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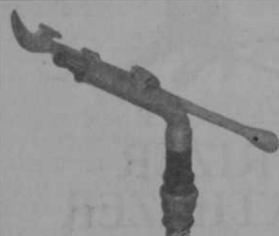
ance that inspection of the sets at the shop is not going to subject the member to a high-pressure and strong-arm sales effort.

Jim Ewell says the idea behind the campaign is to tie it up with the magazine advertising featuring the pro which went across so well for the company and pro trade during 1929 and which is being continued this year. Emphasis on the pro trade and an exclusively pro line are credited by the Wilson-Western officials with being prominently responsible for the organization's most profitable year in golf business.

### The Why of Park Golf

"THERE are two good reasons for putting a golf course in a park outside of the fact that it is a popular sort of recreation. The first is the demand of the red-hot golf fan. He has a louder voice and a more persistent nature than the kids who want a beach or a big wide open lawn to roll and tumble on or the quiet elderly folks that try to escape the city by getting out and strolling through the park. The golf genus is usually so numerous and so active that it is in a position to "raise h—" if they don't get what they want. That's one good reason for pacifying them; giving them what they want.

"The other argument for golf is that it is a pay-play sort of a recreation and brings revenue. Just figure out the more than 75,000 rounds of golf played on the Denver municipal course in 1928, said course covering about 100 acres, and each of these players paying at least the 50c green fee! Why not turn all the park system into golf of some kind or another? It would be good business!"—Arthur Hawthorne Carhart in Sept. "Parks and Recreation."



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