

the country. He was one of the Saint Louisans who qualified for the National Open this year so high that he automatically qualifies for next year. He recently won the St. Louis Professional Golfers' championship, and has always been among the highest ranking pros in this part of the country.

It is our plan to make it possible for Bill to win national prominence. To do this, we need your help.

Golf professionals all over the country are preparing to try their luck in the coming winter tour golf tournaments that start November 15th at Pinehurst; then go to California, and wind up March 23rd in Florida. There is total prize money of \$37,000.00. It is possible for one individual to win as high as \$15,000.00 and it is nothing out of the ordinary for golf professionals with the same type of golf game as Bill Schwartz's to win \$5,000 and \$6,000 over the complete winter tour. Many noted professionals, such as Denny Shute, Craig Wood, Ralph Guldahl, Paul Runyan and many other popular prize winners have started their careers on the winter golf tour, and have been backed on a similar basis.

We are offering you the opportunity of helping "back" Bill to go on this tournament trip. He needs about \$1,000. We are dividing this sum up into one thousand shares, at \$1.00 per share, and are selling them in minimum blocks of five. The first \$1,000 that he wins will be returned to the stockholders. The balance will be split, "fifty-fifty" between the stockholders and Schwartz, and will be returned to you as dividends in proportion to the amount of shares you have purchased.

All funds will be in the hands of the above committee, including the capital amount, which will be sent to Schwartz in weekly amounts of \$60 to defray his traveling expenses.

Think of the double "kick" you'll get, as you follow reports of the tournaments, and realize that not only are you responsible for Bill representing St. Louis in them, but that the chances are that you'll get goodly dividends.

We think Bill Schwartz is a REAL GOLFER who can do much to make St. Louis famous in golfing circles, and win REAL PROMINENCE throughout the country.

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Bill led the National Open qualifiers for the St. Louis district this year, finished high enough at the Open so he won't have to qualify next year and won the 1933 Eastern Missouri PGA match play championship with an average of 71 4/10 strokes. Last winter he had a good record on the Coast.

Regardless of how the Schwartz tour comes out financially it is going to help the development of this sound golfer and get him acquainted with a lot of fine points of the game that he can teach to his stockholders and members when he gets back on the job next season.

EXPERT SERVICE

Pro Club Sales Increased by
Featuring Pro Ability
to Fit Clubs

HAROLD SAMPSON, brainy pro at the Burlingame (Calif.) C. C., suggests to the boys that they make strenuous efforts to cash in on the PGA club-making clinic work and the tools developed for the pros by Jim Gallagher, the clinic's expert.

Says Sampson:

"Some years ago in *Fairway*, a golf player magazine now out of existence, I wrote an article on the great difference made in the games of the stars and poor players alike by providing properly fitted clubs. I cited some examples of players using clubs with hooks or slices built into them, with lies that were wrong for the player. I told of cases of clubs especially fitted to Mac Smith, John Black and Douglas Grant that had performed especially well for these men because the clubs were exactly suited to their games.

"Since the appearance of that article clubs have been tremendously improved by the manufacturers but there still are plenty of cases where excellently made clubs are improperly fitted. A club may be too upright for one player and too flat for another.

"Clubs have to be adjusted to almost every individual and it is utterly impossible for stores to do this work properly. Through the educational work of the PGA club-making clinic and with the PGA tools the pro can make the necessary simple but important adjustments. Then the player gets a club that is made well, backed by a famous and responsible manufacturer as well as by the pro, and which is exactly suited to the player instead of being something that merely looks classy in a show window but which falls far short of its possible value when it is out on a golf course.

"Pros who feature this service will boom their club sales."