

sire in the world to sign up one of his friends for a membership and at the same time have no ability as a salesman to get the prospect's name on the dotted line. Such men welcome the assistance of some one well posted on the club's condition.

"We held the evening meetings at South Shore for two weeks. Then, in order to give the members a chance to catch their breath and the prospects a chance to think things over, we declared a two-week layoff, after which the meetings were once again scheduled for a fortnight more. At the end of this period almost every prospect on our list had attended several meetings and there was nothing to be gained by continuing to invite him around—either he was going to join Midlothian, or he wasn't. So we called the drive off.

"Besides, we had signed up approximately 100 new members which we needed under our budget plan. That was a very satisfactory place to end the drive, because with spring approaching and the golf season about to begin, we knew from past experience we would have little difficulty filling our roster once the urge to get out on the links hit the remainder of our prospects and such new ones as came to light in the meantime.

More Pros Ally With S. Calif.

Professional Association

Los Angeles, Calif.—The Southern California Golf Alliance is getting under way in the Los Angeles district, with a directorate of 7 members composed of PGA members and a sec'y-treas. pro tem in the person of J. A. Patterson, who holds the same office in the PGA of Southern California.

The new organization will accept as members pros and concessionaires at golf courses, driving ranges and golf schools where golf goods is sold.

In forming the new organization the pros have reached out to give all the fellows a better chance to eliminate the trick discount buying of golf goods. The agreement between the Northern California PGA and dealers and the manufacturers to curb the free distribution of balls to amateurs and the "buy it wholesale" racket was endorsed by the southern California pros and dealers, who worked out a similar proposition. By grouping together all of the merchants at point-of-use outlets the pro sponsors of the new alliance are confident they will be able to control marketing practices.



Patented and Patents Pending.

GET YOUR HANDS INTO "NEW PRO PROFITS" WITH **TrueGrip** GOLF GLOVES

TRADE-MARK

For CHILLY WEATHER, you can feature the True-Grip Glove lined with light, warm and flexible fleecy material that keeps the wrists and backs of hands warm and comfortable. True-Grips will go a long way to extend the golf season which is so strongly advocated at this time.

Many thousands of True-Grip CHILLY WEATHER GLOVES and GLOVETTES were sold last season by alert Pros. You, too, can realize greater glove profits by ORDERING YOUR STOCK NOW.



The GLOVETTE, see inset, this year has been the biggest new seller in Pro shops. The GLOVETTE was worn by a large percentage of the field at the NATIONAL OPEN, the NATIONAL AMATEUR and by both finalists at the WOMEN'S NATIONAL.

The Harley O. Potter Co., Peoria, Illinois.

Please ship:

- ... Pairs, TRUE-GRIPS for Chilly Weather at \$16.50 per doz. pairs. Made in two sizes—one for men and one for women.
- ... GLOVETTES, in practical sizes, at \$7.00 per dozen, single gloves.

Name.....

Address.....

Club.....