

Pros: Let's Be More 'Professional'

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OFTEN pros refer to themselves as "doctors of golf". We frequently talk among ourselves about the pro conducting his operations on the "professional" basis of the doctor and lawyer. This all is very ambitious and high-sounding. It would be much better if we'd do more, and talk less, along these lines.

As a matter of cold fact only a few of us—and then only at intervals—act as professional men. I'm using the word professional in its association with the professions, not as defining the status of one who takes pay for services in sport.

This isn't scolding. It's confessional, and the result of cold and severe self-examination, in this particular case of Jimmy Anderson who counts himself a representative golf pro.

Let's take one primary case of professional practice which golf pros only rarely follow; the case of the clients whose needs baffle our own qualifications.

Can't Help Some Pupils

I have had cases of pupils upon whom I've used every talent, trick and patience that my experience has given to me in teaching golf. I'd work with them, and lie awake nights wondering why I couldn't get them straightened out. Still they didn't improve. What pro hasn't had the same disturbing experience?

Then, too, I have had players come to me from other pros' clubs in search of instruction that will cut their scores. I know the pros who have tried to teach these pupils are good men. From quite a few of these pros I've learned valuable instruction pointers myself.

Fairly often I am able to take these pupils and get them to consistently hitting the ball and scoring in good shape. The sober, certain truth must be that other pros have the same experience with pupils I've been unable to cure.

Admitting the existence of such cases certainly doesn't reflect on the true professional status of a golf pro. We need not be ashamed to confess that our high and wide sort of genius can't convert every duffer who comes to us and lead him or her into the upper realms of the lower handicaps.

Doctors are not ashamed to call other doctors into consultation. The patient gets

a feeling of confidence in the doctor's ability and sincerity when he calls in a specialist for consultation. The general lawyer is not reluctant to call in an income tax specialist or real estate or libel specialist when his client is in a jam in one of these phases of the law.

But pros, who talk of being recognized as men of professional status, are deathly scared, apparently, of regarding other pros as instruction consultants.

I have tried the experiment of asking pupils upon whom my instruction has not been working satisfactorily (to me, at least) if they'd have any objection to me sending them to another pro to be looked over so I could have an expert and independent check-up on the case. The pupils are flattered by the candid admission that their cases are tough. They get into a more susceptible attitude toward instruction. I recall the statement of Dr. Kelly at the Purdue golf conference that fundamentally golf must be learned rather than taught. Dr. Kelly, as a psychologist of high rank, tipped me off to sharply define something that I've long suspected. The function of a good pro instructor is not only knowing what to teach but how to get the pupil to learn it.

Armour Gives Others Credit

I recall the remark made by Tommy Armour when he was receiving great credit after Lawson Little won four consecutive U. S. and British National Amateur championships. Armour disclaimed having given Little any appreciable amount of instruction in shot-making. "He knew how to make shots. He'd learned that from some very good but comparatively unknown teachers. All I could tell Lawson was how to play tournaments, and give him a workout in competitive tactics."

One of the acknowledged great authorities in golf instruction making a statement like that was one of the finest tributes to the "horse and buggy" doctors of

Ed Livingston, pro at Elmwood Park, Sioux Falls, S. D., sold his set of clubs to a member—Don Hetland. Ed had holed an ace on the club's eighth hole with his No. 6 iron. Hetland hauled out the 6 at the eighth right after making his buy and holed an ace himself.

pro golf instruction I've ever heard. It also was a tip to the application of truly professional procedure to golf instruction. Little picked up instruction from a number of good sound pros. The ordinary club member is kept strictly to his own local practitioner.

My point is that the home pro doesn't

lose, but gains, when he advocates other expert pro consultation in stubborn cases of instruction. The pupil gets the right idea that golf instruction isn't such an easy, simple thing that any one pro, regardless of how good he is, knows it all.

Furthermore, in actually building ourselves up in professional status, it is ob-



Paul Runyan, noted golfer, is shown instructing Columbia university golfers at the Gedney Farms CC, White Plains, N. Y. Runyan became instructor for the spring term of this class, which is one of the many comprising the Physical Education (required) program for freshmen and sophomores at Columbia. In the early spring and during bad weather two golf nets are set up in the main gymnasium (University Hall) on the NY campus.



One of the group instruction classes at the University of Nebraska, Lincoln, is shown in the above photo working out under the direction of Instructor Ed Newkirk, who is pro at the Lincoln CC. Ed reports an unusual amount of interest in golf among the students at the university this spring, and says he has been kept plenty busy instructing regular classes for both men and women students in the department of physical education. The students realize that golf instruction is something that cannot be crammed into too short a period of time, according to Ed, who says that when he queried the classes as to whether or not the course in golf should be covered in one semester or two, he found that most of the students felt at least two semesters and even three, should be devoted to learning golf. Their point was that they should not be rushed through the subject, so as not to touch some points too lightly, and over-stress others.

A hole-in-one idea that's worth wider use is that conceived by E. Leonard, pro at Butte Des Morts CC, Appleton, Wis. Leonard gets the ball the player has holed with a tee shot, and mounts this ball on a small wood pedestal. Felt goes on the bottom of the pedestal so the trophy may be used as a paper weight.

On the ball is lettered in ink the name of the player, the hole, distance and date. On the pedestal is "Presented by E. Leonard, Butte Des Morts pro."

vious that we neglect some of the most important basis details. How many of our pupils really know about golf clubs? We make a great point of saying that proper fitting of clubs by a pro expert is a fundamental of good golf. But have any of us made part of our instruction interesting and informative lectures on clubs and how they are designed and made to do their work?

Rules of golf we have neglected, too. Pros are not naturally reading men and I doubt that 5 per cent of them have read the Rules of Golf, the primary manual of their business, from cover to cover. I believe that with the development of pro golf clinics we are going to hear the Rules of Golf read aloud and clear through—and discussed.

The ignorance of tournament players in the rules of the game is something that we can't regard merely as unfortunate. It's a reflection of a serious oversight in the educational plan of pro golf which has as its objective the establishment of a sound and higher status, with greater earning possibilities, for the man who is qualified to be called a master golf professional.

Photographic Murals Are Ideal for Club Use

ART PHOTO ASSOCIATES, 330 N. Michigan Ave., Chicago, is going into the country club field with its photographic murals, now extensively used on walls of offices and a few of the ritziest cafes.

These photographic murals select, as subject material, some beautiful view of the course. The photograph may be enlarged as much as 11 feet high and 48 inches wide. The cost is approximately one cent a square inch for the finished work.

Scenes of historic matches played over the course also make good shots for the murals to be displayed in the lounge,

dining room, grille or bar of the clubhouse.

The murals are applied to the wall in a manner similar to hanging wallpaper, or made in panels.

Inasmuch as summer activities supply the scenes that are most usually transferred to the mural locations, Art Photo Associates advises that club managers or officials look into the matter promptly while early summer foliage and verdure is most luxuriant.

PGA Promoting Red Cross Matches During July

THE PGA is pushing Red Cross matches in July, hoping to set a sports record for funds secured. Besides the Detroit match between the Ryder Cup 1939 team and the sharpshooting orphans, PGA members will promote blind bogey tournaments at their own clubs, all entry fees income, minus a nominal prize amount, going to the local or national Red Cross.

The team match idea was steamed up by Sarazen after plans for a tour by Sarazen, Hagen and Armour had been proposed by the Squire. Tom Walsh, PGA president, came up with the nation-wide Red Cross tourney idea. Washington (DC) pros put on a Red Cross pro-amateur match that drew well. Scioto CC, Columbus, Ohio, also put on a very successful benefit match on June 9.

Lawson Little is making frequent contributions of his services to Red Cross benefits and now has virtually run out of available charity match time.

Noted pros are getting many requests for their services in Red Cross matches. The boys don't mind generous contributions of their services but they shy at appearing in matches where the promotion expenses, involving, usually, nothing for them, leaves the Red Cross coming out with small change. They want to be sure the Red Cross gets a goodly chunk. Hagen says he'll play in Red Cross matches any place his schedule will permit, but the Red Cross must be guaranteed a minimum of \$500 before he takes a club out of the bag. That chills those who have noble but impracticable ideas, and want Walter to do the heavy work.

The PGA has a long record of fundraising service. In 1916, first year of the organization, it raised \$1,800 for an ambulance to operate in France.