

The Ladies use lots of tees.
Sell them—

"PEG"

REG. U. S. PATENT OFFICE



Colored tops orall White Celluloid

"PEG" is a favorite with the ladies for several reasons.

Made from Celluloid it is clean and pleasant to handle.

Its smooth finish and the bright colors in which it comes make it a real ornament that can be worn with the finest costume. The colors are permanent as this tee is unaffected by moisture.

The shape of **"PEG"** makes it very easy to use. This appeals strongly to the ladies.

Accustomed to shop around for bargains they will appreciate finding 12 of these pretty tees in the package and will come back to your shop when they want more.

As you make a big profit on this tee it will pay you to keep it in mind when a lady merely asks for tees.

The trend is to **"PEG"** the Celluloid Tee that is so easy to use.

GRANBY MFG. CO., Inc.
KEENE, N. H.

day soon when it wouldn't conflict with one of the busy days at the club.

"The pro could give them a soft southern line of hooie about how he wants every member to shoot an enjoyable course and get the most in pleasure out of his club membership—being anxious that the new member gets a welcome from each member of the staff engaged for the member's service, and whatever other bushwah along that line that would fit the member's temperament and the club atmosphere.

"Then the pro could tell the member something about playing the course, where the smart places for the member to aim the shots of his game would be, and in general let the newcomer know that he was personally interested in the new member.

"It would help the club a whole lot by having its staff jump right on the job to please the new man instead of the new fellow having to do the customary thing of finding his own way around. And what a grand "in" it would give the pro. If the pro plays smart and doesn't reek with evidence of eagerness to sell the new member something, the rest of it will take care of itself. You can bet that a new member thus welcomed is going to be a steady patron of the pro's, especially if the new member hasn't belonged to a private club before.

It may be old stuff, but I haven't heard of any of the pros doing it; have you?"

The answer was "no." Some of the fellows do take on a new member now and then because the new member has bought a set of clubs, but as a routine policy I don't know of any of the pros that are getting the new lambs in the flock branded on this proper and profitable basis that Jack suggests.

WHEN the newspapers wake up and see what circulation value they are, for the most part, overlooking today by not giving more space to golf news, then the pros are going to profit greatly from increased publicity.

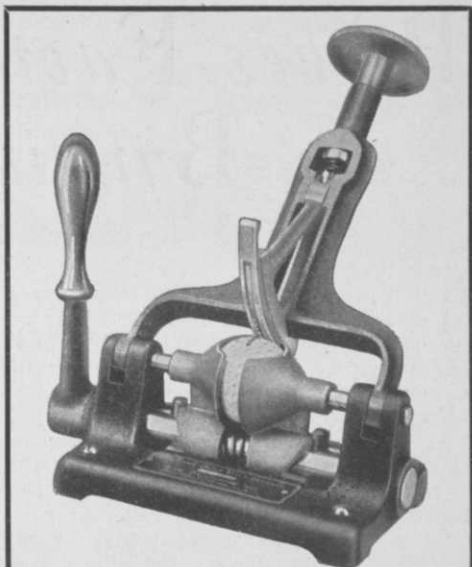
A number of newspaper men in various cities have told us that the sports department telephones were kept busy on the final day of the British Open answering golf fans' questions on how Bobby Jones was faring. The interest was impressive, and although it centered about Jones rather than any single American professional, it did a lot to show the sports edi-

tors that their readers' attention is more on a golf event than it is on the comical and suspicious performances of a couple of lame-brained comical clouters each engaged in hacking out divots below the other bruiser's belt.

Prize fights and ball games get the sport page space, yet golf grows in interest among the class of readers the newspapers are proudest to list as the solvent, spending targets for their advertisers. Seems strange.

In this observer's opinion, the competent newspaper golf writers of the nation could hold a convention in any average sized speakeasy and still leave some room for the establishment's regular trade. A good newspaper golf scribe will carry his burden on the payroll and then show a good profit with his circulation building and desirable reader interest material.

Seattle, Wash.—Ralph W. Kinzer, Washington and Oregon representative for the L. A. Young Co., has moved into new quarters at 919 Second Ave., Room 202, Seattle.



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