

On Crutches, King Makes Winter Circuit Route

BOB KING is a pro with courage to the extent that should make the rest of us ashamed to bellyache about minor afflictions.



In the first place Bob is on an exhibition tour, which in itself calls for plenty of guts. He has made the Gulf coast, Southwest and California thus far this winter and is heading back to play dates in Florida and other Southeastern spots.

Bob is badly crippled from infantile paralysis, which fact might give him license to beef at destiny,

but despite that handicap he has a fine golf game. Every once in a while he will cut under 70 at some long, hard course. He navigates with a crutch and a hop, skip and jump, and that makes any golf course tough going.

It's amazing and inspiring to see this competent, cheery young fellow exhibit his shots. He provides a golf exhibition that is an antidote for a heavy spirit.

Macpherson's 'Golf Simplified' Has Novel Illustrative Treatment

DUNCAN MACPHERSON is the author of a new instruction book, "Golf Simplified," published by Wm. H. Pool Co., Chicago. It retails for \$1 and is going great.

Illustrations in the book are from strips of super-speed movie film.

Dunc got the hunch for the book after conducting a lengthy and successful series of radio golf lessons. As many pros know, radio golf instruction is a tough job and Macpherson passed this test with honors to add to his veteran record in golf instruction. He got a raft of letters in response to this program and from his scripts, these letters, and a check-over with several other experienced instructors, banged out the book.

A novel part of the book so far as many pros are concerned is that Macpherson claims no unique magic in the methods he



George Jacobus, president of the Professional Golfers' Assn., (left), and George Low, first president of the old Eastern PGA, and still an active playing pro, meet in the southland and compare notes on pro progress.

sets forth. He admits that while neither he nor any other pro can devise a perfect method of golf instruction, that in his book he presents in elementary and fairly adequate form, the teaching dope that the soundest instructors use and have found effective.

Pros who have gone over Dunc's book say it's a very big dollar's worth of instruction.

Try for 10% More Play and You'll Do Better—Says Tommy Armour

I CONGRATULATE my good friend and excellent pro businessman, Horton Smith, on his suggestion in February GOLFDOM that each pro watch and work to see that play at each course is increased by 10% this year.

The idea is sound and conservative—like Horton.

It is one that can be applied easily and effectively by any pro who will take a few minutes to check figures on play week-by-week this season against figures for the corresponding period last year.

Adverse weather conditions may whip the pro now and then but he will have a definite objective arousing enough thought and effort to bring him out well ahead of last year's moderate play.

The beauty of the idea is that when a fellow sets for himself a fairly modest and probable figure of increase he will apply himself to far outdo the figure he has set.

I am firmly of the opinion that golf is only about 10% developed as a market in this country. With each pro establishing an annual quota for play we will progress toward our possible market with much more speed and soundness than we have seen to date.