

MENTS ASTOUNDED GOLFING WORLD

in the
AMATEUR
(CINCINNATI)
extra
distance
field
FINALISTS
FINALISTS
and the WINNER
play HOL-HI Golf Balls

...takes the endorsement of the ball by
...in the great P. G. A. tournament
...semi-finalists, both finalists and the
...golf balls exclusively.
...announce that these winning profes-
...of the Wilson Advisory Council.

better ball
Wilson
GOLF EQUIPMENT
New York and other Principal Cities

Never before in the history of golf has a new ball proved its superiority so sensationally and so conclusively as this new Wilson Hol-Hi. It was placed in test shortly before the P. G. A. tournament. Its performance in that tournament made golfers realize that here was a new ball with so many yards of extra distance, with such controllability and accuracy on the green that many of the leading contenders were gaining decided advantages over their opponents by making use of it.

This was only the beginning. It has swept to the fore in the major tournaments since that time and its performance in the National Amateur is now well known. At Glens Falls it gave a remarkable account of itself—leading state tournaments have added to its honors. A phenomenal score of 277 for 72 holes has just been recorded in a state event—16 birdies and 48 pars—an accomplishment which we doubt has even been equalled.

The new Hol-Hi is definitely marching towards the greatest success which any golf ball has ever known. Prominent professionals everywhere are marching with it. Its leadership is phenomenal. Why not make its success your success?

NEW HOL-HI

MUST BE A BETTER BALL

...and in GOLFDOM . . . " Thanks!

Sales that otherwise never would have been made have come into Murphy's shop abundantly as a result of this trade-in policy. The best part of the deal is that it is highly pleasing to the members—so much so that you'll probably find a greater percentage of Glen Oak members carrying 1933 clubs than can be seen at any other club in the country.

The keynote of all of Murphy's selling is cooperation with the members. As a result of this cooperation many of the Glen Oak guests have bought clubs Murphy secured on trade-ins. These guests, quite a few of whom are not regular golfers, like to have a set at their disposal and jump at the chance to pick up one of the Glen Oaks trade-in sets.

Murphy has another policy that other pros could successfully adopt. It is "Try Before Acceptance." This absolutely stops downtown competition. Glen Oak members, so it has been noted by pros and salesmen in the New York district, probably buy a higher percentage of their golf requirements at the club than do the members of any other club in the metropolitan territory. A Glen Oaks member can try out several sets of clubs before finally deciding what make, weight, length and even type and thickness of grip is most suitable for him or her. No store could possibly give such service, which is further emphasized by Murphy's expert advice in the selection of clubs. The service is appreciated by the members. Such a policy might be criticized by some pros who would argue that clubs might get marked during the trials. It doesn't work out that way in actual performance. No club that has been used for a trial round can be told from an unused implement after the Murphy shop men remove the stains of play.

The silver-haired Murphy man has the belief that from all reports these days the cheapest thing around a pro shop is time when the pro isn't doing anything. So he figures, "why not give my members the benefit of this time and reduce the lesson rate so I'll get a number of moderately priced lessons per day at a total income far above that of a few high priced lessons." Murphy and his staff don't sit around waiting for lessons to come in. Rates for lessons "by the course" have been made so attractive that Spencer and both his assistants rejoice at a chance to sit down and rest at sunset.

Ball sales at Glen Oaks during 1933 surpassed even Murphy's bright expectations. He installed members' ball cabinets

described in an earlier issue of GOLF'DOM this year. These cabinets are prominently displayed in the pro shop. They have a capacity of 168 dozen balls.

Murphy sums up the advantage of this method of handling balls:

1. Selling by the dozen enables the assistants to have a supply of balls in the member's box, stamped—free of charge—with the member's name.

2. Considerable time is saved by the member as he merely rushes into the shop where the shop assistant awaits him with the member's already-purchased-and-signed-for dozen balls, eliminating the congestion around the golf ball case when the charge book has to be signed.

3. Bookkeeping is lessened considerably as will be appreciated by anyone who sells balls in small quantities, overlooking a charge is hardly possible as the member's box of balls in the cabinet is a double-check for the pro.

4. On seeing a good supply of balls in the box a member instinctively helps himself very liberally to same; therein lies the pay-off for the pro.

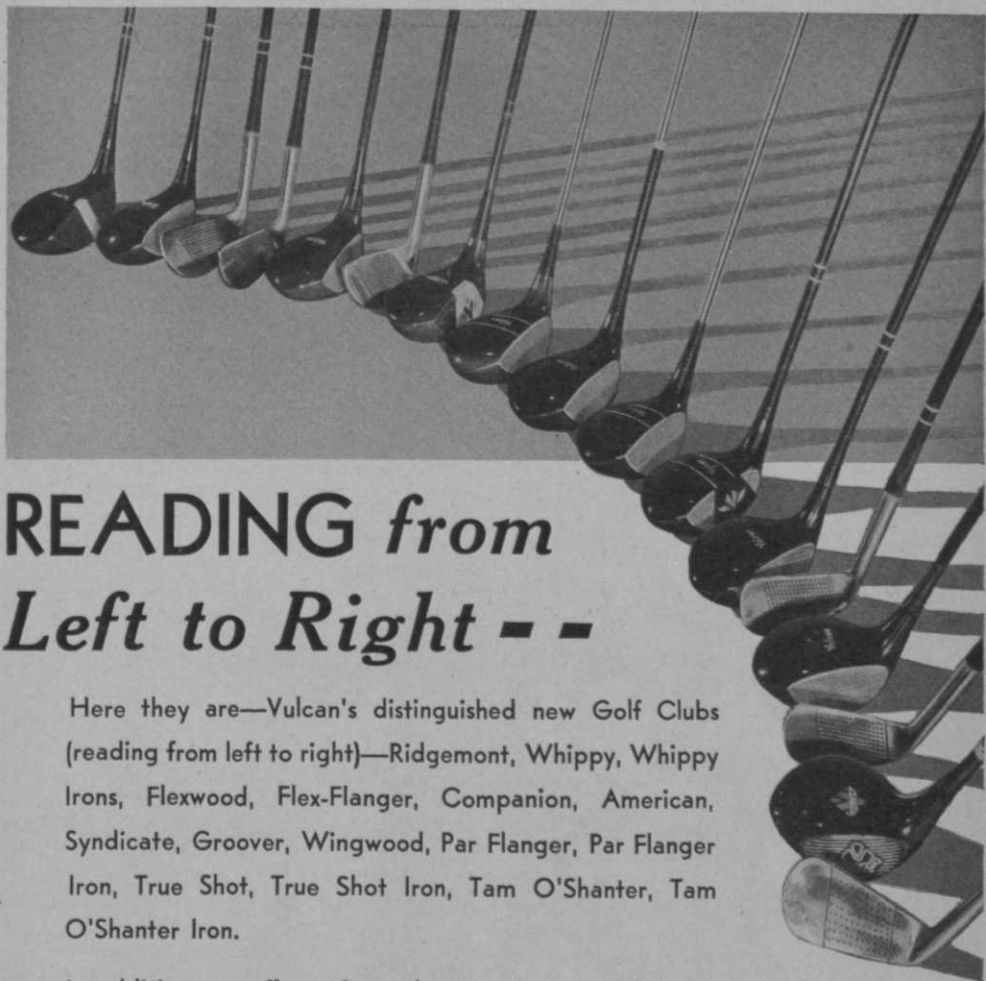
5. An empty box in the cabinet is a salesman in itself as it indicates that Mr. So-and-So is again in the market for a fresh supply.

6. A member's clubs leaving the shop for play elsewhere do not leave without being accompanied by a supply of balls from his stock in the cabinet.

7. To fulfill the purposes of this cabinet system all wrappers have been removed in the shop; consequently the green-committee is pleased with the absence of the usual unsightly golf ball containers and wrappers around the course.

At the foundation of Murphy's successful policies is his principle that "the Glen Oaks shop isn't my shop, it's our shop." In very few shops in the country have the members taken such interest and pride in the modern, thoughtful and thorough methods of member-service in use at this shop. Naturally Murphy is on the alert to anticipate the wishes of his members so there is a very wholesome competition Members vs. Murphy to see who can be first with new ideas for pro shop betterment.

The outcome has been to arouse the interest and admiration of many pros in the New York district so they go around boosting the way Glen Oaks does things, which always is a beneficial factor in extending the reputation of an admittedly No. 1 class club.



READING *from* *Left to Right* - -

Here they are—Vulcan's distinguished new Golf Clubs (reading from left to right)—Ridgemont, Whippy, Whippy Irons, Flexwood, Flex-Flanger, Companion, American, Syndicate, Groover, Wingwood, Par Flanger, Par Flanger Iron, True Shot, True Shot Iron, Tam O'Shanter, Tam O'Shanter Iron.

In addition, we offer a fine selection of special clubs including the world-famous Beckley-Ralston Stroke Savers and Wallopers, now manufactured and distributed exclusively by Vulcan.

Now that America is definitely returning to the "Golf Standard," these new Vulcan clubs will make golf news . . . and golf profits for those who sell them. The Vulcan representative will see you soon. You may anticipate an interesting session with him.

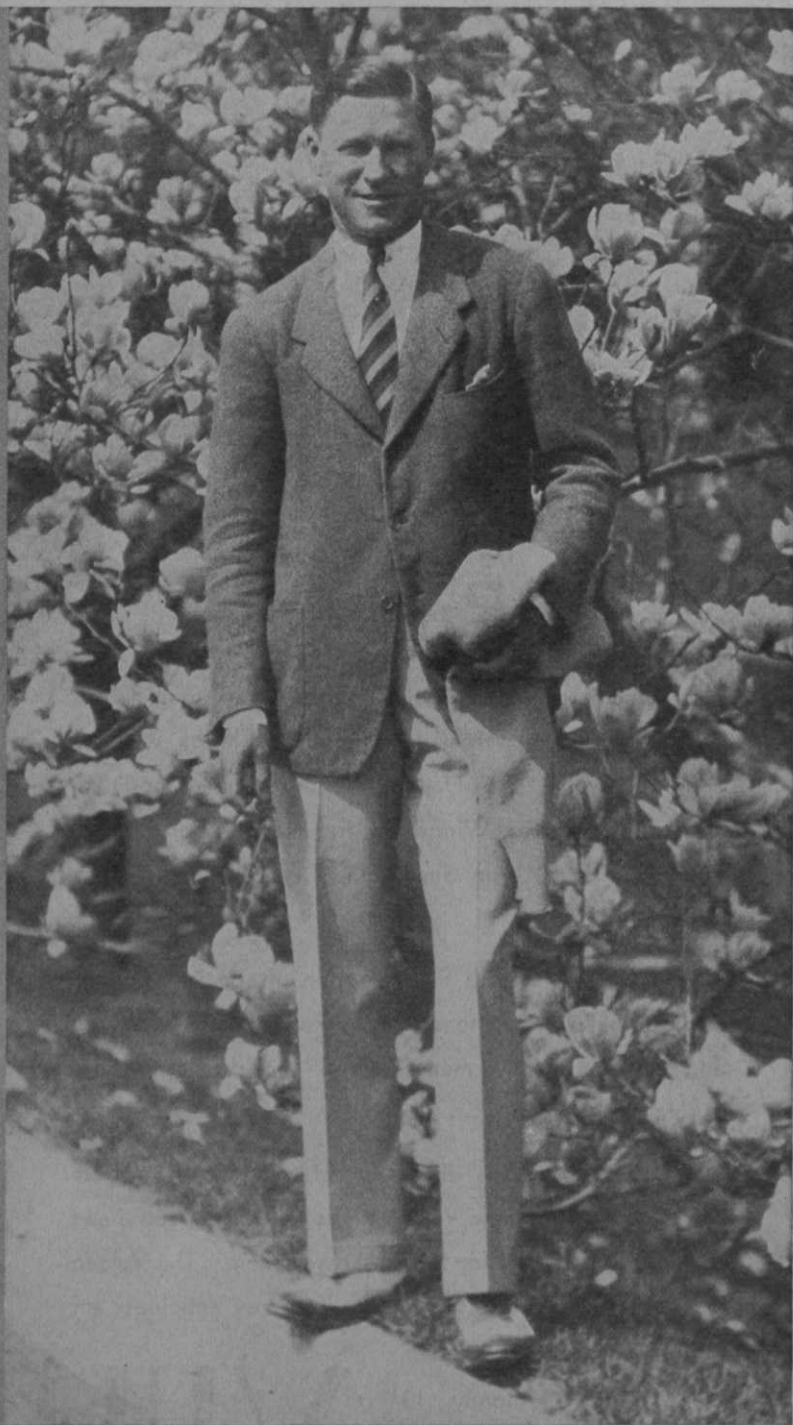
Vulcan Golf Company, 13
Third St., Portsmouth, Ohio.



VULCAN

CLUBS OF CHARACTER

Buy from GOLFDOM's advertisers—they are O. K.



How Eddie Loos got his skates — and a good start

by *Eddie Loos*, Professional

LAKE SHORE COUNTRY CLUB, GLENCOE, ILLINOIS

MY FIRST business association with Spalding dates back to the time when I was a kid around Van Cortlandt Park in New York. I thought at that time I wanted to be a skating instructor. I had a few pupils—I propped them up and taught them the rudiments of skating. But there was one thing that stood seriously in my way of becoming a world-famous instructor. I had no shoe skates!

I had no skates, that is, until I saw Matt Kiernan of Spalding's. He told me that he thought I was a likely young fellow and that Spalding would help me. He gave me some sound business advice . . . saw that I got the pair of skates. And I prospered.

Well, that was just the beginning of a long profitable association with the Spalding Pro Department. When I became a golf professional naturally I turned first to Spalding's.

And again I received the soundest kind of business advice that any pro, wanting to get ahead, could ever listen to!

Spalding helped me to put my golf on a paying business basis right off. I stocked Spalding golf equipment. This merchandise won the respect of my members . . . and paid me a good profit.

So my association with Spalding, like many other pro's, has been a happy one. I was a pretty good golfer to start with and now, thanks to Spalding, I think I can honestly say I'm a pretty good business man!



● The professional golf business is a ticklish business to run profitably. Spalding representatives everywhere are happy and anxious at all times to give the professional the benefit of years of business experience in golf.

A. G. Spalding & Bros.

© 1933, A. G. S. & BROS.



LEWIS MYERS

Don't Brood Over Store Competition —FIGHT IT!

By LEWIS MYERS

Pro, Louisquisset Golf Club, Providence, R. I.

IF YOU HAD a store without competition until one day a stranger opened up across the street from you and started to undersell you, what would you do? Sit behind the counter and say to yourself and a few of your continued customers: "It's not right! It can't last! That fellow's taking away my business. He advertises. He even undersells me. What shall I do?"

If you were out in a boat and fell overboard, what would you do? Brother, you'd use your energy swimming to safety. That's just what you have to do if competition shoves you into any place where the going is rough. Paddling for yourself gets you somewhere safely. Spend your time crying and you go down without anyone paying attention as the third set of bubbles comes up over you.

A fee-course pro is supposed to be more seriously effected by store competition than a private course pro, but that supposition is baloney. It all depends on the pro, no matter what the character of play is at the course.

When I was pro at a certain course a buyer for one of the big local department stores bought up a lot of golf balls at a low price. About that time the manufacturer of this ball called up all the pros in the district, informing the pros that this ball the department store had bought was being discontinued. Pros were given the preference in buying these balls. Well, the department manager at the store got a list of the members of my club and sent each member the number of balls he thought the member could use. The balls were charged to those having charge accounts. To others the balls were sent C. O. D. Having been on the alert for some fast work by store competitors, I placed that brand of balls in prominence on my display case together with a sign to the effect that I would not be under-

sold. This sign had a price under-selling the store 10 cents a dozen. Furthermore I called up the manufacturer, told him what I was doing and received 100 per cent cooperation backing me in my position. He told me to go the limit.

Members Get a Shock.

When the members of the club who had received these store balls came out and saw that I had the ball for less than they paid the store, they laughed somewhat sourly and considered rightly that they had been stung for straying away from the pro shop. Many of them returned the balls to the store and bought from me. I sold a lot more balls than I ordinarily would have sold, thanks to the store stirring things up. My net profit was about so much velvet as the volume was unexpected.

Now the reason for telling that tale is not to show you what a brainy guy I think I am, but merely to point out a moral: *When you have your back against the wall, there is only one way out—advance and beat your competitor at his own game!*

If you are not as smart as your competitor, then you had better not call attention to it by whining or he will see that you are soft picking and pick on you plenty. I deeply believe that if the pros all smart up together and work together on this merchandising there is no reason why they, in their superior sales locations, can't sell at least 75 per cent of all the golf merchandise sold in the United States. Man for man, pros are better golf goods merchants than you will find at any other retail establishments, but pros are cursed with a tendency to sob instead of sweating and selling.

Burning the Devil With Fire.

Let me tell you of another case. A certain manufacturer got the endorsement of

"I'll do my part"

... *By complying*

with every requirement of the president's National Recovery Act, our factory here is doing their part. Now I'm going to do my part in a little different way. I'm going to help you make more money in 1934. If you're in business to make money, and most pro's today are, that should sound interesting. The new Hagen line for 1934 is ready for you now.



Take my word, it's the sweetest line you've ever seen—full of new ideas that will really stimulate your business. I can only help you if you'll let me. You have to do your part as well. If you are seriously interested in making 1934 a profit year—find out everything about Hagen Clubs and Balls before you make any definite plans. After you become acquainted with all of the advantages I feel pretty sure you'll want to save an important spot in your shop for my clubs. The factory will be glad to give you all the information or you can see the complete line when our man calls.

Walter Hagen



After several years of "price appeal," we shall all welcome the return to "value" and "quality" selling. The 1934 Hagen line is complete—clubs from \$3 to \$15—Hagen quality from top to bottom. The L. A. Young Golf Company, 6545 St. Antoine, Detroit, Mich.

a large number of pros in running a sale of discontinued merchandise. When the ad was inserted in the paper a few days later, I visited the store where the sale was being held and in accordance with arrangements made by the manufacturer, I bought out most of the merchandise, leaving only odds and ends at the store.

Then the store manager had to inform his would-be customers that the good merchandise they were seeking was in my shop. This brought me more friends and customers who got the right idea that I was a better bet than the store for real bargains.

Usually the way these sales work out is that the pros let their names be used but fail to corner the greater part of the stock and put on some personal selling effort, so the store cashes in on the pro endorsement of the sale. The pro signs something and sits back hoping the business will roll in. Life isn't that way, comrade. You've got to go out and collect. No one ever won the National Open parking around the locker-room.

When I hear how other retailers suffered in 1933 I begin to think that the pro business to a real business man, isn't at all bad. Before I ever opened my shop door in 1933 I had the plan of operations figured out pretty well in detail and based my scheme on the following general policies:

Make sales on expert service and intimate, frequent personal contact. No store can match my line-up in this respect.

You can't expect to sell what you haven't got.

Stores advertise and use leaders to draw customers; so must I.

A pro away from his club when play is heavy can't expect players who are more or less strangers to him to buy from him. Most humans are from Missouri. They have to be hauled in and shown.

A pro has to sell himself before he can sell merchandise. Confidence in the seller is $\frac{3}{4}$ of every sale.

Put merchandise where it can be seen and handled. The time to make a sale is when the prospect is interested.

All merchandise is priced and a sales reason for it given. Buyers have to be told why one ball or club sells for more than another.

High pressure is not a necessity. It is the bunk. All you want them to buy is what they need. But a lot of times they

don't realize they need it. You'll never build up confidence and good-will that make steady customers by strong-arming or annoying people into buying.

Use plenty of signs. Change them often. Have them tell the story. See that some of them are on the first tee by the starter as well as in the shop.

I won't cut the price of any article on which the manufacturer maintains the price at other retail outlets. I make it plain and persistent to my customers that I will meet or under-sell the price of any cut-rate store on the same type of merchandise sold by the store. If the manufacturer won't supply me at a price that will enable me to meet the price, I never have any difficulty in getting the same type of merchandise as good—or better—from another standard manufacturer. Because I know golf goods better than any store clerk, the golf players have more confidence in my merchandise and buy it in preference to the store cut-price merchandise. The result is that the manufacturer defeats his object of healthy sales by not making me a proposition equal to that made the store.

Lack of Objective Is Costly.

A pro who thinks he can be a Hagen or a Sarazen, play a lot of golf and at the same time run a golf shop at his club in first-class, profitable fashion, is making a sad mistake. He'd better make up his mind what he wants to do. If he wants to be a playing star, he had better get some smart associate running his shop on a basis that will give the assistant plenty of leeway for making a good living, or get back to the shop and teaching himself.

Many a manufacturer is holding the bag on some boy who has practically ruined his career by not keeping his playing and shop service activities in proper balance. All you have to do is to add up the dough made net by fellows doing a good job at their own clubs and compare it with the net income of the star players to see that the rewards of watching and working your job at the club are much more substantial and certain than the gold at the end of the rainbow which lures the playing stars.

Figure yourself as a hard-working business man in a job so tough that you've got to stay on it thinking and working all the time, instead of going overboard for that idea of the pro being entitled to be the dressed-up pampered pet of providence, and the pro job runs smoother.

"AND BE SURE THAT ORDER SPECIFIES
TRUE TEMPER SHAFTS"



WHEN you look over next season's fine new clubs being offered by leading manufacturers, you'll agree that those equipped with **TRUE TEMPER** Shafts are the "pick of the flock." Not only because they look good, but they are their best.

Be sure you specify **TRUE TEMPER** on your order. You'll be tuning in on the trend of the whole world's golfers who have shown a decided preference for these famous shafts.

There's a **TRUE TEMPER** Shaft to fit every individual need—many types, from the one that is flexi-

ble as a buggy whip to the extremely stiff model as sturdy as Gibraltar. Write us if you are not familiar with the many types offered.

THE AMERICAN FORK & HOE CO.
 Sporting Goods Division • Geneva, Ohio

Leading club manufacturers will supply you with **TRUE TEMPER** Shafts in various finishes including chromium plate, colored lacquers or with Pyratone Sheaths.



GOLFDOM advertisers will work with you.

Jacobus Battling for Pro Rights In Code Hearing

THE code and plans for getting PGA systematized instruction under way are keeping PGA officials busy these nights.

In response to the request made by President George Jacobus of the pro association practically all of the PGA members have signed the blanket code and the consumer's agreement. The PGA has been officially notified by the NRA that no special code need be filed by professionals.

Where the pros, through their association, will figure in this code deal is through representation when the hearing on the Sporting Goods Manufacturers' code is held at Washington. The PGA has filed its story and Jacobus will make strenuous efforts to have the pro requests granted, although the job is one that is not simple or enviable due to conditions in other phases of the athletics goods business not being parallel with those in golf where the important part of quality goods merchandising is done by the pros.

The manufacturers, in compiling their code, already have received Jacobus and given favorable action to several of the requests he made for the professionals.

On some code matters there is no agreement among the manufacturers and although both parties to the disagreement now are very much of a stand-pat attitude, satisfactory compromises probably will be made.

Principal point of controversy on the manufacturer's code as it has been submitted to Washington seems to be the subsidization of professional athletes. This is one of the headaches for Jacobus.

Just how the argument will be decided is your guess. Perhaps the USGA may have something to say. Or it may be that the proposed code's limit of two club pros per manufacturer may be somewhat increased if some rating can be determined to eliminate the bribery charge under which subsidization exists at present.

Another complication which the pro president has to face when he deals himself cards in the Washington code game is that of the clashes between pro outlets and other outlets. What probably will

clarify this situation is the growing tendency of manufacturers to have lines confined to pros and other high-class, price-maintaining outlets, with the jobbers, trick-discount operators and cheap joints getting the sort of stuff that a manufacturer does not have to worry about when it is subjected to market-demoralizing trade practices.

One point upon which Jacobus is resolved to get into code recognition is discounts that take cognizance of the pro work in making the golf market. It is admitted by word and by practice of leading manufacturers that the pro is the important factor in promoting the growth of the golf goods market. If he hadn't been all along, there wouldn't have been any subsidy started, he maintains. When pros get a line accepted and established, Jacobus believes they have a right to discounts in line with those who exercise distributing functions after the market is opened and marked.

Another detail of the Jacobus job at Washington is to see that credit policies of manufacturers are made uniform. There is some jockeying for position in this action. One thing he hopes to do is to have exercised a control over the pro employment situation. A man's qualifications for a pro job will have to be such as to warrant credit from manufacturers otherwise he shouldn't be able to stock a shop and supply members. This automatically will protect clubs against hiring unsatisfactory men and give a competent man with good character better chances of making connections. The other phase of the Jacobus request for uniform credit practices is to protect the manufacturers against laxity in extending credit to bad risks and then, to divert blame from their own credit policies, condemn the pro credit generally. The eventual result of such action is to cite pro poor credit in refusing to grant pro discounts nearer to those granted to bigger single units.

Consider Instruction Examiners

The matter of standardized instruction is slated to be a feature of the annual meeting of the PGA which is to be held in