



GOLF'S GOLDEN TRAIL

leads to the

AGUA CALIENTE \$7,500 OPEN
January 11, 12, 13, 14

THE winter season in Southern California is again enlivened with a brilliant series of golf conquests culminating in the fourth playing of the great Agua Caliente \$7,500 Open at America's Deauville. At the close of the tournaments you will find rest and relaxation here where the exotic pleasures of the Casino, the Cafe, the Spa and a spectacular season of horse racing vie with the enchantment of balmy winter breezes to afford days and nights of never-ending interest.

Southern California Tournaments

Tournament	Date	Purse
Pasadena	Dec. 16, 17 & 18.....	\$4,000
Santa Monica	Dec. 30, 31 & Jan. 1.	\$2,000
Los Angeles	Jan. 7, 8 & 9.....	\$5,000
Agua Caliente	Jan. 11, 12, 13 & 14.....	\$7,500

RACING Opens Christmas Day

AGUA CALIENTE

(Pronounced *Ab-wah Cal-e-ente*)

HOTEL and CASINO

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"WEE INN," a Wisconsin fee course feature, has room for only 5 tables and 4 stools. It is tastefully decorated and in attractive building. Being located between 9th green and 10th tee, near first tee and close to main highway, it always sells a good volume of drinks and light lunches.

THE FIRST hole of a golf course should be relatively easy because the players have not yet warmed up to their game and it should also not be a short three par hole which will force following players to wait until the preceding foursome has holed out. The ideal opening hole is between 350 and 400 yards in length and the fairway and green approach is not tightly trapped.

PENFOLD APPOINTED DIRECTOR IN AMERICAN COMPANY

New York City.—Albert E. Penfold, authority on golf ball construction and flight, has been appointed director in the company marketing Penfold balls in America. This company, formerly John P. Stockbridge, Inc., now becomes Penfold Golf Balls, Inc., at 67 W. 44th St.

The company is planning extensive promotion and advertising throughout the U. S., Cuba and Bermuda, and will continue its established policy of selling solely to pros. Featured throughout the campaign will be the Penfold *Stockbridge* and the Penfold *LHS*, both retailing at prices lower than the dollar Penfold LL.

James H. Marvel, who will represent the ball in Fla. and Ga. this winter, covers the mid-west territory. E. F. House, who covers Penn., N. J., Del., and Md., will cover the southern coast states north of Ga. Jack Neville, of San Francisco, has the west coast under his wing. Milton M. Heyman is in charge of sales.

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