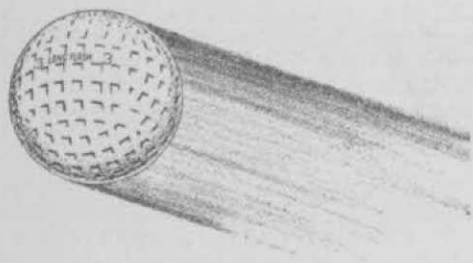


*Hit it, Gentlemen,
and watch it
SAIL!*



THIS grand ball—the Long Flash—is guaranteed for 90 holes (against anything but loss). But how it skips, and wings along. It's got lots of distance built under its tough old hide. Hit it, gentlemen, and watch it sail down the fairways. Tap it, gentlemen, and see it roll true to the pin.

75 cents



The **LONG FLASH**

JOHN WANAMAKER

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Pro's Selling Problem Monopoly

"FAREWELL to the Shopkeeper" is the title of an article in a recent issue of the New Republic, in which the author says "The main advantage of the chain store lies in its ability to eliminate in one form or another the appalling economic waste which has characterized retail distribution by small, independent units."

But, as is usual with a lot of the high-powered articles on merchandising—painting gloomy pictures for the little fellow because of chain store savings passed on to the customer—there is another side. "The major part of the chain stores' winnings has thus far gone into profits and expansion," the New Republic article concludes.

Comparing the pro's merchandising set-up with that of the average small retail merchant in other lines, it is very apparent that he has far less to fear about his selling future than other retailers.

The pro's principal problem is concerned with personal development in merchandising and he can focus on getting the answer to that perplexity instead of worrying about being ground down and smothered by economic developments, such as the chain store growth, now causing acute agony to smaller retail establishments in the grocery, drug and other fields.

"We Are Lucky"—Same Pro for 20 Years

By AARON J. JONES
President, Idlewild Country Club

Al Naylor has been at the Idlewild Country club (Chicago District) for 20 years now, and his president pays him the following tribute on his twentieth anniversary.

What the Idlewild president says about Naylor should inspire many a young pro to get started right in his career.

SOME clubs are lucky in different ways but Idlewild is one of the few clubs that has been lucky in picking the proper professional.

I wonder whether Al Naylor thought he was going to have a steady job when he