

essential phases of the game. Thus golf, it would seem, has been overlooked as an activity adaptable to the physical education curriculum.

One of the major activities in physical education is the carryover. In golf one finds more people participating from the age of the pre-school child to the feeble adult than any activity except swimming. Unlike many games and activities of physical contact golf may be participated in by two of very unequal scoring ability. In no other game can one handicap so fairly. A lack of adaptability to objective measurement renders many other activities unequal to golf as a universal game with equal appeal to young and old, experienced and inexperienced alike.

Instructor's Qualifications

The instructor must know golf and must meet the requirements of the teaching profession. The teaching has set for itself a high requirement of professional training. This is required in order that all instructors shall be well grounded in the understanding of the pupil. In teaching, the sciences, social sciences, psychology, English, foreign languages, etc., insure the profession that individuals graduating in teaching will have a good general background. These are general requirements in education. The old time ball players who got their coaching jobs for what they knew of a sport are being replaced by men professionally trained in education. The professionally trained men in education will certainly be the type of men who will qualify as an instructor in the public schools. "Pros" are passing up a golden opportunity in not preparing themselves properly if they wish to go into this line of work.

Unquestionably the field is open and the "five million" are in the "golf market's cradle." Golf is adaptable to the physical education program. The aims and objectives in physical education are highly satisfied. Golf is adaptable to all ages, to all physiques, to both sexes, and it carries over for a longer period than any other activity. Golf appeals to the introverted and extroverted persons alike. Golf participation requires no set degree of proficiency to be of interest in participation and competition. The situation is ideal but the activity must be adapted to the curriculum and the public school is the proper medium through which to promote this most ideal activity.

BRIGHT LINES FROM BRIGHT PROS

PLAY UP THE class lessons for juveniles.

A pupil who develops into a champion means much bigger earnings for his pro, and every pupil who shows interest and a better game increases your business now with pupil and parents, as well as insuring your future.

*Bobby Cruickshank,
Country Club of Virginia.*

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START EARLY. You can sell a lot of goods to your members before they get out on the course. They'll give you time for inspecting and buying merchandise at their homes and offices before the season. When the season starts they are keen to play rather than to stop to buy.

*Harold Clasen,
Cloquet (Minn.) G. C.*

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IF YOUR MEMBERS can get "the best" anywhere else in quality, value or service in sales or lessons, then you'd better revise your method of operating before you can boast that you are doing right by your job.

"The best" means that the hardest work has to be done. We accept that as our job. "The best" in 1933 isn't going to be good enough to rate as "the best" for 1934. We all have to advance with the years.

*The Harrison Brothers (Don and Elmer),
Algonquin G. C. (St. Louis district).*

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THE MOST SUCCESSFUL idea for increased interest and business at our club in 1933 was the scheduling of more tournaments with out-of-town clubs. Home and return matches were played. During one of these matches more people played our course than ever before. More tournaments within the club helped a lot. This livelier tournament play brought me an increase over 1932 business.

*Robert Collett,
Elkins (W. Va.) C. C.*

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IF THERE'S EVER any doubt, give the member the benefit. When you have your members confident that you are sincere in serving them and not after them

from a mercenary standpoint, you'll get business without having to beg for it.

When a member can actually get a better buy somewhere else be honest enough to tell him. You are hired to give him expert advice at all times.

Maintain a good stock, but don't overload. If there's something that you haven't got that a member wants, get it for him before the next week-end if it's humanly possible.

Take a real personal interest in the games of your members. If you haven't the disposition to take an earnest personal interest, try hod-carrying; no personal interest is required in that job.

Make sure that your members are reminded you will mark their golf balls with their names, free.

Make it easy for your club and your members to advertise you, by letter, club magazines or word-of-mouth.

Wolf C. Rimann,

Wood Hill G. C. (Kansas City district).

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DISPLAY YOUR PRO shop merchandise where it will be seen and look inviting. Change your displays to keep interest keen.

Let your members know that you are anxious to be the best business man in pro golf and welcome helpful criticism. Some of your members have made fortunes selling goods. Their interest will help you and if their suggestions don't work they will have a greater appreciation of your problems and of your achievements.

Have confidence that the law of averages will help you if you keep on working and using your head.

Boost your fellow pros. Talk about their good points. Everyone knows what a fellow's bad points are and they don't get well if you pick at them.

If business is off, don't cry; you'll discourage people. Rejoice that you have your health and are building up and protecting the health of others. Pride in your club, brains, health, courage and work give you a position that's bound to make you enough to average a pretty good income at an enjoyable job.

Larry H. Striley,

Penobscot C. C., Bangor, Me.

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PEP UP YOUR lesson selling; make lesson prices attractive. When they take lessons there is more play and more equipment sales.

Just because you haven't been getting enough lessons is no reason why you can't get members interested in instruction if you are a good teacher and will keep right after them to sign up for instruction.

Walker Pursey,

Inglewood C. C., Seattle, Wash.

THAT TEXAS PGA idea of a state all-star pro-amateur event has been adopted by the Connecticut PGA. Two matches are going to be played; one in the spring, the other in the fall. C. H. Perkins of Wampanoag is Connecticut PGA president.

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THE CONNECTICUT PGA elected the president of the Connecticut Golf Assn. an honorary member.

Why the sectional PGA or greenkeeper organizations don't smart up like the Connecticut laddies and make club and association officials honorary members, is mystifying. Such memberships would get the bosses interested and allied with the boys.

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ANOTHER THING the Connecticut PGA arranged is a continuance of the pro-woman events. The PGA section that doesn't put at least one of these events on its schedule this year is missing a tie-up with the fastest growing sector of golf, and the most profitable for the pros.

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BILL KAISER, the Louisville public park player who was picked up by Frank Bradsby of Hillerich and Bradsby, as a travelling pro under the subsidy clause of the code, is a big, sunny-panned kid with a better golf game than he has exhibited since he made his debut in the big time.

We have wondered why this lad couldn't score like he hits the ball. Now we know. We have seen the poetry that was read at his farewell party at Cherokee in Louisville. What a curse that hung on him.

Let the guy who wrote it, sue us now. Even in this business, a guy gets incited to some courageous frankness.

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THE NRA code with its longer play hours may give US something near the break the calendar gives golf in Scotland. From the Glasgow Herald of a June date: "The sun rises today at 4:32 A. M. (British Summer Time) and sets at 10:5 P. M." A day that long gives anyone enough time for play. You can start at 7 P. M. and play 18 holes.