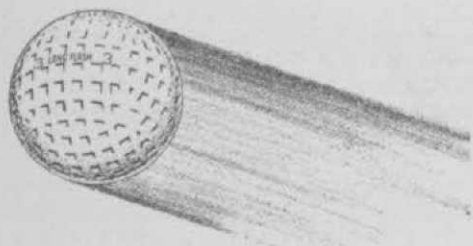


**Hit it, Gentlemen,
and watch it
SAIL!**



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

Wholesale Golf Distributors

NEW YORK BOSTON PHILADELPHIA
CHICAGO MEMPHIS LOS ANGELES

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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



... YOU'LL UNDERSTAND

YOU will spot the character in a VULCAN club the instant you pick it up—and you'll quickly sense your possibilities for profit, selling clubs with such evident superiority in modeling, workmanship and finish.

Then, when you have studied VULCAN'S plan for co-operating with the Pro you'll understand why so many are getting in line.



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VULCAN GOLF COMPANY
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Clubs of Character for Every Golfer

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started twenty years ago. He is the only pro the club has had. The members all call him by his first name.

During the entire twenty years I never heard one member say, "Let's get a new pro." He is loved by all. Anyone would go out of their way to do Al a favor. Why?—I guess it is his genial nature, always pleasant, never gruff; he is a good listener; knows golf and mainly knows what care a club needs.

Because Idlewild is one of the best courses in the district, Al must be given all the credit. He is always planning new improvements to better the course.

As to Al's business qualifications, I think they are as good as the average pro. It has been good business for Idlewild to retain him the past twenty years and I hope it has been as good for him,—with a wish the partnership continues as long as possible.

So I say we are lucky.

Movies Big New Aid in Golf Instruction

THERE are two angles to the marked success experienced with the motion picture camera in golf instruction by Wm. C. Jackson, pro at the Camargo club, Madeira, O., and president of the Greater Cincinnati P. G. A. One phase is the distinct and quick improvement in the game of his pupils; the other the increase in lessons.

Jackson, who is one of the successful trail-blazers in pro golf, so far as motion picture camera instruction service is concerned, passes the story of his method along in the following words:

Jackson's Story

"I had a small machine for which I paid about \$180 (second hand). It would throw pictures on a sheet. Could be speeded up, slowed down or stopped at any point.

"I signed up a class of 20 for five lessons each at \$6.00 per lesson. The first three lessons I gave without the camera. On the fourth and fifth lessons I took pictures of the pupils, under instruction, playing an iron shot and a wooden shot. I then took the same pictures in actual play on the course. This to show him how under stress of play he would not do the same as while under instruction.

"I would then explain the importance of perfecting his game through instruction and practice rather than playing.