

Movie Golf Teaching Big Hope of Pro Profits

By CHARLES HALL

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A COMPETENT survey of the pro golf situation today could not point out any pro golf activity of greater promise of profit to both pro and player than the motion picture instruction work now being pushed along by George Sargent. Mr. Sargent is the P. G. A. official to whom the association has delegated entire responsibility for getting this picture method of teaching on a substantial basis.

To the rank and file member of the P. G. A. the prospect of increasing his income from tournament winnings is remote. There are not more than two dozen pros in the country whose tournament incomes are worth considering. The rest of the nation's 2,500 professionals must depend upon their instruction, merchandising, and in some cases, greenkeeping ability, for an earning figure sufficient to keep them enthusiastically devoted to a career in the golf business. Naturally, when the P. G. A. and its new business administrator got together and planned how the vast majority of the pros could be given definite help by their association, an increase in lesson profits and an improvement in lesson results was a favorite topic of thought.

To a marked extent, a pro's success as a merchandiser depends on his activities and results as a teacher. That is so repeatedly demonstrated that it need not be referred to for any other reason than to point out the importance of correct instruction as the foundation of a successful professional's business. Therefore, it is obvious that pro teaching must be given a serious study in order that we all may decide, first of all, what we are trying to teach, and then, how to teach it best. It is ridiculous of us to suppose that in all the march of progress in educational methods during the last half century golf instruction alone would be immune from improvement. When the moving pictures of golfers got out of the novelty stage,

it didn't take the thoughtful pro instructors any time to see that many details of the golf stroke were being taught one way and played another. That discovery effected some revolutions in practice and I think that any experienced professional will agree that his teaching, during the last six years, has been easier and more effective, due to the instruction innovations brought by the moving pictures.

Can't Standardize Teaching

But still we have a long way to go before we set upon instruction methods our profession can boast of as having the advanced and simplified pedagogy of even a six-lesson course in jazz piano-playing. As I see it, no pro can look for the P. G. A. plan to produce standardized instruction. Golf instruction is an art and not an exact science. There are certain sound and helpful principles of the art that can be brought forth from a painstaking, expert study of these key pictures. From these we may expect a simplification and directness now generally lacking in golf instruction. Today we are depending too much on the tutelage of genius and the qualifications of a genius in golf instruction are far too exacting to expect them to spring to light as frequently as they are required by the popularity of golf. With the key pictures of Jones, Miss Weathered and Vardon analyzed by experts we may confidently look forward to codifying in a fairly positive manner the elements of a correct golf swing. By using these pictures in comparison with the pictures of the swings of our pupils it is almost certain that we will be able to emphasize the faults and implant the correct ideas without today's handicap of involved and embarrassing attempts at vocal instruction.

Better Scores—Bigger Profits

We are getting to the point where we are adopting the old Chinese saying that "a picture says more than a thousand

SORRY, BUT—

In the interview with Al Lesperance printed in August GOLFDOM, reference was made to the Jones P. G. A. pictures showing the ball and clubhead in contact for 18 inches. This was a rank error. The real distance of contact is approximately $\frac{3}{4}$ of one inch.

Sorry. The figure was obviously wrong and if we hadn't noted the error ourselves in the first copy that came from the bindery, there were lots and lots of letters that would have kept us from overlooking it.

words" and the practical application of this proverb seems sure to open a field of great promise of improved instruction results and consequent greater instruction income for the professional. With lower scores it is logical to assume there will be even a greater interest in the game and another boost to the professionals' hard earned profits.

Professionals who have done work with movie instruction are well aware of what the P. G. A. is up against in its efforts to get these key pictures and their plan of distribution and use correct from the start. It is not an enterprise that can be put under way in a few weeks after its inception but the progress made to date has been fully satisfying. The coming year is bound to see in the P. G. A. movie instruction work one of the greatest boons the game has witnessed, so we have a bright picture of earnings in prospect from this work.

COME-PUTT PAPER RINGS NEW GREENS AID

Boston, Mass.—Innovations and improvements of various kinds are constantly being introduced into golf, but hitherto little or nothing has been done to increase the visibility of the hole on the green. Considerable interest, therefore, has been granted the announcement of "Come-Putts" which are designed to help the golfer to locate the hole easily and to protect the hole.

These little white rings are fitted into the upper part of the hole by simply sinking the metal cup a half-inch lower than usual. With the visibility improved by this means it is possible for the caddy to remove the flag from the hole and get off the green, leaving the player free to com-

plete his putt without distracting influences, even from a distance of 30 or 40 feet. The hole is clearly visible from that distance. In addition to the improvement in visibility, these "Come-Putts" support the edges of the hole, and keep it in better condition and reduce the number of changes of hole location due to wear. This new improvement is spoken of very highly by greenkeepers and pros who have seen it and tried it, and it has already been adopted as standard equipment by a number of well-known clubs in the east.

Patents, Trade-Marks, Copyrights—Law and Practice by Oscar A. Geier.

Cloth-bound 6 in. x 9 in., 128 pages, published by Richards & Geier, Patent and Trade-Mark Attorneys, 274 Madison Ave., New York, N. Y.

This book is written in terms the man in the golf business understands, and covers the essential features of patent, trade-mark and copyright laws.

The patent law section of the book explains who may obtain a patent, what may be patented, the importance of specification and claims, patent interferences, reissues, appeals, infringement suits, etc.

The trade-mark end of the book covers trade-marks in general, valid trade-marks, invalid trade-marks, unfair competition, state registration, interferences, oppositions, appeals, infringements, etc.

In addition to facts about American patents and trade-marks, this book also gives a large amount of information about the foreign patents and trade-marks which will be of particular interest to manufacturers who export. The index, with which it concludes, affords ready reference to the many important subjects treated in this book.

A copy will be sent free by the publishers.

LUMBERJACK'S IDEA ADOPTED BY GOLFERS

WATERBURY, Conn.—Lipscomb concave disc screw calks, which are sold in large quantities for men and women's golf shoes, were developed from the logging experience of Abraham Lipscomb, veteran inventive lumberjack, whose notion of a special hardened steel calk with a concave disc to keep the calk in place and avoid discomfort to the sole of the foot, first attained wide favor among brother lumberjacks.

The General Mfg. Co., makers of the Lipscomb calks, worked in refinements made necessary by golfing conditions, and introduced the invention successfully to the golf market.