

over last year and I can honestly say to myself that the more I sell to my members the better I serve them."

Leny Calderwood, pro at St. Joseph (Mich.) CC does a grand job of making pro shop merchandising service one of the ways of giving a private club member a definite value for his cost of club membership.

Leny, too, emphasizes live stock display as a major factor in extending the pro shop selling season and the playing season for the members and club.

He remarks:

"For my part in shop merchandising, I have always gone a lot on the idea that 'You can't sell it, if you haven't got it.' The extended buying season in the pro shop, which has come to your attention, could partially have come about during these post war years when equipment has not been too easy for the pro to obtain.

"Due to this situation, the businessman pro has kept his merchandise coming in even though it was during the off months when golfers ordinarily didn't buy. Consequently, many shops were very well stocked during this season when formerly they were almost as bare as Mother Hubbard's cupboard. With this selection of merchandise from which to select, the golfer couldn't postpone his desires until the next season. It might be that many of us have benefitted from this situation which was forced upon us. Of course, this does not apply to many of the bigger shops that were well stocked the year around, but it does apply to many.

#### Pro Shop Well Stocked in Winter

"Personally, my shop in the past years has been almost as well stocked in the winter months as the summer ones. I had to take in about all shipments that were sent to me in the winter in order to have enough merchandise for the members during the season. With this merchandise on hand, the pro is going to make more of an effort to sell in the off-months, because he doesn't like to or can ill afford to see it lying around. And it is going to be easier for him to sell it, because he has got it.

"Over the past season, my books show the following percentages per month: January, 1½%; February, 1½%; March, 4%; April, 6%; May, 12%; June, 15%; July, 15%; August, 12%; September, 13%; October, 11%; November, 3%; and December, 6%.

"It will be noted that sales held up pretty well throughout the entire season with the exception of the bad weather months when we have very little golfing traffic around the club. The big months even came after the spring season rush,



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### Golf Club Balance

Tells correct weight, also swinging balance by ounces. Price \$25.00. Your old Lorythmic scale may be sent in postpaid for credit of \$7.50 toward purchase of an Official Balance.

Write for descriptive folder. When answering we will include list of

# Ken SHOP SUPPLIES

Form-A-Coat, Golf Grip Conditioner, Lacquer, Adhesives, Bag Dressing, Finishing & Buffing Supplies, Pro Shop Equipment.

Write for handy order form.

## Kenneth Smith

### GOLF CLUBS

Hand made to fit You

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THE CLUB SITUATION: We are now filling orders for sets of woods and irons received many weeks ago. Sorry we can't give rush service. Please continue to place orders many weeks ahead of your requirements.



### **Thatched Roof Makes Picturesque Tee Shelter**

Reg Giddings, professional and greenkeeper, Seaford G&CC, Seaford, Delaware, stands in front of recently completed thatched roof tee shelter at first tee. The tee shelter is the handiwork of Reg who learned the art of making thatched roofs from his father in his early days near Salisbury, England. He raises his own straw which is planted in the fall and harvested in the spring. Reg has built six of the picturesque shelters and plans three more next year. He reports that after roofs have the second coat of straw they will last for 20 years. Any club interested in building this type of tee shelter will find Reg a willing adviser and able to furnish all necessary information and know-how.

and December's Christmas business amounted to 6 per cent of the year's business.

"To be able to keep our shops stocked as we have, however, we are going to have to learn how to buy, have a very good anticipation of our members' desires, and just about how much of each item they are going to want during the given months.

"I contribute a lot to the success I have had in maintaining buying in the shop to keeping golf popular among the membership of the club. If the game is popular at the club, there are always a lot of oncoming beginners, especially among the youngsters. These youngsters hardly get into full swing with their golf before the months of July and August, because school activities don't end until June. The game has become so popular among all classes of women at our club that the one that doesn't play is almost forced to become a golfer by her friends that do play. This brings to our shop a beginner nearly once a week. This interest is created and kept up on the lesson tee.

"July and August are the vacation months at most clubs. We lose that business from our golfers, who are going to be away for a couple of weeks or a month. But they are not all going at the same time, and most of them are going to play

golf while away. If we can be sure that we sell this golfer on the idea of plenty and the latest type of equipment to make his trip more enjoyable then we will not lose too many sales during these months. This, of course, makes it rough on the resort pro, but he will pick up enough on the items the golfer will need during his stay at his club to do all right for himself."

### **Advertising to Lengthen Season**

Lou Bola, pro, Highland G&CC, Indianapolis, Ind., stresses advertising by the pro as an effective method of lengthening the season. This phase of pro shop operation usually can stand a lot of improvement. At most clubs there are advertising men who'll gladly work with the pro in preparing letters and circulars.

Advertising has to be persistent. One shot now and then may not do much business but a steady campaign of the right sort always pays out. One thing pros have found about advertising is that it isn't any too smart to enclose it with the club bills. Make separate mailings that will reach the members Thursdays or Fridays before their weekends at the club.

Bola says:

"At the first of each month, I send to each one of my members a letter telling of the various activities for that month and also mention in it some little newsy

item about the golf shop and some of the things which we have to offer. Also, beginning October 1st, I send a letter reminding the member of our club refinishing service. Incorporated in this letter is an item on all-weather grips, telling them the value and how they will help their game. I was amazed last winter when we refinished almost 800 clubs and put on over 600 all-weather grips. November 15th—I send my Christmas letter, reminding the member of the many values which I have in the golf shop for his or her selection in their Christmas shopping. Last year our month of December sales was one of the largest during the entire year.

"Starting January 1st, I run a small ad in the local newspaper telling of our repair department, as I am one of the few clubs in our city to remain open all year. It has been my thought that many people would like to have their clubs repaired but do not know where to take them. For the few dollars which I spend on advertising, it comes back to me in business many times over.

"I believe one's stock should be up to date, clean, well displayed and properly priced to insure the customer that he can do just as well in the golf shop as in his favorite downtown department store."

#### Training and Incentive Essential

Assistant training and incentive is essential to extending the pro shop selling season, points out the successful veteran Carroll T. MacMaster, pro, Woodholme CC, Pikesville, Md. Mac reminds that the shop selling policy should be thoroughly explained to the assistant and the right fellow shows plenty of initiative in continuing sales work. He gives his assistant a commission on all sales of \$10 and up, on all dozen lots of balls and on lessons.

Starting Aug. 1, MacMaster runs reduced price sales on golf shoes, shirts, rain-jackets and leather bags. He says that close watch of inventory to push slow-moving items and reduce prices on other staple merchandise that isn't selling helps keep members buying all through playing weather. In his own case all members must register in the golf shop before starting to play.

This watch of inventory is a practice followed by Ben Richter, pro at Bellerive CC (St. Louis dist.). Ben keeps an inventory sheet of contents of his members' bags so he can suggest to them what they need and have it available at attractive prices. He also keeps a birthday record of all members and calls husband or wife before the birthday suggesting golf goods the one with the birthday could use.

Ben says that the lesson tie-in with sales is most productive for the pro and

## MID-SEASON LEADERS IN PRO SHOP SALES

**TWO-TONED BEAUTY in GOLF JACKETS**  
...New *Featherweight* Reversible

**IN WATER REPELLENT POPLIN**

Smartly styled for free-swinging comfort and all-weather protection. Two color combinations—Tan-Forest Green, Tan-Cream. Priced to retail about \$13 to \$16.

*The House of Featherweight Rainwear*

*Rialto*

**FINE  
SHIRTS  
FOR MEN**

Suggested  
Retail  
Price

#5009. Fine White Broadcloth Shirts, made with soft built-up collars (stays). **\$5.50**  
#x141. Collar-button-down White Oxford Shirts. **\$5.00**

May be ordered from stock at all times

**RE-ORDER PADS AVAILABLE UPON REQUEST**



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**CAMPBELL...  
OF CANADA**

**DESIGNED FOR DISTANCE**

Sold thru Professionals only.

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## LUG-GOLFER SHOES

A new idea in comfort, confidence and convenience your players will enthuse over. Popular priced, in all sizes for men and women.

**SOLD IN PRO SHOPS ONLY**

WRITE FOR PRICES AND CATALOG

*Immediate Delivery*

**HOWARD SCOGGINS  
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# THE BALL THAT'S Full of Energy! PRO SPECIAL PLUS!

Red .....	95c
Green .....	95c
"70" .....	70c
Blue .....	50c



Thinner cover } **MORE**  
Tougher cover } **DISTANCE**

Superb Enamel Paint for  
LONGER LIFE

Pro Special Plus out front at any GOLF CLUB.  
Companion — GOOSE NECK Stainless Steel or  
Carbon Chrome finish Irons. The Greatest Irons  
Built. Ask your Pro or write

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FOND DU LAC, WIS.

**GOLFERS —**  
refinish chrome plate and  
rust proof all your \$195  
golf clubs for . . .

Only Tools Needed Are Soft Cloth and  
**NEW ION KROME KIT**

Amazing invention makes old golf clubs new.  
Gives long lasting rust-proof chrome finish that  
lasts longer than the original. Entirely new plating  
principle. Banishes need for electrolytic  
equipment.

## DON'T DISCARD RUSTY CLUBS

Make old clubs new. *Ion* is as simple to use as  
auto polish, yet this revolutionary new plating kit  
gives an enduring new metal plate that resists  
rust and exposure. One *Ion Krome Kit* will chrome  
finish and rust proof as many as 38 clubs, depend-  
ing upon their condition, for \$1.95. Also chrome  
metal plate auto trim, tools, etc. Present supply  
limited. Dealer Inquiries Invited.

## CHESTER A. LONG SALES

Sales Office

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Room 855 — Tel: Wabash 5527

of highest service to members. While you're teaching them you can make a sound, careful study of what playing equipment they need. Richter adds that although the caddy situation in the spring and the members' eagerness to improve naturally makes spring lesson business greatest there is much room for extension of the lesson business into the early fall. By that time the member may realize that rushing out to play hasn't helped his game and that lessons and practice to get him in good golf habits provide valuable salvage of the season.

### Starts Selling Season Earlier

Bob Gutwein, pro, Kenwood CC (Cincinnati), one of the liveliest businessmen in pro golf, maintains that the surest, easiest way to lengthen the pro selling season is to start it earlier. Bob thinks some of the boys may stay on vacations in the south just long enough to miss great selling days in the shop at home when good weather heats up the buying enthusiasm of members.

He says:

"The percentage of my sales for a normal golf season will run about 8% for March, 10% for April, 12% for May, 13% for June, 14% for July, 12% for August, 9% for September, 8% for October, 6% for November, and 8% for December.

"My business may run a bit higher than most shops for the month of March for I have always made it a point to have my entire shop all ready to go by March 1st. We sometimes have a few nice days in February and March and after a long winter of waiting for the new golf season to start many golfers will run out to the club to look around, go over their clubs and maybe see what's in their locker. A great many of them have no doubt been thinking of buying or at least trying a new set of irons or woods.

"Long ago I found that nothing can be more disconcerting to these golfers than to find the pro shop locked up and an entire winter's dust laying all over the place. When these golfers come out at this time of the year they are all pepped up for the coming season and are really very much in the market to buy something new in the way of irons, woods, bags or anything else that is new that might in some way or other make their golf more enjoyable.

### Maintains Inventory

"Thus I believe that at least one month can be added to the beginning of the golf season by being ready for the members at least one month before your club plans to open.

"At least two months of good golf business can be added to your usual season if you will **KEEP YOUR INVENTORY UP.**

Now, I don't mean that you should keep as many sets of irons, woods, balls, etc. as you do during the playing season, what I do mean is that you should at all times keep enough of the right merchandise available so that you can always immediately take care of your members' needs. Along about the middle of June I try to keep my stock of summer merchandise to a point that will give me enough to take care of all of my needs but will still allow me to finish August with most of this merchandise sold so that I might take this working capital and buy fall and winter merchandise such as rain jackets, wool shirts, sweaters and last but not by any means less important is a stock of the latest things for golf that are available to be used for Christmas sales.

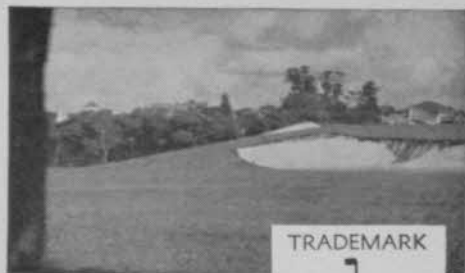
"When new model woods and irons come out in October or November get some in your shop as soon as you can. You will find it is not too hard to convince a customer that if he intends to buy a new set next season he might just as well buy them now and start getting used to them. I personally feel that too many pros are willing to concede that when Sept. 1st rolls around the season is all done and if we have not done the business by then we won't get it.

"Well that is old stuff now and the pros who are on the job have found that sales in the pro shop don't really fall away until the pro stops selling. It is true, golfers don't come running into the shop to spend money during those fall months but those are the months that a pro can really find out if he can sell or not. If you have enough of the right merchandise on hand and if you are willing to go out after those sales with that stuff that insurance men are made of I think you will be amazed at the sales you can rack up during the months that you have been accustomed to take with a grain of salt.

"During the regular playing season I don't get to play much golf but after September 1st I try to play with as many different members as I can. Doing this helps increase fall sales for one has a better chance to find out just what the member needs and what he is thinking about.

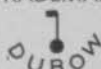
#### Stages Postseason Events

"Another way that I have found to keep interest and sales up is to keep on conducting various golf events after the regular club tournaments have been played. September, October and November are very fine golf months here in Cincinnati and most of my members are looking for an event of some kind so that they can continue to keep their game at the level it was during the summer months. When there are tournaments they will of course need prizes and of



# DUBOW

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**Symbol of Golf Club Excellence**

**JOCK HUTCHISON and BETTY HICKS  
PRECISION-BUILT GOLF CLUBS**

*For*

**MEN and WOMEN**

**Three Distinctive Styles and Price Range  
also**

**Makers of The New**

**DUBOW H. C. — SUPER 803 COVER  
GOLF BALL**

**The finest Golf Ball that can be made.**

*Write for descriptive folder and price list.*

**J. A. DUBOW MFG. CO.**

1905-13 Milwaukee Ave.

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—FOR THE COMPLETE  
LINE OF GOLF BAGS  
WITH THE MOST  
ORIGINAL STYLES —  
FINE MATERIALS —  
AND BUDGET PRICES  
TO SELL EVERY  
GOLF BAG PROSPECT.

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THE GREATEST NAME IN GOLF



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Golf's Weekly Newspaper  
Now in Second Year

Edited by

**BOB HARLOW**



**Bright and Terse  
Reporting**



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SEND ONE DOLLAR FOR TEN  
CONSECUTIVE ISSUES OR  
FIVE DOLLARS FOR  
ONE YEAR'S SUBSCRIPTION

to:

# GOLF WORLD

PINEHURST, NORTH CAROLINA

course your golf chairman will want to get these from you.

"Regardless of whether you are on the job or not at Christmas you should have some one at the shop to take care of the members' needs. A lot of business is available at this time of the year and if one expects to get the business of his members during the playing season I feel that everything should be done to take care of them at Christmas. Many times a wife or husband is counting on you to help them select a gift for their husband or wife and not finding you for this counsel might turn future sales to some other source."

## Service Prolongs Selling Season

Ed Bush, pro, Brandywine CC, Wilmington, Del., says his experience with constant emphasis on the service idea makes the selling season just as long as the weather permits play.

Many of Ed's members take 2 to 4 weeks summer vacations. He keeps watch on that exodus and personally sees all members before they leave for vacations and checks up with them on their requirements of balls, rain jackets, shoes, etc. for vacation play.

Members who stay in town get postals once a month presenting the schedule of special events arranged for them. This includes demonstrations by the junior members who attend Ed's class lessons. The junior instruction is demonstrated step by step, then the kids hit balls showing what they have gained by instruction. Ed believes that the junior business is going to be a much bigger factor in shop business when 5-club moderate priced sets for growing kids can be put into manufacturers' lines.

Bush helps maintain hot weather play by giving two trophies—one for men and one for women—for August events. After Labor day he puts up a trophy for the youngsters. Close and intelligent tie-in of tournament events that keep each member hopeful of winning a prize in some class and associating the shop goods selling with the teaching, build the pro shop business but help the individual members and the whole club even more than the pro, Bush maintains, adding that unless a pro is a good businessman he isn't doing the best possible job for his club. Ed says he's learned from his members that when they understand the pro's job and his objective in putting his expert buying and fitting knowledge into action in increasing the members' enjoyment, they come to regard the pro shop as something operated primarily for them and are happy that a pro makes a good profit commensurate with outstanding service.

## NEWS from the MANUFACTURERS

### Spalding "Open House" at Chicopee Plant, October 2nd and 16th

To celebrate completion of the new \$2,500,000 addition to their plant at Chicopee, Mass., A. G. Spalding & Bros. will hold two "Open House" days, Oct. 2nd and 16th. The first will be for employees and their families; the second for Spalding customers, suppliers, and the general public. The program on each of these days will start at 9:00 A.M. and will continue into the afternoon. Guests will be welcomed in the plant's spacious reception lobby from which point a tour of the plant will begin. This excursion will give a compact picture of Spalding's extensive research, designing and engineering, administration, purchasing, manufacturing, warehousing, shipping, merchandising, advertising, and selling organization. These "Open House" days provide a fine opportunity for both sports enthusiasts and others interested in manufacturing to get firsthand knowledge of the variety of operations in making Spalding's sporting goods line.

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## NOTICE TO ALL MANUFACTURERS OF GOLF EQUIPMENT, ACCESSORIES & APPAREL

### FOR THE GOLFER

We are now preparing our illustrated Golf aids catalog for distribution direct to golfers for the 1949 season.

If you have an item for sale to golfers, be it equipment, apparel, accessory, trophy, prize, novelty, gadget, instructional book or service, you will want our direct approach to every golfer.

Some products we will inventory and ship, others we will have manufacturers ship direct to customer on our order.

Send us particulars as to prices, discounts, and availability. Also send available literature and advise if printer's cuts are available for inclusion in catalog.

If product is novel or unique, send sample.

## - GOLFAIDS -

3875 N. TEUTONIA AVE.

MILWAUKEE 6, WIS.

"We want good golf items — if you make one, you'll want us"



Executives and staff members of MacGregor Golf, Inc. attending recent Cincinnati meeting are as follows:

First row, (L to R), William A. Koegel, Lewis Crager, Hugo Goldsmith and Anthony G. Koegel, MacGregor executives; Miss Louise Suggs, present American and British Amateur Women's titleholder; Henry P. Cowen, pres. of MacGregor Golf, Inc.; Byron Nelson, noted pro and MacGregor staff member; Stanley M. Clark and Robert D. Rickey, MacGregor executives; Toney Penna, member of the MacGregor staff; Ernie Sabayrac, Birmingham, Mich., and James Shriver, Seattle, Wash. Second row, (L to R), Elwin Nagell, Williamsville, N.Y.; Harold Peterson, Los Angeles, Calif.; Bill Meehan, Philadelphia; Clifford Eibe, with MacGregor; Cy Vail, Leesburg, Ind.; Gus Novotny, Atlanta, Ga.; Ock Willoweit, Dayton, Ohio; Jack Garrett, Greensboro, N.C.; Paul Hargrave, Dallas, Texas; Jim Scott, San Francisco, Calif.; John Walker, Kansas City, Mo.; and Helmuth Schurgast, MacGregor export representative.

Rear row, (L to R), Howard Wilkins, with MacGregor; Jerry Glynn, of the MacGregor staff; Harry Adams, Chicago, Ill.; Tom Robbins, New York City; Stan Hobbs, Boston, Mass.; Robert Lysaght, MacGregor executive; C. W. Custenborder, MacGregor executive; Pete Bullis, Chicago, Ill.; Charles Penna, Chicago, Ill.; Paul B. Gamm and Jack Herrick, MacGregor executives. Craig Wood, Tommy Armour and Claude Harmon, noted pros and members of the Pro Advisory Staff, attended the Cincinnati meeting but were not present when the photo was taken.

#### **MacGregor Golf Production Reported at All-time High**

Henry P. Cowen, pres. of MacGregor Golf, Inc., reports that the factory is now meeting a full production schedule with output of golf equipment at an all-time high as the firm's representatives from all parts of the country and noted golf pros associated with the MacGregor Advisory Staff concluded a week's meeting

at the Hotel Gibson and at the plant located at 4861 Spring Grove Ave., Cin., O.

Plans to supplement present production in order to meet the pent-up demand for MacGregor products, Cowen said, "provide the immediate objective of management and staff whose workmanship has made the MacGregor name internationally recognized."

Cowen reported that Miss Louise Suggs,

**When you make a poor  
shot SMILE and change  
to PARK ALL WEATHER  
GRIPS. Order Improved  
1948 Grips today.**

**PARK "ALL-WEATHER" GRIP — Greatest Grip in Golf!**

Mail this coupon to any of your suppliers or direct to:

**L. A. Processing Company**  
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Glendale 3, California

Please ship me \_\_\_\_\_ All Weather Grips  
and \_\_\_\_\_ sets shaft clamps, also installa-  
tion instructions.

Name \_\_\_\_\_

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(Please print plainly)



present title-holder of the American and British Amateur Women's Championships, is introducing a new line of golf clubs bearing her name and intended to be sold exclusively through golf professionals.

#### SISTER SUGGS' OLDSMOBILE



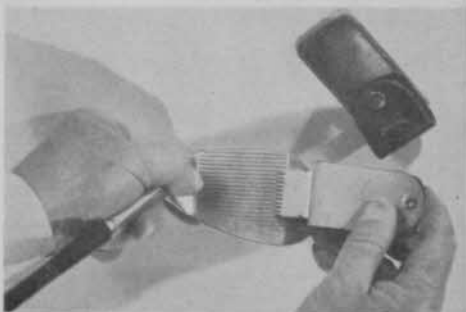
Louise (Sister) Suggs gets this Oldsmobile convertible for making her rounds in women's school promotion and work with pros in introducing new line of women's clubs bearing her name, now being produced at MacGregor's Cincinnati plant.

Special accent at the conference was accorded the record of MacGregor staffmen in tournament play this year. Ben

Hogan, a MacGregor Pro Advisory Staff member, won the USGA Open, the PGA championship and the Western Open, a record never before equalled in a single year, and on August 22 won the Denver Invitational. Claude Harmon, another MacGregor staffman, was winner of the Masters' title at Augusta.

#### "Pro-Spin" Keeps Iron Clubs Clean

"Pro-Spin" is a new accessory of soft tempered steel used to keep the grooves in iron clubs clean. The maximum backspin from the club design is thus assured.



Now available in most sports shops. Distributor is Raymond N. Valind, 5633 Edgemoor Ave., Los Angeles 43, Calif.

## "PRO CARE" for all Golf Clubs!



NEW . . . PRACTICAL

**BAG PAK**  
PAT. APPL'D FOR

Heavy canvas holder for any number of clubs — fits any bag — instantly and permanently installed.

*Individual full length pockets for each club.*

Prevents excessive shaft and end wear. Keeps shafts clean — separates club heads — assists caddy replace clubs carefully in bag and in permanent rotation. Minimizes losing clubs.

Designed and manufactured by a professional.

**Bill Wotherspoon,**

Southern Hills pro says:

*"Nine out of ten of our players are enthusiastic about BAG PAK — it's really great!"*



*Every Golfer is  
A Prospect For*

**BAG PAK**  
PAT. APPL'D FOR

Manufactured by  
**HUGH BANCROFT, INC.**  
P. O. Box 949 Tulsa, Oklahoma



Wilson Sporting Goods Co. executives, managers and salesmen fill ballroom of Chicago's Drake Hotel during company's annual sales meeting, largest ever held.

**Additions and Innovations Made  
In Wilson's New 1949 Lines**

Increased use of the Strata-Bloc head and the Dynamic shaft in three different degrees of flexibility headlined the innovations and improvements introduced in the 1949 golf line at Wilson Sporting Goods Co. annual sales meeting held at the Drake Hotel, Chicago.

The sales meeting, consisting of 15 displays with breakdowns of the construction of each product, was conducted in classroom fashion with 15 groups visiting each exhibit. All Wilson club heads with the exception of two models will be manufactured with the Strata-Bloc construction. The Dynamic shaft being introduced into the new 1949 line will have three degrees of flexibility—maximum stiff for the strong player, medium stiff for the older pro and younger player, and minimum stiff for older players and ladies who require a soft and flexible shaft.

Headlining additions to the Wilson line are two models of Babe Didrikson clubs as a sister line to Patty Berg clubs. The woods being made of Strata-Bloc construction with a specially designed sole plate and an attractive cherry colored calfskin Reminder Gruv-Grip will be made in three lengths: 41½, 42, and 42½ inches. The Didrikson Signature irons will have the dynamic shaft and the cherry colored Reminder Gruv-Grip and will be made in two lengths.

General improvements in the 1949 line will include shorter grooves in the grip and a new improved sole plate. Another change in the line is the addition of a new Lloyd Mangrum putter designed after the model used so successfully by him. The 1949 Hagen pro only line will feature the Strata-Bloc head, the new three-quarter sole plate and to add to the attractiveness of the clubs, new decals will be used and the woods will have a natural finish.



**COMPLETE LINE OF GOLF  
TROPHIES AND AWARDS**

**SUNRAY LOVING CUP**

Comes in beautiful (gold color) with engraving band.  
Expert hand engraving 6c per letter.

Height 7¾" .....	\$ 8.00	Height 15¼" .....	\$25.50
Height 10" .....	12.00	Height 18¾" .....	31.50
Height 12¾" .....	17.00	Height 21¾" .....	37.50

**A REAL CHAMPION TROPHY** →

All sunray finish; height 9" .....

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