

sonal game, and one that can't be played by proxy. I have heard, to my deep regret, hundreds of gallerites say, "Let's go out and play, I can miss them that good myself." This phase of the game is elemental. That is why we can look forward confidently to our game attaining huge dimensions, far beyond our present most hopeful anticipation, in the next five years.

It is up to each one of the competent professionals to prepare himself right now to hasten this development of the market and keep the marketing channels under our control. The pro makes the market and if he can't command it, the fault is completely his own. He can make no excuses for failure. And he can offer no reasonable explanation for tardiness, lack of energy or unwillingness to do some immediate and thoughtful planning.

Today the professional has 60% of the monetary value of the year's golf business. He has been favored by destiny and circumstances in arriving at this mastery of the market. But his competitors, even though they are having their miseries with cut prices and junk merchandise today, are taking a good part of their time, money and effort, to plot against the pros' command of this business.

Now are you going to use your heads and hands today, or fold up and let yourselves be beaten out of a certain opportunity of more money than you ever had in the past?

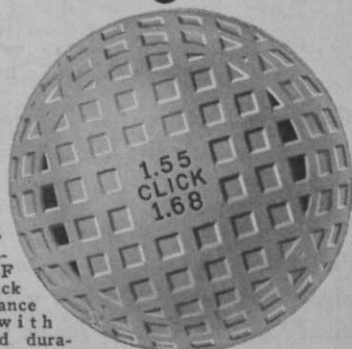
### Match Events Help Fee Course Increase Play

**A**RT GRANT, pro-manager at Sagamore Spring C. C., recommends match play tournaments as great promoters of interest and business at fee courses. The events take skillful handicapping and diplomacy on the part of the pro but fully warrant the effort. Grant started the events in 1930 but long before the 1931 season started there was a clamor for a match play schedule.

The Sagamore Spring course, which is at Lynnfield Center, Mass., was enlarged to 18 holes by construction work during last winter. The 9-hole course handled 200 to 300 players week days and up to 500 rounds on Saturdays, Sundays and holidays.

Grant's job is to keep the players happy and to keep more of them coming. He is a good example of the wisdom of getting a real pro business man at a daily-fee course.

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your customers  
ask about the  
**NEW LARGE  
BALL** >>



- Tell your customers why the new larger COLONEL GOLF BALLS pack real distance combined with accuracy and durability. Explain why COLONEL GOLF BALLS are an outstanding achievement in golf ball construction. Tell how COLONEL GOLF BALLS are the result of hundreds of major experiments and weeks of exhaustive, patient, scientific research; that the specifications for center, cover, and windings have been determined so as to give the 1931 Golfer a ball with maximum distance, accuracy, and durability.
- As to whether the St. Mungo Mfg. Company achieved this is proven by the thousands of golfers throughout the country who are now playing COLONEL GOLF BALLS who never played them before.
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