

that the pros' position is that of greatest present strength and brightest future. What the pros can do to make their favorable position more evident and take fullest advantage of their strategic location in the golf goods merchandising plan, depends entirely on the pros themselves. They can't depend on much outside salvation during this period. Other people have too many troubles to take time out for worrying about the pros.

Central Texas Golf League Is Popular with Players

A TIME HONORED and always successful method of boosting golf interest in a given area is to organize an inter-club golf league with team matches between the various members of the group.

GOLFDOM is in receipt of a letter from Z. L. Howell, Jr. of Ennis, Texas, describing how the very successful Central Texas Golf League operates. Mr. Howell says:

"Last year the Central Texas Golf League consisted of six towns—Ennis, Corsicana, Mexia, Hillsboro, Cleburne and Waxahachie. Each team which consists of not more than 20 nor less than 10 players plays every other team two matches, one at home and one at the rival links. Since the number of visiting players may vary from 10 to 20, it is up to the captain of each team to notify the opposing captain just the number of men he intends to bring. The captains of the six teams compose the rule committee and it is up to them to settle any arguments that may come up.

"The schedule is every other Sunday, leaving one Sunday between matches for meets postponed because of rain and so that team members can play in their own club tournaments.

"The Central Texas Golf league manifested so much interest last year that two new towns applied for membership in the league this spring and were admitted. The two towns, Tyler and Palestine, made us an eight club league and incidentally brought about quite a problem to be solved, since for each team to play two matches against every other team would make the season last too long and also because certain towns are a considerable distance from certain other clubs. Accordingly, this year the league has been divided into two divisions with Corsicana, Tyler, Mexia and Palestine in the East Texas league and

Ennis, Cleburne, Hillsboro and Waxahachie in the Central Texas league. It is really still one league, but by dividing up in this way we can arrive at the winning teams of each section in a season of reasonable length and then bring the two winners together at the close of the season to play for the championship over a neutral golf course. The winning club will hold late this season a league invitation golf tournament where a Calcutta pool will be organized and nice prizes provided for the winners.

"We find that this league has done more for golf in a social and business way than anything else. Closer relations and better fellowship between the towns has been very noticeable and we feel the league is a lasting and permanent organization."

Combination Lessons Build Business for Al Collins

A NEW STUNT in selling lessons is the combination lesson idea employed successfully by Al Collins, pro at Indian Hills C. C. (Kansas City district). The idea has the merit of getting a two-time urge to take lessons and introduces something of a competitive element into lesson taking.

Collins gives details of this plan in his interesting and lively monthly pro department publication, the *Al-O-Gram*. He writes:

You know I favor class instructions for beginners at golf. Now I have a modification of class instructions that makes lessons cheaper, more effective and much more interesting regardless of how far you have progressed in golf.

Combination Lessons, I call them, and here's the idea: Two people arrange for a half hour instruction at the same time. I spend an hour back and forth as needed and allow one to practice the stroke while I instruct the other. Thus you get instruction and practice on the stroke all in one session. It's working out fine and is much more effective as well as more interesting because there are two in the class. You quite naturally discuss the instructions and a contest develops—each trying to beat the other in perfecting his stroke. I like it—others like it—you'll like it and get a lot out of it. Get together with a good friend and start early in the season so the benefits will show up in your game. It's economical—\$2.50 covers the total cost for the hour for both of you and includes the boy to chase the balls. Men and women alike will find this plan greatly increases the benefit derived from instruction.