

# Promotion Co-op Aids Pros

By Herb Graffis

**Pros who criticize free class lessons should investigate successful results of 'missionary work' in other professions**

IT IS becoming increasingly apparent to the brainy pro that his participation in golf promotion accounts for his earning power, reputation and job stability. Things are moving so swiftly in golf that the pro who does not protect himself by foresighted action in golf promotion, can blame only himself if he loses out during the dawning new era in golf.

There has been some criticism of pro participation in free group instruction. It must be admitted that sacrifices are made by pros engaged in this work, and that the return to the pro may not be 100%. A strange thing about some of this criticism is that it comes from competent professionals who complain that the golf professional does not enjoy professional status similar to that held by doctors, dentists and lawyers.

It would direct the thinking of these men were they to consider the free clinic work done by doctors and dentists who have annual incomes that run into six figures, or the legal "missionary" work done by lawyers who are richly paid. Because a doctor or dentist devotes a morning a week, or more, to a clinic doesn't lead the public to believe that it will get all its medical, surgical or dental work free. Because a high-powered lawyer applies himself to the case of some poor unfortunate doesn't tip off the public to a promise of legal work free.

## Group Lessons Advertise Pro

Free group lessons for adults in newspaper golf schools, for high school children or club members' children, not only give the non-tournament pro the advertising he needs but doesn't get, but is a definite factor in building up the demand for private lessons.

In the high school and college instruction in golf there is a trend developing that will have a tremendous effect on pro golf within the next 15 years. Regardless of what pro attitude is, or may be, the school kids are going to be taught golf. The physical educators think highly of the value of golf as a long-term coeducational sport. If the pros don't get in there

now and assume leadership in school golf teaching, the greater part of the work—and the income—will go to physical educators who qualify themselves as golf instructors, just as they have qualified themselves as instructors in track and field sports, football, baseball, swimming, basketball, tennis, archery, and other sports.

It will come as a shock to some pros who are against the effort and inconvenience of sampling schools with a series of lessons for students, to learn that in several states they wouldn't be allowed to teach golf to the kids, even if they'd give 30 hours a week free. Several states demand that instructors have teacher's credentials. A pro could have won a dozen major championships, but lacking teaching credentials acceptable to state educational authorities, he's just another guy with some sticks and rates about even with Joe Louis as a member of the faculty.

## Year-round Pro Jobs Seen

After some years pro golf will appreciate what an important job was done for it by the pros who have been volunteering their efforts in school instruction. Eventually there may be college jobs with star football coach salaries, and school jobs that will make the golf pros' job a well-paid 12-month field. If that day comes—and it probably will—the golf pro who isn't thoroughly qualified will be out of luck.

Just as an indication of what's happening, the studious pro might look at such magazines as the Scholastic Coach and the Journal of Health and Physical Education. He will see many instruction articles on other sports, many advertisements of coaching schools in which major sports are featured, but he will see only slight references to golf.

However, the minor references to golf are significant. They indicate that when the golf pros don't go strong after school instruction, the physical educators themselves begin to take the situation in hand. There always are enough alert and foresighted pros to be counted on to lend a hand. Generally, the pro has to start by

A page of photos in the rotogravure section of the Baltimore Sunday Sun recently, showing Notre Dame of Maryland undergraduates, all young women, going through their regular outdoor and indoor workouts, is a good illustration of the greater publicity and attention golf in schools and colleges is receiving this year.

The Notre Dame of Maryland students are shown receiving personalized attention from Pro E. A. Dempsey, chief golf instructor at the institution, practicing in the indoor cage, playing out of the rough, swinging down the fairway in groups, getting first-hand information on correct arm position, the grip, etc.

giving his services free, just like doctors do at clinics. But, with amazing speed the golf instruction is being converted into a paid proposition, unless regional requirements of teacher's credentials rule out the golf pro. It has been conservatively estimated this next year will yield \$300,000 in pro lesson income.

GOLFDOM has repeatedly urged the PGA nationally to take this vital situation into consideration, and organize to control it. Instances of highly valuable work by the pros in Michigan, St. Louis, Portland and other territories have been cited. It's a long, exacting and baffling job; just as hard a job for pros to handle as it is for them to take a duffer and turn him into a Guldaahl in a season.

But it's a job that must be handled by pros for their own security and financial advancement. If it is permitted to slide through neglect or dogmatic argument, there is a danger of having American pro golf get into the peril now confronting British pro tennis. Amateur tennis authorities in England are rating pros not only by playing ability but by instruction ability. Those ratings are going to determine pro tennis players' income, unless the tennis pros follow the lead of Bill Tilden.

#### Tilden Makes Big Money

Tilden is not internationally known as a guy who'd go out of his way to make work for himself. But he is teaching free classes of tennis to about 2,000 youngsters. The resultant publicity is a positive factor in keeping Tilden far ahead of any other tennis pro in England so far as income is concerned. Recent reports indicate that Tilden's income is equal to, if not in excess of that earned by Henry Cotton. Cotton is reputed to be the world's biggest-earning pro. Bill spends his lavishly, but that's not a part of this story.

Each week this writer has, among other tasks, that of examining the sports sections of about 200 newspapers from all

parts of the United States. In viewing the golf publicity this spring, it is astounding how much advertising is given home club pros who make a smart play of public service. For the first time in any spring I can remember, the home club pros are miles ahead of the tournament pros in publicity, although the tournament pros have had the benefit of sport section featuring of Guldaahl and Snead as wonder-boys.

Let's look at some of the stuff the papers are printing, and see how much of it owes its start to the promotion efforts of pros who were willing to invest their time in an effort to build up their business.

One of the most widely used stories of the spring was one that Jack Cuddy, one of the United Press' sportswriting stars, did on Jean Cline. Bob Harlow tipped Jack off to the yarn at Pinehurst and it came out as a great plug for the instruction of Sandy Armour, the Cline kid's home club pro at Bloomington, Ill. The story and pictures appeared in hundreds of papers. A kid star coming out of these pro classes means tremendous advertising for her pro. Stanley Davies, pro at the Omaha (Neb.) Field Club, appears in a picture surrounded by members of the Field Club's Chunkers, a group of girl pupils.

#### Dahlman Gets 'Ambassador' Title

Marty Walsh at the Omaha (Neb.) Country club, is shown in work of member service — not working on his own game. Joe Dahlman, pro at the McFarlin GC, Tulsa, Okla., is shown as the "State's Golf Ambassador" because of his work in bringing new clubs into the Oklahoma State Golf Assn.

Al Zimmerman gets a three column picture showing him giving Saturday morning class instructions at Alderwood CC, Portland, Ore. It is grand advertising for Al and for the club that wants to get parents of potential golfers to join.

In the Washington Post, Merrell Whitteley is conducting an illustrated tour around the district's courses, and priceless publicity is being given to the activities of pros who are doing "something extra" around their clubs.

Skeet Fincher, pro at the new Rockwood munny course at Fort Worth, Tex., gets a big illustrated feature on what he's doing to teach golf to Marvin Shannon, a Fort Worth lawyer who has been blind since the age of 13.

Clyde Reeves, pro at the Parkdale GC, Dallas, Tex., gets a three column picture

and plug on teaching golf to members of the International Ladies Garment Workers Union. Claude Whalen at Fort Worth's Colonial CC, gets a strong boost from sports scribe Amos Melton for the work Claude is doing with his kid class at Colonial.

Denny Champagne, pro at Highland CC, Grand Rapids, Mich., is given a swell story in the Grand Rapids Press on his six-week golf course at the local YMCA.

Pictures of university and high school golf teams, and frequently of their pros,

abound in this spring's newspapers. Stories and pictures of pro classes at clubs have been printed by the hundreds. Newspaper sports editors know that this kid stuff is certain of reader interest, regardless of what any pro may have against the kid class idea as an approach to the parents who may be induced, eventually, to spend some money with the pro, and keep the fellow in a job that may get much better than it now is when those kids grow up to be enthusiastic golfers.

## School Golf Grows at Paterson

By Karl Sutphin

**E**ACH year since 1936 the Passaic County Park Commission, Paterson, N. J., has offered the services of its professional, Myron Kniffin, without cost to the schools in the Paterson district, and this opportunity to get started early and right in golf has been accepted to the point where the number of students enrolled has increased from 363 in 1936 to 933 in 1939.

The Commission purchases and makes available all of the clubs necessary for use in the golf classes. Instruction is begun

immediately after the Christmas holidays, and from 4 to 8 periods are given in each school, depending upon examination and vacation schedules. Prior to this year, two additional instruction periods were given at the Passaic County GCse, where the students actually hit out balls. These outdoor periods were discontinued last winter in view of the fact that Kniffin made use of a net during his regular classes in the school gymnasiums.

As a direct result of this program, the Northern New Jersey Interscholastic Golf



Students at Central High School in Paterson, N. J., are shown receiving golf instruction, under Myron Kniffin's direction, in one of the indoor group instruction classes conducted last winter by the Passaic County Park Commission.