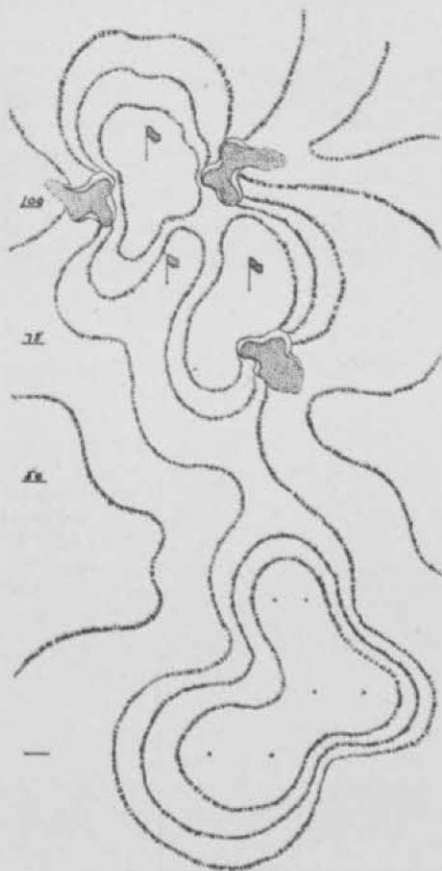


A Strategic Short Hole

By MAX H. BEHR



The length of this hole may be varied from 60 yards to 110 yards. Its character may also be varied by the placing of the pin on the plateau in front, in the valley to its left, and upon the plateau at the back. The player is not required to risk anything. He can use his putter from the tee. But if he wishes to lay the ball dead he must outplay the defensive bunkers. They are not interested in penalizing his ball, but only in defending the hole

INSTEAD of cuff-links, watch-fobs and other useless articles, give event winners certificates entitling them to definite amounts of merchandise at the pro shop. This certificate practice insures the golfer getting a prize he wants and at the same time increases your pro's business.

PUBLICITY backs a Quality Product to help you sell MACGREGORS

THE National Advertising behind MACGREGOR clubs has been creating a steadily increasing demand for them throughout the years. All these years it has been putting MACGREGOR on the map.

Thousands of these magazine advertisements have come—and are coming—into *your* community. Therefore, your problem is to get the people into your store, who have seen these advertisements. And the best way to do this is to use the local newspaper.

The folder contains a number of advertisements of various sizes—saving you all the bother of preparing them. They are not golf advertisements alone but also mention that you have other lines of merchandise.

We furnish either complete mats or complete electros. There is no charge for this service. Choose the ones you want, order them by number and we will send them to you promptly, postpaid.

THE CRAWFORD, MCGREGOR
& CANBY COMPANY

Established 1829

Dayton, Ohio

MACGREGOR
COURSE-TESTED  GOLF CLUBS