

# New Lesson Book is Strong Pro Propaganda

A revised edition of "Golf Lessons" the National Golf Foundation's 32-page booklet on golf fundamentals now is available. The booklet originally was intended as a simplified manual for use in high school, college and other class lesson instruction to provide teaching pros with text books they could give to their pupils.

In serving that function it became by far the most widely distributed golf instruction book ever printed. Sheets of the various lessons were reprinted for use at newspaper golf schools and the lesson material was extensively reprinted in newspapers.

The pros' standing as authorities to be frequently consulted is emphasized throughout the booklet. For this reason it has become undoubtedly the strongest single element of pro propaganda that ever appeared in print. This factor was carefully planned by the National Golf Foundation, a non-profit organization for the advancement of golf, which is financed by the golf playing equipment manufacturers.

In its original form the Golf Lessons booklet was a summary of the fundamentals on which pros generally agreed. Through its revisions it has kept to that base so students will get sound and rather

thorough acquaintance with principles of the game and know the function of the pro in making sure that the principles are correctly applied and individual adjustments made.

Single copies of the Golf Lessons book are 25 cents. When ordered for complimentary distribution, 25 to 75 copies are sold to pros on a share-the-cost basis at 9 cents each; 100 or more at 8 cents each.

Printing the name of the professional or of the school, college or newspaper using the Golf Lessons book involves slight additional cost.

There are 14 lessons and 74 illustrations in the book. It contains, in addition to the lessons, information on the clubs, on the rules and etiquette of golf and other basic training material.

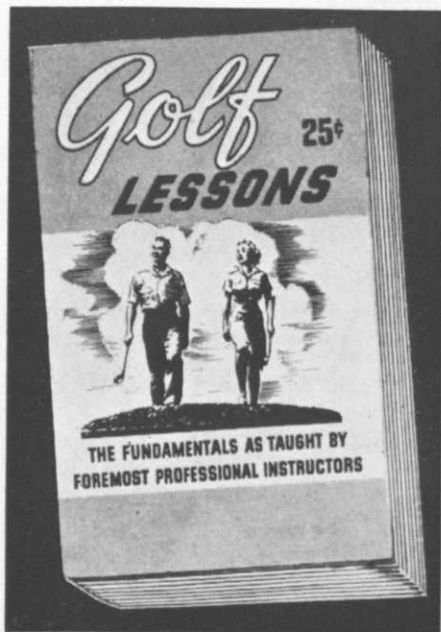
College and high school demand for the book has been even larger than expected and another large field for the book's distribution that was not regarded in its planning has developed as a result of pro advertising and lesson-selling alertness.

The first pro to visit the Foundation's headquarters the day the book came from the press, a prominent and successful teaching pro, said immediately upon looking it over, "This gives me just what I want for advertising and to show my members how much I'm interested in them knowing more about golf. How much will they cost me and can I get them with the wording 'Compliments of' and my name printed on the front cover?"

An arrangement was worked out for supplying him with copies of the Lesson Book having his name printed on the cover, so he could hand out or mail at low cost, a copy of the booklet to each of his members. From that start and the quick spread of the idea among other pros who happened to drop into the Foundation's offices, the volume of the books to be distributed by pros this year already is considerable.

An additional supply of paper now permits distribution of the Lesson Book beyond the limit previously set and makes the book available for distribution to members by professionals this year.

Pro orders for the limited quantity available will be filled in order received. Details of the pro deal on the Lesson Book will be furnished on request by National Golf Foundation, 407 S. Dearborn St., Chicago 5, Illinois.



NGF's new golf lesson book.