

The introduction of the short swing can well be done on the "whole" basis.

After the whole swing has been pictured then the details can be worked into the framework.

You introduce the pattern of the swing, then fill in the details, then go back to the big framework again. This is called whole-part-whole teaching.

Here then is part of the plan for group golf instruction. Tell them the problems, show them the swing, have them hit balls, then reapply. Introduce the broad outline of both big swing and short swing before working in the endless details.

### **Pulver Widow and Son Need Help. Quick!**

Widow and son of P. C. Pulver, many years editor of the PGA magazine, are in acute financial need and the call has gone out for assistance from the many who knew Pulver. The widow and son are invalids and are having a very tough time of it in Manasquan, N. J. The Metropolitan PGA has helped but due to legal limitations has been compelled to stop its financial aid. Met PGA members are being appealed to individually by John R. Inglis, pres. of the section, to meet the critical situation.

Pulver, a pioneer newspaper golf writer, conducted a golf column in the New York Sun for 25 years. He became editor of the PGA magazine in 1930 and did a fine job for the pro organization in that capacity until his death several years ago. Remittances for aid to the Pulvers should be sent to J. R. Inglis, Metropolitan PGA, 307 Fifth av., New York 16.

### **Pro Shops Pretty If They Sell**

Pros are finding that the ultra-fancy shops aren't sure-fire on selling because there's liable to be too much displayed against walls and out of the line of traffic. The pro shop isn't like a store into which customers are brought by advertising of sale prices or to which they come to "shop around." The pro shop has to catch customers by discreetly bumping them into attractive displays.

One pro said he used to display putters and utility clubs against a wall and sales were just so-so. He put the display stand in the line of traffic and his sales of these clubs jumped terrifically.

Keep the shop immaculately neat and change the displays often and people coming into the shop don't get so accustomed to the same merchandise being in the same place that they don't look at it.

## **SHELTERED DRIVING RANGE TEE FOR ALL-WEATHER PRACTICE**



Roofed golf practice ranges are growing in number. The sheltered ranges get all-weather play that warrants expense in good location. This shows one of the first of them, the Lloyd range at Portland, Ore., now taken over by the subdividers. Moxel automatic slot-machine tees were first used at this range.