To get ALL the business
display these three boxes of

"PEG"
TRADE MARK
REG. U. S. PATENT OFFICE

Celluloid Golf Tees

One box contains the Regular (1 1/2 in.)
length. Another the Long (1 3/4 in.) length,
and the third the Extra-Long (2 in.) length.

As the cartons are small you can always
find a spot on your counter to set out this
display where the Goiters will see it. It
gives you a complete range to meet all
their needs.

The new display carton tells at a glance
the length of tee it contains. It also al-
 lows the clean, smooth, colorful Celluloid
tees to make their full appeal to your
players. This appeal is making more and
more sales in spite of the low prices at
which wood tees are offered in the stores.

We have priced "PEG" to give the Pro-
fessional the margin of profit to which
the nature of his business entitles him. Un-
questionably you can sell "PEG." Can
you afford to take a smaller profit than
this tee brings you?

Ask your jobber for it.

GRANBY MFG. CO., Inc.
KEENE, N. H.

Rackets Invade Golf Field,
Buyers Warned

ALLEY-YOU! The circus stunts are in
the golf business now. The smell of
the sawdust, the aroma of the gasoline
torch in front of the hotsy-totsy dancing
girls’ tent, the unavoidable fragrance of the
noble-smelling lion, the pitch-men, and the
battle-cry of “hey rube” are all that’s need-
ed to show how golf is getting infested
with a motley mob that hungers for sucker
dough.

This advent of the schemers presents an-
other problem of customer protection to
the pros and straightforward manufactur-
ers. Now, more than ever before, the pro
shows his value to his players by guard-
ing them against the wily advances of fel-
lovs with cute notions for exchanging golf
merchandise of generally unknown value
and no established reputation for the
money of the army of recent and gullible
golf recruits. Just how the pros can most
effectively work in warning their custom-
ers against this unsatisfactory merchan-
dise is hard to say. Probably the pros
at public and fee courses have the worst
job in this respect, as their players are
fairly new to the game and most easily
misled on purchasing from undependable
sources. But the private course players,
too, get lured into pitfalls by some ingen-
ious gents who promise great savings and
other specious inducements. About the
only method of customer protection the
pros can employ is to wise up their most
influential and friendly members, when
some of these tricky selling campaigns
make their appearance. Then let the
whispering campaign spread so each play-
er who falls for the gyp proposition will
staunchly resolve “never again.”

Cut price ball-selling stunts seem to be
the favorites of the clever cusses. One of
these operations left a scar on our cell-
mate, Jack Fulton, but the chances are it
won’t bother the pros much more for our
infuriated friend has squawked into the
ears of the postal authorities. This racket
consists of sending three balls by mail,
C. O. D., to the home addresses of business
men. While the papa is at work trying to
make an honest dollar the mamma pays
the postman $1.70 for the three golf balls,
for what woman is going to question the
majesty of the law as presented in the per-
son of the mail carrier? The balls are
billed at $1.65, plus a five cent money or-
der fee. Of course the balls were not or-
dered and that's where the postal regulations get tough. And if you don't think there is a long profit in three balls like this at $1.65 you don't know balls.

**Work a Name Gag.**

Another stunt that has aroused protest from the pros and the offended manufacturer is that of agents peddling "personalized" golf balls, on which the buyer's name is stamped on each pole of the ball. The agents claim the ball is the same as the U. S. Royal, but unbranded. Consequently many buyers are easily made to believe that they are getting the "real McCoy." The U. S. Rubber Co. says this ball absolutely is not the U. S. Royal and that the U. S. Rubber Co. legal department has registered a protest against the peddlers trading on the U. S. golf ball reputation as established by pros and advertising.

The name subterfuge is one of the venerable means of crawling under the tent, or of shaking down reputable interests. Your humble servant recalls a classic case of some sharp gentlemen taking out a state charter in the name of the Standard Oil Co. of a certain southern state where the Standard had not registered officially as a corporate name. Picking up this sleeper made it possible for the scheming laddies to put the hornet on the real Standard Oil Company operating in this territory, but under the name of The Standard Oil Co. of an adjoining state. Verily, some great little rackets are possible under the law, which some of us still suppose is the codification of simple justice.

However, the legal battalion of a big rubber company, in one of the above mentioned cases, is stepping out to protect the pros, and in the other case the government is doing some investigating, so the pros won't have to do all of the battling to protect the interests of the players who have a right to expect dependable golf merchandise, sold without misrepresentation.

**If you** are a competent man on the bench, make this qualification help you sell by having your bench located where people can see you doing masterly work and giving evidence of knowing clubs.

A golf shop in the Grand Central zone in New York city has its bench in part of its display window. Stocks of club parts and equipment, together with the man at work, attract and interest buyers.