

for efficiency in all branches. Changes each year help to arouse a certain amount of interest by members and all visiting golfers playing at the club. The same old display and the same arrangement of the shop deadens the keen feeling of spring and the beginning of a new season. A very neat change of some sort each spring will produce better sales and service which in turn will produce more profit.

Plan for Women's Trade.

About women in the club there can be said aplenty. Give them something to do to keep them active players and your efforts will be rewarded. I believe women take lessons and patronize the pro as much if not more than men, so it is up to the pro to hold them.

Speaking of the service the pro can render to his club, I believe it can be of the most definite valuable character, because of such close contact of everybody concerned with the welfare of the club.

One good way to serve the club is to pay all bills promptly if possible and earn a good name for yourself as well as the club.

Lastly but not least be sure to treat everybody alike, use the old "Golden Rule" and I am sure it will pay big dividends in the end.

"Home Work" Theme in New Golf Teaching Book

JOHN C. Hackbarth, pro at Blackhawk Country Club, Madison, Wis. is author of *"The Key to Better Golf"* which came off the press last month after three years' painful struggle with the manuscript. Hackbarth went at his book on the basis that the rational method of learning golf was under the supervision of a competent instructor. It was with this in mind that his book was written to complement the pros' personal sessions with their pupils. He makes a strong point of what he terms the "mental plan" as a fundamental of successful instruction and writes his material with the aim of promoting the understanding of basic principles and other necessary phases of successful golf and development of muscular memory.

The pedagogical influence shows plainly in the book for it is the first volume, so far as we know, that has emphasized the same instruction principles that are resultfully applied by trained teachers in

practically every subject from the alphabet to higher mathematics.

In the selection and clarity of illustrations, Hackbarth has been particularly fortunate. He shows views that plainly illustrate the details being handled with an absence of extraneous pictorial material in such a manner that the pupil properly focuses attention.

As pro instruction and supervision is the vital detail in the Hackbarth plan and book, the volume constitutes propaganda for pro instruction that pros should investigate.

Because of the tie-up between the book's editorial theme and the pros' personal teaching, the pros will have a prominent place in the distribution plan and consequently a profit on the sale of each book.

Night Golf Becoming Popular Feature

NIGHT golf events are reported by a number of clubs as enjoying lively popularity. There is not only the novelty of the event to attract the players, but the managers are interested in the night tournaments because they bring out additional dinner business.

One of the manufacturers is making a luminous ball that is being used with success by a well known pro who plays these night engagements as a sideline to his vaudeville appearance.

GOLFDOM suggests that a night putting contest be conducted as a starter. It is not a difficult matter to provide an emergency lighting arrangement for the putting course. As a matter of fact, it is so easy and comparatively inexpensive to flood-light putting courses that we often have wondered why such arrangements are not more general for it seems to us that the increased dinner business at the club would justify the expense of the necessary lighting installation.

WHY not a pros' winter school? Football coaches have these schools and they're well attended by the eastern star coaches and by men like Rockne, Zuppke, Stagg and other luminaries in the mid-west. Those attending these schools compare notes and learn, just as professionals might consider studiously their problems of instruction, merchandising, club relations, etc., during the period when outdoor activities are slow.