

other man at this clinic. I know how hard it must be for the muscularly inactive pupil to learn because I have had my own problems in acquiring certain patterns of performance that my own vision, experience and analysis recommend to me.

Therefore, I do not believe in censuring or embarrassing the pupil with sharp criticism for failure to do something that is certain to be rather difficult for one whose mental and physical coordination has become dulled during years of sedentary living. I employ the policy of encouraging without promising too much, and for this policy which I adopted because it puts it up to the pupil to exert himself, I have the endorsement of such psychologists and teachers as Professors Anderson and Gilkenson of this institution (University of Minnesota) and Prof. Kelly of Purdue.

Elementally the problem of golf instruction is that of getting knowledge of the correct swing from the instructor's brain to that of the pupil, then converting that knowledge into action.

It is obvious that if the instructor hasn't clearly in his own brain a thorough knowledge of the golf swing, of what the pupil should know, and why the pupil should know it, the instruction will be inefficient. In clarifying our own conceptions of details of the sound swing pros could spend far more time than they now do together, in discussions of golf strokes. However, the pupil must not be confused with too much of the detail that we must know and recognize as groundwork for our teaching.

Four hours a day is all that I'll teach. In that time I can and do give my best efforts. If the instruction day is too long I cannot give pupils during the latter part of an excessively long stretch the best results. Inasmuch as I consider I cannot give a pupil full value after I've taught for 4 hours, I take no pupils on the tee after my daily 4 hours are over.

I believe in spending part of my lesson income for advertising and stage management that makes the pupil feel that he is getting something other than just another routine lesson.

Pic magazine's May 27 issue had an interesting picture story on the scientific background of Spalding's new Tru-Face woods, showing how the stroboflash pictures at the rate of 30 per second tipped off Spalding's club engineers how to design a wood face that would minimize hooking and slicing.

NEW GOLFERS' DAY

— An Idea for the
Promotion of Golf

By **BLAKE McVEIGH**

GOLF clubs could well unite in staging an annual New Golfers' Day. The purpose of this day would be to introduce golf to thousands of prospective converts.

Such a day would be calculated to benefit greatly all the forces in organized golf—golf professionals, golf clubs of every description, driving ranges, manufacturers of golf equipment, and the bodies which are concerned with the promotion of tournaments for which gallery tickets are sold.

The idea is to make an appeal to every person already playing golf to take a friend, business associate or relative out on the golf course during this designated day, and to introduce him, or her, into the joys and healthy benefits of playing golf, to get him or her hitting that ball. That's how golfers are born!

Even assuming that the New Golfers' Day created only 25,000 novice golfers, and each, thereafter, spent an average of only \$10 for equipment, that would represent an additional \$250,000 gross business for pros and manufacturers. During a year these same new golfers might reasonably be expected to spend another \$250,000 for clubs, balls, bags, etc. That 25,000 new golfers estimate, incidentally, would call for an average of only five new ones from each of the nation's 5,000 odd golf clubs.

From a collateral standpoint, New Golfers' Day would be beneficial through inspiring a vast amount of free and valuable publicity about the game—its recreational, healthful, social and business benefits. There would also be plenty of humorous and kidding articles written about the Day, but these would not be harmful.

Eventually, New Golfers' Day would function much like the annual Fathers' and Mothers' Days. Over the country there are many thousands of wives and husbands who wish that their respective mates could be induced to take some healthful exercise, such as golf. It would be possible, by suggestive advertising, to induce a good many of these folks to buy gift golf sets for husband, father, wife or son, and say to them, "Now, here are

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your clubs; go and try them out on New Golfers' Day."

Fathers and mothers, who played the game themselves, would take Junior out on such a day, to make a golfer out of him.

The underlying psychology of New Golfers' Day would be one of tolerance, kindness, encouragement, patience and help applied to the vast army of dubs.

Veteran golfers, whose selfishness is one of the chief obstacles to putting the idea across, would have to be sold on the necessity and importance of staging such a day and increasing the number of golfers in order that the game may flourish. Incidentally, an increase in number of players undoubtedly would reduce the game's cost to them.

First, a national committee should be formed composed of a representative of the National Golf Foundation, the USGA, the PGA, and other associations. Similarly, representative local committees should be formed, so that New Golfers' Day would have the working cooperation of thousands of golf enthusiasts, who would see that the movement was supported in their communities. Golf editors and sports editors in various cities

could be named on such committees. The plan would utilize advertising and publicity on sport pages, magazines and on the radio.

Locally, enterprising newspapers might make money from such a day by sponsoring it and selling advertisements. There are many advertisers who might be interested in plugging the idea.

Educational Conference at Denver—A one day educational conference will be held by the Rocky Mountain Greenkeepers Assn. at the Cherry Hills CC, Denver, on July 14, which is the day following the national PGA tournament at Cherry Hills. Speakers will include John Monteith, Jr., USGA Green Section; O. J. Noer, Milwaukee Sewerage Commission; Bill Gunesch, State Horticulturist, Denver; and W. H. Johnson, GSA Director, Los Angeles. Herb Graffis, editor of GOLFDOM, will perform as master of ceremonies.

Under present arrangements, the talks and papers will be heard during the morning with a question and answers session right before lunch. An equipment show and demonstration will headline the afternoon's festivities, and the greenkeepers' banquet will be held that evening.