



INSIDE GOLF

by
L. B. ICELY

To Our Friends the Professionals:-

Many courteous letters have come to us from Golf Professionals regarding the letters taken from my personal files and reprinted in these pages during the past few months.



ENRICO CARUSO, *an Inspiration to Golfers*

These men indicate to me that our efforts to bring the Professionals' problems out in the open and to make them better understood, are appreciated by the Professionals themselves.

We are convinced that the business of the Pro Shops in America can be decidedly increased if the management really understands what the Golf Professional has to face and cooperates with him. My letters may have done some good in this respect by presenting facts.

The teaching end of the Professional's business can stand a lot of development. Good golfers do not quit.

Good golfers are an outlet for good equipment. For that reason an increase in the number of golf players who "take lessons" is very important.

Realizing that the Golf Professional is limited in his opportunities for advertising this feature of his service, our company decided this year to invest in strong national advertising to the public selling the idea of "Taking Lessons from the Golf Professional."

These dramatic appeals—the first of their kind ever to be directed to the Golf-interested public—are now circulating among several million readers of outstanding magazines.

It is our belief that these advertisements will do a lot of good for the Professionals and for Golf as a whole. And it is our sincere hope that you will accept this contribution to the Game and to your business in the spirit of helpfulness in which it is being given.



INTO A SCREAMING WIND



SOUGHT OR SUFFERED?



The LITTLE RED SCHOOLHOUSE of Golf

Yours truly,

Lo Jolly
President,

Wilson Sporting Goods Co.