

FREE TEE DEALS NEAR END OF ILL-FATED HISTORY.

Supplying patented tees free to golf players, a practice that two years ago reached its apex as an evil in the golf business, is practically through as a disturbance in golf goods merchandising.

Golf clubs that supplied free tees to their members found that the members kicked because the type of tee each individual preferred was not given away. As is customary with free deals, no matter what type of merchandise was distributed gratis, the most active voices in the club always wanted something else. Tees by the thousands ran up golf club costs and resulted in additional expense policing the grounds as no one stopped to pick up a free tee. The tees given away as advertisements became so common that they lost their novelty advertising value.

Tee manufacturers who consider the pro business interest as well as the desire of each player to keep his club operating costs low, have discouraged the free tee deals. The Granby Mfg. Co., makers of the "Peg" tee, pointed out in a March GOLFDOM advertisement that the average player's expense for tees during an entire season is only about what it costs him for one good golf ball. Granby further commented that the spirit of the times in calling for elimination of wasteful practices in club operation, sounds the signal for cancelling free tee distribution.

Nieblo Mfg. Co., "Reddy" tee makers, record one of their numerous observations anent discontinuance of free tees at golf clubs.

Nieblo says: "The Oakwood G. C., Cleveland, Ohio, decided in 1926 to throw out all the sandboxes and install ball-washers in their places. Each member was asked to buy tees from their pro. After this plan had been in operation several months, the Oakwood club reported that it was entirely satisfactory, as not one complaint had been registered from any of the 400 members."

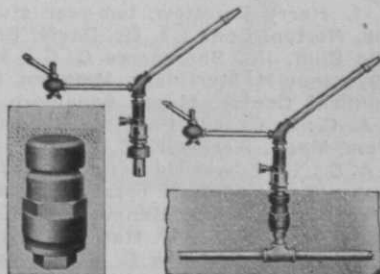
Another angle not to be overlooked is the relation of the club professional to the membership. The pro is employed by the members, and one of his duties is to run the pro shop, which means that he must keep a complete line of up-to-date golf supplies, at his own expense, for resale. One of the outstanding advantages to the pro in having tees in his shop is that almost every member at one time or another comes into his shop for them.

C. C. Prindle, Secy., North Hempstead C. C. covers the expense phase of the situation in the two last paragraphs of a letter to Nieblo, by stating:

"We were giving away approximately 10,000 tees a month which in the course of a year means an item of about \$250.00. Recently we discontinued the practice."

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