLFDOM has made him a good piece of jack this year, unless he happens to be at a club where women's play is not permitted.

Osage is a good representative club. It's not one of the district's wealthiest clubs, but its members are well-to-do and full of pep and high purposes. They hanker for action and novelty. Fogertey capitalized this situation, just as any other smart pro can do, by inaugurating the women's classes. Group instruction at Osage starts at 2 p. m. each Wednesday, women's day at the club. Classes are 45 minutes long and run for a period of six weeks.

The first year Jim had 30 women in his class. Ten more joined the next year for the results of the group instruction and the word of mouth advertising given it by the pupils assure Fogertey of about all the golf students he can instruct accord-

ing to his own satisfaction, at one class session.

Build Business.

Some of the fellows may question this group lesson business for adults, saying that it cuts down the individual lesson sales. That's not Jim's experience. He gave around 450 individual lessons to women last year, and that's well above the average. The group instruction arouses competitive interest. A woman becomes eager for personal golf instruction so she can ask and learn without the reserve she might have when in the company of three dozen of her sorority.

This year is the third of the Fogertey group lessons for women and much to Jim's satisfaction at the initial 1931 meeting of his club's women golfers, they clamored for the lessons even though he raised the price slightly. The total cost to the pupils of each class lesson is \$20. Split among all the women this isn't much but when you figure that's the income for 45 minutes to the pro, you have to admit the stunt is good business.

Fogertey does all of the hitting of balls, answers their questions and far from discourages them when they make leading remarks about individual lessons and new