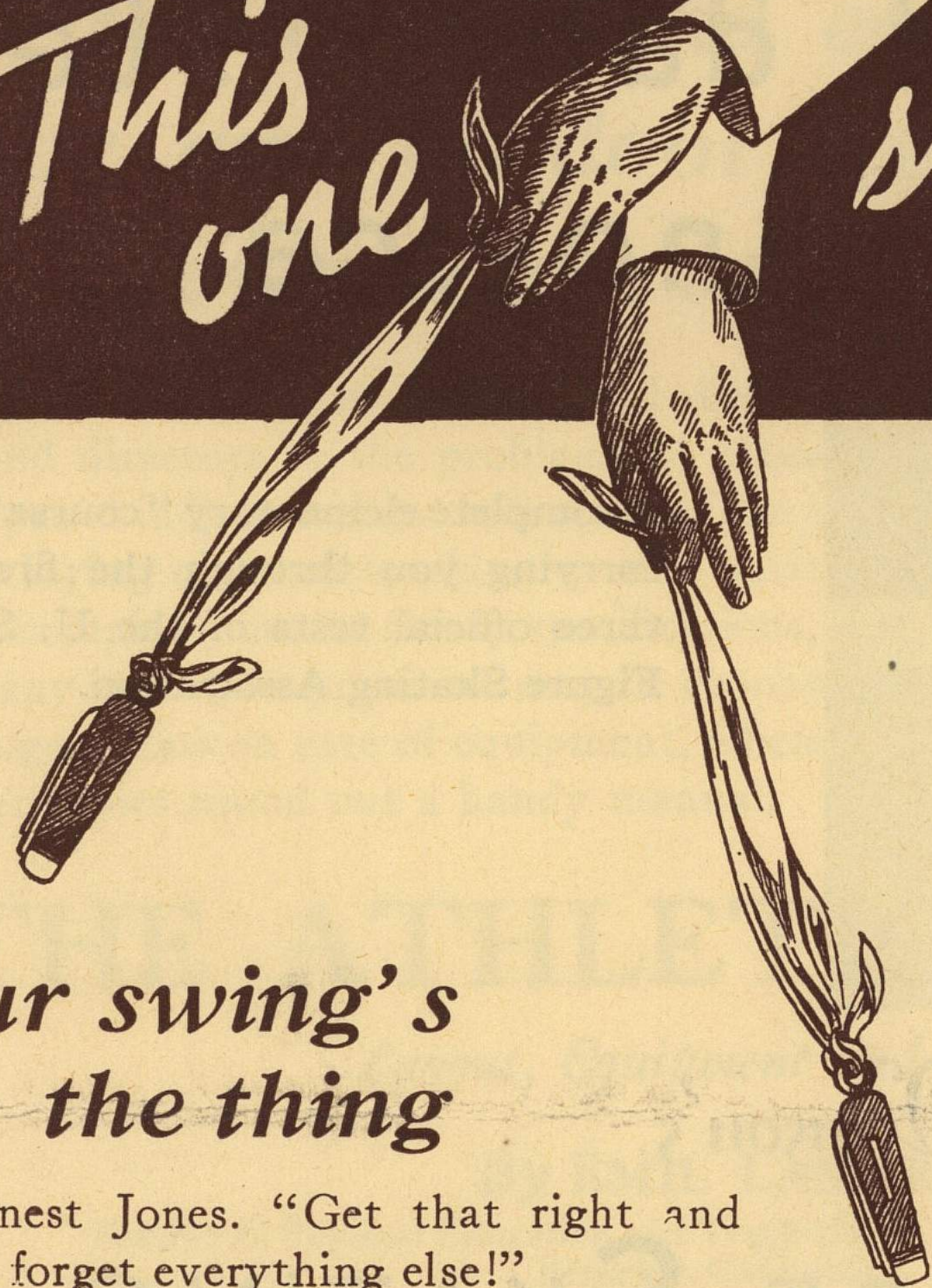


This one

simple idea

gives you
the key
to a better
game!



*Your swing's
the thing*

says Ernest Jones. "Get that right and you can forget everything else!"

LET THE man who is acknowledged one of the greatest golf teachers of all time show you how really easy it is to cut strokes off your score. Hundreds of golfers who have benefited by it assert that his system is the soundest and simplest method of golf instruction ever developed. Charlotte Glutting, Virginia Van Wie, and other golfing stars testify to the effectiveness of the Ernest Jones system. He employs just one positive principle—"swing the club head"—and he shows you how to do it without a thousand and one confusing details. Follow his simple, definite instructions and before you know it you have acquired a related, natural, easy swing. Slices, hooks, and other faults disappear and you're playing—and enjoying—better golf than you ever thought possible.

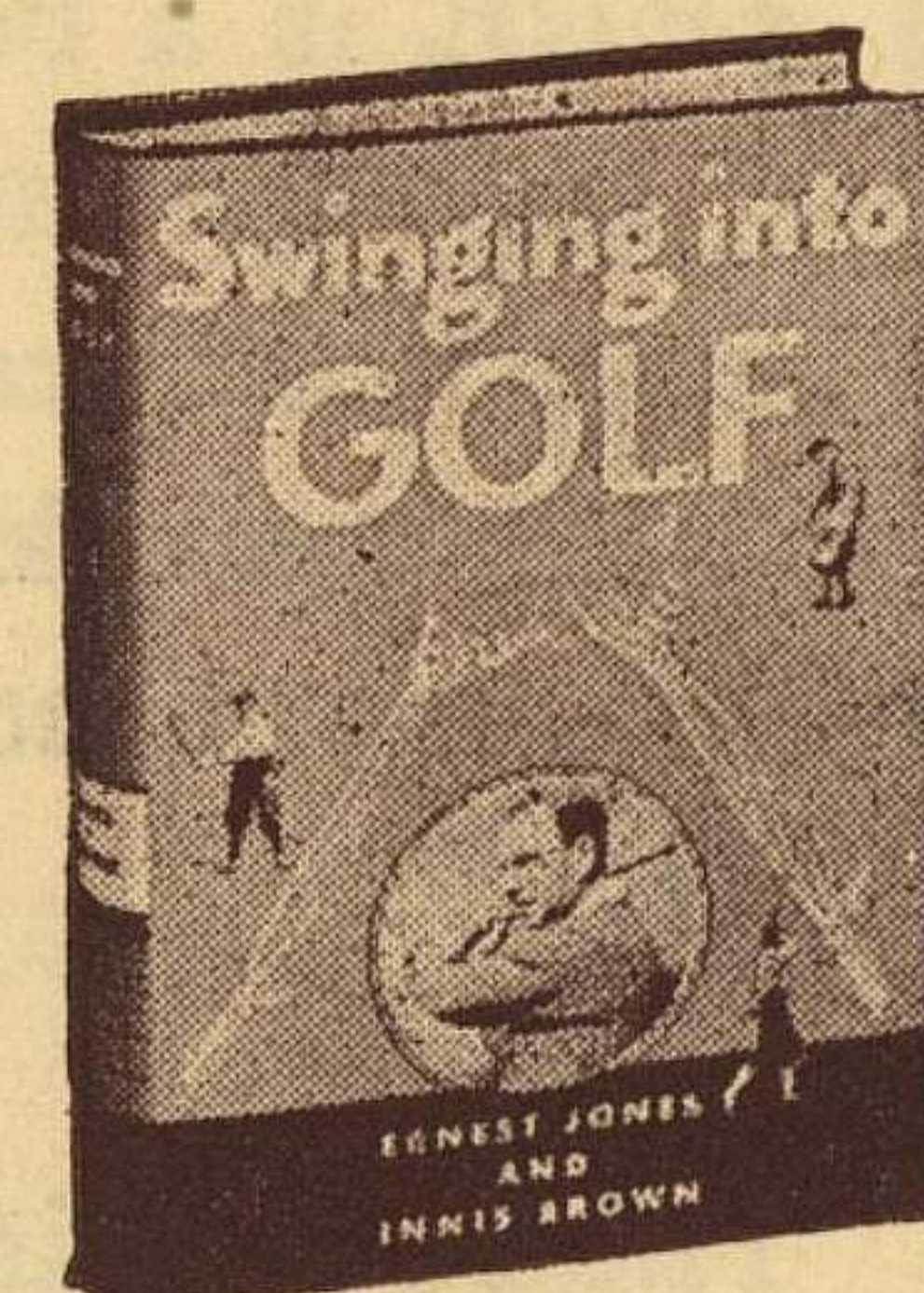
SWINGING INTO GOLF

By ERNEST JONES

Professional, Women's National Golf and Tennis Club, Glenhead, N.Y.
Formerly Professional at Chislehurst Golf Club, Kent, England

and INNIS BROWN

Golf Commentator and Formerly Managing Editor, *The American Golfer*



GRANTLAND RICE says: "In my opinion he has one of the soundest and simplest systems of instruction I have ever seen, and his results have been phenomenally good. One had only to talk to any of his pupils to catch the enthusiasm they feel and to understand the services he has rendered in reducing scores."

Contents

I. THE SWING TECHNIQUE

1. What It Is All About
2. How to Hold the Club
3. How to Stand to the Ball
4. A Swing and How to Acquire It
5. Timing and Rhythm
6. Obstacles to Swinging
7. Variations in the Swing
8. Accuracy and How It Is Attained
9. The Mental Side
10. Profit from Practice
11. "Swing Tells the Story"

II. GENERAL OBSERVATIONS AND COMPARISONS OF THE JONES' SYSTEM WITH OTHER METHODS

1. A Matter of Joint Responsibility
2. Adding to the Confusion
3. On the Subject of Concentration
4. Your Golf and Your Ego

Whittlesey House Publication,

150 pages, 5½ x 8, illustrated, \$2.00

ERNEST JONES says: "Good golf is easy to play and it is regrettable that so many persons who play at golf make such a labor of it." His book will help the great army of laborers at golf to become players.

Over a period of more than twenty years, Jones has taught thousands of golfers, from national champions down to the rankest duffers. He has taken new pupils taking up the game at 60 years and beyond, and brought them to playing consistently in the low 80's in less than a year's time.

The results he gets come from his system of releasing the student from negative principles and numerous rules. He has but one message: "The swing's the thing—get that right and you can forget everything else!"

Stop worrying, and play golf

Many golfers flounder around in the midst of dozens of do's and don'ts. Their stroke, which takes but a

moment to perform, is hindered by their trying to remember a number of separate rules and cautions during that time. Even a first rank player would perform terribly under such a handicap. Instead, he can, and does, think of only one thing at a time, when actually playing a stroke—hitting the ball.

Under Jones' method of teaching, everything is subordinated to this central idea of concentrating on what the player is doing with the club head, through his sense of touch or feeling. He shows you in detail how to "swing the club head," how to have control of the club head through the hands and fingers.

Now you can have the next best thing to Jones' personal instruction in applying this positive principle. His system—his manner of teaching—the single, simple principle—is brought out fully in text and diagram in this book. Read it, and take strokes off your score.

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