



University of Kansas City coeds are shown receiving instruction from Leland Gibson, pro at the University GC. These students take lessons under Gibson three times weekly, for which they receive gym credit.

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win one round in the championship flight.

This style of instruction has kindled much enthusiasm at Gibson's club, so much indeed that at almost any time of day during the summer players may be found on the practice tee keeping their stroke in the groove.

Gibson feels that this type of "clinical merchandising" has far reaching possibilities both for club members and for the pro. His club, a semi-private organization, has reacted most enthusiastically to this teaching style. And if it works with members of moderate means then it will undoubtedly work out even more profitably at clubs where there is a closely knit and financially able group of members.

Drake Students Enthuse Over New Course in Golf

AN enthusiastic report on the tremendous possibilities of developing golf in schools was received recently by GOLF-DOM from Monty Schenck, Woodside GC, Des Moines, Ia., pro, who has just completed the first semester of the first student golf instruction program ever held at Drake University in Des Moines. Says Schenck:

"What I feel is more significant than anything else in regard to the unusually

successful golf program at Drake, is the fact that the university had never before offered golf in its department of physical education curriculum. The great initial success of student golf at Drake shows the tremendous possibilities in schools and colleges for development of golf—if some time and effort is spent along this line.

"The first thing I did upon getting the O. K. from Drake officials to go ahead with school instruction, was to acquire a golf net and mats. I was then assigned to a large room in the field house that was generally used for basketball. This room was 75 ft. by 40 ft. Students signing up for the golf classes (there were four classes each day) numbered 128. It was planned to divide the classes into beginners, and advanced; but the way things turned out three-fourths of the total number were beginners.

"The golf instruction classes ran according to the following schedule—classroom work on Monday and Wednesday, and regular exercises in the practice room on Tuesday, Thursday and Friday. During the semester I obtained two sound motion pictures on golf, and four silent pictures, all in 16 mm. These movies contained instruction and actual shot demonstration by the game's leading golfers. Several times during the semester I had prominent golfers lecture on fundamentals of the game."