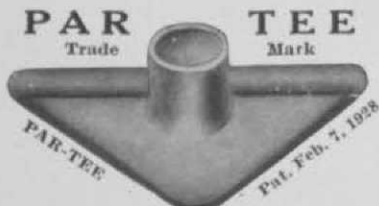


**REORDER** Make sure to have enough PAR-TEES in stock to profit from the growing demand. Wise pros. are ordering for big sales.



## The 100% Golf Tee

MADE OF PURE RED RUBBER

PAR-TEE is the first and only scientifically designed Golf Tee (made of Pure Red Rubber) constructed upon mechanical principles whereby and because of the Rocker Action by which the tee turns over as soon as the club comes into contact with the ball, permitting the club to follow through without the least resistance. **It Won't Fly!** PAR-TEE sets on any surface—sand, clay, mud, grass, snow. Ideal for indoor golf—does away with the usual mat.

### NO ANCHORING REQUIRED!

Does away with the sand box. Does away with pushing or driving in wooden or metal tees, saving your fingers from bruises and your club from marring. Does not tear thru clothing. Compact, convenient, sanitary. Only one needed to carry with you.

PAR-TEE is as perfect and dainty as a gem; worth its weight in Gold, but only costs its weight in silver—25c. (Price in Canada—35c). One lasts indefinitely!

Order NOW and reap the profits resulting from our National Advertising

PRICE TO PROS. AND DEALERS, \$2.00 per display card of 12 PAR-TEES having a total retail value of \$3.00; a 50% profit on cost. Order from your JOBBER.

**PAR - TEE, Inc.**

1105 Guarantee Title Bldg. Cleveland, Ohio

*The Comfortable*  
**Great Northern**  
**Hotel**  
**CHICAGO**

*Former Guests*  
**Represent 90 Per Cent**  
**of the Daily Arrivals**

*New*  
Garage  
*One-Half*  
Block

**TRAVELERS** select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

— [ 400 Newly Furnished Rooms \$2.50 a Day and Up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00 ] —

**WALTER CRAIGHEAD, Manager**

**Dearborn Street from Jackson to Quincy**

## Ball Makers Ask Pro Help to Thwart Price Cutter

**I**T IS becoming more and more apparent to makers of golf goods that one highly desirable aspect of the pro golfers' trade is the maintenance of right prices. Golf club officials who are in business that have price-cutting woes may be interested in the following details of a case of price slashing on the balls of one of the leading ball makers. Pros will be greatly interested because it shows to what extent a knowing manufacturer in the golf field is going to protect the business of the pros who are developing speedily as good business men.

The price cutter in this case was a chain store system that was picking a popular product as a come-on. Of course pros who had done a good job of selling themselves to their members so cut price was no lure hadn't much, if anything, to fear, but to remove the demoralizing price situation, the manufacturer took the action described in the following letter, which was sent to pros in the affected territory:

On \_\_\_\_\_, there came to our attention an advertisement in the \_\_\_\_\_ papers of the \_\_\_\_\_ Drug Stores offering "\_\_\_\_\_" \_\_\_\_\_ golf balls for sale at a price of 59c each.

Such price cutting on the "\_\_\_\_\_" \_\_\_\_\_ is decidedly more harmful to the \_\_\_\_\_ Company than it is to you as a golf professional, and it is our desire to place our position in the matter before you so that you will have full knowledge of it and be in a position to help us.

The \_\_\_\_\_ Company has not sold any golf balls to the \_\_\_\_\_ Drug Stores and the source from which they obtained the "\_\_\_\_\_" \_\_\_\_\_ that they are offering for sale is at the present moment unknown to us. We are putting forth every effort to locate their source of supply, and as soon as we have knowledge of it, we will see that it is immediately shut off.

We have personally called upon the officials of the \_\_\_\_\_ Drug Stores and protested against their selling "\_\_\_\_\_" \_\_\_\_\_ golf balls at any price, and requested that they give us relief from the present situation by stopping this sale. We have further offered to buy from them at their sale price, or any other price, all of our golf balls that they may have in stock. To this request they replied that they will give us no such promise, nor make any

such sale to us, for the reason they desire to sell the "—, —" — that they have at a cut price for the advertising value that it will bring to their store. This, of course, is the usual attitude of the price cutting type of dealer.

Through the people in our own organization, we have visited their different stores and have purchased all of the "—, —" — in these stores. Whether they have any more of them, or can obtain any more of them, we do not know at this time, but we are doing everything that we possibly can to protect your interest and our interest by eliminating this price cutting competition.

We would appreciate the co-operation of all the members of the — District Section of the Professional Golfers' Association, in helping us get our "—, —" — golf balls out of the hands of — Drug Stores, by buying as many of these balls as they can purchase at these cut prices, and when you have them in your possession, if you will notify our — Branch, we will send the cash for them out to you and pick up the balls that you have obtained in this way. We urge your help in this as it is to the best interest of the golf professional and to ourselves to eliminate this cut price selling—as quickly as possible.

We ask you to work with us in this situation, as we have every confidence of cleaning it up quickly, and we believe that you will agree with us that as this temporary cut price condition is not of our making and that we are going to do everything possible to eliminate it, that it is only fair that you continue to stock and sell, as you have done in the past.

We desire at this time to express to

## BECKLEY - RALSTON Boosters of Pro Profits

The Beckley-Ralston putter, with its short steel shaft, square grip, and heavy head, showed last year that it put more pep and profit into pro shop putter sales than any other putter ever invented. Stock it, if you're not already cashing in. This putter now is available in a long shaft model.

Companion clubs are the Beckley-Ralston Midiron putter and Chipper for those stroke-saving strokes just off the green. They are big sellers. Stock them, B-R VAILE CENTER SHAFTED DRIVERS—BRASSIES —SPOONS

These center-shafted woods are bound to prove selling sensations of this season. They are endorsed in use and theory by leading golf authorities as the sound new idea in club construction.

Get full particulars of these clubs now. You'll want to feature them in your shop.



### THE BECKLEY-RALSTON CO.

42-52 W. 22nd St. CHICAGO  
4444 Woodward Ave., DETROIT  
Craig at Bigelow Blvd., PITTSBURGH, PA.

you the sales policy of the — Company in reference to golf balls:

We sell "—, —" — at the trade price to golf professionals and legitimate dealers of golf supplies only.

We will not sell our golf balls to our customers in other lines of rubber goods that we manufacture.

We will not sell or will immediately discontinue shipping our golf balls to anyone who cuts the price on them



## Look into the BRONSON STEEL ARCH GOLF SHOE special selling plan for pros.

This splendid black and white shoe sells at the unusually low retail price of \$16. It is sure of a big sale at your club, with a good profit margin for you.

The Bronson plan, approved in actual operation by many well known pro merchants, supplies you with a consignment stock that is easily kept complete for service to your members and leaves you with no "frozen" stock at the end of the year. It is backed by strong advertising in the player papers and direct to your members.

You want to make all the money you can with your shop, so investigate the Bronson proposition right now. It's the big new money-maker of the year for pros.

### THE BRONSON GOLF SHOE CO.

711 West Lake Street

Minneapolis, Minn.

below the established selling price of 75c each, or \$9.00 per dozen.

We do not sell our golf balls to our own employees for their personal play, but insist that they buy these balls from the golf professional located at the course on which they play, and pay for them the full price of 75c each.

Golf is a game played by sportsmen, and we believe that all those having to do with the game of golf, both as a player, manufacturer and seller of golf merchandise, are and should be sportsmen. It is the religion of all sportsmen "To do unto others as you would be done by"—to expect a square deal and to give a square deal.

We know that the golf professional, the country over, is a sportsman who plays the game and gives a square deal. That is what we are trying hard to give you and we feel sure that we will have the same treatment from you and the Professional Golfers' Association, as an organization.

If at any time there is anything in reference to the sale of our "—, —," ——— golf balls that comes to your attention, that is out of line with our established selling policy, as set forth above, we ask that you immediately take the matter up with our organization.

## Rising Standard Mean Rising Costs

**A**FTER talking over the matter with a number of greenkeepers and green-chairmen GOLFDOM feels that it might as well bring the optimists face to face with the probable dark truths; maintenance costs will increase rather than decrease on the country's golf courses.

One bright ray of hope beams in the undoubted fact that generally there is much more profitable utilization of the money that now is being spent and that will be spent.

What got us started off on this examination of the trend was a statement from John McNamara, greenkeeper of the Pittsburgh Field club.

McNamara says:

"The problem of golf course maintenance as far as the costs are concerned have been about the same dur-



Johnny Farrell

## Drive Like A Champion

down the fairway straight and true and feel that exhilarating joy that comes with a perfect drive.

When you use a tee that is uniform in height and holds your ball the same position every tee shot, it gives you confidence and makes it possible to judge your stroke accurately.

Rite-Hite Tees are the logical and most efficient golf tees made because they are always uniform in height, they steady your game and enable you to drive like a champion.

Start the season with a box of Rite-Hite Tees and you will not only improve your game but you will assure yourself of genuine golf happiness.

Johnny Farrell Uses

### "RITE-HITE TEES"

"I favor and use *Rite-Hite Tees* exclusively because they have the right principle. Always uniform in height."

JOHNNY FARRELL.

*Make your members happy. Supply them with Rite-Hite Tees. Sold in bulk and package form.*

FOR FREE SAMPLE WRITE—

The General Timber & Lumber Co., 7102 Woodland Ave., Cleveland, O.

