

# Better Teaching Through Movies

By ALEX PIRIE

PRIOR to the start of the active season the pro who is intent on making the most of his opportunities will do well to take stock of the situation and of himself.

I congratulate GOLFDOM on its work during the past year in presenting sound business methods to the boys and my recommendation and hope is that this work continues to extend its benefit in acquainting the ambitious and studious professionals with helpful details of merchandising, display, salesmanship and instruction. If there are any factors more important than these details of pro operations, I do not know what they could be, unless we mention the vital matters of careful guarding of credit and a more intimate personal contact with each and every one of the pro's members.

## Better Methods Needed

Instruction is coming in for some very earnest consideration on the part of professionals and I expect to see during 1928 a marked development of golf teaching along lines that are sound pedagogy rather than the generally employed casual methods of the past. Effective and comprehensive methods of teaching golf constitute one of the needs of the game today. This requirement is becoming widely recognized not only by the foremost professionals who are sincerely concerned with the good of the game and its players, but by the players themselves. I am hopeful that out of the present attention being given to golf instruction there may be evolved some fairly uniform methods that will speed, and make reasonably lasting, the education of the golfer out of the dub class into that of a low handicap player.

What seems to be the most promising element in the search for better golf instruction methods is the small moving picture outfit.

I have seen and heard of some very interesting results obtained from the motion picture method of golf instruction. From what has been done in this direction it seems plainly evident that the impressive visual instruction of golfing technique bears out the truth of the Chinese adage, "a picture says more than a thousand

words." From films of the pupils' shots we can point out to our students their faults with certainty and clarity. Even the most expert and patient golf instructors have difficulty in doing this now. By comparison with film examples of noted stylists, now available from at least one, and perhaps more, of the makers of the small movie outfits, the pupil's mistakes can be most effectively pointed out and examples of correct practice presented.

## Movie As Tutor's Aid

In the limited number of cases coming under my observation this movie method has demonstrated effectiveness that to me, at least, promises a great development in golf instruction. Imitation of the form of talented golfers is the method by which so many of our caddies develop into splendid players and when these good examples are made handy for study purposes to the inspiring pupil, together with pictorial data on their own faults, we should get the results we seek with our instruction.

Teaching is such a substantial factor in the pro's income that it calls for more thoughtful attention than it now is getting from us. We can talk and work with lively enthusiasm about our awakened activity in merchandising of golf supplies, but as we are doing this we need not forget the necessity of selling our services as instructors.

Much more money is to be made from golf instruction than most of us are getting. I am of the opinion that in increasing the number of our lessons by increasing their effectiveness, we will find the new movie help highly profitable. These outfits, camera and projector, can be had for around \$200; some of them for less. They are simple and fool-proof. The films are not expensive. A film of a pupil's shots could be made by the pro and used for instruction purposes, with the pupil being rightfully charged a good profit for the pro.

So much could be done in bettering golf instruction with the help of the small motion picture outfit that I think it only a matter of months before some of our foremost professional instructors will be showing the boys some highly interesting work in this direction.