

# RHYTHM *built into golf clubs* to improve timing —and PROFITS

The biggest news in the golfing world this season is Kroydon's new RHYTHMIC Hy-Power Line. Here, at last, are Golf Clubs that take into consideration the fundamental difference between the "Swinger" and the "Hitter." They're GROOVED up near the grip or down near the head in a way that controls feel, balance and action and automatically improves the timing of either type of player.

Everybody wants to see and try the club with the GROOVED Shaft. Players all over the country are saying that with the RHYTHMIC Hy-Power they're consistently shooting better golf than ever before. Your customers are no exception. Don't pass up this opportunity. Sell the club that delivers better satisfaction and therefore EASIER SALES AND LARGER PROFITS.

*For full details write:*

THE KROYDON COMPANY, MAPLEWOOD, N. J.

## "RHYTHM ON THE LINKS"



Golfers everywhere are singing the praises of the new RHYTHMIC Hy-Power Kroydons—a song of easy Profits for YOU.

**FOR THE SWINGER.** By placing the grooves up the shaft, Kroydon increases the leverage and action below the grip and improves the timing of the player with an even rhythmic swing, so that he's yards longer!

**FOR THE HITTER.** This type of player, with his terrific speed, needs a club with the feel or action down near the head to assure accurate timing. This is achieved by placing the grooves just about the hosel.

# Kroydon

## CLUBS

with the New  
HY-POWER RHYTHMIC SHAFT

"THE SHAFT IS THE HEART OF THE CLUB"

• Use QUICKMAIL coupon No. 9 to answer this ad •

## Suggested Annual Sportswear Quota

Item	Quantity Sold to Men	Quantity Sold to Women	Total Quantity Men & Women	Average Retail Price	Total \$ Sales
Sport Shirts, Sweat-Shirts, Etc.					
Higher priced type.....	18	....	18	5.50	\$99.00
Lower priced type .....	36	18	54	1.50	81.00
Jackets					
Showerproofed Cloth.....	15	10	25	8.00	200.00
Leather or Cloth.....	6	3	9	12.00	108.00
Featherweight Rain Jackets.....	18	18	36	4.00	144.00
Sweaters .....	12	....	12	6.00	72.00
Slacks or Knickers.....	8	....	8	8.00	64.00
Headwear					
Caps .....	48	....	48	1.25	60.00
Sunshades .....	....	36	36	.50	18.00
Hats .....	36	18	54	.50	27.00
Golf Socks and Anklets.....	18 doz.	12 doz.	30 doz.	.50	180.00
Golf Gloves .....	72	48	120	1.00	120.00
Underwear					
Undershirts .....	3 doz.	....	36	.50	18.00
Undershorts .....	3 doz.	....	36	.50	18.00
Neckties .....	48	....	48	1.25	60.00
Umbrellas .....	12	6	18	5.00	90.00
Miscellaneous .....					100.00
(Sales for prizes, etc., are assumed in above. Shoes, rubber overshoes, caddie outfits, not included)					\$1,459.00

first tee, the cooperation of the locker-room steward, and other factors. However, some tangible idea of possibilities in this field can be gained by analysis of available figures, and by budgeting sales:

GOLFDOM for October 1936 listed results of an extensive survey showing sales of golf merchandise from January to September 1, 1936. Averages varied according to size and types of clubs, and the following was the general country-wide average:

Total sales	
Pro-shop .....	\$2,593.00 (100%)
Ball Sales .....	1,112.00 (43.1%)
Club Sales.....	1,103.00 (42.5%)
Bag Sales .....	159.00 ( 6.5%)
Accessories and Apparel .....	219.00 ( 7.9%)

Figures for 1936 at a first-class representative club in a Midwestern metropolitan district ran:

Balls .....	\$4,956.75 (49%)
Clubs .....	4,046.35 (40%)
Sportswear .....	575.85 ( 6%)
Bags .....	402.50 ( 4%)
Sundries .....	355.35 ( 1%)

Total .....	\$10,336.80
Lessons .....	\$465.00

In the accompanying table, it is easy to see how the pro can run up his sale of

sportswear to proportions that compare with sales on balls and clubs. It is reasonable to assume that the quantities indicated could readily be sold in a club of 200 members, where a sufficient stock was carried and proper selling effort put forth. (By filling out a similar schedule, you can budget your own sportswear sales.)

Assuming that stock could be turned over four to five times in the average golf year of eight months, a volume of \$1,459 would require an average stock inventory of some \$300 to \$350. This volume should show a profit of approximately \$500.00.

## Sales Amount to \$7 per Member

An analysis of the table will indicate an average of about \$7 per member, in the fair proportion of merchandise sold to women. Retail prices are not exorbitant, and allow a normal markup of about 50% over cost. It is assumed that merchandise is mostly of a character not generally obtained in stores and that prices are approximately on a line with those in better stores. Experience has proved that merchandise of better quality, regardless of price, will find a sale in the average pro-shop. The demand is for quality rather than price alone.

To achieve a worth while volume in

Something the pro can really depend upon:

**PENFOLD'S** **PRO ONLY** **POLICY**



The new,  
sensational American size

**Penfold AUTOGRAPH**

This is the sensational ball that "ate up" the long holes of Hoylake with a "drive and an iron" during last year's British Open. The AUTOGRAPH is far and away the "longest" ball Penfold ever built. Chemo-weld cover.

**\$1** the ball

The new, faster and longer

**PENFOLD '75'**

The "long" Penfold '75' has been stepped-up to even greater length! Winding tensions have been increased—a new, smoother finish has been developed to cut air-resistance. Chemo-weld cover.

**75c** the ball

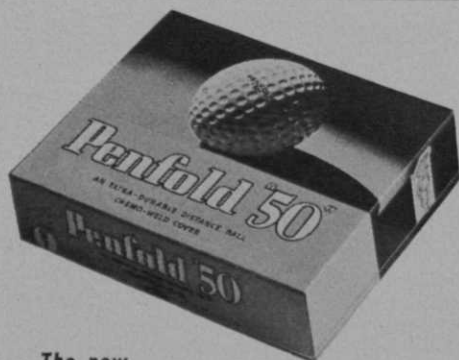


A brand new ball, the

**PENFOLD '35'**

A new addition to the Penfold line. This new '35' has the long flight characteristics of the better grades—but a hide almost tough enough to dent a niblick.

3 for **\$1**



The new  
even longer—even tougher

**PENFOLD '50'**

The Penfold '50' has been long favored by so many men and women golfers because it has "length" and toughness never before known in a 50c ball. Chemo-weld cover.

**50c** the ball



Send for 1937 catalog

**PENFOLD GOLF BALLS, INC. • 11 PARK PLACE • NEW YORK, N. Y.**

Chicago: Currier & Lee  
427 West Erie Street

Cleveland: Distribution Terminal  
2000 West 14th Street

San Francisco: Poinsett & Co.  
121 Second Street

sportswear, it is necessary to carry a fair stock and to exert selling effort. Sales can be promoted in various ways:

Members may be solicited by letter, with pamphlet enclosures. It is wise to make such literature newsy, interspersing club gossip with selling suggestions. Golf is a business to the pro, a game to the player. Literature must be "sugar coated."

The locker-room is a great outlet for sales, and cooperation with the locker-room steward pays. A separate display case in the locker-room where possible will boost sales. A wall-board display of socks and underwear with a headline "For Sale in Pro Shop" will increase sales of these items. Literature can also be placed in or on lockers.

Sweepstakes, blind bogies, and raffles where permitted, provide a fine medium for sportswear sales as prizes. A large amount of merchandise can be moved in this manner. Cooperation with caddy-masters and caddies is worth while, and also with the tennis and swimming departments, where these departments exist. Much can be done to increase sales at Christmas time, for birthdays and other events.

#### Tosh Sold on Apparel Profits

An interesting case in point is the experience of Dave Tosh, pro at Sunset Ridge, Winnetka, Illinois, a private club of 275 members in a well-to-do community.

Tosh has this to say about the sale of sportswear: "I made my first real stab at selling sportswear in 1936, and am convinced that there is a wide open opportunity to increase by business substantially along those lines. I found that selling is not limited to convenience items like socks and caps. It is possible to sell a lot of golf jackets and sport shirts that run into money, and a lot of miscellaneous items including underwear, rainjackets, duck hats, polo shirts, neckties, and so on. I believe there is also a fine opportunity to sell things to women. I also worked in a lot of sportswear for prizes on sweepstakes and blind bogies. I'm going after sportswear business in dead earnest this year and am positive our sales can be greatly increased. This department of pro-shop business can certainly be built up, and there is good profit in it. To do a larger volume of business it is, of course, necessary to carry a suffi-

cient stock of the right items and to make an earnest effort to promote sales.

At the average pro shop, golf sportswear and sundry sales run around 7% or 8% of total shop sales. The writer knows of cases where sportswear sales are easily double those figures, and some cases where sportswear sales run only second to balls. A new set of clubs or a bag can be sold to one member only once in several seasons, except in unusual cases. The same members can be sold numerous articles of golfwear, repeatedly. Sales and turnover are much more rapid. The average markup on sport apparel is 50% above cost, or one third of the retail selling price. With little overhead cost added, the profit from this additional volume is practically clear, and the increased sales tend to bring down the total overhead expense percentage. Often the sale of an apparel item will lead to the sale of equipment to a member who might otherwise not be approached.

#### Aulbach's Sales Are 28 Per Cent Sportswear

One of the outstanding pro merchandisers in the game is that well-known Texas ranger George Aulbach, of Dallas, whose sportswear sales run 28½% of his total shop volume. His article, "Selling Sportswear in the Pro-Shop" from the March Texas PGA Bulletin which Aulbach edits, follows:

"I believe the pro who does not feature a line of exclusive golf toggery and sportswear is overlooking one of the best income possibilities of his shop. I have heard many pros say that they could not sell golfwear or that it was not in their line of business. I disagree. I feel that my experience as a professional makes me an authority in the golf business and I am therefore qualified to advise correctly the type of equipment most adaptable to each individual. The correct apparel is an important part of the correct equipment.

"I have always believed that the golf shop was the ideal and most logical place for a golfer to buy his golfwear. Certainly it is more convenient for a golfer to buy from the professional than to leave his office and make a trip to his favorite haberdasher. The pro knows better than anyone else the garment most adaptable for the player and I am sure any golfer will accept the opinion of the professional over the store clerk who is only interested in another sale.



## AN IDEA THAT "MADE GOOD"

Bristol "Equi-Tuned" Clubs have received an enthusiastic reception from pros and amateurs alike. And no wonder!

The new matched sets of "Equi-Tuned" Woods and Irons are perfectly matched—perfectly tuned. Each shaft is scientifically graded in flexibility to the next shaft in

line. Each club has just the right balance of stiffness and whip that experts say it should have.

Don't overlook these better, different "Equi-Tuned" Clubs. They offer smooth, sweet-flowing action. And—more important still—they bring you an opportunity for extra sales and profits.



**BRISTOL NO. 35 WOODS.** Offered in a set of four clubs—Driver, Brassie, Spoon and Wood Cleek. All equipped with Bristol "Equi-Tuned" Shafts. Aluminum scroll sole plates. Heads finished in ebony stain with darkened line face. Set of 4—\$36.00. Single Club—\$9.00.



**BRISTOL "PYRAMID" IRONS.** Furnished in 9, 8 and 6-club sets. Equipped with the famous "Pyramid" heads and the new Bristol "Equi-Tuned" Shafts. Set of 9 in stainless steel—\$76.50. Set of 9 in chrome plate with semi-glass finish—\$63.00 retail.

WRITE for new 1937 Golf Catalog which shows all of the Clubs, Balls, Bags and Sundries offered by Bristol.

THE HORTON MANUFACTURING COMPANY  
485 HORTON STREET, BRISTOL, CONN.

**BRISTOL** *Equi-tuned*  
GOLF SHAFTS and CLUBS



"Let's measure the value of golfwear in the pro-shop from another angle. I have learned that the average player-member each year will purchase approximately two sport shirts, two pairs of socks, two hats and at least one pair of slacks. Figured most conservatively these items would amount to about \$12 to \$15 per member. Or a club with 200 members would have a potential buying power of sportswear of \$2,500 per year. With a profit of nearly 50% in this merchandise it is not difficult to figure what you are losing if you don't make a strong play for the sportswear business of your club. The basis of profit is turn-over and repeat business. Golfwear is a repeat business while clubs and bags are not replaced that often. Therefore, golfwear in the shop should be second place as a profit item with only balls ahead of it.

"Golfwear is easy to sell because every player feels that he must look fairly well dressed regardless of the game he may play or the clubs he may use. For the past three years during November, December and January, my sportswear sales have led all departments in my shop except balls. To accomplish this, I had to concentrate on it and circularize the members several times with exclusive sportswear folders. I have worked up a fine sportswear business to keep my sales up to par during these dull months. There is no secret to selling golfwear. Any pro can do it if he will work on it seriously, sell exclusive lines and be satisfied with a fair margin of profit. I definitely believe that the golf shop, with its professional advice, is the correct and most logical outlet for exclusive golfwear."

#### Sporting Goods Association Plans to Tighten Credit Policies

**A**NY pro who may think that credit managers of golf goods companies are picking on him to get him to pay his bills should have sat in at the annual meeting of the National Sporting Goods Assn. There is a tough credit problem with the schools and colleges due to shifting personnel of coaches, superintendents and principals. The problem is being handled with increasing toughness. Already collection methods are being employed that would arouse agony and protest if used in the golf field.

Plainly the collection problems in every phase of the sporting goods business are

one of the sorriest matters in the industry and every retailer, pro or store, and every school buyer might as well get set for a period of strong work by the manufacturers who want their dough. The beating the manufacturers took financially during the depression has pretty well removed the stage setting for the old order of credit policy, whereby the buyer could play one sucker against another in getting the seller to take a chance.

Pro consciousness of the necessity of credit improvement has been responsible for a decided betterment in the last 10 years, especially during the depression when the going was hardest. Jack Mackie, veteran treasurer of the PGA, and as canny as they come, is of the belief that the PGA ball deal with its encouragement of prompt payment had a credit educational value that did the pro situation a lot of good. Other pro observers credit the harsh conditions of the depression with making pros attend strictly to business and improving their credit instead of risking their hard-earned money on outside extravagances.

Sporting goods dealers, who had their own troubles during the depression, look at 1937 optimistically. Their annual convention was devoted to surveys of various angles of the dealers' business, with emphasis given to planned merchandising and market promotion.

#### Philadelphia PGA Committee Will Handle 1937 True Temper Open

**P**HILADELPHIA District of PGA has been awarded the Fourth Annual True Temper \$4,000 Open Golf Tournament. Dates for the tournament are Thursday, Friday and Saturday, June 24-26.

Detroit was the scene of the 1936 True Temper Open, won by Olin Dutra. Winners in preceding years were Ed. Dudley at Cleveland in 1935, and Gene Sarazen at New Orleans in 1932.

True Temper Open of 1937 will be in charge of Tournament Committee of the Philadelphia District PGA consisting of: Marty Lyons, Llanerch CC; Clarence Hackney, Country Club of Atlantic City; Walter Brickley, Riverton CC; Ed. Dudley, Philadelphia CC; and Leo Diegel, Pilmont CC.

The committee is now considering several courses in the district as the scene of the 1937 tournament.

**A TRUE TEMPER**  
*Model For Every  
 Golfer*



• TRUE TEMPER Golf Shafts are made in many models. These various models provide every degree of flexibility—every type of shaft action required by different players. These models are regularly furnished in every type of beautiful and lasting finish. Above are several popular models of TRUE TEMPER Shafts regularly

made for America's leading club makers. The models marked thus (★) are exclusive with certain makers. Names of these manufacturers will be furnished on request. Write for free descriptive booklet "The Golf Shaft of Champions."

**THE AMERICAN FORK & HOE CO.**  
 Sporting Goods Division Dept. G-8 GENEVA, OHIO

**TRUE TEMPER**

*The Golf Shaft of Champions*

# HOW'S YOUR ASSISTANT?

By HERMAN LA PLANTE

Assistant to Bill Adams, Pro, Elmwood GC,  
Sioux City, Iowa.

**A**T MANY pro-shops as much as 75 per cent of the merchandise is sold by the assistant pro. When you get that amount figured in dollars and cents, you begin to realize the importance of the assistance and appreciate the wisdom of careful selection, training and encouragement of the young men in the shops.

Assistants usually hope to become first class professionals and are eager to master all details of the professional job. When the assistant gets in with a good pro who takes an interest in the boy's development, that boy becomes one of the greatest advertisers the pro has. When the youngster gets a pro job of his own he wants to handle it so it will reflect credit on the man responsible for him. If club officials knew how this works out they would pay a lot of attention to the training received by any young man being considered for a pro job.

I know that when I get a pro job of my own the man who has taught me and been my model is going to be satisfied with the way I handle my own job, and I am sure that every conscientious assistant feels the same way about his future.

## Assistant Does

### Bulk of Shop Selling

A good assistant is the pro's right-hand man. While the pro is out teaching, or supervising some course work, the assistant may come in touch with from ten to fifty members. Are those members going to be given the sort of treatment the pro would give them himself if he were able to be in two places at once? It depends on the training the assistant has received, and the common-sense he had when the pro picked him as assistant.

For seven years I have been assistant to Bill Adams at Elmwood. I have attended greenkeeping short courses, read the golf magazines, and been around at PGA tournaments and meetings but only a few times during these seven years have I heard or read anything about the importance of selecting and training assistants. Nor have I bumped into anything except talks with Bill Adams, that shows attention is being given to showing the ambitious assistants that they will be re-

warded for their efforts to serve and advance in their field.

It is difficult for the assistants to understand this neglect. It certainly should be one of the prominent activities of the PGA, for I have heard older pros say that a main reason for the disturbed situation in pro golf during the past fifteen years is that the game grew faster than the supply of trained pro personnel.

## Today's Helper Is Tomorrow's Pro

Golf is going to continue to grow and it is up to PGA to plan for further growth so that the requirements of first class pros will be supplied by properly trained young men. If the assistant of today isn't trained to be one of the pros or pro-superintendents of tomorrow, the whole standard of pro personnel will suffer, and master pros of today who have neglected assistant training will be unable to escape part of the penalty that may have to be paid in lowered pro income.

There may be, in some places, a fear of paying attention to the training of the assistant. The pro may be afraid that when the assistant gets good he will displace his old boss. Bill Adams, my boss, has the correct view on that. Bill says that if a pro isn't good enough to hold his job it is only a matter of time until someone catches up with him, whether it's his present assistant or some outside pro. The situation is no different in pro golf than it is in any other business. The fittest survives. Bill points out that when a pro pays attention to the training of his assistant, it is a sign the pro is handling his job so well he couldn't very well be displaced by an inexperienced man. However, the young man thus trained, becomes a desirable prospect for a pro job at some smaller club and with the background of training by a first class man,





Maybe we're a little ambitious in our headline in this ad and we might as well tone it down some right here and admit that possibly you can't sell 14 Burke Clubs to every golfer who comes in your shop. But we do know this—just let the average Mister Golfer—or Miss or Missus Golfer—get his or her hands on the Burke offerings for 1937 and you've gone a long way toward making a sale. They may like them so well they'll buy *more* than the prescribed limit of 14, because different days and different courses may call for a varying selection of clubs.

Now to get down to brass tacks, or brassies—or something—our catalog describes the 1937 Burke clubs much better than we can hope to do it here. (If you haven't already gotten our catalog—we'll gladly send you a supply.) There's a marvelous line of woods and irons in all price ranges. We can honestly say it's the best line we've ever made—and your members will say so, too—the minute they get their hands on these clubs.

Let springtime be "swing time" in your shop and you'll cash in—handsomely.

THE BURKE GOLF COMPANY



Newark, Ohio

**BURKE**  
Clubs • Bags • Balls

*Let's  
make it a  
foursome!*

