

Reduce Your Sales Effort!

Locate in The Lytton Building—the 'golf mart' of the Middle West! Take advantage of the drawing power of the golf companies—golf publishers—and the golf associations in this building.

This Is the Headquarters for Pros! Your Chicago Office Should Be Here!

The following golf concerns are cashing in on this location! WHY NOT YOU?

The Burke Golf Co.

Golfing

Golfdom

The Kroydon Company

The L. A. Young Golf Company

Jackman Sportswear Co.

Professional Golfers Ass'n of America

THE LYTTON BUILDING

14 E. Jackson Blvd.

Chicago, Ill.



—remember that Philadelphia Theatres, Shops, Sports and Transportation facilities are but a step away from the

BELLEVUE STRATFORD

In the Heart of Philadelphia

CLAUDE H. BENNETT, GEN. MGR.

See PHILADELPHIA on your World's Fair Trip



IT'S ON THE HOUSE

By TOM REAM,

Manager

Westmoreland CC

Superior features of beauty, safety, sanitation and light make for successful modernization of a club.

Put braces on furniture that is loose in the joints.

The only way labor costs can be cut is to install better and more up-to-date equipment.

The best thing to do with the member who acts as if he had bought the club is to serve him as though he had.

It's no longer necessary to use white to prove sanitation.

Smart decoration is the key to successful remodeling.

Watch curling mats so as to prevent trippings and possible injury from falls.

For your modernizing plans, the best is what you want.

He profits most who pays for professional advice on decorations and remodeling.

Carpet padding reduces noise, wear and increases life.

Remodeling puts dead space to work.

Getting Set for Open—A few alterations are being made in the Philadelphia CC Spring Mill course where the 1939 National Open will be played. Wm. Flynn, who as a member of the firm of Toomey and Flynn was original architect of the course, is supervising the changes. Par has been reduced, with the approval of the USGA championship committee, from 71 to 69, the first time the Open has been held on a par 69 course.

Changes are such as to not alter the very pleasant playing features of the layout for the average golfer, but to make it plenty savage for the long hot shot who strays while taking a chance.

Cherry Hills, another Toomey-Flynn course where the 1938 National Open was played, also had trouble to make the big-timers moan and scream when they took risks that flopped, although the lads who were able to make their shots behave made no complaints of being butchered.