

Shop Talk

YOU boys have heard a lot of talk about creating markets. A good example of market creation is the work that Helen Hicks is doing. Her exhibition games are creating the desire within thousands of women to take the game more seriously. She is building them up not to the purchase of one set of clubs, but making them prospective users of better equipment for years to come.

She is doing a sweet job for Helen Hicks Clubs. Articles in magazines and publicity notices are



helping the boys in the shops move a lot of her equipment.



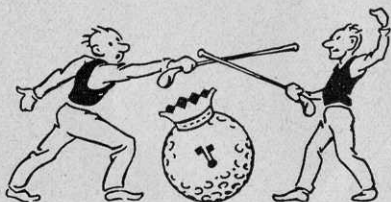
The HELEN HICKS Hol-Hi golf balls are meeting with almost as enthusiastic reception with many men as they are with the women. The modulated winding enables the lighter hitter to get into the heart of the ball. You know how many players make the mistake of trying to play with a ball which is too hard.



A professional knows what he likes. When the new Sweepstakes Irons were brought out, it certainly proved that point. Most every professional who saw the models glammed right onto them. There is something about the blade that catches the boys' fancy. They are selling scads of them to the better players.



And now comes the National Open with one of the hottest fields that has ever been gathered



together. Naturally, Gene thinks the Open crown would set well on his head again this year. Some of the other boys are going to be doing their utmost to keep this from happening. At any rate Gene has taken his Turf Riders along and while he doesn't expect to make another "dodo," he feels that they will keep him right on the pin. By the way, all that



Tom and Jamie Morris in Scotland's first Pro shop at St. Andrews

publicity about that "dodo" being made with a Turf Rider has stepped up Turf Rider sales tremendously. Besides, the club does deliver marvelous performance and the very difference of the sole plate appearance catches the eye and helps the sale. Leading players tell us that our claim of an extra margin of safety for the shot is absolutely justified by results.



There has been considerable discussion about what we have put into the new FLAG-HI COVER that makes it so tough. Brother, we wish we could tell you, but that's a little secret which has never gotten outside of our laboratories. It's a pippin, alright, and makes a great running mate for HOL-HI. For your information, the construction underneath the jacket is identical, so that's where all the distance comes from. There is no mistake about its being tough.

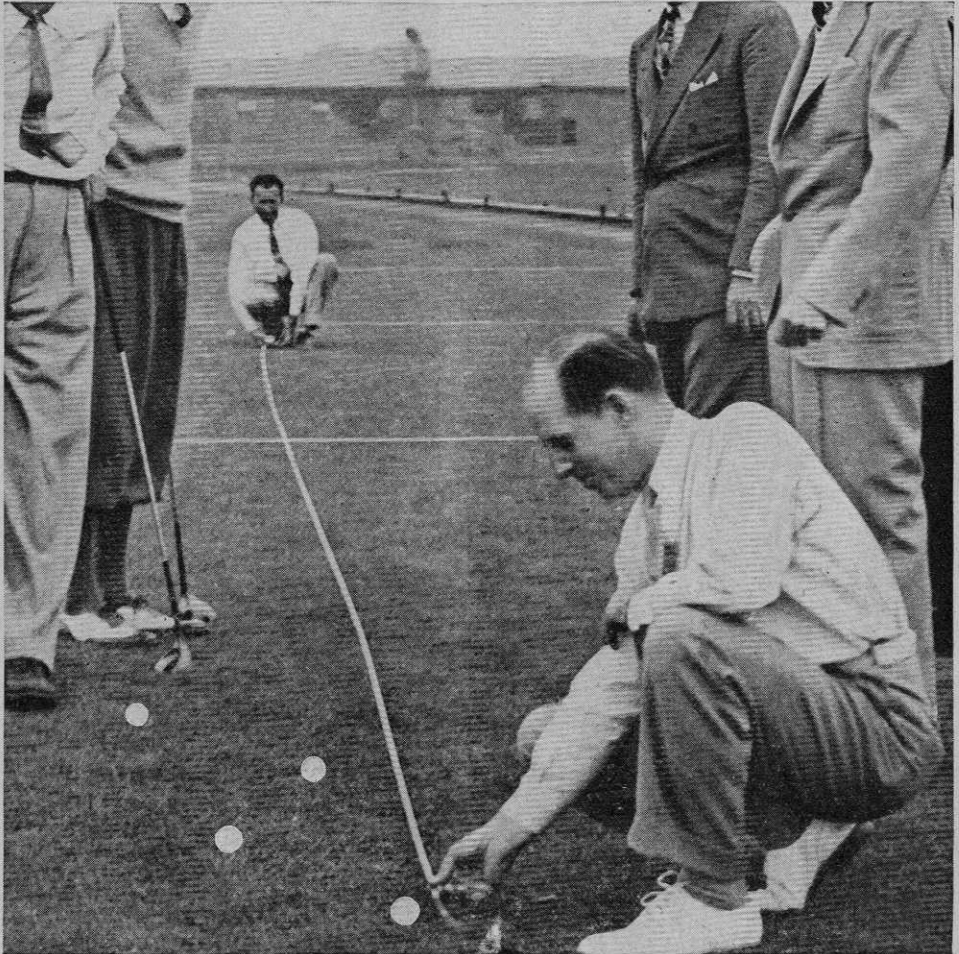
We feel the entire Wilson line for 1935 is sound and progressive and that any professional who gets back of it and really pushes it will enjoy one of his most prosperous seasons during the coming summer.



By this mark you shall know fine golf equipment

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK—And Other Principal Cities

Let their score cards tell you which Spalding ball they should play!



*Great news for your average golfers!—Willie Macfarlane and Harry Cooper (members of Spalding's Field Advisory Staff) measure the added distance of the new *needled* Kro-Flite, 7 to 10 yards longer than the old . . . and equally as tough!*

The Spalding "Needled" KRO-FLITE—Famous for years as the perfect ball for average golfers . . . cut-proof and long . . . Kro-Flite, now needed, gives 7 to 10 yards more distance. Dimple only. Retail, 75c each.

1.

The 1935 TOURNAMENT now longer and tougher—Cover and construction changes have been made in the 1935 Tournament, Spalding's outstanding ball for the tournament threat whose swing is powerful and accurate.

2.

As a result, the Tournament is shattering even its own distance records—and lasting longer in play. Dimple only. Retail, 75c each.

The New 1935 TOP-FLITE—Specially designed and made for low-handicap golfers with a normal hard swing. More distance, and *toughness* than last year's Top-Flite, thanks to an entirely new golf ball technique, combined with a marvelous new cover. Dimple only. Retail, 75c each.

3.

[FLASH: British Amateur again won with Spalding Ball, Bobby Jones Irons, Spalding Woods! This makes 9 victories in the last 15 British Amateurs, for the Spalding Ball—2 for Jones Irons since their introduction 4 years ago.]



GOLF
EQUIPMENT

A.G. Spalding & Bros.

costly embarrassment he is reluctant to risk for the reasons outlined previously.

What to Do With Money

In some instances, I have been able to effect this turning over of pro accounts to their clubs for collection because I have happened to know credit managers of other companies, or other corporation officials who were executives of these clubs. These men have been shocked to learn how the pro who has to collect his own accounts at a private club is put on the spot by the nature of his position.

They take action in behalf of the pro, as any conscientious business is bound to do.

But what happens after the pro does get caught up on collections?

In the first place he's got to consider that all the money that comes into him isn't his. Out of approximately every dollar that comes into his shop for merchandise purchased from him, 65 cents belongs to the manufacturer from whom the pro bought. That other 35 cents is what the pro has to cover his cost of doing business and his profit—and to pay off something on past-due accounts, if he has any.

Pros have heard plenty about budgets at clubs. Much of which they have heard has been to their sorrow. But very few of the pros have gone to the extent of setting up their own budgets.

If you have kept books (and you're not a business pro if you haven't) it will be comparatively easy for you to segregate and add up your operating expenses for the past two or three years and then strike an average.

You have your assistant's salary, your own ball and playing equipment expense, your caddie charges, your travel to tournaments, insurance, association dues, advertising, shipping charges, supplies of various kinds and numerous other charges that you have to stand before a club or ball comes into the shop for resale; before a lesson is given or a club is cleaned. Add all those things up. If there's any doubt about what items you properly can charge to your cost of operations, charge it in. Don't lead yourself astray as have some pros who have cut prices on merchandise in the belief that they are meeting competition successfully but actually end up by doing business at a loss because they haven't figured in their complete cost of doing business.

If you have some accounts unpaid, make arrangements to hold something to pay

on them. There is no one of the foremost manufacturers of golf goods who won't go more than half way to help the pro get straightened out and become stronger retailing outlets, so you want to get in line for this co-operation by giving some definite evidence of your eagerness to work yourself out of the hole.

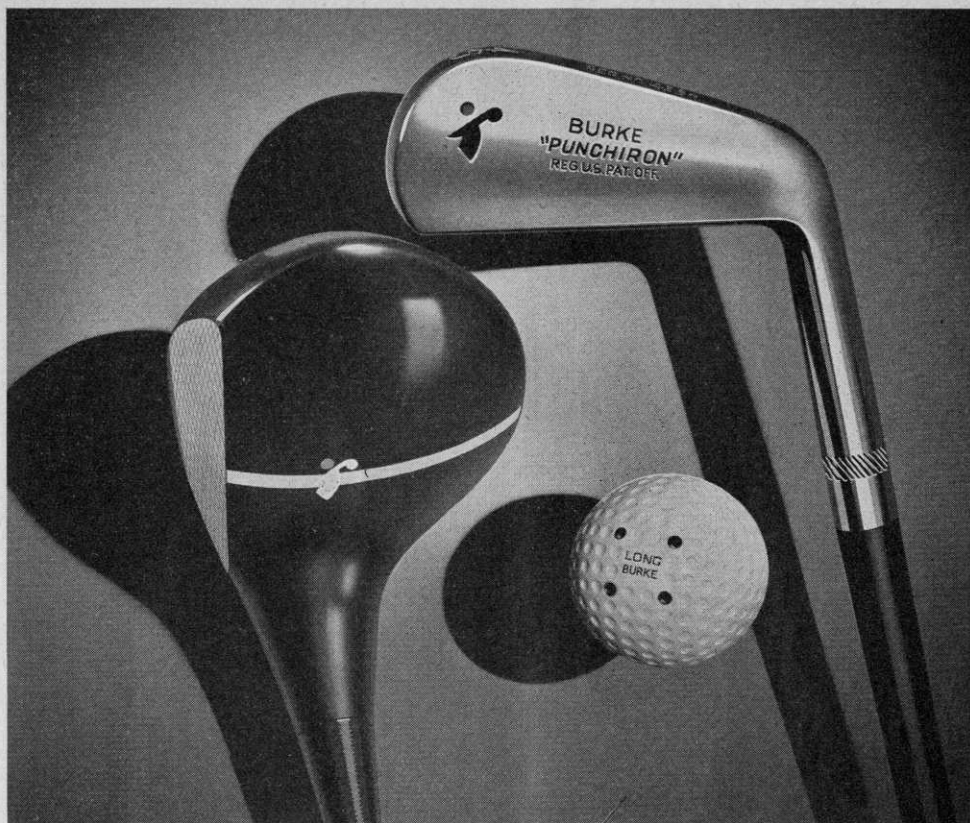
Sometimes this itemized list of your expenses will amaze you. Often it is a handy thing to show club officials because it gives them the true picture of what you are up against in merchandising for the convenience and assistance of the club's members. You might show your wife such a list so that she will see that of every dollar you take in on club, ball and other golf merchandise sales you are a very good and lucky businessman if you can call 15 or 20 cents of it your rightful, well-earned own. In a majority of cases the wives of pros are much better business people than the pros themselves, and the right sort of a girl can do more to straighten out a pro's credit problem than I, or any other credit manager can do.

The whole credit problem among pros is just as clear as the problem of shooting for the flag on a big green. What you are aiming for it to be paid up so you can call your profit and peace of mind your own, but you never will get anyway near that target until you get for yourself the true picture of your present position and your objective.

Pros are constantly and greatly improving as businessmen. I can remember, not so long ago, when a pro who happened to do a \$3,000 business one month at the start of the season back in the boom days, figured that since there were 12 months in the year he was in a \$36,000 a year job. He is a tattered, forlorn specimen now and out of a job, of course.

The pro business is nothing soft. It's not as soft as most club officials and a lot of pros think it is. The amazing part of the pro success is that they sell such a large percentage of the requirements of their limited markets at each club. Any store that would sell an equal percentage to the people it considered its market would be breaking all records.

And, again let me remind you and your club officials that one of the hard parts of the pro job is getting his credit in good shape. That's something that you, with the willing help of intelligent club officials can do a lot quicker than you imagine if you'll get busy on it.



BURKE CLUBS, by well established reputation, promise far-traveling drives and stroke-saving distance from fairways. Burke Woods and Punchirons for 1935 give the benefit of all that clubs themselves can do to produce extra distance and accurate control.

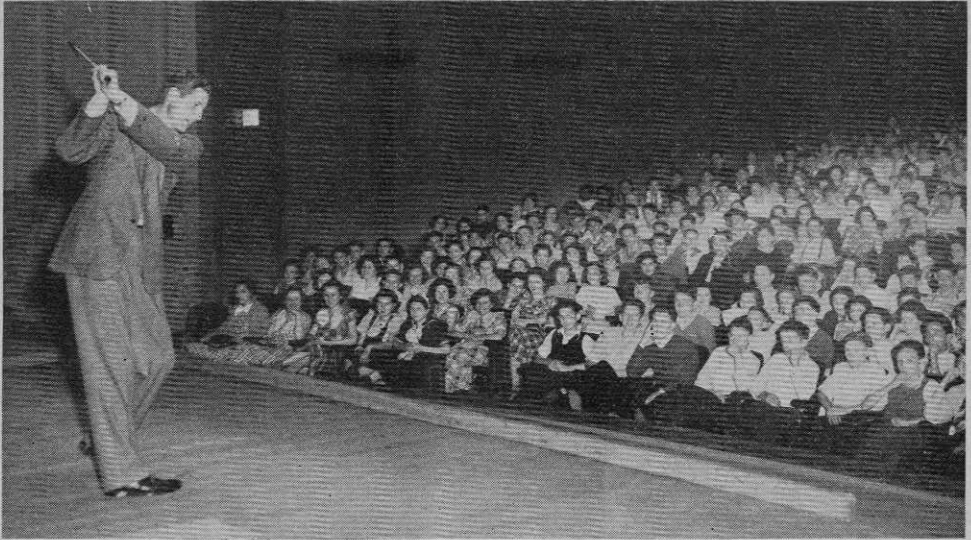
Burke Woods are so beautifully shaped and balanced as to give a golfer that instant sense of a club with which he, or she, will do things.

Burke Punchirons streamline the weight back of their entire hitting surface, and give a security to the golfer's play and distance to well-directed shots. You may as well make it unanimous and sell the Long Burke Ball, for it's a long-enduring ball as well as a far-traveling one; truly a splendid value.

BURKE
Clubs·Bags·Balls

THE BURKE GOLF COMPANY, NEWARK, OHIO

The advertisers pay for your GOLFDOM; deal with them



On platforms of high school assembly halls Horton Smith demonstrates shots to students and stirs greatest golf interest Peoria has felt.

6,200 SCHOOL-KIDS LEARN

By JACK FULTON, JR.

Horton Smith, Guest Star, Shows Hunch of Biggs, Peoria Pro, Is Sound

CHALK one up for Elmer Biggs, pro at Peoria (Ill.) CC and chairman of the PGA publicity committee. On May 13, due to his well-handled negotiations with the Peoria school board and the principals of that city's high schools, some 6,200 pupils gathered in assembly at their six respective high schools to hear Horton Smith deliver 40-minute lectures on golf. The stunt was one of the greatest promotional jobs ever performed for the good of the game. In addition to fine newspaper publicity both before and after Smith's appearance, practically every high school student in Peoria now has a better understanding of golf and has been given a clear explanation of why learning golf while one is young and muscles are limber is advisable.

Biggs in describing how he went about lining up the high schools, made it plain that a "name" pro as lecturer is an essential part of the plan, because only a small part of the students who will attend the lectures (assembly being compulsory in most high schools) are golfers. Youngsters are always interested in celebrities and will pay closer attention to them than

to a lecturer of whom they have never heard.

"There should be no jealousy or criticism among PGA members over who does the lecturing," says Biggs. "In my mind there is no question but that a well-known tournament player can do the job the best. There is plenty of follow-up work to be done by the local pros."

How Plan Was Promoted

When this idea of promotion among high school students first occurred to Biggs, he got in touch with Horton Smith and laid the plan before him. Horton agreed to do the lecturing. With that detail handled, Elmer started his negotiations with the Peoria school board and eventually secured its approval.

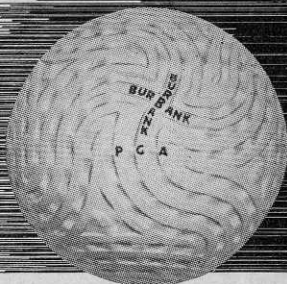
"After being approved by them," Biggs says, "the plan was turned over to the superintendent of schools, who called a meeting of the school principals, so that they could work out a schedule of assembly periods to fit into Smith's tour.

"The important thing that I brought out to the principals was that we were not enthused about just talking to those students who play golf, but we wanted the students

Streamlined for Straighter Flight

BURBANK

Streamline



... AND HERE'S WHAT PROS SAY

● "Truly holds the line of flight. Here's what I think of it: Rush me two dozen."
—Tom Gaddy, Rockingham (N.C.) C.C.

● "It seems like they won't go crooked. Never saw such pep in a ball. I made two 68's with it today."
—Al Norton, Edgewood Course, Coffeyville, Kans.

● "Send me two dozen right away. I am sure that after trying this ball repeat orders will be the golfers' answer."
—Hugh O'Donnell, Blue Hill C. C.; Orangeburg, N. Y.

● "Sales should be very good. One of the finest balls I have ever played ... best quality and design possible."
—"Kenny" Morine, Coquillard Club, South Bend, Ind.

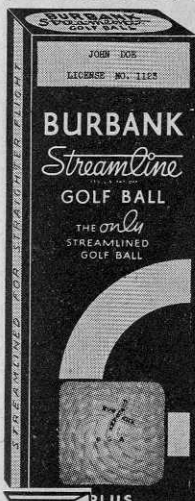
● "Appears to have more 'controllability,' than any ball on the market. 72 holes of play (not all by same player) ... it must be tougher than the majority to have stood up under the punishment as it has."

—"Pop" Warner, Greenville (Ala.) C.C.

● "For three years, I tested golf balls, but cannot say that I was ever so enthusiastic about any golf ball as I am over Burbank Streamline. An advanced step."

—Bill Francis, Anderson Fields C. C., Streator, Ill.

● "Your ball will make the game a pleasure for the fellow who can't get a hook or slice out of his swing."
—Joe Burmon, Hazard C. C., Hazard, Ky



Every box bears pro's name and license number

FROM the letters above, picked at random, you see the widespread acceptance and enthusiasm for the Burbank Streamline. If you have not already stocked, get your order in at once. Don't miss the sales you should be making.

STOWE-WOODWARD, INC.
BOSTON (Newton District) MASSACHUSETTS

EDWIN J. HUGHES, JR. INC.
1270 BROADWAY • Sole Distributor • NEW YORK

SOLD THROUGH PROS ONLY

Use GOLFDOM'S advertising pages as your safe buying guide

who have never tried the game to listen to the lectures, and a compulsory assembly period was the only solution to this problem, as the thought behind the whole movement was to sell the game of golf to them, feeling that the future of the game depends upon the development of the youngster's interest.

"It should be the duty of each PGA member to carry on this promotional work in the schools after the lecture tours are made. Certainly lecturing to approximately 6,000 students in one day will have its desirable results to Junior Promotional golf workers."

Lectures Well Organized

The lectures themselves were carefully worked out to gain the interest of the pupils at the outset. At all six lectures, Horton was introduced by the coach of the school, thus securing the cooperation of the men who are in charge of golf activities among the youngsters.

In each case Horton would rise, deliver a brief introductory statement and then would hit balls from a cocoa mat into a canvas hung on the stage. This gained the students interest, as they wanted to see action. There was lots of applause after each club demonstration.

Next, Smith commented on the universal

appeal of golf. He made it plain that golf was not a game to replace the students' present athletic interests, but rather was something that was a lot of fun that should be added to everyone's sport knowledge. He named famous athletes in other sports who are ardent golfers and pointed out that these men find relaxation in the game.

Horton urged his eager listeners to take lessons from a PGA pro. "He will be a man who knows the game, and will give you something in the way of good sound rules, which will start you out with a good foundation," he commented.

The balance of the Smith lecture dwelt on the fundamentals of the golf swing, starting with the grip and stance and following with demonstrations of body pivot and follow-through. The lecture ended with an offer by Horton to answer any sensible questions the pupils cared to ask.

It was a long and busy day for Horton Smith. His first forty-minute lecture started at 8:30 a.m., followed by others at different schools at 9:25, 10:10, 11:15, 1:00, and 2:00. By the end of the day he was growing a trifle hoarse, according to newspaper writeups, but otherwise carried through nobly.

MAPLEWOOD, NEW HAMPSHIRE

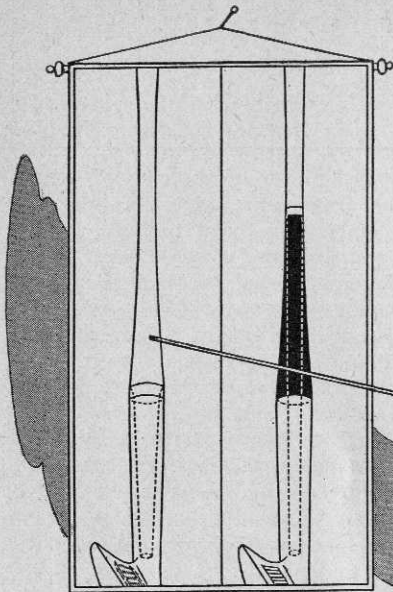
18 HOLES *Golf* 6500 YARDS

Swimming Pool • White Sand Beach • Tennis
Riding • Furnished Cottages

Buildings Fireproofed by Automatic Sprinkler System

HOWARD V. DALTON, *Manager*
New York Office: % Golf Illustrated, 425 Fifth Avenue
Season June to October

Maplewood Club
WHITE MOUNTAINS



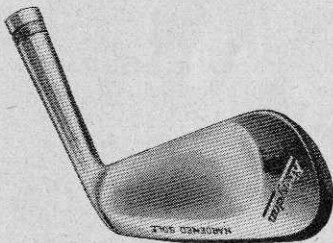
HERE'S ONE OF THE FINE POINTS THAT BOOST KROYDON SALES



BUILT-IN not BUILT-UP

Kroydons added **STRENGTH** and **POWER** are built-in—not built-up. Kroydon Hy-Power Clubs have a drawn steel shaft with a triple taper which makes the shoulder of the shaft where it is attached to the club head stronger than at any other point. The extra strength and power are there in plain view—they're not simulated by a false "neck" or built-up shoulder.

Note that big, sturdy shoulder where the shaft enters the hosel. That shoulder means **POWER**—and it's what gives Kroydons their greater distance. Now combine that **POWER** with the sweet balance and feel you sense the minute you take a Kroydon in your hands and sight down that beautifully tapered shaft. *There's* the rest of the secret—the Kroydon **TRIPLE-TAPER** which makes possible *feel control* and gives Kroydons their amazing accuracy.



Kroydon **DE LUXE** blades are scientifically designed with a special distribution of weight on the back of the club head which gives added power and greater distance.

Kroydon sells *lower scores* and *confidence* for any player, dub or expert. That's why it pays to carry Kroydon Hy-Power Clubs. See your local Kroydon representative or write for our new catalog and full particulars about our proposition. Address: The Kroydon Company, Maplewood, N. J.

Kroydon

CLUBS FOR BETTER GOLF

Thanks for telling the advertiser you saw it in GOLFDOM

HOW I SELL SHOP ITEMS

By GEORGE AULBACH
Pro, Dallas (Tex.) CC

I CREDIT a reasonably steady increase in my shop sales to an unusual amount of personal sales effort plus an average of over 70 hours per week on the job. Smart stock displays changed every week end, attractive direct advertising campaign and a quality stock at low prices aided materially in getting more business.

My advertising budget of several hundred dollars a year is divided among monthly mailing cards, personal letters, special sales letters and prize donations. I departmentize my shop into four units; balls, clubs, clothes and repairs. I take each department as an individual problem and adopt a policy that will bring maximum results. I carry an exclusive line of merchandise for each department and also a selection of bargain goods for those who are inclined to buy only on price.

Suggests Purchases

My method of selling is probably different than that of many others. You cannot sell a set of clubs to the complete satisfaction of everyone concerned unless the member wants to buy. I merely use the "power of suggestion" as the foundation of my sales policy. Through conversation I make an analysis of my prospect. I learn his likes, dislikes and other favorite pastimes. If these other pastimes are hunting and fishing I soon learn the type of equipment he uses and the amount of time he devotes to each sport. I learn whether he is the type of individual that wants the best in equipment or the fellow that wants to play the game as cheap as he can. I make no attempt to sell him anything but simply develop a feeling of good fellowship in our acquaintance. When the time is ripe I ask him to try out a set of clubs that I have carefully selected that I know will improve his game because they are perfectly adapted to his style of stroke. Of course he does better with them and naturally he begins to talk about buying. When a man sells himself the idea he wants something, it is almost impossible to stop him from buy-

Suggestion Sells Balls and Clubs; Apparel Is Harder Problem to Lick

ing it. The "power of suggestion" plus a little encouragement from the pro is a selling combination hard to beat.

Balls and clubs are not so difficult to sell but clothing is a real problem. Very few professionals have ever been successful in merchandising a line of toggerly in their shops. I know of no reason why it is not more convenient for the member to buy his golf clothing from the pro than downtown. The pro is in a better position to sell because he can advise what offers the most comfort during the actual play. The pro certainly knows the correct style and color combinations that are both seasonable and fashionable.

If the pro's own apparel is correct in style, conservative in color, practical for play and reasonable in price, I believe the members will buy. My own line includes four styles and patterns of slacks and knickers, six patterns in caps, four styles and colors in sweaters, five colors in wool and cotton hose, five grades of anklets, leather jackets, rain jackets, sport shirts and ties. In my week-end displays I always feature clothing; one week I concentrate on caps and another on slacks and knickers or sweaters. For over five months of 1933 my toggerly sales led the sales of balls and clubs. Proving clothes can be sold by a golf pro.

I have adopted a system of circulating Golfer's checks, which has helped my ball sales considerably. In the old system a member would sign a charge slip and give it to his winning opponent. This idea failed to help the pro because they were rarely turned in except when a player needed a ball or two. My Golfer's Checks are good for any kind of merchandise. Now the member signs a charge slip, I give him a Golfer's Check in return and I get my money on the charge slip at the end of the month.

YOU ALWAYS can make a golf tournament pay if you get enough live workers. There were 117 members of the Junior Chamber of Commerce of Buffalo who gave their time to making the 1934 PGA tournament a complete success.