

BOOTHBAY GOLF CLUB

OPEN TO THE PUBLIC

ATTRACTIVE NINE HOLE COURSE

GOLF RATES

	1 Week	2 Weeks	Month	Season
Mr.	\$10.00	20.00	35.00	50.00
Mrs. (Head of Family)	10.00	20.00	35.00	50.00
Mrs. (Wife)	7.00	10.00	15.00	15.00
*Daughter under 21	7.00	10.00	15.00	15.00
*Son under 21	7.00	10.00	15.00	15.00

*Unmarried

DAY RATE (\$2.00)

A ticket as shown on line 1 or 2 must be held to obtain the special price as shown on 3, 4 and 5.

No extra charge for Saturday, Sunday or Holidays.

CADDY RATES twenty-five cents an hour

Fifteen cents for each half hour thereafter

CADDY SERVICE all days.

GOLF INSTRUCTIONS \$3.00 per hour.

THE DINING ROOM

DINING ROOM OPEN 7.30 A. M. to 7.30 P. M.

Golfer's Lunches 11.30 to 1.30 .85

Reservations for Parties Tel. 8343

Dinner 6.00 to 7.30

Daily Fee Course Has Novel
Ad Folder

Here is a well-designed advertising folder being distributed by a Maine daily-fee course. It has been die cut to the shape of the illustration above, and printed on stiff buff paper with brown ink to give the appearance of a golf bag.

Opened, the folder appears as illustrated on the left, with all the essential information a daily-fee player will want about the course. In this position the folder measures 7½ in. high by 4¾ in. wide.

Pros and Makers to Have Mutual
Defense Meeting

AS an added attraction at the Columbus pro business conference, the Ways and Means committee of the P. G. A. and a delegation from the ball manufacturers' association will meet in what may be one of the year's most important conclaves, so far as the golf business is concerned.

After the new ball came in and instead of arousing a great howl served to demonstrate that the change was "much ado about nothing," the ball makers settled down for steady sailing.

However, threatening elements have come to the front, not the least of which is the private brand ball business. Cheap golf balls for advertising purposes have caused many of the solid pro and manufacturing factors to stop, look and listen. The fact that these cheap balls are not remotely comparable to established brands in quality, performance and uniformity, will not dawn on the sucker market for several months. Meanwhile the pros will

be beaten out of a legitimate profit—temporarily, but even that is painful. The makers of good balls don't welcome this private brand ball by any manner or means, as the private brands mean competition for the market and trade name value of the good product.

Especially in the New York metropolitan sector are pros disturbed about cutting prices on the standard brands, mainly because one of the cut-price stores is playing hell with the market. This especial and famed offender is having some difficulty in getting the amount of balls it wants and will even go to the extent of buying balls from heedless pros to supply its stock. The balls at times are sold retail for approximately what they cost the pro. The profit, of course, is made out of the long price the trusting saps pay for other store items that have no standard price.

The New York pros and the ball makers have no corner on this particular misery as other retailers competing with the offender, and staunch manufacturers in other lines are battle-scarred veterans in this price war.