

GROUP TEACHING METHODS I HAVE FOUND SUCCESSFUL

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FROM my own experience in teaching I have found several ways to hold the interest of my pupils either in groups, or in individual instruction. To me, these methods are very interesting and seem to be necessary in modern teaching. I have just completed a lecture program at Exeter Academy and at Stoneleigh College in New Hampshire which I feel will do much to promote golf at these schools. The impression I get in giving lectures and instruction of this kind is that we have a subject of extreme interest to any and all individuals, and therefore it is not hard to converse on a subject which you do not actually have to sell. Any professional with a good speaking voice could very well handle this work that does so much to promote the game.

Pro Must Have Pupil's Confidence

In working in schools it is important to secure the full confidence of the youngsters that you are going to teach. To gain this confidence I find it extremely beneficial to prove to them that I have the qualifications that would class me on the same plane as their professors. Once this confidence is instilled in their minds I have gained an advantage that cannot be underestimated in their continued interest in golf in the future.

My suggestion to the pro facing the problem of instruction at a school is to prepare his talk and then arrange with the school athletic director for a suitable time to give his prepared lecture. The following are notes on the golf lectures I have given at Exeter and Stoneleigh, and they may prove of some value for other pros who may be called upon to give similar talks promoting golf before schools or assemblies:

(a) Extend thanks to the school offi-

Of all the little advertising stunts that get a pro's name around to promote instruction, the paper match book is most effective and cheapest, says Cyril Wagner. Wagner, for several years at private clubs, opened a golf school in Chicago's Uptown district. He swamped the neighborhood with matches. The reaction was a filled lesson book.

cial for the privilege of addressing the group.

(b) Get across to the students that my services are also for the welfare of the school and the authorities are also thankful for my services.

(c) Emphasize the importance of being able to play golf for years after school has been completed. Impress upon them the health value of golf in future years, and the length of time that they may continue to play. Example: John D. Rockefeller.

(d) Stress the importance of regular periods for checking up on golf etiquette. Give students a mental picture of the real and appreciated courtesies of the game.

(e) Show pictures of shot execution by some outstanding golfer, impressing the perfection angle. (This section of the lecture mostly ad-lib; give your thoughts on the proper swing).

(f) Give details to the students on just what school is going to do regarding golf instruction and promotion.

It is my suggestion that, if possible, any lecture before groups of students be accompanied by pictures showing how the masters execute their shots. To me, the story told by these pictures seemed to grip and fascinate the students more than any other part of the talk.

THIS BOOK IS A "MUST"

"Golf; Its Rules & Decisions", by Richard S. Francis. Revised edition. 413 pages. Published by The Macmillan Co., New York. \$3.00.

HISTORY is blank on the absolute first rule of golf, but it must have been something like this: "Hit the ball from the tee and keep hitting away until you have holed out." But early golfers soon discovered that many things can happen between tee and cup, and so the Rules grew until today they are a complete code, meticulously worded to cover with exactitude every playing emergency that arises.

The fact that all likely situations are covered by the Rules has an unfortunate result—they are too complicated for the average golfer, who plays the game for fun and has no desire to make a serious study of the Rules. But when some extraordinary situation arises in the course of play, the rules ignorance of this same golfer forces him to guess the proper

procedure. His fellow players (who are positive the thing to do was exactly the opposite of the player's guess) promptly challenge his action and an argument of varying degrees of friendliness develops. Eventually the case is appealed to the club pro, the local links-lawyer, or the chairman of the golf committee, none of whom is likely to be *completely* familiar with all the niceties of Rules interpretation and quite frequently renders a decision, with the best of intent, completely contrary to the ruling which should have been made.

For such local "experts" to attempt to decide a golf argument without owning a copy of "Golf; Its Rules and Decisions" and without first consulting the book, is absurd. Here is a volume of over 400 pages, written by Richard S. Francis, a member of the Rules of Golf Committee of the USGA, which answers every question of rules and procedure that has been raised in years. The book is carefully arranged and completely cross-indexed. With a copy at hand, almost any rules argument, no matter how unusual, can be decided in a couple of minutes. The USGA approves and recommends the book.

GOLFDOM joins in urging every golf course to obtain a copy of "Golf; Its Rules and Decisions" and have the book around where it can be consulted. The cost is \$3.00 at any bookseller, and it's well worth it to any pro, chairman or club official who has rules arguments to settle and to every golfer who plays in tournaments and must know the rules or risk being penalized for violations.—J. F.

Smith and Thomson Made Associate Directors of A.G.I.

HORTON SMITH AND JIMMY THOMSON have recently been appointed associate directors of The American Golf Institute, organized last year by A. G. Spalding & Bros., to assist golfers and golfing groups throughout the country. The appointments of Smith and Thomson are made at a time when the field served by the A. G. I. is being considerably broadened and valuable use will be made of the unique experiences of these two golfers.

With the continued direction of Robert T. Jones, Jr., plus the facilities of A. G. Spalding & Bros., and with the assistance of Smith and Thomson, The American Golf Institute as now constituted is in an

eminently strong position to serve the golfing public. Their two years in the "goodwill foursome" gave Smith and Thomson a familiarity with golfing problems and conditions throughout the country. As Spalding's representatives, they appeared in 160 matches in 41 states, traveling close to 100,000 miles and playing to more than 300,000 spectators, mostly on municipal links. Formed in May, 1936, the foursome continued its tour until October 8, 1938. Little and Cooper are now concentrating on their tournament play.

IT'S ON THE HOUSE

By **TOM REAM**
Mgr., Westmoreland CC

The biggest item a club has to sell is service, and the bigger and finer the club the greater the problem of providing perfect service.

Contact and thorough training will make perfect service a habit, just as surely as lack of training will make slack, inefficient service a habit.

You've got to be good to keep ahead.

Temperature control is essential for economical operation of both heating and cooling equipment.

Superior features of beauty, safety, sanitation and light make for successful modernization of club.

Dependability has no substitute.

Put braces on furniture that has become loose in the joints.

The only way labor costs can be cut is to install better and more up-to-date equipment.

The honest employee welcomes a check on his work.

Please the women and you'll sell the entire family.