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## PROFESSIONAL SHOP

SPEED REMINGTON.....Professional  
TWITCH 'N SLICEM COUNTRY CLUB  
GOLFTON, MICHIGAN

Name, *Tom Jones.*  
Address, *Lake Drive.*  
Age, *56*; Weight, *165*; Type of Build,  
*Rangy—Long Arms.*  
Business, *Retired—Army.*  
Club Member..... Guest.....  
Pupil's Assets, *Excellent Putter; Good Half*  
*Shots. Capabilities, 93—98.*  
Goal in Mind, *Stay under 100. Weak*  
*Points, Tries for too much distance.*  
Proposition, *\$10.00 to put him back.*  
Amount Paid, *\$10.00; Bal.....*  
Scores, *112—112—105—97—98—95.*  
Merchandise, *will buy new woods in about*  
*one month*

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Remarks: *Likes attention—Pat him on the*  
*back. Has been playing about 18 years*  
*and will take a lesson from anybody.*

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Here is a sample blank filled in for a mythical  
"Tom Jones." The value of the notations to the  
instructor is obvious.

If a player wishes to develop a good hitting style, then let him discuss his individual problem with his pro, agree upon a definite goal and, only then, go to work.

A beginner is a sheep with a different beat, for he must develop a hitting style before he can even think of playing the game.

After that first free trial lesson, you will know his possibilities. Then is the time to talk finances and to discover a few things. How often will the pupil practice? How often will he play? Has he time to take three or four short lessons per week? Is it his ambition to become a long driver the first season out or will a fair-to-middling score be suitable?

All of these things should influence the type of instruction. Have some mimeographed questionnaire blanks handy to make the agreement official and, incidently, provide the pro-shop with a wealth of varied information on each pupil.

Basically, there should be a column for the recording of monthly scores, thereby showing tangible proof of improvement, and, another column, not too small, for merchandise purchased . . . because a customer working on a deal of this sort would not be keeping faith with his tutor if he bought equipment without advice from same. Would he, now?

Fifty dollars is not too much for the

beginner to pay for a foundation course of instruction that will place his game between 98 and 105,—which is average 'second season' golf. Half of the fee would be paid in the first month and the balance when the job is complete. It amounts to about \$7 dollars per month, pro-rated. This method will enable the pro to accomplish more in the spring when he is pressed for time, and will lay up a bit of cushion money for the tail end of the season.

### Set a Goal—Then Work Toward It

In addition, if you take the trouble to ascertain *exactly* what the pupil desires, you can rest easy at night in the knowledge that you are doing a job that has been planned in advance. Both you and the pupil will follow the same blueprint and there will be no floundering in the murky fens of—"gee, what's the matter with me? I was all right yesterday."

This design of golf instruction is almost parallel to the treatment a doctor accords a patient. The doctor cannot punch a time clock . . . 30 minutes to this patient . . . 60 minutes to that one. Some patients need only to have their ruffled feathers smoothed, like Tom Jones. In other cases, a major operation is needed.

We golf professionals are no less than doctors of sick golf games. Each client is a separate problem and must receive separate treatment.

We should never perform any major operations unless absolutely necessary, because dissection is always a messy business and it is practically impossible to get all of the pieces back together without the whole thing looking like what it is, a patched up job.

Yessir, boys, something has to change. What was good enough for pappy just isn't good enough for me.

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**Purdue Clinic Dates are April 8-10—**  
1941 golf clinic at Purdue University, West Lafayette, Ind., will be held April 8-10, instead of 9-11, as previously announced, according to recent word from Purdue officials. Plans are well under way to make the 1941 event even more successful than last year's clinic, an affair attended by more than 3,000 who turned out to watch the performances of pros from 15 states—from as far South as the Gulf Coast—and from Canada.