

mental stage. High schools in many places are now getting golf classes under way, following the successful introductory work. The extent of kids' potential interest recently has been shown by attendance at the Spalding golf movies which reached 1,200 at the Rosedal high school in Kansas City and 3,500 students at Senn High school in Chicago.

Considerable newspaper publicity is being given to the winter instruction work of pros at high schools. New Jersey newspapers carried pictures and names of the 500 high school boys and girls at six high schools who are receiving class instruction from the active and able Myron L. Kniffin, pro at the Passaic county golf course. The Kniffin series includes a spring tournament among the schools. More than half the student body at one high school is numbered among Kniffin's students.

Pros have had enough experience with their children's classes to have a good background for handling the classes at schools on a basis satisfactory to the school authorities and resultful with the pupils.

There are plenty of problems to be solved before golf instruction becomes a steady feature of physical training at high schools and colleges, but with so much at stake for pros in this field, it is certain there should be the most energetic sort of pro follow-through on the school authorities' response to the initial national promotion effort.

A supplementary bulletin will be sent soon to the entire high school list, giving pros still another opening in going after this field, either on a free trial series basis or on a paid basis. In preparation for free distribution to school classes is a series of lesson digests along the lines of those so successfully used at Peoria high schools by Elmer Biggs and Art Andrews. This series is being prepared by the PGA publicity committee, of which Frank Sprogel is chairman, and the GOLFDOM and *Golfing* staff, which is conducting the campaign for the pros without expense other than that for printed matter and circularizing.

### Texas PGA Furnishes Members Pro Advertising

Texas PGA is doing an advertising job for its members that is well worth careful study by other sections. Texas has found that advertising pays. Through its

own "News" a brisk and informative monthly publication edited by George Aulbach, the members of the group headed by the veteran Willie Macguire keep in close touch with each other.

Texas has a problem of territory much more severe than that of any other section. But it whips it with lively correspondence work. Don Murphy of Texarkana traveled more than 400 miles to attend the midwinter meeting of the section, and other Texas members think nothing of long rides to sit in on the sessions.

Latest offering of the Texas section to its members is a series of two letters, a letter enclosure and a postcard to be sent to members of Texas PGA pros' clubs. The advertising material does a fine, compact job of selling the club members on the value of an expert pro's services and on the wisdom of patronizing such a pro.

Low prices are made to the pros on this material. Samples of it and details of the cost probably can be secured from George Aulbach, secretary of the Texas PGA, Dallas Country club, but give the guy a break if you do write, by enclosing a stamped return envelope. The material as made up bears the Texas PGA Lone Star emblem so it is not suitable for use in other states.

**O**NE of the most successful pro business men says: "Well before each season starts I sit down and make notes of my plans. I make a budget of operating expenses and expected sales in my department, just as the club has a budget for its operations. I figure out from my records what net profit I should make per dollar of income.

"I study my fixed costs, how I can give my assistants more training and incentives, how I can take advantage of the club's tournament schedule, what I can do with idle time, how I can get in right with new members and serve them, how I can keep my old customers from going stale on interest in the pro-shop, and many other points that occur to me as I think about the angles of pro department operation.

"The pro who will try this idea of sitting down for a couple of evenings and making notes about what he thinks he ought to do at his club the coming season, will find it's the most profitable use of time he can make. All he needs is a pencil, some paper, some sense and some imagination."