

of saints but that's part of being a kid, Jim points out. And there are plenty of compensations. Fogertey mentions coming out to the club at 5:45 one morning to get some work done before start of the day's instruction and play. He found Charles (age 10) and Jimmy (age 8) practicing shots to the 10th green. On the 18th green Paul (age 10) was practicing putting. Kids are careful of the course, Fogertey observes. An eight year old boy under the heat of competition which is plenty fierce among these boys, played his 9-hole rounds in 47-51-54; par for Osage is 71.

Pro Ad Erases Cut-Price Store Competition

AT AN advertising cost of \$16 apiece, Elmer Biggs, Lou Miller, Kenneth McCracken and Bob Ridley, pros in Peoria, Ill., brought golf ball business back into the fold sufficiently to end their worries about cut-price ball competition from downtown stores.

With the balls as leaders, the boys found they had plenty of opportunity to sell other merchandise to the people attracted back to their shops. The advertising moved considerable shop stock in addition to a record volume of balls, which hit a high of 125 dozen at one shop. Players buying in dozen lots used more balls than when they bought in singles or threes, according to the observation of the Peoria boys.

The advertisement ran three columns wide and 7 inches deep on the sporting pages of two evening and one morning newspaper in Peoria. To hear the pleased Peoria pros comment on the result of their advertising enterprise, it is obvious that when pros investigate advertising costs and use some group advertising on leaders they can knock down the ears of the stores that have been taking pro business away on price.

The New England pros also put on group advertising sales that stirred up a lot of business. Willie Ogg, one of the lasting sparkplugs of the New England lads, pointed out that the same merchandise the pros had available was also on sale at stores, but the pro advertising helped the boys to sell circles around their downtown competitors.

Willie says a whole chapter when he mentions that such stunts as this advertising and the other angles the pros can work effectively now call for the fellows

Golf Ball Sale!

Golf professionals, too, can have sales! By grouping our buying orders, thereby gaining the lowest possible price, we have made a generous saving in the cost to us on the genuine U. S. Royal and U. S. Fairway Golf Balls, made by the United States Rubber Co.

These savings we are passing on to you, right in the height of the playing season, in the biggest golf ball sale ever held in Peoria. Buy NOW at record low prices.

75c U. S. Royals

41 $\frac{2}{3}$ cents each

(In Lots of One Dozen)

For players who now, or want to, shoot in the 80's. The most famous of all balls for long distance and durability. Its true center means accuracy of flight and far fewer putts. **\$5.00 PER DOZ.**

50c U.S. Fairways

29 $\frac{1}{6}$ cents each

(In Lots of One Dozen)

The best and largest selling 50c ball in the world. Gives golfing pleasure with true economy. Results in distance and putting accuracy equal to many balls selling at far higher prices. **\$3.50 PER DOZ.**

Three balls will go fast at these low prices. Only 428 down on hand at our four shops. These are NOT seconds. Every ball guaranteed perfect. 1322 stock, new size and new weight. The same quality you paid 75c and 51c for last year, now at 71-1/2c and 41-1/6c each, in dozen lots only. No tax to pay.

You can't play a low golf course with a low grade ball. Stock up now for all Summers. Each a golf ball opportunity will never again present itself.

ELMER F. BIGGS, Pro.—Country Club of Peoria
LOU MILLER, Pro.—Mt. Hawley Country Club
KENNETH MCCRACKEN, Pro.—Madison Park
BOB RIDLEY, Pro.—North Moor

Ad Peoria pros used to win ball business

doing some smart new thinking. Quoting Ogg: "We in New England are to run our business as the occasion dictates. If we find that some musty tradition stands in the way, then tradition must go the way of all flesh. It is hardly to be expected that we pros will be governed by the same set of business rules or conditions as obtained before the depression hit, so it is logical for us to get ready for the time when business revives.

BETWEEN watering greens in the evening and in the early morning, there is no observable difference in the quality of the turf. However, there is less evaporation at night, which means less water needed to accomplish the same good.

HANDISEAT, LOW PRICED SPORT SEAT, PRO SHOP FEATURE

Akron, O.—Handiseat, P. O. Box 387, is a new all steel baked-finish sport seat retailing at pro shops for \$1.50 with a good profit margin for the pro. The seat weighs only 27 oz. but is said to support heavy people safely. It is rubber-tipped for use on hard ground or pavement and has a ground plate preventing sinking of seat into the ground.