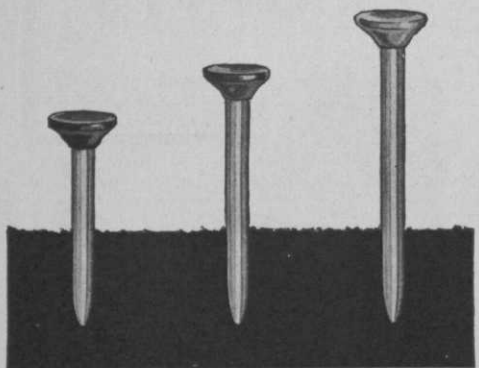


Why lose part of the business?
Stock all three lengths of—

“PEG”

REG. U. S. PATENT OFFICE



1 1/2" "REGULAR" 1 3/4" "LONG" 2" "EXTRA LONG"

CELLULOID GOLF TEES

The larger ball is causing a demand for longer tees. Be in a position to supply this demand by carrying a stock of the longer lengths.

As "PEG" is put up only one dozen boxes in a small demonstration carton, three of these take up very little room on your counter but they give you a complete range with which you can satisfy the demands of all your customers.

Your profit on "PEG" is greater than on most lines which makes it well worth while to go after all the business with this tee.

All three lengths are made from durable Celluloid with white stems and tops in four popular colors, packed assorted to the box.

Ask your jobber for them.

Granby Mfg. Co., Keene, N. H.

Shop Policies I Have Found Pay Out

By Jim Wilson, Professional
Ravisloe C. C. (Chicago)

WHAT is the best way to run the pro's shop? What kind of merchandise ought he to carry? What is the best method for the pro to follow in selling himself to his members?

In the first place, we all know that the shop should be kept clean and tidy, with everything neatly arranged in your showcases and free from dust.

The next thing is being able to display your merchandise to the best advantage. Of course you have your racks for your golf clubs, but in addition I would suggest a few fixtures on the walls of your shop about six feet from the floor. There you can display golf bags, sweaters, leather coats, also clubs if necessary. Don't keep your merchandise in the same place too long. Keep changing it around.

The class of merchandise a pro ought to carry depends greatly on what his members call for. I believe the pro can educate the player into buying the better grade of golf clubs once he gains his confidence by showing him he is interested in his game.

Here is a suggestion—if you have the good fortune to sell a player a set of clubs, go out to the practice tee and show him how to use them. Spend some time with him and it will pay you in the long run.

It isn't hard to remember back to the day when the pro would only keep the highest grade golf clubs he could make or buy. But conditions have changed considerably in the past few years, and many of the boys are going to lose out if they continue to handle nothing but quality merchandise. What I mean is that a lot of business they ought to get will go somewhere else. As I see this changing trend, you must keep in your shop an assortment of clubs which will come within the reach of all. The same applies to golf bags, balls, and other kind of merchandise.

Being able to sell yourself to the members is a big item in professional golf. Once you have accomplished this, the road to success is wide open. One must have personality, always be courteous, have a smile for everyone with whom you come in contact. Go out of your way to make it pleasant for your members. Talk to him about his game, help him improve his

swing. Give him some useful hints on how to hit the ball correctly. Give the best service you know how. Keep his clubs in the best repair possible. Do it without having him come to the shop telling you about it.

I would suggest that the pro give ten half-hour lessons at a reduced rate. More of your members would be interested and by doing so, I think your time would be more fully occupied in teaching.

Then again the children ought to be taken into consideration. There is where we are going to get our future golfers. As a suggestion, let us give a class lesson one hour each week *gratis* to members' sons and daughters from the age of eight to twelve. Try it out and I am sure you will feel that you have accomplished something in the right direction.

Let us get together and put professional golf where it rightfully belongs. Let us be an example to the golfing world.

May Switch on Date for Chicago \$10,000 Open

SWITCH in the date tentatively set for the proposed Chicago \$10,000 open is in prospect as a result of conferences between George Laadt, committeeman of the Junior Association of Commerce and Bob Harlow, manager of the P. G. A. tournament bureau.

Harlow has suggested changing the date in order to route the campaigners through the central part of the summer section. After the Canadian and Metropolitan opens the boys want to settle down for a good session at their clubs before making the hasty tour for the corn belt coin. Probably the Chicago event will be held early in August.

Junior Association of Commerce members are signing guarantors for the open at a promising rate.

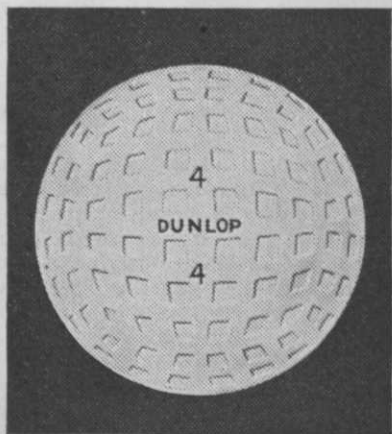
IF \$200 IS DOUGH TO YOU, LISTEN TO LOWELL.

New York City.—Bill Lowell, the Reddy tee youth, continues as the arch-foe of the free tee stunt. Bill points out that the average 18 hole club by supplying free tees runs into the added expense of from \$200 to \$300. In these times, when clubs are seeing the big benefits of modern equipment in course maintenance every \$200 means something in reducing course operating expense.

In no case, says Lowell, have clubs had kicks on the discontinuance of free fees.

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GOLF BALL THAN A
DUNLOP**

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DUNLOP 75¢

DUNLOP WARWICK 50¢