ing more of a concerted selling drive around this point, would vastly increase their percentage of the total golf business.

During the last three years Dinger has kept his lesson business in good shape by use of a lesson card giving the pupil five hours of lessons at a cost of $12. His rate is $3 an hour, so the buyer of the card saves $3. The card proposition not only has kept him busy, but by encouraging the members to take a series of lessons he is enabled to show them improved games. This is advertising that helps him to sell more lessons. The tickets frequently are purchased as birthday and holiday presents.

None of the things that Dinger has done to make his business operations profitable, and attractive to his members, are complex. They are just the simple things, well and cheerfully done. He is a great advocate of doing the simple thing, promptly and ably, in a genuine spirit of service to the members. When you boil down his policy it merely is "Do it simply. Do it right. BUT DO IT!"

SECTIONAL and national PGA plans to push golf instruction in schools are high spots of early season work. In Illi-