

a great deal to assist golf, in that you have been frank in your statements relative to the foolish plays that many clubs make in connection with the aforesaid plans and methods.

Our company looks upon the golf field as a very attractive market, one that will purchase for all time to come the better class of equipment. I personally think that golf is bound to continue a growing institution and on even a more stabilized basis.

Give Pro Credit for Progress

By JULIAN W. CURTISS
President, A. G. Spalding and Brothers

IT is often a wonder to me if golfers, generally, realize how much the professionals have done for the royal and ancient game. In what way, you may ask, has this been done? The answer is threefold. By encouraging beginners, by teaching, and by example of their skillful play. It is certainly a self-evident fact that the golfers of this country exceed in skill those of any other. We have a wonderful group of young players, and their success is largely due to the splendid instruction they have received from the professional teachers of the game.

If we only had in tennis an equal number of high grade professionals who could give proper instruction, I will venture to say that it would double the popularity of that splendid game, and in my opinion the Davis cup would still be in this country. Everyone loves to play the game that they play well.

A good professional is a real asset to any golf club and certainly it should be a pleasure to the members, in part payment at least of the services rendered, to make most of their golf purchases in his shop. As a rule, he knows far better than the player the clubs best adapted to his or her style of play.

Free Tees Unnecessary With Sand Displaced

By WM. LOWELL, JR.
V. P. The Nieblo Mfg. Company

STARTING about 1924, two years after the inception of the first Reddy tee, several golf clubs thruout the country talked of doing away with the sand boxes

and giving away manufactured peg tees instead. Of course at that time there were comparatively few golfers using manufactured tees and what few there were were using the Reddy tee which was the only one on the market up to this time. However, the popularity of the peg tee increased very rapidly, particularly from 1924 on.

Today about 90 per cent of the golfers of the country are using peg style tees.

As the use of peg tees increased more and more, clubs decided to do away with the sand boxes and install modern ball washer stakes, but not having any sand at the tees.

One of the obstacles encountered by the golf club officials to this plan was purely an imaginary one because a good many of them felt by doing away with the sand it was necessary for them to give away manufactured tees. This was bad because in most cases the privilege was misused and the club used far more tees than would have been used ordinarily. In fact the feature of this plan with the golf professional, who depends largely upon the revenue of his golf shop, lost the sale of golf tees which in itself does not show any considerable profit to the pro. But the pros like to sell the tees because the sale of tees bring golfers into their shop enabling him to sell other golf merchandise such as golf clubs, balls, etc.

The latest trend, one which we have sponsored and pushed, is for the golf club desiring to do away with the sand boxes, to let the pro keep on buying the golf tees as they have been doing for over six years. We estimate that over 100 golf clubs in the United States have followed this plan successfully and each day there are more clubs following suit. It stands to reason that inasmuch as almost all of the golfers have been buying their tees for several years, that they are so accustomed to so doing that they think nothing at all of the elimination of the sand box but on the contrary will probably be very glad to see it go.

St. Louis, Mo.—Weber-Damme Co., 724 Mullanphy St., is opening a golf course equipment and supply warehouse and sales office. The company has been established 61 years and although the golf business is a recent development plans have been laid for energetic sales and service effort.