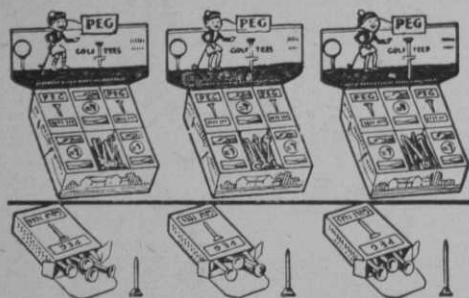


To get ALL the business display these three boxes of

"PEG"
TRADE MARK

REG. U. S. PATENT OFFICE



Celluloid Golf Tees

One box contains the Regular (1½ in.) length. Another the Long (1¾ in.) length, and the third the Extra-Long (2 in.) length.

As the cartons are small you can always find a spot on your counter to set out this display where the Golfers will see it. It gives you a complete range to meet all their needs.

The new display carton tells at a glance the length of tee it contains. It also allows the clean, smooth, colorful Celluloid tees to make their full appeal to your players. This appeal is making more and more sales in spite of the low prices at which wood tees are offered in the stores.

We have priced "PEG" to give the Professional the margin of profit to which the nature of his business entitles him. Unquestionably you can sell "PEG." Can you afford to take a smaller profit than this tee brings you?

Ask your jobber for it.

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

Rackets Invade Golf Field, Buyers Warned

A LLEY-YOUP! The circus stunts are in the golf business now. The smell of the sawdust, the aroma of the gasoline torch in front of the hotsy-totsy dancing girls' tent, the unavoidable fragrance of the noble-smelling lion, the pitch-men, and the battle-cry of "hey rube" are all that's needed to show how golf is getting infested with a motley mob that hungers for sucker dough.

This advent of the schemers presents another problem of customer protection to the pros and straightforward manufacturers. Now, more than ever before, the pro shows his value to his players by guarding them against the wily advances of fellows with cute notions for exchanging golf merchandise of generally unknown value and no established reputation for the money of the army of recent and gullible golf recruits. Just how the pros can most effectively work in warning their customers against this unsatisfactory merchandise is hard to say. Probably the pros at public and fee courses have the worst job in this respect, as their players are fairly new to the game and most easily misled on purchasing from undependable sources. But the private course players, too, get lured into pitfalls by some ingenious gents who promise great savings and other specious inducements. About the only method of customer protection the pros can employ is to wise up their most influential and friendly members, when some of these tricky selling campaigns make their appearance. Then let the whispering campaign spread so each player who falls for the gyp proposition will staunchly resolve "never again."

Cut price ball-selling stunts seem to be the favorites of the clever cusses. One of these operations left a scar on our cell-mate, Jack Fulton, but the chances are it won't bother the pros much more for our infuriated friend has squawked into the ears of the postal authorities. This racket consists of sending three balls by mail, C. O. D., to the home addresses of business men. While the papa is at work trying to make an honest dollar the mamma pays the postman \$1.70 for the three golf balls, for what woman is going to question the majesty of the law as presented in the person of the mail carrier? The balls are billed at \$1.65, plus a five cent money order fee. Of course the balls were not or-

dered and that's where the postal regulations get tough. And if you don't think there is a long profit in three balls like this at \$1.65 you don't know balls.

Work a Name Gag.

Another stunt that has aroused protest from the pros and the offended manufacturer is that of agents peddling "personalized" golf balls, on which the buyer's name is stamped on each pole of the ball. The agents claim the ball is the same as the U. S. Royal, but unbranded. Consequently many buyers are easily made to believe that they are getting the "real McCoy." The U. S. Rubber Co. says this ball absolutely is not the U. S. Royal and that the U. S. Rubber Co. legal department has registered a protest against the peddlers trading on the U. S. golf ball reputation as established by pros and advertising.

The name subterfuge is one of the venerable means of crawling under the tent, or of shaking down reputable interests. Your humble servant recalls a classic case of some sharp gentlemen taking out a state charter in the name of the Standard Oil Co. of a certain southern state where the Standard had not registered officially as a corporate name. Picking up this sleeper made it possible for the scheming laddies to put the hornet on the real Standard Oil Company operating in this territory, but under the name of The Standard Oil Co. of an adjoining state. Verily, some great little rackets are possible under the law, which some of us still suppose is the codification of simple justice.

However, the legal battalion of a big rubber company, in one of the above mentioned cases, is stepping out to protect the pros, and in the other case the government is doing some investigating, so the pros won't have to do all of the battling to protect the interests of the players who have a right to expect dependable golf merchandise, sold without misrepresentation.

IF YOU are a competent man on the bench, make this qualification help you sell by having your bench located where people can see you doing masterly work and giving evidence of knowing clubs.

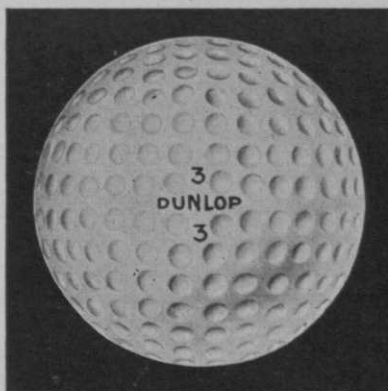
A golf shop in the Grand Central zone in New York city has its bench in part of its display window. Stocks of club parts and equipment, together with the man at work, attract and interest buyers.

3

CLASSES

OF BALLS

*each the finest
in its class*



MESH OR RECESSED MARKING

THE IMPORTED
DUNLOP
(made in England)

\$**1**

DUNLOP
(made in U.S.A.)

75¢

DUNLOP WARWICK

50¢