



nois the PGA sectional stars have agreed to give lectures and demonstrations without cost to the schools or pupils to get the idea started.

George Jacobus and Joe Williams, noted sports columnist of the Scripps-Howard newspapers, have been conferring on a plan to put golf instruction in New York and New Jersey schools. Jacobus recently had a yarn in the athletic Coach Magazine, giving the coaches a close-up on the golf promotion ideas of the pros and inviting co-operation.

### Says Ball-Rack Works Fine for Him as First Tee Starter

AS a further suggestion to "J. L." of Oregon, who asked GOLFDOM for a practical fee-course starting system, Peter J. Raklets of Youngstown, O., votes for the ball-rack. He writes:

"I have tried the ball-rack system and have found it very successful. My starter is stationed at the tee on week-ends and holidays, when play is heavy. I instruct my cashier to tell the players to give their ball, which should be marked with initials or in some other way for identification, to the starter. He places the ball in the upper end of the rack.

"When he wants to call players to the tee, he takes a ball from the lower end of the rack and calls out the make of ball or the initials. If the player does not respond to the call, he puts the ball on the ground alongside the rack until claimed.

"The system has worked so well that during week-day play, when there is no reason to do so, players get in the habit of dropping a ball in the rack to keep track of their starting order."

### New England PGA "Get Together" In Boston, April 15

SECOND annual "Get Together" of the New England PGA will be held at Hotel Somerset, Boston, April 15 at 6:30.

Manufacturers will show their 1935 lines to the pros and there will be a business session and dinner. First time the idea was tried it went over great. The boys got a chance to do some extensive shopping and the manufacturers were able to display complete lines. Time and money was saved for all concerned.

Comparisons and discussion of business plans for the year will be made by the pros at the meeting. It's a stunt worthy of adoption by all other PGA sections.

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-