

Additional photos and items from Dr. Gary Wiren's collection of Chester Horton memorabilia.

The following pages contain several images of advertisements that promoted Horton's golf teaching and methods, as well as other items.



A dished rut iron that belonged to Horton. From Pure Golf Auctions, Aug. 23, 2017, auction.



Excerpt from Hyde Park Herald



Formal Opening

Saturday Morning, June 7th
**Hyde Park Golf Course
 and Racquet Club**

Dorchester Avenue at 50th St.

**CHESTER
HORTON**

**JOHNNY
SMALL**

Nationally known vaudeville and trick shot artists . . . with a bag of clubs that are full of entertainment . . . at 3 p. m. Chester Horton, "Golf's Man of Science," will give a lecture and instructive demonstration at 7:30 p. m. sharp.


OPEN TO PUBLIC


Play golf on the thrilling, new, 18-hole, 728-yard, all mashes and putter golf course . . . bent-grass greens, well turfed fairways . . . bunkers and sand traps that flatter well played shots. A full sized regulation mashes approach golf course.

Fundamentally a Part of Hyde Park



CHESTER HORTON





Speed

Guaranteed

Distance

Service

The Only Golf Ball Designed
 by the Average and Expert Golfers,
(HORTONIZED)

75c

CHESTER HORTON, 120 W. ADAMS STREET, CHICAGO

We Told You So

One Year Ago We Said:

CHESTER HORTON

"Golf's Man of Science"

would CAPTURE the golf following of YOUR city—for YOUR paper—because he was America's foremost golf TEACHER.

NOW—TODAY—the GOLF EDITORS of America and Canada have DISCOVERED Horton!

Clear across the country GOLF EDITORS are READING Horton and are THEMSELVES applying his stuff in their own golf. That's why they are so enthusiastic about Horton!

Glance at the list of papers above—EVERY ONE WITH A GOLF EDITOR—and it will be obvious to you that Chester Horton has become

America's Foremost Golf Writer!

here's how they like him

Golf editors everywhere have VERIFIED our assertion, a year ago, that the golf generalities put out under the name of different star PLAYERS did not get the golf public as would Horton, the great golf TEACHER.

Chester Horton writes golf FACTS which YOUR golfers can take out to the course and PUT TO WORK IN THEIR OWN PLAY. That's what the golfer WANTS!

Chester Horton—owner of the greatest indoor golf schools in the world—has challenged the attention of ALL THE GOLF PUBLICATIONS IN ENGLAND—they have reprinted his articles on the science of golf to prove that Horton has GIVEN MORE THOUGHT to this subject than any other living man!

Chester Horton—of all the professional golfers in America—is the CHOICE of GOLFERS MAGAZINE—the foremost American golf periodical. You TIE UP YOUR PAPER with this when you GET Horton.

Chester Horton studied the psychology of TEACHING at Northwestern University, Chicago, and again at the University of Washington, Seattle. He PREPARED HIMSELF to be the outstanding golf TEACHER of the world—AND NOW HE IS!

Chester Horton is probably the only professional golfer in this country who WRITES HIS OWN STUFF—that's the SECRET of its wide success.

You can't fool the golf Editor—he KNOWS Horton is GOOD.

YOU HAVE NEVER SEEN ANY GOLF ARTICLES LIKE THESE!

INSIDE GOLF
By CHESTER HORTON
Master of Golf Technique, "Golf's Man of Science"—"Golf's Man of Fact"

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There is a great common mistake among ordinary golfers in the belief that a golf ball can be hit with a club head. In fact, it cannot. The club head strikes the ball, and the ball is launched into the air.

When golfers really understand how the "back of the wrist" is swung, they will begin to appreciate why it is desirable to hit the ball with the clubhead square.

The golfer should understand that the more he swings the clubhead away from a position of right angle to the ball, in the back swing, the more he increases the likelihood of the clubhead striking the ball.

The "back of the wrist" in the golf swing is a movement forward of the body—usually the left arm—which should be accompanied, naturally and which is in reality, a

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here's how they like him

Golf editors everywhere have VERIFIED our assertion, a year ago, that the golf generalities put out under the name of different star PLAYERS did not get the golf public as would Horton, the great golf TEACHER.

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Horton—NOW, There is NO COMPETITION for HORTON—win YOUR Editor with this GREATEST of golf writers. USE THE WIRE!

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AMAZING NEW METHOD WILL IMPROVE YOUR GOLF



Chester Horton, America's foremost amateur instructor. Golfer and writer for more than 100 newspapers and magazines throughout the U. S., Canada and Great Britain.

Chester Horton now announces a complete course of golf instructions in printed form. Every fundamental phase of scientific golf is treated in a clear, concise way. 10 complete lessons illustrated—with specific instructions to fit your TYPE. While the principles set forth in this course may be new to many golfers, they have been proven most successful by Mr. Horton, who is considered America's foremost golf instructor.

Which TYPE Are You?



Slender



Medium



Slender

Age—Weight—Build and Height Affect Your Golf Game

Your game must fit your type if you have golf ambitions. Hours, months, years of practice will still find you an ordinary golfer if you willfully and unknowingly ignore golf instruction not in harmony with your type. The principles of scientific golf are largely governed by TYPE.

Are You a "Fixed Method" Golfer?

Special principles apply to your type. As your type determines these principles you should apply them as a "fixed method," a rigid adherence to the one method suited to your type. The fixed method golfer acquires golf skill that is steady, reliable and improving.

Have You Acquired "Muscle Sense?"

Good golf, like good penmanship, is the result of muscle co-ordination. In writing one never hesitates in making an up or down stroke. Your muscle "sense" automatically guides. And so in effective golf, a finely developed muscle sense determines your rating. Thousands endorse Horton's Course.

You will be another favorite of Horton after you get your lessons.

\$3.00 For 10 Complete Lessons SEND IN COUPON QUICK!

This is all it will cost you to get this wonderful course. You could easily get \$10.00 for it, perhaps \$25.00, but we decided to give everybody an opportunity to improve their game without any hardship on their pocketbook. After receiving course, if you are not satisfied,

MONEY BACK IF YOU DON'T THINK IT WORTH \$10.00

CHESTER HORTON GOLF SCHOOL

120 W. Adams St. Dept. 14, Chicago, Ill.

Chester Horton Golf School
120 W. Adams Street, Dept. 14, Chicago, Ill.
I am enclosing remittance of \$3.00 with description of my build—age—weight—height; also length of time playing. Please send me your 10 complete lessons to fit my type.
NAME **Herbert W. Post**
ADDRESS **Tel - 25th Ave**
TOWN **San Francisco**
STATE **California**

Age - 34
Height - 146 lbs.
Medium Build & Height
One year playing.

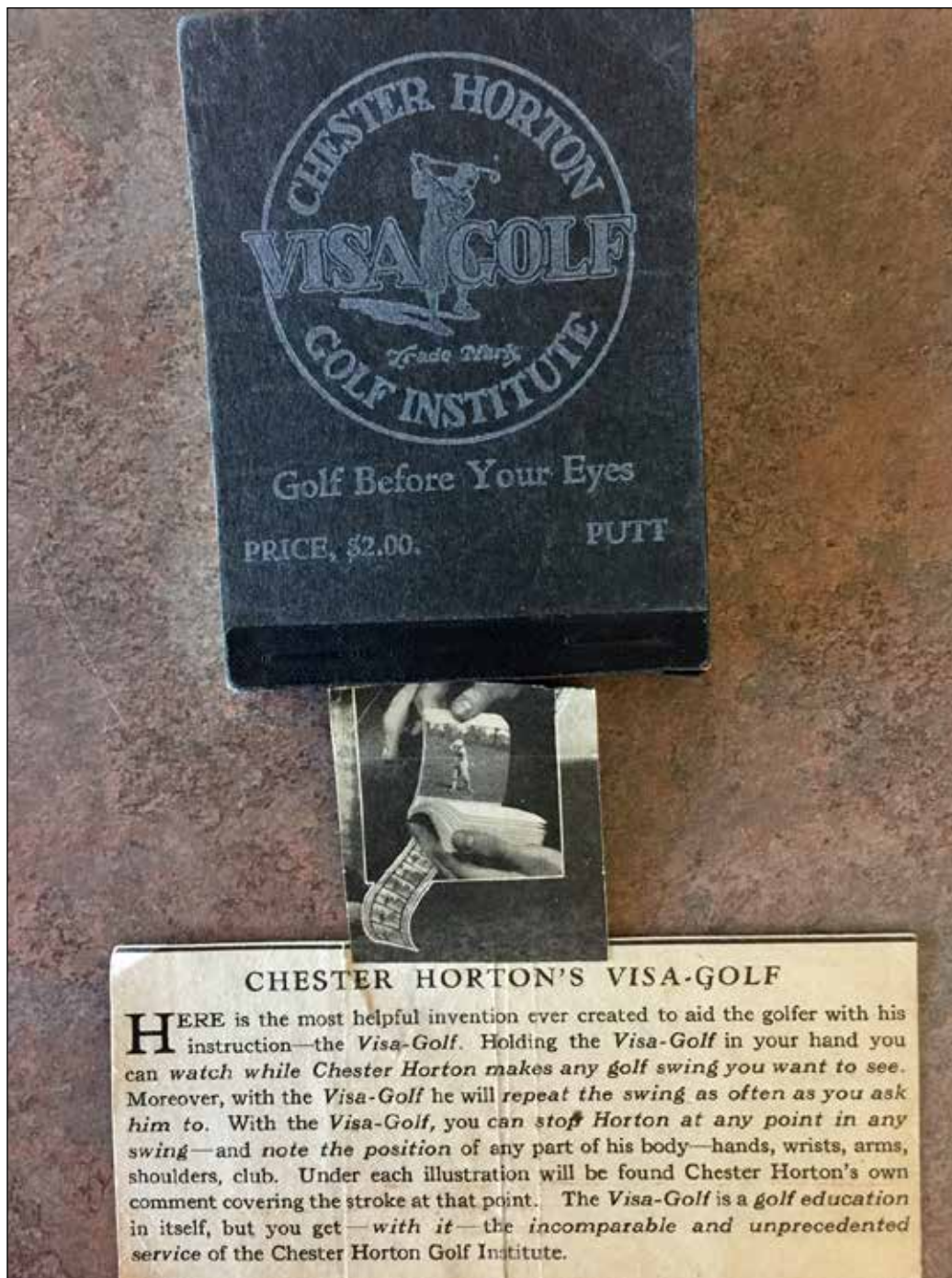
*Book sent
3-7-25*

LEADING GOLF PROFESSIONALS WHO WILL COMPETE AT EXMOOR NEXT SATURDAY.
Chicago Daily Tribune (1872-1963); Aug 10, 1902; ProQuest Historical Newspapers Chicago Tribune (1849 - 1986)
pg. 11

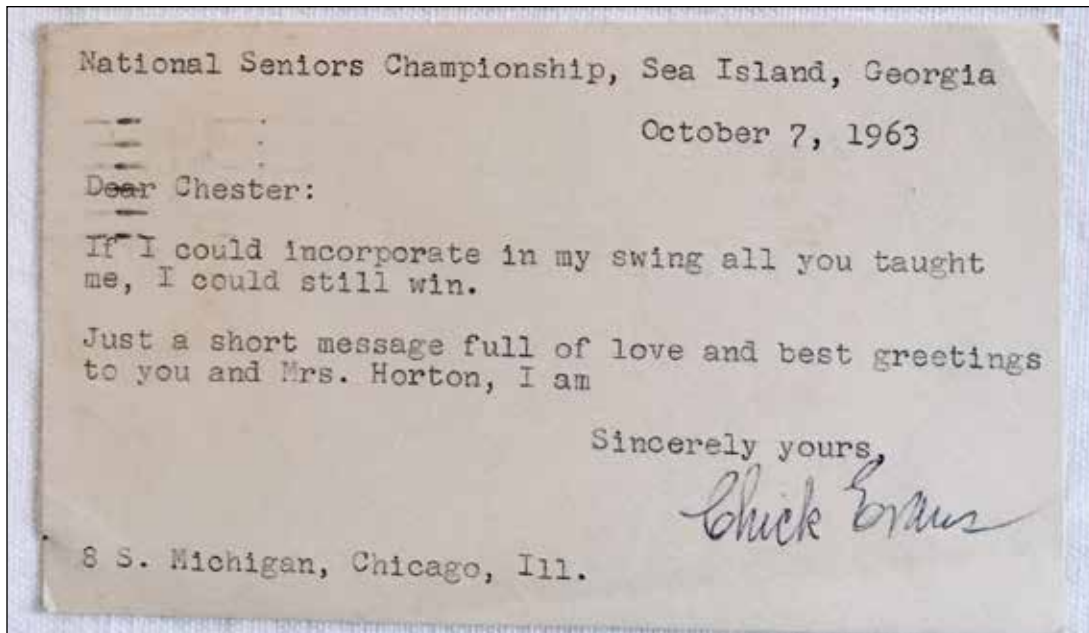
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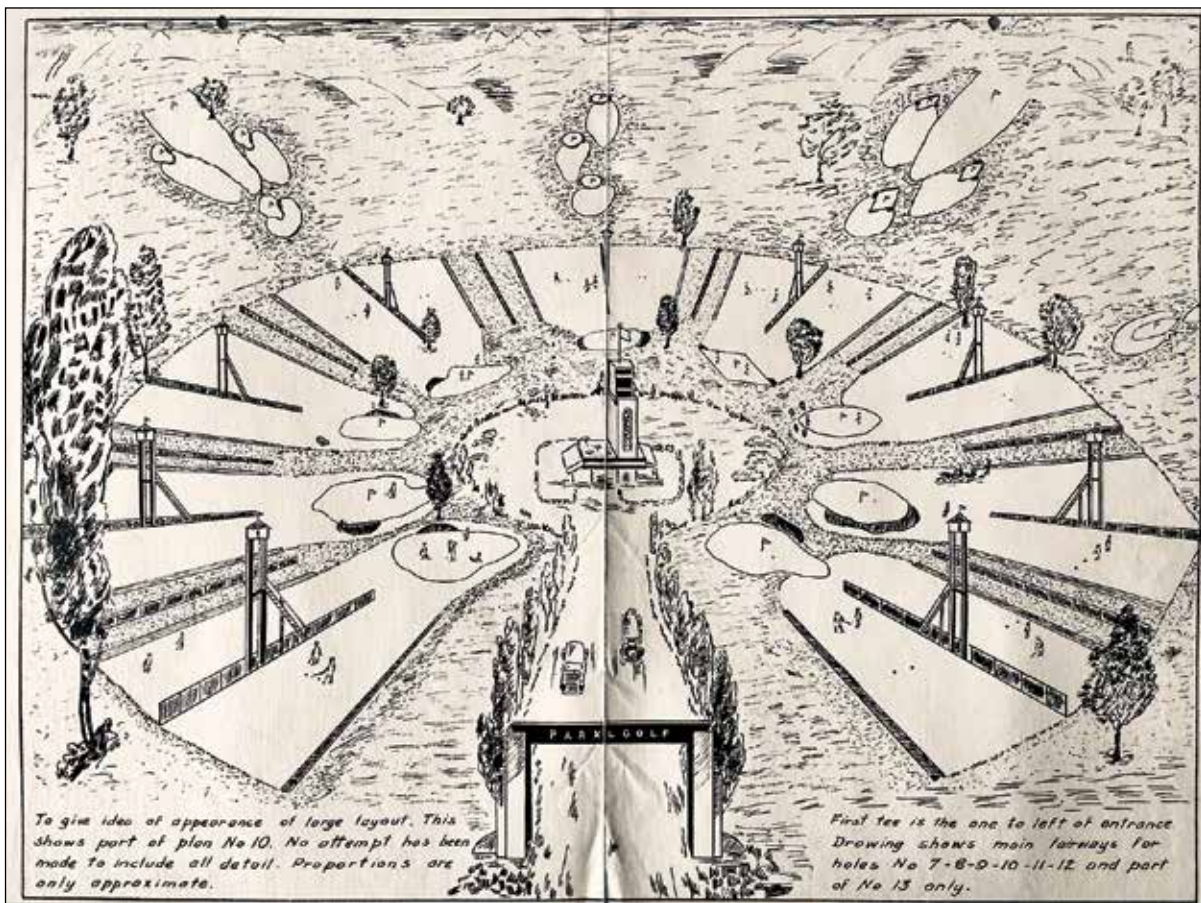
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A "flip book" of Horton's swing.



Card from Chick Evans to Horton.



Horton's design of a 30-acre practice/play golf center.

Golf Lectures

**CHESTER G. HORTON
WILL TOUR AMERICA
THIS SEASON**

Let me show you how to apply the same principles to hitting a ball, the same as an expert operating a typewriter, playing a piano, billiards, etc. All of whom do their best work without keeping their eyes on the "keys" or "ball" as golfers call it.

Experts are invited to come in and compete with me by trying to hit a target one foot in diameter, twenty-five feet distance. We will address the ball the regular way, you are to keep your eyes on the ball or line just back of the ball as you choose. I am to look straight at the target and not the ball.

Prizes will be given to those who hit the target more often than I do out of every twelve shots.

OTHER SUBJECTS

Secrets of how one hundred or more of my pupils became Champions. Who altogether have won over three hundred Championships, including National Championships, etc., during my thirty years in connection with golf.

Two hours of instruction on how to remedy one hundred of the most common errors in golf; including slicing, which is the most common of them all and is remedied with the least difficulty of any.

Lectures and Class Instruction can be given at your City Club or Golf Club—any day or evening—out or indoors.

For information communicate with

CHESTER HORTON'S GOLF SCHOOL
120 West Adams St., Chicago, Ill.

P. S.—Engagements can be arranged for by the day, week, month; or for three months with any Club in the South or California this coming winter.

Chester Horton's students achieved golf honors at very high levels. As well as Chick Evans, Bessie Anthony, above right, was a U.S. Women's Amateur champion (1903) and a founder of the Women's Western Golf Association whose first three tournaments, she won (1901, 1902, and 1903). At left is J.A. "Johnnie" Carpenter, who was the 1903 Women's Amateur runner up.



Chester Horton's grave stone, with his wife, Wilhelmina. They are buried in Finley-Sunset Hills Memorial Park in Portland, Ore.

Compendium of Golf Instruction

CECIL LEITCH—HORTON—OCKENDEN—MITCHELL—OUIMET—HAGEN

CECIL LEITCH—GREATEST FAULT IN PUTTING



IN the event there are any players who, like myself, experience times on the green when they are hitting the ball here, there and everywhere, I must point out what I have in my own case found to be the cause. This temporary par-

alysis is caused by the tightening of the muscles of the wrists and forearms, with the result that the ball is stabbed by means of a stiff jerk of the arms. The wrists must be allowed freedom and the club must not be gripped too firmly for putting, but those who are suffering from an attack of putting paralysis should exaggerate the looseness of the grip and wrists.

There is one other common fault in putting to which I must refer, and that is the tendency to turn the right hand over at the moment of impact. This action is to be avoided at all costs on the green, as it applies a slight pull to the ball at the end of its journey. When suffering from disappointing results of this nature it is well to see what position the head of the putter is in at the end of the stroke. The toe of the club will generally be found to be pointing in the direction of the hole instead of being at right angles to it.

CHESTER HORTON—STARTING THE GOLF SWING

THE golf stroke has many parts, like the human body itself, but also, like your own body, the stroke has its heart.

The heart of the stroke is its very beginning and I maintain that the player who learns how to begin the



stroke will find many of his troubles with the game solved. There are two general styles of starting the stroke. I am assuming now that the address has been finished and that you are at the moment of actually starting your club upward. In starting the club upward you must do one of two things. You employ either the drag-back or the push-back. The push-back of the club fits the average golfer best. In the push-back you start the club backward, mostly with the left hand, until it is at a point directly out from the right leg. The club-head travels directly along the ground. As it goes backward before you do two things. Keep the club-head absolutely even with the hands and shift the weight to the right leg. Then, with the

JAMES OCKENDEN—WHY PROS PLAY BETTER GOLF



AMONG the many phases of the game which from time to time are discussed among golfers, none can be said to be more consistently debated than that relating to the comparative superiority of professionals

over amateurs in the matter of straight hitting with both wooden and iron clubs. There can be little doubt that, day in and day out, the average professional's shots are much more consistently accurate as regards direction than those of the average scratch amateur. The professional has his bad day, of course, when his shots veer persistently to the right or left of the desired objective, but, speaking generally, his lapses are neither so frequent nor so pronounced as those of the average amateur. Usually, the professional wins in a match round.

It may be argued—and in some cases the argument is not altogether incorrect—that the professional owes his superior accuracy to the amount of practice he is able to put in. But this does not apply in every case. To my mind the answer lies not so much in the amount of practice one gets, but in employing the proper methods.

ABE MITCHELL—WETHERED'S LONG BALL

MR. Wethered hits the ball very cleanly, and not often does he hit it into the sky, a point which is due to his club head traveling well after the ball before the head begins to come up. Put another way, here is a



long, flat bit in the swing which is seen immediately before the club head reaches the ball, and also just after the ball has gone. This is just as it should be, and the onlooker, who is out to see those things, will notice that his left arm comes well forward on the line of flight.

We cannot drive well if we pull the arms in as the club head meets the ball, and here Mr. Wethered is an example to us all, for at the finish his hands are well out and away from the body. He is, to my idea, one of the modern school who hit the ball first and let the follow-thru take care of itself, and his length off the tee, and with his iron clubs, is truly remarkable, for he does not

FRANCIS OUIMET—VALUE OF KNOWING PITCH SHOT



MANY a time the average golfer faces a pitch shot over a deep sand trap with fear and trembling. Give him a fifteen foot putt to win a match and it bothers him but slightly because he feels he may make that putt

and if he doesn't, well, the chances are against anybody's holing fifteen-foot putts and consequently it fails to upset his poise, or emotions. But that pitch to the well guarded green scares him most to death.

That same pitch shot for the star player is greeted with joy for he knows he can pitch safely to the green and that is the least of his worries. The one foremost thought in his mind is how close can he get his ball to the hole.

Jock Hutchison, a master hand when it comes to pitching a golf ball to a green, scored a great many threes on par four holes of this type when he won his British title simply because this sort of shot was the easiest for him to play. All star players are not nearly as expert as Jock when it comes to playing pitch shots, but nevertheless all golfers among the top ranks are extremely accurate with a mashie or mashie-niblick.

WALTER HAGEN—LEARN SWING BEFORE PLAYING

THE beginner should never go near a golf course until he has learned some idea of how to hit a ball. Getting the proper swing before approaching golf grounds will save a lot. Beginners should remember that first



class players hate to waste time playing with a duffer who only retards their progress. Learning the game while playing in a match is no way to get any headway. You are spoiling your own game and that of the good players.

There is another angle to the game too. Beginners do congest a golf course. They can't play the game fast enough to hold their place and a great many of them do not know enough about golf etiquette to invite those behind to come through. As a result the course is held up.

Try and remember that you must keep close behind those ahead of you. The general rule in regard to this is to play when