



The Charlotte CC starting clock, which is 7½ ft. high by 8 ft. wide, has clockface, score sheet, blackboard and holder for cards and pencils on either side of clock, to accommodate players on 1st and 10th tees.

quickly. Members who have not arranged starting times in advance are taken care of by sending off such players every twenty minutes, with the members having made reservations teeing off at 5-minute intervals in between.

This coming season Livie is making arrangements to have the time on the starting clock moved at 5-minute intervals to coincide with the clock in the locker-room. Thus, players will have a double check on when they are due on the tee. A speaking system will be installed this season, also; under this arrangement players will be notified, if they are in the dining-room or locker-room, 5 minutes in advance of the time they are due on the tee.

Promotion by radio is another Livie advertising idea this season. Bill is putting on a program sponsored by golf equipment manufacturers, boosting lessons and sales through pros, thereby licking some of the store competition that pros are faced with. A few of the programs will be put on from the downtown Golf Clinic and Shop, with part of the broadcast devoted to descriptions of the equipment in the store. This brings about a perfect commercial tie-up; the announcer walks around the store describing, for instance, clubs, bags, balls, and perhaps sportswear. Also, in broadcasts from the studio, commercial announce-

ments are to be made in the interest of equipment manufacturers.

Bill feels that a program that would include a lot of talk on what individuals are doing at the various clubs in the community (such as holes-in-one, who won the different weekly events at the clubs, spectacular shots or amusing incidents, etc.) would interest golfers tremendously. Different pros in the locality will handle the programs, giving the happenings at their particular clubs that week, in addition to important golf news of a national character.

## New "Golf In Schools" Book Explains Instruction Procedure

THIRD edition of "Golf in Schools," the National Golf Foundation book to extend pro influence in the rapidly expanding field of golf at high schools and colleges, is on the presses.

The book will be sent to principals and athletic directors of all high schools in cities of 10,000 and more population, to presidents and athletic directors of all colleges and universities, and to all professional golfers having club connections.

Previous editions of the book having achieved their purpose of getting many educational institutions to give golf a prominent place in their physical educa-

tion work and to appreciate the value of competent pro instruction, the new edition is concerned mainly with the details of school golf instruction under expert pro supervision.

Methods pros have found most successful in conducting school golf classes are set forth in the new edition. As in previous editions, emphasis is placed on the importance of getting the students started right with specialized and highly qualified pro golfer instruction. Promotion work already done by pros in the school field has developed a substantial increase in pro income after the introductory lessons have been given as pro advertising and public service.

### Pros Pushing School Golf

Foresighted pros have been quick to see the wisdom of pros getting in on the ground floor of development in the school field which is speedily progressing due to the high rating educators place on golf as a long span sport pupils can play well after school years. The new Golf in Schools book directs school officials to PGA officials, sectionally and nationally, for advice in adding golf to the physical education curriculum.

Availability of the instruction helps such as the motion pictures put out by the PGA, Spalding and Wilson, and the primer lesson sheets of the National Golf Foundation, also is brought to attention of the school authorities. It is made plain that the lesson sheets of which more than 300,000 sets have been used by pros in group instruction, are merely to serve the same purpose that primers of reading, writing and arithmetic serve in other instruction.

There was a slight degree of pro misunderstanding about these sheets. A few who were not acquainted with the function and successful use of these sheets were apprehensive that these sheets might develop competitive instructors. Those many pros who have used the sheets effectively assured the doubters that pro instruction was complicated and exacting far beyond the point where even pseudo-pros could be educated by 5 elementary outlines. Pros having experience with these free sheets in junior and adult classes testify that the sheets have supplied powerful preliminary advertising for building private lesson work.

A copy of the new edition of Golf in Schools will be sent on receipt of 5 cents to cover mailing, by National Golf Foundation, 14 E. Jackson Blvd., Chicago.

## Jersey PGA Announces Three Pro Clinics

**A**NOTHER in a series of golf educational clinics sponsored by various PGA sections this year, is scheduled to be held April 29, May 6 and May 13, put on this time by the New Jersey PGA section. The first two sessions, April 29 and May 6, will be held at the Essex House, Broad St., Newark, N. J.; the May 13 meeting is scheduled for the Glen Ridge (N. J.) CC.

Speakers at the initial session will be Joe Dey of the USGA; Maj. Jones, Baltusrol CC, who will speak on pro-manager cooperation; George R. Jacobus, Lester Palmer, William Braid, Dr. R. R. Lauckner, Dr. F. E. Steele, who will talk on the physical structure of the body; J. A. Wiesing, L. Dreyfuss, Thos. J. Harmon and Glenn Morris, director, the National Golf Foundation. Opening remarks will be made by Jack Fox, N. J. section president, who is general chairman of the clinic program. The PGA golf motion picture is also scheduled to be shown at the initial session.

On May 6, Jim Dante will get the program under way with a few words explaining the afternoon's schedule. Following Dante to the speaker's stand will be Jack Beckett and Jack Fox, who will tell of the "Art of Clubmaking." Harry Nash will speak on "What Radio Means to Golf;" C. W. Littlefield, Harold Sanderson, George Jacobus, and Johnny Farrell are also scheduled for informative talks. Dr. F. E. Steele, continuing the lecture on the physical structure of the golfer and its relation to his performance, will stress "Care of the Feet," at the second clinic. The A. G. Spalding & Bros. and Wilson Sporting Goods Co. golf motion pictures are scheduled to be shown at the clinic on May 6.

The May 13 outdoor meeting at the Glen Ridge CC will feature golf instruction, both individual and group. Bruce Heatly and Jack Fox will collaborate in directing the group instruction session. A demonstration of shots by members of the N. J. PGA section will close the regularly scheduled program. A pro-amateur tournament will be played that afternoon over the Glen Ridge course. Officials of all clubs and golf associations and members of the golf trade, have been invited to attend, and the general public will be welcome.