

SPEAKING OF COURSES...



● The wise golfer who wants to improve his game does two things:

- 1— He takes lessons from a professional.
- 2— He practises utilizing his newly acquired training in the betterment of his game.

AND—

The wise man who wants to improve his proficiency on a job does two things to:

- 1— He studies under the guidance of a competent instructor.
- 2— He utilizes his newly acquired training on his present job.

Over a period of 46 years the International Correspondence Schools have provided job-improvement training for more than 4,250,000 men.

The attitude of the I. C. S. student is that if he increases his proficiency on a job he will also increase his compensation and chance of promotion.

Upon request, "The Business of Building Men" will be sent to any executive with our compliments.

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON, PENNSYLVANIA

New York • Chicago • Philadelphia • Washington
San Francisco • St. Louis • Los Angeles • Boston
Montreal • London • Sydney • Wellington • Calcutta
Shanghai • Havana • Mexico City • Honolulu
Buenos Aires • Manila • Cape Town

Pro golf and instruction got fine publicity in an International Correspondence School ad that ran early in August. Circulation of magazines carrying the ad was approximately 3,200,000.

Taking lessons from a pro and practicing the newly acquired training was set forth as advice to the wise man who wants to improve his golf, and the same policy was recommended to the wise man who wants to increase his job proficiency.

The International Correspondence Schools have given instruction to more than 4,250,000 men during their 46 years of business and are plenty smart as advertisers. Their choice of a pro golf theme in advertising copy is a real plug for the pros.

"Gunite" method, developed by the Cement Gun Company of Allentown, Pa., whereby cement is sprayed on reinforced steel, saving much time over the usual type of construction using forms for cement. The method by which the pool was built results in a smooth, jointless and curving inside finish, which permits of the introduction of many other construction advantages, and generally pro-

duces an unusually satisfactory form for swimming pool design.

Since the pool was opened, it has been heavily patronized by Yountakah's members and their guests. The sale of pool tickets has already assured the club of an income more than sufficient to operate and maintain the pool for the current season, and indications are that a comfortable margin will be left over to be devoted to the retiring of some of the bonds sold to finance its construction. More than 110 season privilege tickets were promptly signed up for by the members, and several hundred daily privilege tickets have been sold to members and their guests. Use of the pool is strictly confined to members of Yountakah and their properly introduced guests.

Move to Organize Professional Golf League As Florida Resort Attraction

WORK is being done to organize a Florida winter golf league in which teams (consisting of two pros) will represent a minimum of six Florida cities in playing the schedule during January, February and March.

Players of national reputations are being lined up on a salary basis for the cities forming the basis of the league plans. Gate money will be charged for league competitions with part of these proceeds going to the teams as a bonus at the end of the season. League schedule will be arranged not to conflict with winter tournament schedule.

Florida recreation and publicity men behind the movement have asked Bob Harlow, widely known golf impressario, to handle details of the plans.

MAMMA IRENE BLAKEMAN'S daughter Alberta was married August 28 to Thomas Donald Robertson, at the Epworth church on Chicago's north side. Mrs. Blakeman long has been responsible for a large amount of the detail work of the national PGA and for several years past has been at the Chicago office of the organization. Alberta has been at numerous pro affairs with her mother. Young Robertson is a chemist with the Sinclair Oil Co.

The Blakeman's many friends in pro golf wish Alberta and her boy friend best of luck as they tee off on a tough course.