

# RITE-HITE Tees



are  
practical

Regular  
RITE-HITE  
TEE

*Our regular and southern long shank tees are packed in beautiful display cartons, 2 dozen each in every carton (6 cartons make 1 gross). In bulk form they are packed in heavy corrugated card board cartons to contain any amount desired.*

Because their uniform height feature provides the means of teeing the ball the same height each tee shot. When a player tees up his ball differently every time he drives he is unable to follow correctly the arc of the club and meet the ball at the same point of contact consistently.

The Rite Hite Tee overcomes this handicap because its shoulder acts as a gauge for maintaining a uniform height of the ball at all times.

*Sold in bulk and package form.*

Southern  
Long Shank



The best  
tee made  
for sand

**The General Timber & Lumber Co.**

7102 Woodland Ave., Cleveland, Ohio

*Largest Tee Manufacturer in the World*

## Knitted Wear Market Rich for Pros

By LEONARD C. WEMPLE, Jr.

I HEARTILY agree with those who are of the opinion that golf is just beginning to find its stride in this country. The game has grown so fast in the past few years that today it would seem as though it had assumed gigantic proportions; however, I firmly believe that "you ain't seen nothin' yet," compared to what will be observed in the not too distant future.

It follows, therefore, that as the popularity of the game increases, so must the business end of the game increase, and so we find the pros with a much larger job on their hands at the present time than ever before, with all indications pointing to vastly increased growth within the next few years. All of this puts the pro in the position to increase his income in varied ways. One of these is by keeping a well-stocked store of all accessories on hand, and either paying personal attention to this end of his business or placing it in the hands of a capable assistant.

The company with which I am connected has been furnishing pros with both sweaters and knitted golf sets for the past three years. During this period we have been paying close attention to this field, and we now feel that it is time to intensify our efforts along these lines. There has been one big draw-back in the past that has kept many concerns from catering to the pro, and this is credit. This retarding influence has been, to all practical purposes, eliminated by the amazing improvement during the past two years.

Style is a hard subject for anyone, whether he is on the buying end of the business or on the manufacturing end. The two main guides of style are observation by the pro, and doing business with a house that is known to be alert to this ever-changing part of all apparel business. In other words, it will be necessary, to a large extent, for the pro to be guided by the party from whom he purchases. All wide-awake apparel manufacturers are in step with style at all times; in fact, maintain a staff of designers who are continually working out new ideas. In addition to these designers, salesmen covering every part of the United States are in con-

stant touch with suggestions on new styles to be made up.

### How Much Stock?

The amount of stock to be carried by any pro should be governed by the size of the club. This is also dependent in some degree on the amount of business done by the pro in his shop, not on knitted outerwear alone, but on all items. If his club and shop business are large, his knitted wear stock should be in proportion, and vice versa. Some pros with whom we do business carry stock of knitted outerwear as high as \$2,000. Of course, there is the convenience of re-ordering, which is not difficult.

A good plan for the displaying of knitted outerwear is the use of a form or two. These forms, without doubt, are bound to attract attention of members. Our firm used two forms at the International Golf Show in Chicago, and they did more in attracting people than anything else could have done. They are good salesmen, even though they are silent, and if at all pos-

sible, they should be used, with the merchandise on them frequently changed. Employ a show case, arranging the sweaters and sets attractively, in a good location, so that they will be easily seen by all. In this respect, I would like to caution that a good representative lot of stock should be on display at all times. No item can be successfully merchandised unless people know you have it, and the easiest and most profitable way for them to know is by attractive display. All colors you have in stock should be in this display, thereby giving the display an attractive, colorful appearance.

From observation, I note that the average retailer catering to a high-class clientele puts on a mark-up on this class of merchandise of approximately 50% to 60%, sometimes a little more, sometimes a little less, depending on the looks, weight, and "feel" of the garment in hand, and also on the character of the store, and the class of trade.

I do not think the pro need worry too

# Feature TUFHORSE Golf Bags

*and sales will mount!*

**TUFHORSE** Golf Bags are featured by Pros who are making the most money out of the big market for quality merchandise. There's a TUFHORSE bag for every player's need and liking. Though it be a De Luxe TUFHORSE, or a less costly Fabrikoid or Canvas bag, both Player and Pro get the most for their money in TUFHORSE merchandise.

*Write today for details of the complete line.*

**Des Moines Glove & Mfg. Co.**  
DES MOINES . . . . . IOWA



Other Tufhorse  
Pro Shop  
Profit Makers:  
Leather Golf  
Coats  
Locker Todies  
Sport Hose  
Balls—Tees



## Its Popularity Is Deserved

The overwhelming popularity of REDDY TEES is the same reward that comes to all pioneers. People do not forget, particularly when publicity keeps the name before them. Our national advertising and the large quantity of cartons sold has done that since the beginning of REDDY TEES—seven years ago—and REDDY TEES were the first on the market. And it is still doing it! Advertising in magazines that reach golfers and golfers-to-be everywhere in the country. We are continually building sales for those who sell REDDY TEES. That's why players mean REDDY when they say "Tees." Push the Tee that is pushing for you. Look over your REDDY supply now and fill in the empty gaps. All leading jobbers carry REDDY TEES for your convenience. The Nieblo Mfg. Company, General Offices, 38 East 23rd Street, New York City.

# REDDY TEE

*"Ask your Professional"*

much about competition from the retailer. If he will give his merchandise an honest "play" at an honest mark-up, as outlined above, and his stock is both complete and attractive, his volume and profit should work out in a satisfactory manner to him. Another thing in his favor is the friendly attitude members have toward him, which should be utilized by him to his best advantage. There are in this business, as in every other business, merchants who will undersell one another, but this cannot be helped, and furthermore, this cut-throat competition is minimized on real honest-to-goodness high-class knitted outerwear.

In this connection I would like to state that at all times a pro should be exceedingly careful that the house he does business with on this sort of merchandise is one of good repute, and one that will take good care of him on his orders; that they make goods for him that are exactly the same in material, quality, and workmanship as the sample from which he buys.

### St. Paul Boasts Prize Munny Course

KELLER GOLF COURSE, new Ramsey county public layout, makes available for St. Paul public course golfers an establishment with many notable features. The first nine is laid out with a double loop, the fifth tee being near the clubhouse. A caddie shelter with a play court equipped with gymnasium and playground apparatus, and a caddie reading room, is a feature of the plant. There also is a Boy Scout corner in connection with this detail. Swimming pool and tennis courts are also features.

THE cross bunker directly in front of the green is generally bad architecture; beware of its use in remodeling.

TRADE		MARK
Pat. Sept. 11, 1926 Pyratone Sheath, weighing less than 1/2 ounce, is a live, flexible tubing telescoped onto a steel shaft. This sheath replaces old finishing methods of painting, enameling, oxidizing and nickel plating. Pyratone is indestructible. . . It will not crack or wear off. It is obtainable in any color or finish. Pyratone Sheaths are used very extensively by leading golf manufacturers.		
<b>PYRATONE PRODUCTS CORPORATION</b> <b>CHICAGO, ILLINOIS</b>		