

Increase Golf Interest; Make Pro-Am Play Available to Greater Number

PRO-AMATEUR events, one of the most valuable pro promotion activities, can be muffed plenty if the same amateurs continue to play with the same pros and the affairs dwindle to the status of virtually restricted events.

The Indiana PGA went into this pro-amateur matter last spring and came out with a procedure that was highly successful in increasing the scope and intensity of amateur and pro interest. The state's amateurs prized the opportunity to get into the pro-amateur competitions and the pros make excellent use of the good-will and educational phases of the affairs. Amateur sharpshooters who wanted to turn the events into something to their commercial and selfish advantage, were kept well under control.

Roy Smith, sec.-treas. of the Indiana section, forwards the story of the Hoosier pros' success with the pro-amateur events, as written by Steve M. Davis, tournament mgr. for the southern section of the organization.

Davis reports:

In recent years practically every pro has asked himself: Is pro-amateur play as now conducted, really a success, or should it be charged as a failure?

These Questions Analyzed Problem

It was because of the lack of a definite answer to this question that the pros of the southern section of Indiana arranged a meeting early in the season of 1937 to compare ideas and at the same time attempt a working plan whereby experience would supply the answer. In their approach to a working plan it was agreed that success or failure depended on a proper understanding of:

What constituted the chief purpose of pro-am play?

What must be the attitude of the pro to this chief purpose? and

What will be the attitude of the amateur to this purpose?

The decision was reached in this meeting that:

The chief purpose of pro-amateur play was to establish in the minds of the greatest number of people that Pro-Amateur play was a friendly competitive sport.

To this chief purpose the pro must establish by attendance and proper conduct

in play that this is a play in which all are contestants, not the pros alone, and any amateur who enjoys golf and a contest, regardless of his or her ability to play near par golf, is not only welcome but wanted.

The attitude of the amateur to this purpose depended entirely upon whether or not the professional would give support to the purpose and conduct himself in a manner convincing to the amateurs that they are wanted.

Committee Devises Set of Rules

Believing by this analysis they had acquired a sound foundation on which to build, the pros immediately appointed a committee of six professionals and one amateur to provide rules and regulations of play.

The report of the committee when submitted incorporated that:

Play was to be with one pro and three amateurs constituting a team.

Registration of both pros and amateurs was to be definitely closed before drawing.

Teams were to be determined by a drawing after closing of registration.

Net proceeds of the registration were to be turned over to the pro of the club at which the meet was held, if a PGA member, such proceeds to be distributed in cash to pros and merchandise to amateurs. If resident pro is not a PGA member, then distribution to be made to the pro of the winning teams.

After the first meet the resident pro was requested to furnish ladies from his and other clubs as scorekeepers for each team.

The program called for play each Monday, beginning May 10th and ending with the play of October 4th, and was fully carried out.

When the full program was carried out, data became available on which may be based the answer to: "Is pro-amateur play properly conducted a success or a failure?"

The experience of the southern section of Indiana answers, decidedly—yes.

Why:

Because attendance over previous years increased almost 300%.

Because golf clubs never before interested were begging for a meet to be sandwiched in.

Because players' interest was increased to the extent that more golf lessons have been given than in the past.

Because there was more evidence of good sportsmanship than any previous period.

And not the least—

Because it built up a closer and better relationship between the different clubs participating.

And all because the play was kept clean. More people had an opportunity to play, and the opportunity was furnished where-by others, the scorekeepers, might have the chance to be part of as well as see the competition.

Univ. of Minnesota Offers Golf Classes in Evenings

A SUCCESSFUL program of evening instruction in golf has been developed at the University of Minnesota in Minneapolis. Lessons are given in the second, or spring, semester for about 18 weeks, and there are separate classes for men and women. This spring about 150 men and 125 women are taking the courses. Instruction is given by lectures and demonstrations, motion pictures, and by individual lessons and coaching by professionals in the driving nets of the golf gymnasiums, on the practice tees, and on the university golf course. The outdoor sessions are held in the late afternoon in the latter part of the spring term. The classroom and gymnasium hours are in the evening.

Instruction for men is under the direction of Professor W. R. Smith, director of intramural athletics and golf coach, with the assistance of various lecturers and professionals. Classes are designed to introduce the student to the fundamentals of golf with some attention to the historical and tournament aspects. Others giving lectures and instruction are Art Statt, Minneapolis; Dean O. M. Leland, U. of Minn.; Willie Kidd, pro at Interlachen CC in Minneapolis; Leo Feser, greenkeeper, Woodhill CC, Minneapolis; and Lester Bolstad, pro at Minneapolis GC.

Women's Lessons in Four Groups

The evening golf instruction for women is conducted by Miss Grace D. Christensen and Miss Augusta Heiberg, instructors in physical education, in two elementary and two intermediate classes, the former for the beginners and the latter for those desiring to improve their game. Special attention is given to individual instruction and coaching. As soon as the weather permits, the classes are taken to outdoor driving tees to discover the weaknesses of the individual members' strokes for the

purpose of correcting their faults. This applies particularly to the intermediate classes. Outdoor practice on the golf course and the women's putting green forms an important part of the program. Lectures are supplemented by motion pictures as in the men's class.

These evening classes are made up, for the most part, of adult men and women from Minneapolis and St. Paul, who are not regular daytime students in the University. Fees are \$6 for men and \$5 for women, which covers the individual instruction and coaching by the professionals as well as the classroom work. No university credit towards a degree is allowed for this work.

Ruby's "Caddy-Cism" Valuable Booklet for Teaching Bag-Toters

EARL RUBY, nationally known golf editor of the Louisville (Ky.) Courier-Journal and The Louisville Times, as a caddie committee chairman and in other official capacities with golf clubs and associations, had his full share of the headaches concerned with caddie education and management.

After years of trying to find all the answers Earl decided to compile his own manual of caddie instruction and to get it into such form that the kids would find it easy to read and retain. But before he went into the last stretch with his plan he got the written idea of 300 pros and caddie-masters on the most effective and most needed items of caddie instruction. He also picked up considerable material from discussions following the talks he has made on the caddie problems and responsibilities before many sectional organizations.

The results of the Ruby labors has been the issuance of the Caddy-Cism, a compact instruction manual for the boys, in which the material is handled in question-and-answer form. The booklet is well illustrated, having among its illustrations one of the most common faults of caddie ignorance or carelessness, the injury of the hole rim by faulty handling of the flag-pole. In the back of the book are the rules and definitions of golf.

The book sells for only 15 cents a copy. Ruby recommends that the caddie be charged for the book, at least on a memo basis. The book has been widely used, and with decided success by golf clubs, but its use isn't nearly extensive enough. The