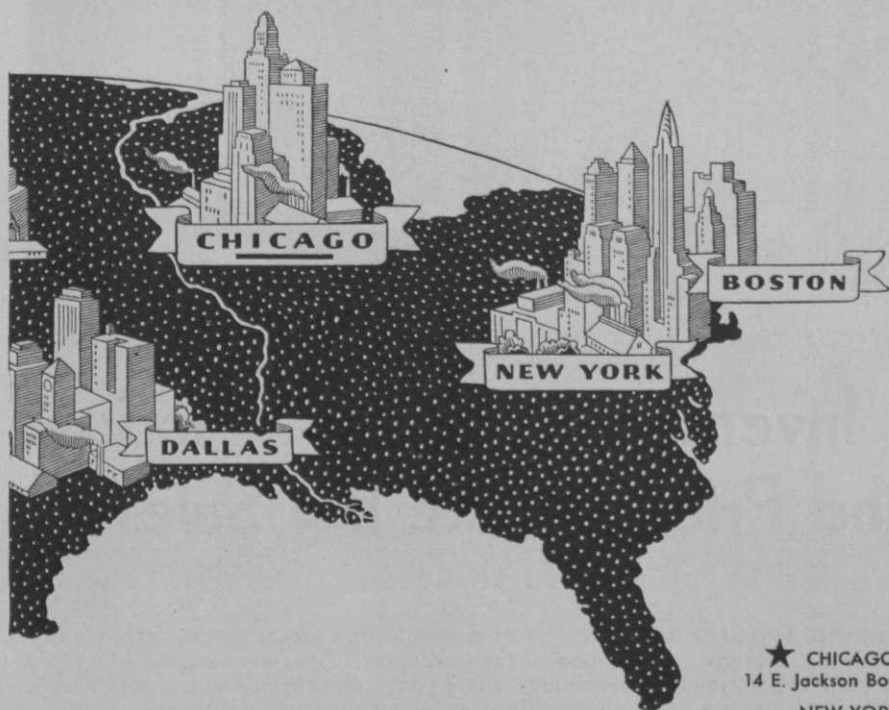


service to the "Pro"

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.*

WILSON-WESTERN SPORTING GOODS CO.

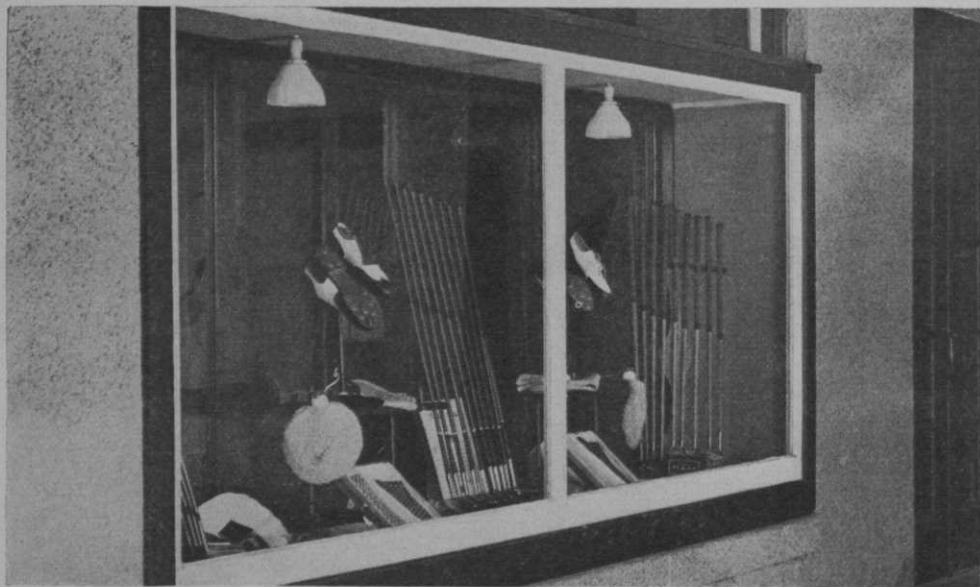
Factory—2037 Powell Avenue

Chicago, Illinois

Wilson
SPORTS EQUIPMENT

- ★ CHICAGO
14 E. Jackson Boulevard
- NEW YORK
222 Fourth Ave.
- BOSTON
127 Federal St.
- KANSAS CITY
1509 Baltimore Ave.
- DALLAS
1915 Commerce St.
- PORTLAND
92 N. 11th St.
- LOS ANGELES
917 W. 8th St.
- SAN FRANCISCO
155 Ninth St.

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



Show-window of pro shop at Olympia Fields is attractive and frequently changed

Bag Inventories, Show-Windows and Prices Make Big Sales

By C. J. HORN

WANDERING AROUND the pro shops after talking to fellows in businesses other than golf, brings to the mind of the wayfarer that this golf business is a great one for a live hombre even during a period of depression. Some of the pros have been up against tough problems this year with the general business depression, burned-out courses and prolonged heat wave, but they have come smiling through in commendable fashion. The set-up against them has served to make them better merchants. Next year, with an even break in general business conditions, the pros are going to profit from the baptism of fire they have had during this season.

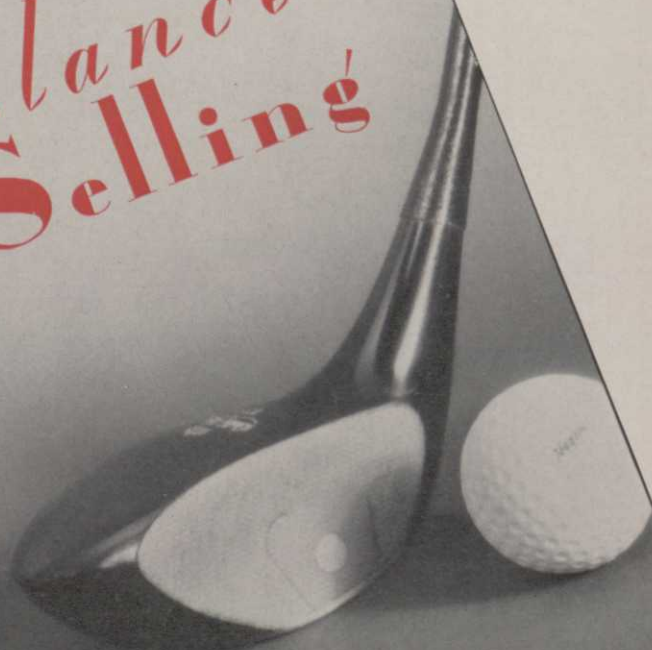
One of the conspicuous cases of pro business this year being ahead of last year is seen at Olympia Fields C. C. (Chicago district) where Jerry Glynn fell heir to the pro job when his mentor, Jack Daray, left to care for the growing demand for his services as a golf course architect. Olympia Fields, with its four 18-hole championship

courses, is the largest private golf club in the country. Its membership includes some very wealthy people, some people who got bumped almost for the count by the market, and a lot of people who are representative of the average membership of the good metropolitan district country club. The pro shop business afforded an accurate cross-section of metropolitan district club operations.

The serious-minded Irish laddie began his season's merchandising by making an early inventory of the equipment in the bag racks. He continued to make that inventory at frequent intervals during the season. He and his assistants, Willard Hutchison and Chuck Tannis, would get a good idea of what their players needed and between the three of them they would lose no opportunity to deftly suggest the purchases. There was not the slightest suggestion of high-pressure selling about this suggestion for the boys out at Olympia go on the basis that they are doing a valu-

for **PROFIT**
in **PRO SHOPS**

Balanced
Selling

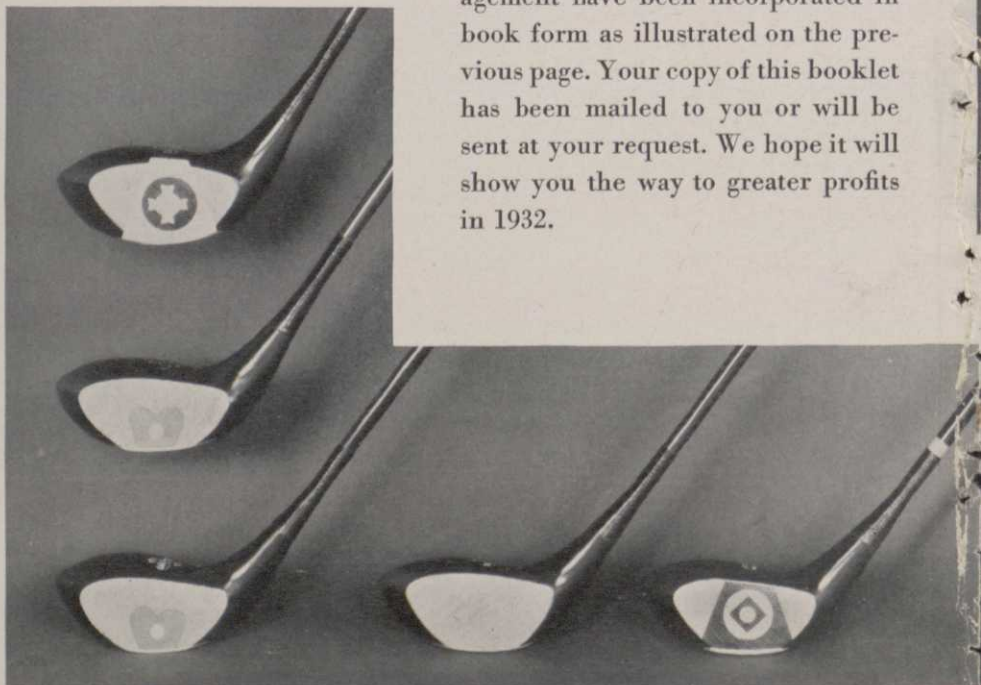


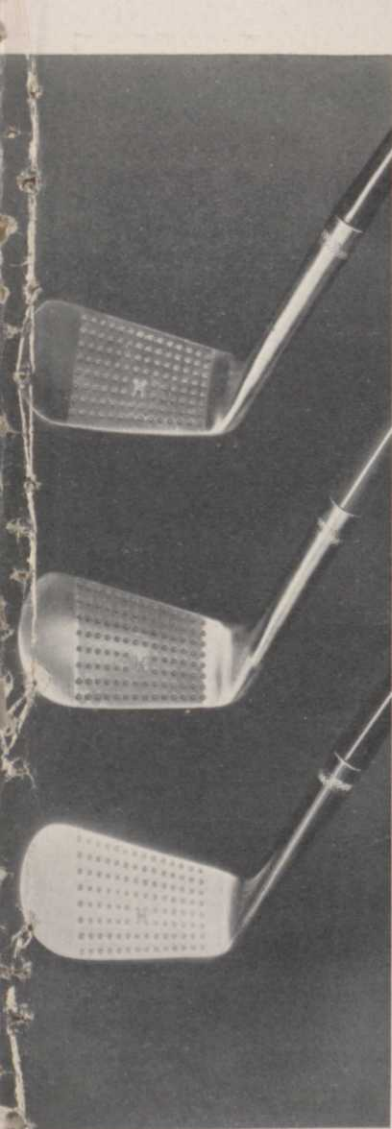
With a
BALANCED
Line of Clubs

Your Hagen man is on his way to see you with the greatest line of golf equipment ever to bear the Hagen name. Every possible factor contributing to perfection in golf equipment construction has been utilized to make Walter Hagen matched clubs and the Hagen ball the finest ever built.

But in building the Hagen line for 1932, we have also kept in mind the necessity for a balanced line of clubs; endeavoring to offer you a complete range of golf equipment from the best that is made to the most reasonable that still maintains quality.

The principles of "Balanced Selling" for more profitable pro shop management have been incorporated in book form as illustrated on the previous page. Your copy of this booklet has been mailed to you or will be sent at your request. We hope it will show you the way to greater profits in 1932.



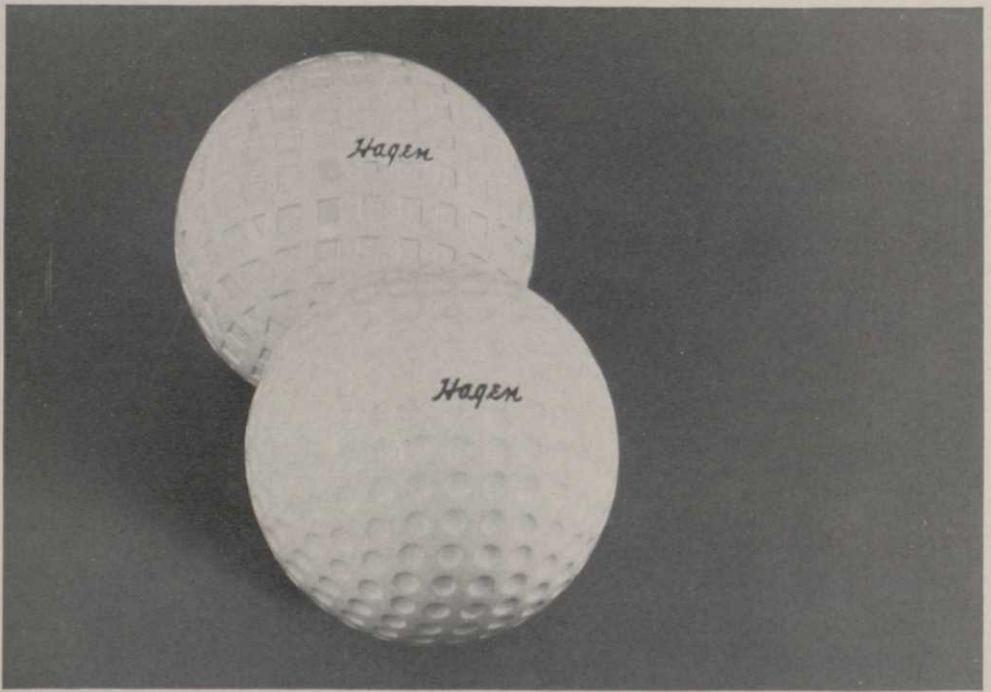


The 1932 Ultra Line **HAGEN** **PRODUCTS**

Creative genius, engineering skill, plant facilities, expert craftsmen — all of these are reflected in the finished product of any concern, and we know that in any single item of the whole 1932 Hagen line is mirrored these vital elements.

The 1932 Hagen line will soon be presented to you, if you have not already seen it. After you have had the opportunity to carefully inspect the individual models, we feel sure you will agree that we have really produced a finer line of golf equipment.

From the start we have considered the theory of "Balanced Selling", that is, of creating a line of properly balanced merchandise — a complete range of prices for every type of pro shop sale. Then, too, we have marketed this line of Hagen Products only through high character channels, and at all times have adhered to a strict sales policy. Only by doing this can we assure pros who handle Hagen Products of a fair and rightful profit.



Profit—*Selling the Hagen Ball*

The Hagen ball is second to none, and, strong as that statement may sound, we really mean it. Hagen balls are constructed to comprise every quality a good golf ball should possess—carrying accuracy and durability.

Long before developing the Hagen ball to its present standard in the 1.68, we established a policy of selling it that makes it possible for you to get your share of the sales, and the profits. Above all else, remember this one thing, Hagen merchandise is sold from Maine to California at one established price. Everything we can possibly do to place the sale of Hagen Products on an equal basis is being done. We hope your sales concentration on the Hagen ball will justify our efforts.

THE L. A. YOUNG COMPANY, DETROIT
Makers of Hagen Products

Also Sales Offices at: New York, 17 W. 45th St. - Chicago, 1504 Lytton Bldg.
San Francisco, 153 Kearny - Los Angeles, 730 S. Grand - Seattle, 709 Fourth Ave.

able service to any member when they see that this member is playing with the right equipment.

Glynn puts it this way:

"I'm taking money from the members when I don't come out and tell them about something they ought to have. For instance, when some man or woman comes to Bill or Chuck or me and wants to take a bunch of lessons to cure hooks or slices that come from having clubs that are headed wrong or have unsuitable shafts, what is the honest thing to do—take their money by giving them lessons that will correct their trouble by introducing a compensating fault, or see that they get the right clubs and learn to hit right? When you see many clubs that have been bought by members at stores you are bound to see a lot of members that are trying to play with clubs that don't fit them. That shows one of the big pro jobs at any club, and ample justification for pro service."

Sales Quotas

The sales quota idea of pre-determining just what salesman ought to sell to his part of the market, is old and sound stuff in general business but in the pro field there are very few cases of quotas. Olympia Fields has one of them. From the inventory of equipment Glynn and his buddies took they were able to get a fairly definite idea of what market possibilities laid before them. Now, when the fellows' sales are not keeping up with the pace they set for themselves, they don't fold up and be content with moaning that business is slow, but they begin to examine themselves and see if they have missed opportunities to serve their members by selling clubs. They get a dash of the old turpentine in the right place by that examination for what one of us ever can see that we have missed no bets?

One thing that this examination of the players' equipment has done for the Olympia Fields' pro staff is to whip the cut-price ball competition down for the long count and out! When the boys found that some of the members were making a practice using balls that they had bought elsewhere, they would gently ease up to the member and ask him if he ever had tried one of the shop's balls at the same price as the ball the member was using. This tipped off the member that the pro shop could meet all price competition and it's very much to the credit of Olympia Fields' membership that the little act served to remind them it is part of a member's club

duty to patronize his own pro shop. If the member was hard-shelled and was buying a lot of cheap balls elsewhere, or was using private brand balls that had been given him, the Glynn gang would slip the prospect a free ball for a try-out. This got 'em. The members who got these balls got with the balls the hunch that the pro was genuinely interested in their games and in them personally, else why would he pass on a free ball to them? The law of averages and the luck that rewards the laddies who are on the job accounted for the recipients of the free balls turning in some fairly good scores which they attributed to these balls. The outcome of this attention was to make the Olympia Fields pros boast that a very small per cent of their members are buying balls elsewhere than at the club.

Glynn has a fine show-room that is kept immaculate. Price tags abound on the merchandise and he always has some specials displayed with prominent and attractive price signs. He is a great believer in show-window display and regrets that the clubhouse architects have not provided the pros with a chance to do more member selling service by neglecting show-windows in the pro shops. The Olympia Fields' window is located on the veranda where it catches the eye of thousands of people who might not have occasion to walk deliberately into the pro shop for purchases of anything other than balls or tees. Glynn changes the window frequently, making sure that the price range is given consideration and that anything that is new gets a prominent spot.

Big Dough from Rentals

Glynn picked up a sleeper among money-making ideas when he started out to supply high-grade clubs for rental. He had a manufacturer's demonstration set that was doing pretty fair work in helping his sales but he conceived the notion that the set ought to be working more of the time. When guests would come in for a rental set, he offered them this demonstration set at a slight advance over the rental price of the ordinary set. The proposition went over so well that the demonstration rental set earned \$116 up to the latter part of July and helped him sell some clubs. Maybe there's a tip for the rest of the fellows in that slant on the rental business. Usually the rental sets one gets are weapons that the best of the pros couldn't hit a ball with. Naturally they don't do anything to help a pro's business.



In Wilson's display cases is an apparel inventory that does business, but that could be afforded only by the Burlington plan

Tie-up With Local Merchants Puts Pro in Apparel Business

PROS AT THE clubs in smaller cities often have had an idea that they could do fairly well in the merchandising of apparel through their shops. Some of them do a lot of studying about what their trade requires and order some good stocks only to get in a jam because some member of the club who is in the haberdashery business resents the pro cutting in on downtown sales.

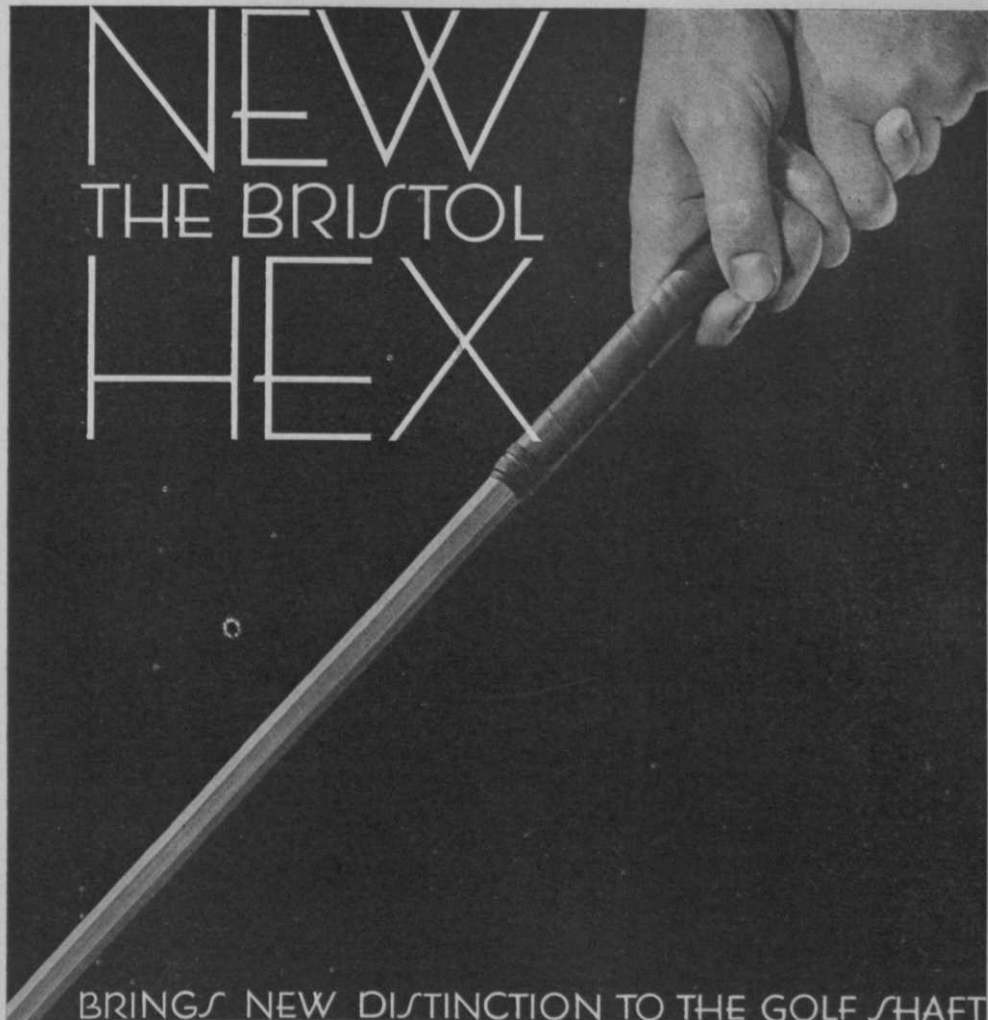
How to keep on the right side of the member under such circumstances and still furnish the merchandise and service that can be so profitably supplied, has been a problem to many of the fellows. The right answer to the situation seems to be supplied by Dan Wilson, pro at the Burlington (Vt.) C. C. Dan has a stock of wearing apparel that for extent, character and service value to the members is most unusual. It should be, for Wilson's shop has apparel from the three best men's wear stores in the city. Owners of all three stores belong to Dan's club and they put in the stocks.

The stocks are changed every month, sometimes oftener, and insurance is car-

ried by the owners. Sweater sets, hosiery, knickers, ties, shirts, underwear, caps, handkerchiefs, etc., are supplied and the merchants furnish Wilson with display cases, advertising material and price cards. When any sizes are not in stock a telephone call to any of the merchants brings the goods quickly.

Dan gets a good percentage of the profit on this selling and it's a profitable venture for the merchants as it displays their merchandise where it is seen and bought by the people who establish the fashions for the community. At the end of the season Wilson returns the unsold goods to the merchants and gets his consignment account squared. The suppliers of the goods keep a watch on how the merchandise is moving so they won't get stuck with a quantity of unsold goods. The enterprise not only has the merit of making some money for all concerned, but it is first class, close-up education in retailing for the pro. The deal amounts to extending the display facilities of the co-operating merchants to the pro shops and gives them what amounts to just that much more

NEW THE BRISTOL HEX



BRINGS NEW DISTINCTION TO THE GOLF SHAFT

It is a smart looking shaft. That is your first impression of the new Bristol HEX steel shaft. It gives any club a business-like style such as you've never seen before.

Take a few swings with a Bristol HEX shafted club. Feel its perfect balance. Hexagonal in shape, the Bristol HEX is skilfully fashioned of selected high carbon "Spring Steel" such as is used in making the most delicately balanced precision instruments. This means steady and consistent precision to any man's game.

Bristol, the pioneer in steel shafts and makers of the only complete line of steel shafts, offers its newest development as the last word in fine shafts. Golfers who take pride in their golfing equipment will want the Bristol HEX Steel Shaft. You will not find the Bristol HEX on poor grade clubs of any kind. Leading makers of clubs have added the HEX for use on their finest clubs. Look for the *hexagonal* shaft with the Bristol Hex trade mark.



"Bristol"
TRADE MARK REG. U.S. PAT. OFF.

HEX STEEL SHAFT

PATENT APPLIED FOR

show-window advertising space. The service value to the members of the club is hard to estimate as their emergency buying requirements are met with standard priced, known merchandise from the established and reliable shops of the community.

Chance to Serve Women

Such deals are being worked out satisfactorily in many of the metropolitan districts between the pros and some big stores, but so far as GOLFDOM has been able to learn, not more than a dozen pros in the smaller cities have made such arrangements. Wilson harbors the hunch that eventually some service along this line might be developed for women members, although the globe-trotting shopping habits of women are such that the pro shop selling probably would be confined only to exclusive merchandise, probably of a novelty character.

One of the strong points of the deal is the amount of stock that it permits Wilson to display in his shop. To handle apparel business successfully requires an expert selection of merchandise and plenty of stock. The pro or merchant can't afford to have too much money tied up in slow-moving stock, but with the merchants' close watch, such as is maintained in the Burlington operation, it doesn't take long to find out just what sort of stock is right for the pro shop.

Wilson, by the way, is another one of the fellows who conducts group lessons for the youngsters at his club. Each Saturday from 11 a. m. until noon, Dan gets the kids out and gives them a class lesson free. The kids go for it strong.

Greenkeeper as Poet Tells of Perfect Day Dream

WILL SMITH, course superintendent for the Red Run (Detroit district) G. C. recently contributed "An Ode to Us Greenkeepers" as a feature of "Out of the Bag," the club's journal.

Smith makes no claim of his poem's meter being as smooth as a Red Run green, but he does maintain that the literary effort presents the mirror to nature.

Here are his lines:

Sometimes weeds, sometimes worms, and
sometimes it's the weather;
Sometimes, gol darn 'em, they all come
together.

Sometimes it's golfers who've had a bad
week,

Who try to play golf when they should
take a sleep.

Sometimes it's the water that comes with
a rush,

That turns the nice turf to a terrible mush.
Sometimes it's weeds that come overnight,
Golfers then say "What a terrible plight
For the bird that's supposed to have this
green right."

Then the dear little worms that come with
the dew

Make the greensmen use language that
turns the air blue.

Sometimes it's frost that comes late in
May

When good old summer should be here to
stay.

Sometimes it's the wind that blows like
Sam Hill,

That puts the devil himself in that little
old pill.

Then one fine day the weather, it's right,
The course is just lovely; a wonderful
sight,

The golfer feels fine as the sun it shines
bright,

He can't miss a shot, though try as he
might.

Then someone sings out: "Bill, the course
is O. K.,"

The greenskeepers' dream of a perfect
day.

Vulcan Pro Shop Hanger Takes Member's Tip

STATEMENTS MADE by Freeman T. Eagleson, Columbus attorney and club member, who told the P. G. A. business conference the pros would get more business if the members realized the pros' position and service, continue to have an effect on pro merchandising policy. The most recent happy reflection of Eagleson's comment is in an attractive display sign the Vulcan Golf Co. supplies to pro shops. This display card reads:

TO THE MEMBERS

So long as golf remains a gentleman's game, loyalty to your golf professional is requisite to good sportsmanship. His counsel helps to lower your score. He works hard to make your game more enjoyable. His knowledge of the proper equipment to suit your individual play is valuable knowledge. Let him outfit you correctly. He is always on the job to serve you with an economy that goes deeper than bargain price.