

eliminating the inconvenience of checks or tags for identification.

The baked-on green enamel finish and the neat and orderly appearance of the system makes an attractive background to the service counter in the caddy house.

Due to the patented Wedge-Lock construction, the units may be added to, disassembled or changed around as desired.

A recommended arrangement would be to have the first two sections for checking in and out and one section for repair jobs or for the display of new clubs for sale. The vertical dividers can be instantly removed to make a display shelf if desired.

The shelves are free from raw edges that would snag bags or clubs. The rental fee per member per season will quickly pay for the installation and provide a source of income afterwards.

A new broadside giving definite practical instructions as to the arrangement and equipment of the modern locker room and a complete description of the new golf bag and club rack is obtainable from the above mentioned company.

Pro Makes Club Pride and Publicity

By LARRY STRILEY

Professional, Penobscot Valley Country Club,
Bangor, Me.

AFTER twenty-five years as a professional golfer it doesn't hurt a fellow to pause for a few moments and check on his methods as compared with those that have become accepted as the highest standards of pro operations since the game attained its great vogue in this country. Basically there has been nothing in the changed conditions to baffle the pro with good common-sense, industry and honesty.

Comparing my methods and those of other veterans (and at the age of 39 some

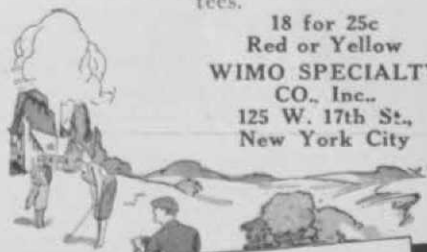


Every tee
a pencil

RITE PENCIL TEE

EVER found yourself without a pencil and no way to mark your score? It can't happen again if you have a pocket full of RITE Pencil TEES—for every tee is a pencil. And they cost no more than other tees.

18 for 25c
Red or Yellow
WIMO SPECIALTY
CO., Inc.,
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This is a reproduction of our advertisement appearing in 13 leading golf publications.

Racks HANDICAP Cards

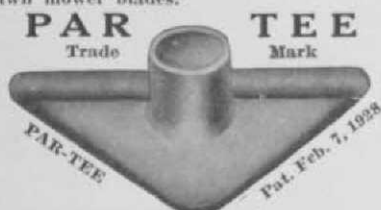
John Willy Handicap Racks and Cards are standard with practically all the leading American golf clubs. Write for booklet.

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TO YOUR OWN CLUB BE TRUE—
and it will follow that before ordering
Charge Checks, Score Cards, Guest Registers,
Caddie Cards and other forms used
by country clubs you will first see our line
of standardized printed matter.

John H. Vestal Co., Printers
703 South La Salle Street - - Chicago

IF Every member of your club used PAR-TEE you would eliminate every objectionable feature resulting from the use of wooden or metal tees, including the tremendous damage to lawn mower blades.



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 Rooker Action by which the tee turns over as soon as the club comes into contact with the ball, permitting the club to follow thru 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!

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- [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

may put me in that class) with the methods of younger professionals who are alert to their opportunities and responsibilities, I see no great difference. Our policies are the same, but the pace is quicker and our market livelier than in 1903 when I took my first pro job.

As a matter of public interest, however, golf has experienced tremendous development. It's news now and the pro who is serving his club well sees that good club news is made. But it must be legitimate news and not mere press-agentry.

At my club I run off two tournaments a week; one for the men and one for the women, with a write-up in the local papers for each event. I try to add a touch of humor in these items so the weekly winners will get a little smile and some "joshing" from their friends. My members seem to like it and keep wondering who will be next.

Interest Is General

The tournaments vary so the high handicap players have a chance and all classes are anxious to compete.

I always have figured that a pro can do a whole lot to make or ruin the spirit of a golf club and these tournaments are conducted with the idea of promoting our club spirit. It does the young pro no harm to think that a great deal of the success of the club rests on his shoulders, and I like to see the youngsters acting that way when, of course, they don't lose a proper perspective and get too chesty.

If the pro is really in earnest about his services to his club on publicity matters the newspapers welcome his tips for stories. We get great treatment from our local papers, and although I am religiously careful to refrain from the slightest suggestion

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GOLF SHAFTS FOR FIFTEEN CENTS

THOROUGHLY SEASONED, PRO FINISHED, FAIRLY STIFF; for both wood clubs and iron clubs. Have over-stock of 200,000 shafts. Send \$15.00 for 100 shafts, postage paid; C. O. D. shipments will be sent collect.

JOHN W. WEIS, 650 New York St., Memphis, Tenn.

of anything that savors of personal publicity, the reporters give me "honorable mention," and that always helps a pro. Let them "pick up" their own stories about you, though, for trying hard to crash into print on a personal basis is bad for your club and bad for you.

We had a great story with pictures in one of the local papers reviewing our tournament program for last year and it helped to confirm my belief that a well arranged and active tournament schedule is fine for a club. We wound up our tournament schedule October 15 with what we called a "Comedy Swatfest." There were two players on a team, playing alternate shots and all players playing together. Almost every noise-making device known to mankind was used to distract the players. No one was allowed to interfere with a player by physical contact.

Horns, whistles, rattles, cornets, victrolas and a Fordson tractor fixed to backfire every few seconds, were among the devices used. Everyone seemed to hugely enjoy the event and we intend to repeat it this autumn.

"If I Were a Pro,"

BY "A MEMBER ON THE INSIDE"

IF I were a pro, to make myself more and better business, here are some of the things that I would do:

I would always bear in mind that my job was to give service to my club members. I would carry in my stock a reasonable number of the most popular brands of golf balls, so that when one of my club members or his guests wanted a certain make of golf ball I would be able to serve him by having it in stock. No golf pro can successfully carry all of the different brands of golf balls on the market, but no matter what his personal feelings are in the matter, he should carry the leading ones.

If I were a pro, I would take a great deal of pains to see that my shop was always clean and my stocks arranged in an orderly manner.

If I were a pro, I would make every reasonable effort to sell myself and my services to the members of my club. I would do this by addressing circular letters to my club membership from time to time, letting my members know that there was absolutely nothing in golf equipment that I could not furnish them from the stock

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

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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.

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