

score well. The pro hasn't sold them what they need.

"Probably the fundamental new idea I got was that when somebody buys from me they're being helped. Now I work on the basis that I'm in business entirely for the members instead of mainly for myself. When I got thinking and working that way I began making more money than I ever thought there could be in this job.

"Everything is the new idea around my shop; even clubcleaning. You see no ball paint marks on clubs in our bags. When the clubcleaning boy has spare time he freshens the grips, makes minor repairs, puts a touch of furniture wax on woods (but not on the faces) and even takes bad spots off bags.

New Idea Propaganda

"We get the new ideas spreading. One has helped ball sales. We had players coming onto greens and changing to new balls for putting. It took some diplomacy but I got the talk started that if a ball couldn't be trusted for a putt of a few feet a player was making a bad mistake to use it for long shots where its interior or exterior damage might cut down distance a lot or curve it badly off line.

"My ball sales are better because one of my new ideas — and one I picked up from GOLFDOM — has most of our A and B class players changing balls often. I got the word around that the stars play a couple of balls a round and start every round with a new ball although the covers and paint jobs look perfect. I'd never expect any ball manufacturer to point out in ads what a terrible beating the finely made, delicately balanced insides of a golf ball takes from the topping, hooking and slicing of the golfer who isn't a star and who doesn't hit the ball squarely. But I can do that personally and bring out that it's nothing against the construction of the best of golf balls that it may not stay true inside for two or three rounds any more than the best automobile can run 100,000 miles without inside wear and tear.

"Anyway the shag bags in my shop have better looking balls than are used for play at many clubs.

"Without doubt the best new idea I picked up was on Christmas business. I'd read in GOLFDOM about Christmas business in the pro shop for ten years or more before I began using the idea. My first Christmas sales drive was only fair. The second year was very profitable and last year December was the second biggest month of my biggest year's sales.

"But it all adds up that, according to my experience, there isn't a pro who can't do better for himself and his golfers by going strong on one new idea every month in his department. Maybe some of the new ideas won't work but they won't cost him much money or any good-will and the new ideas that do work will make his job a new and better one."

Makes Use of 3-D Pictures in Novak's Second Book

HOW TO PUT POWER AND DIRECTION IN YOUR GOLF. By Joe Novak. Price \$5.95. Published by Prentice-Hall, Inc., 70 5th ave., New York 11.

This is the first golf book in which 3-D pictures are used. The 3-D glasses are in an envelope inside the front cover. Thru them you look at Novak in address, top of swing, just after impact, and follow thru. The 3-D pictures definitely make it easier for the viewer to get in mind and eyes a clearer idea of the golf swing. Especially is the hand action impressively plain.

The black-and-white sequence photographs are exceptionally clear and taken accurately by Tad Gillam. Line drawings illustrate the "case histories" of pupils whose faults Novak has eliminated.

Joe, when he headed the PGA Teaching committee, prior to his election to the presidency of the association, checked his 8-steps system with methods of pro and amateur tournament stars and confirmed his belief that he had a sound routine for improving most golfers. He explains the 8 steps so simply in this book the reader can easily put them properly into his own game.

Novak is very strong on getting the pupil standing to the ball with everything properly set for action. He maintains that the grip, stance, and position of club and ball at address — all essentials that can be correctly cared for before beginning the swing — can be so organized the proper swinging action is easy.

He shows how to get set, then goes into footwork, body pivot, hand action and balance.

Joe bluntly disagrees with some instructors. He doesn't go along with the "one piece movement" of the backswing start. He says there's a "definite, orderly pattern" of detail procedure. He also advocates pivoting in making short approach shots and in putting. Novak teaches that the grip for the left hand be confined to the forepart of that hand.

He makes a logical presentation of his "body for power; hands for direction" basic principle.