

he knows enough about human structure to adapt the swing to the type of player he's instructing.

3. He must have a keen, analytical eye. There are dozens of little spots where a golf stroke can go wrong, and if a pro guesses around trying to locate a fault he will have the pupils hopelessly confused.

4. And, of course, the instructor must have a thorough knowledge of all phases of the game.

It's not easy to have these four qualifications. Every first class instructor I know has these four points highly developed in his instruction work but still is thinking and studying to develop himself in each direction. Some of these instructors consider that after 25 years or more teaching they have plenty to learn. But that doesn't bother Ezra Applesauce. In less than 25 minutes he paints his sign and nails it up and that makes him a pro so far as he is concerned—and unfortunately, so far as some of the golfers at large are concerned.

#### Dog-Fight Event Brings Sales Into Pro Kennel

**O**N-THE-JOB PROS are looking for events to snap up competitive and entertainment interest for their members. When they can put in an idea that has lively interest for members and increases pro-shop business, they have a winning hunch.

Here's the close-up on the highly successful dog-fight events conducted by Dan Goss at the Highland Park course, Birmingham, Ala. Danny gives you the dope:

"I have such an event every Saturday afternoon and every Sunday morning. It costs \$1.00 to enter, and say you get 40 entered—that's ten foursomes. I pick 10 captains, either 10 good players, 10 fair golfers, or even 10 dubs; just as long as all the captains are about alike.

"The captains' names are placed in a hat, and they pick their teams in the order in which their names are drawn. No. 1 gets first choice, No. 2 second choice, etc. Captain No. 10 gets to pick two men, then No. 9 picks his second man, then No. 8, etc., up and down. This makes the draw as even as it can be made.

"The teams play in their own foursomes, and the foursome with the lowest best ball wins. If there are six foursomes or less, the winner takes all—in merchandise. If there are over six foursomes, the win-

nings are split among the first two teams, 60-40.

"I keep a card file and give the teams credit for anything they may want, whether it be lessons, balls, club-cleaning, etc. The beauty of the whole thing is that I've got a lot of the boys doing business with me who formerly rarely came into the shop.

"Say Smith has \$9.00 credit and he's been wanting to get a new set of woods that cost \$25. He gets them. If we have 40 in the dog-fight, I get the 40 bucks worth of business, and out of that \$40, I may get \$100 more. Still another thing. I've got my golfers playing with each other and knowing each other. It's breaking up the cliques."

**F**OLLOWING the now famous 18 suggestions for pro selling, the Texas PGA supplied its members with 13 letters covering details of pro merchandising and service. The letters were drafted by George Aulbach, secretary of the association and Dallas CC pro.

They are excellent suggestions and a copy of the bulletin may be secured from Aulbach as long as the supply lasts.

**Women's Invitation at Aiken**—First invitation golf event for women at Aiken, S. C., will be held at Highland Park GC, March 15 to 20. A championship and two other flights of 16 will qualify. There are no entry or green fees. John R. Inglis, widely known veteran pro, is golf director of the City of Aiken's sports committee which is conducting the event.

Many women probably will want to secure invitations to the affair inasmuch as Aiken is a swanky sports settlement. Johnny Inglis will accommodate any pros who want to secure invitations for women members of their clubs.

#### Martin's "Fifty Years of American Golf" A Lively Classic

Dodd, Mead & Co., 449 Fifth ave., New York City, have published H. B. (Dicky) Martin's book, 'Fifty Years of American Golf.' The price is \$5. Martin has done a marvelous job in compiling a lively word and picture history of golf in the United States and his book is one that will be read with avid interest by men and women golfers, whether they be duffers or sharpshooters, veterans or beginners.

The book really is one that will score among the classics of sports writing and have a wide sale among golfers and golf clubs.