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Reddys Span "Nut Notion" to Necessity in Few Years

PROS who are getting the welcome, effortless and constant profit of patented tee sales get a sharp reminder of the comparatively recent growth of this added revenue when they run across the dope that less than seven years ago Dr. William Lowell, a New Jersey dentist, whittled out the grand-daddy of the first Reddy tee. A



These are the Reddy Tee Lowells; upper left, Dr. Wm. H., at the upper right is E. E., and lower right is Wm. Lowell, Jr.



little later on he experimented with a top of the tee made of dentist's cement and then there were about a dozen other types he worked on until he finally developed the Reddy tee as it is today. An interesting detail of the Reddy tee exhibit at the International Golf Show was the array of various models in the Reddy tee's history. It was significant to note that the present model in a great many respects shows close adherence to the doctor's original hunch.

There was a great deal of kidding shot at Dr. Lowell when he began using his tee, and the fellow club members and other friends he got to use it also were targets for the wise-crackers. But instead of kidding Lowell out of faith with his idea they worked him up to a "steam ahead and damn the torpedoes" state. He sampled the tees among everyone who might "click" on the new stunt. Star pros, and amateurs and rank dubs, if they happened to be in the line of fire, got the works from the doctor. One of the first cash sales was made to John D. Rockefeller. Walter

30 in. Fairway Mower \$75.00
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Hagen and Joe Kirkwood were about the first notable pros to use them.

In putting the Reddy tee across, Dr. Lowell poured money into sales promotion until the pioneering expense started to look like the German national debt. But after he'd done his preliminary investigating and sales work he dug into his jeans again and started advertising. Then the tide turned strongly his way and has kept on favoring him until Reddy tee sales per year are at a figure that would make you gasp. Now the golfer who uses sand to tee the ball is in the rapidly dwindling minority, approximately less than 15% of the golfing assembly.

Today the doctor is chairman of the board of the Nieblo Mfg. Co., manufacturers of the Reddy tee. His boy, E. E. Lowell, is president of the company, and his other son, William, Jr., is vice-president. The company's factory is at Norway, Maine, in the heart of the white birch country. The Reddy tee is made of carefully selected, air-dried white birch. The manufacture, coloring and finishing of the tees is done with equipment especially designed for the work, and employing material that is the best the Lowell family can find in the market.

WILSON-WESTERN sends GOLFDOM three of the lively colored display cards that this company is furnishing the pro trade this year as dealer helps. One card features the Wilson balls, another the Wilson matched woods and the third the Wilson Inter-Related irons. It makes fine stuff for the pro to put in a spot near his merchandise where it will do some good silent selling work.

Always remember style is one of the mainsprings of selling. Capitalize the style element every chance you get in your merchandising.

Exclusive merchandise is one sure way to pro selling success. If the shop is "first with the latest" it's highly interesting as a market place for the members.

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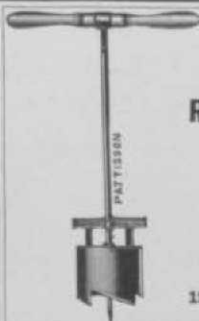
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