

Market Analysis, Smart Buying, Makes Pro's Season Profitable

By CARL KOHL

ONE OF THE conspicuously successful young pro merchants is a fellow we shall call Eddie, because Eddie isn't his name and this yarn might prove embarrassing to our modest hero if right names were used.

The tale of this kid's rise is being paralleled by many bright and ambitious assistants. From the time he began polishing clubs he always was anxious to see that the members were pleased by a superior and personalized kind of pro shop service. His boss promoted him to assistant and in that capacity he made money for his boss. The pro for whom he worked was a fellow who wanted to see his protegee rewarded, so he got him a spot as pro at a small town club where the kid, instead of waiting until the season started to get on the job, visited his members, got acquainted and sold goods while the snow was still on the ground. After a few years in the bushes he was recalled to the big time as a master pro. Now we're ready for the story of his first year at a big job.

When I signed for this job early this year (it's the boy wonder speaking from now on), I knew I was following a fine man and I had to begin right away doing some planning. I started with the expense sheet, and budgeted my operating expenses as far as I was able.

I made some cuts, just like other business men have had to do in these times. I had one shiner less in the workshop. I got a live and neat fellow in the shop salesroom for \$50 less than was paid the previous year. I got a very good assistant who wanted to establish a reputation in my district, by giving him all the income from his lessons, instead of the guarantee the previous assistant had received. Of course, I had to hustle like hell and sell lessons for this team-mate and help him sell more by himself, so he would earn enough to keep him very much interested in a good paying job. Those economies may seem rather brutal, but I don't recall any good business men in other fields neg-

lecting to be brutal if the circumstances dictated.

Good Shopping

After I'd got my staff of great boys lined up and told them what we all were up against, I began my shopping. I was able to get some fine buys by this shopping because my deals were made for cash or the quick discount. I shopped for shirts, umbrellas, socks, sweaters, etc., and it's surprising what deals a fellow can get if he shops.

The big danger is that the pro who doesn't know anything about this sort of merchandise will get gypped with some good looking but really terrible stuff, unless he takes a friend who knows this sort of merchandise with him as an adviser, or buys well known, trade-marked merchandise. The good stuff that I got at a better profit, you can bet all of us pushed. There's one item that we got at an inside price that we pushed so it outsold all other stuff we stocked in its line, 10 to 1. That showed us what pros can do when they make up their minds to push something they know is good and that offers them a good profit.

I bought imported sports umbrellas for \$4.25 against the \$6.50 the other boys paid for them. I bought silk rainjackets for \$4.00 against the \$7.75 the fellows who didn't shop with cash had to pay. I worked to get everything we could at the lowest price and I had something to back my proposition with, as I knew my shop would sell a lot more stuff than some of the stores that were getting longer discounts.

Don't get me wrong on this business of being a chisler. You can't tell me anything about the selling power of good advertising to the public on golf goods. It makes the public go for the stuff just that much stronger and quicker, and I'd be a sucker not to take advantage of this "in." But I didn't stick my neck out for stuff the public would be inclined to go for and help build it up, only to have sales snatched away from me by some dealers

who bought lower than I did and could afford to cut under my prices. I figure that if anybody can do business at a profit for less selling cost than I have, something is phoney.

Pep Talks to the Staff

Our gang got together regularly for what the big business birds call sales conferences. I filled the gang full of the old pepper and some hunches on selling that I had read or picked up by listening to smart guys. Any member who hinted about buying something and couldn't be sold by the boys, was reported by them and I tried the fine Italian cunning. Being the boss man set me up, and I could sell stuff a lot of times when better work by the boys hadn't moved it, for folks like to do business with the No. 1 guy.

The best stunt we pulled was to keep watch on the bags. We'd see who needed anything, and if we saw stuff coming in from the outside, especially cut-price balls, we would give the strays a treatment of Old Doctor Eddie's Sovereign Remedy, the Selling with Service salve. This examination of the bags tipped us off to a number of places where we could split sets and supply several purchasers without being stuck with some spares.

When a salesman would come in with some specialty we would take it on consignment and make an honest, persistent effort to push it. We wanted to see if the stuff would go at our place and if it would, we were plenty willing to load up. But being cautious in this matter saved us from being left with some stiff merchandise in the inventory this fall.

We did a land-office business on shoes and jewelry that we handled on consignment. Shoes are good profit makers for the pros, but the hell of it is running the risk of being left holding the bag on stock that isn't ordered right. We kept enough consignment stock to attract buyers, but at that, the stock moved fast enough to make the shoe manufacturer happy.

One place where I picked up a sleeper was selling as caddie prizes recon-ditioned clubs that we had taken on trade-ins. We also did a big business in prizes for tournaments and parties held at our club by having an assortment of these prizes displayed separately so the fellow who had put off buying these prizes could pick up some great stuff at the last moment.

Ripley it, or not, as we closed down for the season I had only a little over 1% of my season's turnover figure tied up

Jones' Retirement Puts Pros Back Into Big Show

LIGHT IS shed on the gallery attraction of Robert T. Jones, Jr., by statement of figures on 1931 national championship gates. The gate at the 1930 National Open was \$46,765.50. This year the Burke-Von Elm marathon at Inverness grossed \$25,401.50. Last year's amateur coronation ceremonies drew \$55,319 at Merion. This year's Ouimet revival meeting dragged in \$13,831 at Beverly. Accordingly, some gent versed in higher mathematics might figure that Robert was worth \$62,852 of the customers' money per year, and he probably would not be far wrong. Remembering that this draw covered 10 days of play, the figure makes Babe Ruth's salary look like the change a newsboy leaves on his stand.

Jones has attracted about \$40,000 through exhibitions since he went cinema. Of that sum he takes nothing for himself, but puts 25 per cent of the proceeds of his exhibitions into the Atlanta Charity Trust fund.

With Jones out and the pros playing for dollar gallery fees, the summer tournament schedule has been very satisfactory, considering everything. The P. G. A. championship at Providence, the best handled affair in the association's history, took in about \$25,000 and the Ryder cup matches, despite the bull market admission price and three competitive major events in Ohio around the Ryder cup date, brought \$13,500 through the portals.

Other prize money during the summer ran between \$90,000 and \$100,000, with the gallery and entry fees practically offsetting the expense of putting on the affairs. It was repeatedly demonstrated that galleries will go for exhibition golf when the admittance price is moderate.

The Burke-Von Elm team probably will gross around \$14,000 for their showings since the Open. Joe Kirkwood is the Dun and Bradstreet champion of the year. With his reliable act of making a golf ball stand up, sit down, roll over and say "Uncle Joe," he is still bringing them in, both in the big time and out in the hay-field courses.

Revival of interests in exhibition golf due to lower gate prices got over to the rest of the gallery aces later in the season and when they found out that 1,000 times \$1 beat 250 times \$2, they began to go on some profitable prowls.

HAGEN CLUBS *for*



PROS *only*



*Make them
Work for you*



CHAMPION

STARLINE

To be sold
ONLY *by*
PROS—

At the time we started making Hagen clubs we adopted a sales policy that made it possible for the pro to obtain his rightful share of the profitable business. It was a bold stroke in the golf industry, but pro's, by giving us

CHAMPION

STAR





P. G. O.



ONE-TWO

support, have made it possible for us to stick to our guns.

Now comes another step—another recognition of the important position professionals occupy in the selling of golf equipment—Hagen clubs that will be sold only in pro shops.

A range of strictly quality matched clubs has been created for these exclusive pro shops. As illustrated, the "Champion" woods and irons, made with True Temper steel shafts, will retail at \$12.00 and \$9.00 respectively. A more reasonable combination of "baseline" woods and irons, made with Hagen steel shafts, will retail at \$10.00 and \$6.50 respectively. Then we have also developed a special wood club, the "P.G.O." model, to be sold only by "professional golfers only." This club is made with the latest development of the golf shaft industry, the True Temper Compensator steel shafts. It retails at \$12.00.

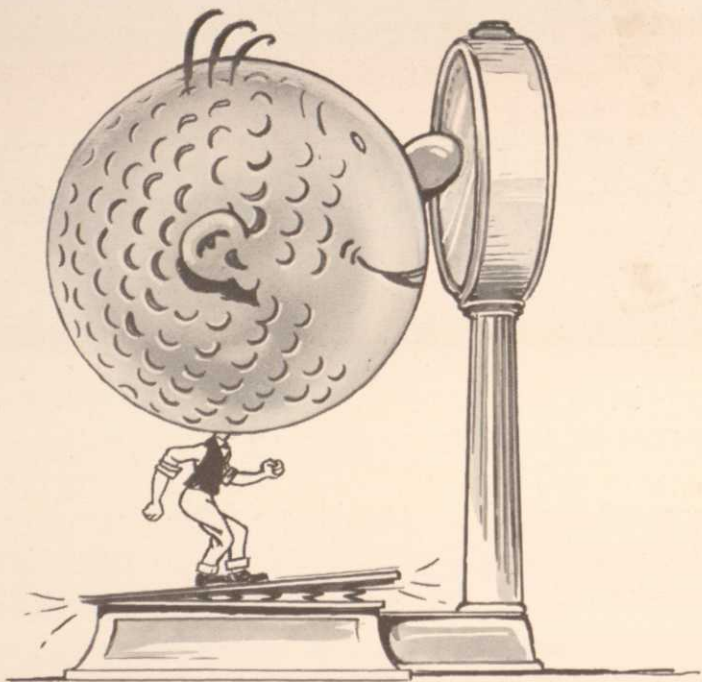
Though the "One-Two" woods and irons also illustrated are to be sold through all Hagen retail outlets, we feel a mention of them here is appropriate. The woods will retail at \$15.00; the irons at \$10.00. Both are made with the True Temper Compensator Shaft.

Consider the advantages of selling the "pro only" Hagen clubs, and then go out after your rightful share of the profitable sales in 1932.

LINE

ONE-TWO





The NEW WEIGHT

Hagen balls in the new weight are ready for you. We have a good stock of these heavier Hagen balls at the factory right now just waiting for your order to start them on their way to your shop.

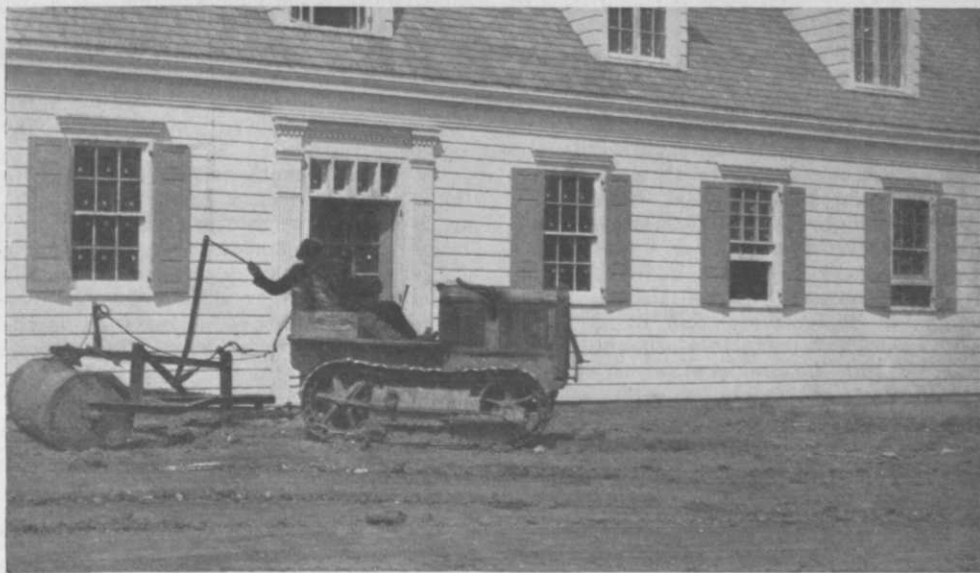
And while we're on the subject of the new heavier ball, we'd like to say that the new Hagen ball we've developed is just about the finest thing that has ever been created for this grand old game.

The 1931 season showed a tremendous increase in the sale of the Hagen ball. But golfers who put their confidence in the Hagen this season have still a new thrill coming to them in the new Hagen in the heavier weight. Try it yourself. We really believe it's the greatest golf ball that was ever built—barring none.

The L. A. Young Company, Detroit
Makers of Hagen Products

Also Sales Offices at:

New York	17 W. 45th St.
Chicago	14 E. Jackson Blvd.
San Francisco	153 Kearney
Los Angeles	730 S. Grand
Seattle	1110 Second Ave.



When the University of Minnesota gets its golf course completed it will have one of the nation's outstanding school plants. The clubhouse would do credit to many a first class private club. Modern equipment and construction methods have been extensively employed. A caterpillar 15 and rotary scraper are shown here preparing the seed bed in front of the clubhouse

Colleges Waken to Golf's Value; Many School Links Probable

By HARRY STOVER

THERE IS ample evidence that the growth of golf at high schools and universities is accelerating to the point where school course construction may soon exceed the stadium building activity of from five to ten years ago.

During the past two years GOLFDOM has received from major and minor institutions of the higher learning numerous requests for course design and construction information. At least 40 copies of the *Golf Club Organizers Handbook* have been requested by such establishments in response to the Club and Ball Manufacturers' Association's offer to furnish these helpful manuals without cost.

This trend is good news to the makers of course construction and maintenance equipment and supplies and to the playing equipment manufacturers, for nothing could better indicate a continuance of the game's swift growth on a lasting basis. It

is good news, too, to the greenkeepers, professionals and managers who desire an expansion of the market for their services. But the development has a still wider significance, according to social research experts. These authorities comment on the extension of golf as an undeniable indication that the country is favoring the sport that attracts active participation of players of all ages and both sexes.

One of the problems of scholastic athletic instructors always has been to get their charges interested in games that would benefit the pupils long after student days. Golf is obviously the happiest solution, and for this reason high schools and colleges generally are allowing athletic credits for golf.

Number of College Courses Grows

Yale and Leland Stanford have first-class golf courses of their own. Ohio has begun construction of a course of cham-

pionship design and excellent courses also are owned by the universities of Michigan, Minnesota, Washington and Notre Dame. Penn State has its own golf facilities and Tufts students have six holes of their own course built by the institution's scholars. In a number of other cases university students are allowed to play on local courses at special rates.

The *Scholastic*, a national magazine for high school classroom, early this season made a survey of eastern high school athletic directors as the initial step in its campaign to promote golf in the high schools. That magazine acquainted the P. G. A. with the campaign, which involves the use of pro golf instruction at the schools. Although the survey was limited to a few representative high schools in Ohio, Pennsylvania, New Jersey and New York, the answers give a reasonably accurate picture. Forty athletic directors answered. They had under them 44,659 students.

Answers to some of the leading questions were:

"Do you favor golf play by students?" 38 *yes*, 1 *no* and 1 *not as university sport*.

"Has golf ever been taught in your school?" 13 *yes*, 27 *no*.

"How many golf courses in your city?" 195 *total returns*.

"If you could secure a competent golfer without charge to teach students in your high school, would you arrange a class?" 31 *yes*.

"How many students participate in golf classes?" 978.

"Has your school ever had a golf tournament?" 12 *yes*.

"Has your school ever been represented in a city or national tournament?" 14 *yes*.

"Would you like to have a school golf tournament?" 34 *yes*.

Pros Get on Job

Some of the professionals who learned of this questionnaire volunteered their services as instructors, without charge, for high school classes. By the time school ended the pros had profited satisfactorily from club sales, private lessons and publicity.

In the Chicago district several professionals have done great work with, and for, the high school students. Ed Garre, pro at La Grange C. C., started out by giving group lessons free from 3 to 5 P. M., Tuesdays and Fridays, to the students of the Lyons Township high school. Eddie intended that the course would be six les-

sons, but both the length of the course and the time of the class lessons were prolonged by popular demand. He also gave some time to his high school boys' team Saturday mornings. It meant some sacrifice of lesson profits to Garre, but the members recognized what their pro was doing for the cause and in the long run Eddie probably can charge this time up to profit and loss without any tears.

Due to new students starting in the classes every week the problem of class instruction was rather difficult, but the competent La Grange pro managed to handle his acolytes satisfactorily. The classes ranged from 80 to 100 pupils. Ed says that even the lesser number is too many but the pro has to do the best he can.

More Girls Than Boys

The *Scholastic* survey found the high school athletic directors believing that the boys and girls would rank about even in making up the golf classes, but that hasn't been the experience of Garre and Jock Anderson, pro at the Techny Fields (Chicago district) fee course who also has been conducting group instruction sessions for high school students. Both Ed and Jock have found that 80% of these classes are girls. The boys seem to pick up their golf caddy-ing.

Both of the above named pros say that about 15% of the classes show unusual promise and cite cases of youngsters who have taken several group lessons and then scored very creditably on the first rounds they ever played.

"Give me a slow starter every time if I am to make the kid a golfer," Garre says. "The beginners who look so terrible at the start get the right sort of a swing ground into them deeply because of the difficulty they experience in getting any sort of a groove. It takes patience on the part of the pro, but it's a lot easier than teaching many of the individual adults who are the average pro's pupils."

At the Techny Fields course, group instruction of the New Trier high school students without cost to them is legitimately used as a business development method. The classes start Saturday morning at 8:30 and are divided into two sessions; one for the freshmen and sophomores and the other for the juniors and seniors.

Each of the students is given a reduced rate ticket which becomes valid when signed by the student's class adviser. The

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SPALDING
ANNOUNCES
THE NEW

Robt. T. Jones, Jr.

CLUBS



An absolutely NEW PRINCIPLE in golf club design

THE whole world buzzed with the news, "Bobby Jones joins A. G. Spalding & Bros."

This association was an effort to bring together the man who had done most for golf, with the manufacturer who had done most for golf, for the purpose of improving golf implements. Now, after months of tireless work, that association has brought forth the finest set of golf clubs the game has ever seen—the new Spalding Robert T. Jones, Jr. Irons and Woods!

Introducing the new irons!* These new irons introduce a definitely new golf club design! The head combines a maximum of weight in the blade and a minimum of weight in the hosel. To secure this desirable combination, Jones has adopted the wide sole flange, refined to make it one of the most beautiful iron heads ever designed. This wide sole flange, together with the lighter hosel, lowers the point of percussion—puts it nearly two inches lower than it is on hickory shafted, and nearly an inch lower than it is on the ordinary steel-shafted iron—and gives the sweetest feel yet known in an iron. As Jones himself expressed it, "the blade seems to flow through the ball".

This flange sole also lets the club almost automatically "sit" right . . . gives the player better control over the head . . . and is less apt to dig

*See December GOLFDOM for Announcement of WOODS!
