Paying Bets in Balls
Will Boost Shop Sales

Wallie Robb of Wilson Sporting Goods Co. is energetically pushing a campaign to have golf bets made and paid "in balls instead of bucks."

Robb points out that this custom already is highly popular in the South and should be spread for the great increase it will mean in pro-shop ball business. He urges pros to push the idea by shop display signs and slips of the "gift certificate" kind, which, if signed by the losing member entitle the winner to get the ball or balls involved in the wagering, at the pro-shop, charged to the loser's account.

Considering the amount of money that changes hands in golf bets over a week end, the "pay in balls instead of bucks" idea Robb is pushing should help pros a lot in competing with other retail and with "buy it wholesale" ball dealers.
and their clubs, in the New York Metropolitan district who handled the Bristol-Built line of clubs. Pros in L. I., Westchester, Dutchess and Orange counties, N. J. and Conn., 111 of them, were named as Metropolitan district sources for Bristol-Built clubs. The 2-column ad also gave a strong plug for the pro, telling that the surest short-cut to better golf is to follow the pro’s guidance.

Peter Dawson, Ltd., Glasgow, Scotland, producers of Peter Dawson blended scotch whiskey, this year is conducting the Peter Dawson National Ringer Golf Tournament—an extension of the basic idea of a regular “selected score” tournament which makes it possible for hundreds of U. S. golf clubs to compete, one with another (each club playing its own course) for a handsome trophy to be known as the Peter Dawson Trophy.

The idea of the competition, which will run for two months, starting July 1 and extending through August 31, is to compile a composite score of the best 18 holes shot during that period by a given club’s entire membership, which includes, naturally, women players. The Peter Dawson company supplies each entering club with a scoreboard, size approximately 2’ x 3’, to be hung in the club foyer, pro-shop or locker-room.

Best scores as they are made for each hole are posted on the scoreboard, so that on August 31, the score posted represents the best individual 18 holes scored throughout the two-month period. It’s quite possible that 18 members will each contribute a hole in compiling this composite score.

Any club with a private, permanent membership and an 18-hole course of over 5,850 yards may compete. Scores made by women playing from ladies’ tees shall be eligible for posting provided the ladies’ tee is not more than 60 yards ahead of the regular tee.

Besides the special Dawson trophy, which will be in perpetual competition, a large replica will annually be awarded for permanent possession to the members of the winning club who helped to

This picture of George L. Clatty was taken in 1932 at his driving range in Mt. Lebanon, (Pittsburgh, Pa., suburb) which was one of the earlier successful ranges. George wasn’t too proud to retrieve balls. He’s now running a well-patronized range on Bower Hill Road at Pittsburgh.

John Sproul, US golf ball sales mgr., who relays this picture of a pioneer driving range, says that Clatty’s still buying US Driving Range balls, same as he did in 1932. Sproul also coyly mentions that US Driving Range balls are the biggest selling practice range brand in the world.

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create the winning composite score. In addition, there will be individual smaller awards which will be sent not only to members who contribute to the winning composite score, but also to those who contribute to the 50 next lowest composite scores, plus anyone scoring a double eagle or hole-in-one. Entry forms and complete details on the tournament may be secured by writing to Peter Dawson National Ringer Tournament, 2 Park Ave., New York City.

Chicago Eye Shield Co., 2300 Warren Blvd., Chicago, Ill., has developed a spectacle-like device which promises to “keep your eye on the ball” if you do as you’re told. Nation-wide advertising and publicity is already pushing sales of the device.

The new glasses for golfers have V-shaped openings in the lenses, near the lower nose in one and at the outer edge in the other, openings that direct your eyes at the white pill you’re about to try to hit. The balance of the lens area is a transparent amber. The formula is simple. If you look through the V-shaped openings you are in proper position for the swat. The ball is white as it should be. If it appears as an amber pellet, your head isn’t set right for the swing, and there’s no one to blame but yourself if you top the ball or miss it entirely.

The device takes into account the promotion of that “balance-in-motion” so important in golfing. And, besides, it’s a good pair of sun glasses in the bargain. Prices and full details may be obtained by writing direct to the company.

For the first time special Father’s Day promotion will be conducted this year for U. S. Royal golf balls. John W. Sproul, sales manager, has announced a special presentation wrapper will be provided for U. S. Royal and U. S. Fairway packages. This will carry a painting of the “typical
American father," portrayed as a cheerful, middle-aged business man—and of course, a golfer.

The wrapper may be stripped from any unsold packages after Father's Day, June 15, leaving the regular U. S. Royal package intact.

A unique announcement of the promotion plan has been mailed to the trade in the form of a letter which, when reversed, becomes a poster advertising the special package. According to Sproul, Father's Day sales have been increasing materially during the past few years. From advance orders now in hand, he said, a new record should be set in 1941.

A new and greatly improved Page Fence catalog has been announced by Page Steel & Wire Div. of the American Chain & Cable Co., Inc., Monessen, Pa.

By a simplification of sections so that the buyer can quickly select the fence for his particular need, Page helps the fence buyer over many technical hurdles. Each section is devoted to a particular type of fence and is complete with large pictures, description, and specifications. Technical construction details are illustrated by simple line drawings.

A card addressed to Page Fence Assn., Monessen, Pa., or Bridgeport, Conn., will bring a copy of the No. 641 Page Fence catalog to you promptly.

The Newark Specialties Mfg. Co., 55 Hudson Ave., Newark, Ohio, offers several playing accessories to the golfer, designed to improve his game. The Swing Doctor is a practice driving gadget consisting of a flexible rubber trigger, simulating a golf ball, that's set at tee-height in sturdy composition mat. Instructions explain how to detect hook or slice with the device.

Another Newark item is the Putting Eye, which consists of an adjustable mirror that permits the player to look at the ball and the hole at the same time. The mirror, which clamps on the shaft, teaches correct lining-up of puts and proper stroke technique. The Newark company also distributes the In-Destruct-To Directional Golf Tee, which is made of the toughest India rubber, and points direction to pin. Complete details and prices on the golf items may be obtained by writing the Newark company direct.

Jack Jolly, 872 Broadway, Newark, N. J., sole distributor for Silver King golf balls, announces that M. F. Gilham, 600 Woodrow St., Columbia, S. Car., is now covering the pro trade in S. Car., Ga., Ala., Fla. and Tenn, for Silver King and the Colonel golf ball.

The Martin Dennis Co., 859 Summer Ave., Newark, N. J., announces that as a further service to pros handling Lexol, leather conditioner for bags, shoes, upholstery, etc., it also puts up Lexol with mahogany or black dye added. These special Lexols, which are in addition to the regular neutral Lexol used on golf bags of all colors, accomplish the double purpose of reconditioning the leather and recoloring the russet or black, as the case may be. They are particularly good for older bags which have become badly scuffed.

Another tip from the Martin Dennis company to pros is that an effective and fast way to recondition bags is to hang them on a cord in the pro-shop and spray with Lexol which has been put in the container of an ordinary fly spray gun. According to the company, pros on the Pacific Coast are conditioning bags this way and report excellent results.