

# Pro Clinics Prove Their Value

By HERB GRAFFIS

Purdue, Minnesota and U. of Baltimore present second annual golf clinics to enthusiastic audiences

APRIL saw the second annual golf clinics at Purdue university, University of Minnesota and the University of Baltimore. Each of the affairs registered greater practical value than during the initial presentations of the clinics, and every pro who attended any of these clinics was enthusiastic about the array of valuable ideas he picked up as well as the mental stimulation he received.

Each clinic had definite points of difference and emphasis. The Purdue clinic featured a close tie-up between pros and physical educators of universities and high school systems, although placing strong emphasis on strictly pro phases of the program. Further extension of the contact between pros and university and prep school physical educators is indicated by the success of the Purdue clinic.

Minnesota spotlighted pro-shop operation and golf pedagogy, going into the scientific aspects of golf instruction in a manner that forecasts some revolutionary developments.

The University of Baltimore clinic made much of the pro public relations angle, in continuing its chosen line of research and demonstration in effective selling of pros to the public as hosts and guides in a game having far more than the generally recognized recreation and health values.

All clinics represented a close tie-up of sectional and national PGA members and

officials with officials and faculties of the educational institutions.

The University of Baltimore clinic was run April 8, 15, and 22. Lectures and demonstrations by leading pros of the Baltimore district and by prominent physical education authorities, together with guest appearances of Dick Metz, Horton Smith, Johnny Farrell and Helen Dettweiler constituted a program of strong public interest.

Purdue's program was opened by Tom Walsh, PGA president, who noted that pros were strengthening themselves with self-education in a complex business rather than depending on the mercy of the storm.

Herb Graffis, editor of GOLFDOM and GOLFING, reviewed the first Purdue clinic, pointing out definite effects that initial session had had on progress of pro golf during 1940. Graffis called attention to golf research recommendations made at the 1940 Purdue clinic having been entirely neglected. Later discussion with a spokesman for the golf business brought forth promise of financing this needed research through establishment of a fellowship, or some other arrangement, at Purdue.

Prof. Homer Allen of Purdue, illustrating his remarks by reference to a skeleton and anatomical charts, lectured on the construction and location of bones, muscles and nerves. He made it plain that recommendations in some golf instruction call

Part of group who attended second annual Purdue University golf clinic is shown in photo below.





Purdue's huge field house provided by far the best arrangements ever made for an indoor golf group lesson, with pros at Purdue's clinic instructing varsity students, and giving demonstrations of all shots. Tourney stars in the indoor demonstration included Byron Nelson, Johnny Revolta and Dick Metz.

for anatomical performances that are impossible because of the structure of the body.

Prof. Allen suggested that pros study an elementary anatomy textbook so they'll know the construction of the customers, but warned them off of trying to remember a lot of anatomical terms, saying that technical addition to the lexicon of instruction would simply confuse the pupil further.

In a panel discussion on golf problems Wm. Diddle spoke on the revision in trapping to curtail the maintenance expense and unnecessary penalization of an overabundance of sand. Diddle also brought up for lively debate the matter of undulating tees, a proposal which so far as is known has not deliberately been employed in course construction.

#### Morris Reports Great Progress

Glenn H. Morris, managing director of the National Golf Foundation, told of the intense and widespread activity in teaching golf in high schools and colleges and of the effective coordination of pros, public golf course officials, school officials, newspapers and radio stations. His report was most cheering in revealing to pros great progress in increasing the market for qualified professional service.

Harry O'Hare of the Chicago Park District told of the advance being made in making golf a headline attraction as a public recreation utility. The Chicago authority outlined problems pros and public golf authorities have to solve in increasing the popularity of public golf and in making the public course job one to yield a

good income to the thoroughly qualified pro.

O. J. Noer, Milwaukee Sewerage Commission sales engineer, spoke on the major points in modern course maintenance methods. He cited the great advance made in course conditioning work and in maintenance economy as an example of education applied to club operation.

#### Girls Prefer Golf

Miss Leonore K. Alway of the University of Nebraska gave an exceedingly enlightening address on golf instruction background of girls. She told that only 28% of girls entering the University of Nebraska reported previous acquaintance with golf, but that golf is highest among the sports girls say they'd like to get in college.

She referred to the popularity of bowling as proving that a fee activity would register strong with college girls. She said that girls now dress for sports, which makes golf instruction easier to "sell". She advised instructors to conduct pupils around courses instead of thinking the kids knew about golf after receiving instruction on shot-making.

Miss Alway cited the practice golf range on the campus at Texas Tech in telling about ideal arrangements for college golf instruction.

Ed Newkirk of the Country Club of Lincoln (Neb.) and golf instructor at the University of Nebraska, told how golf is fitted into the physical education plan at U of N, and how study of golf instruction on a physical education basis gives the pro many ideas he can employ effectively in his private teaching at his club.

Dr. E. L. Kelley, who made a notable

A very good tip from Victor East.—Watch the handicap racks and if the scores of a purchaser of new clubs don't improve give the club buyer some personal attention and a few tips as a follow-up service. When the word gets around that a member's score improved after the purchase of new clubs, the sale of clubs increases.

It's the sort of follow-through service, Victor points out, that enables the alert pro to offset store competition.

address at the first Purdue clinic, spoke this time on "Learning Processes." He told of parallels between golf and flying instruction, and cited some very interesting details of government work in improving flying instruction technique. Dr. Kelley is coordinator of government flying instruction work.

He said that a handicap in instruction was talking a language that the pupil didn't know. The difficult job of putting motor skill into words Dr. Kelley illustrated by presenting the problem of telling someone how to walk. He strongly endorsed the suggestive procedure on the "suppose we do this" basis instead of negative policy in instruction.

Dr. Kelley expressed belief that in golf, as in flying, one of the primary problems was what kind of training should a golfer (or flier) have before he is competent to teach.

#### Use Psychology on Student

Prof. A. H. Monroe of Purdue, in telling how the pros could get the most from conference education opportunities, reminded pros that golf is a tougher instruction problem than generally is realized, consequently demands considerable study by the instructor. He suggested that the pupil be petted at the start by beginning with what the pupil wants, then deftly leading in to what the instructor wants done.

W. A. Bodden of Purdue talked on pro-shop accounting methods, presenting his audience with copies of simple forms that reduce pro-shop accounting to its elements. He warned against making pro department accounting too involved, but said that the increasing interest of regional and national government officials in business records was going to improve pro accounting, or else . . .

Charley Jones of Champaign, Ill., a pro whose indoor winter school operation is regarded as one of the finest jobs of this kind ever done in the country, spoke on indoor practice facilities. Charley empha-

sized that the success of an indoor school depended on bringing as much of the outdoors as possible into the facilities and atmosphere of the place. The reason many indoor schools are flops, Charley declared, is because they lack the first fundamental of neatness and attractiveness in facilities and maintenance.

Tommy Armour in talking on instruction technique emphasized the importance of getting the pupil in a receptive and understanding attitude. Considerable instruction is offset by the customers being confused by too much of a load of technicalities and being afraid to ask what it's all about, observed Armour.

Bob Woodworth, athletic publicity director of Purdue, reminded the pros that the local sports writers were just as busy as pro so if the pros wanted the valuable free publicity that other business men would work hard to get, the pro must keep his eyes open for golf news that can be sent into the papers. Woodworth also urged that pros give attention to the opportunities afforded by sustaining radio programs in providing valuable publicity.

Otto Probst of South Bend, American golf's foremost bibliophile, spoke on the wide variety of golf literature available to the pro who wanted to know the complete story of his game.

John Vaughn, of the Indianapolis Speedway Golf Course, said that problems of caddie recruiting and training were certain to be among the highly important duties of many pros this year. Unless such problems were handled properly the pro income would be adversely effected, Vaughn reminded, in outlining details of caddie training and supervision.

#### Shows Swing's Basic Factors

Victor East closed the clinic program with a great lecture on the basic factors in the golf swing. East used a table tennis bat, a squash racquet and a golf club from which the front and rear bulges were cut away in demonstrating the kinship between sports swings. He suggested an effective little stunt in impressing the pupil with the importance of feel in golf. He hands a golf ball to the pupil and asks if it feels hard. The pupil almost invariably responds in the affirmative. "Now let it fall to the floor," East commands. The ball bounces, of course. "That shows you the ball isn't hard, hence application of power in the right way instead of brute force is needed to make that ball travel."

Purdue's indoor demonstration by at-



Whur e'er ye gang in American goff thur's laddies fra th' Cra's Nestie, wee fishin' village on th' North Sea. These six of the small army of grand professionals Carnoustie supplied to the U. S. participated in the second annual golf clinic at Purdue University. Left to right: Gil Ogilvie, Portland, Ind.; Jimmy Lawson, Country Club of Indianapolis; Allan Lyman, Danville, Ill.; George Soutar, Broadmoor Country Club, Indianapolis; Jimmy Anderson, Pine Lake Country Club, Detroit, Mich.; Jim Soutar, Bloomington, Ind.

tending pros and the class lesson of Purdue students was put on in the fieldhouse which was ideally prepared for such an affair. Byron Nelson, Dick Metz, and Johnny Revolta gave exhibitions of shot-making and all pros in attendance collaborated in the group instruction.

#### Ingleston Opens Minnesota Clinic

After Art Ingleston, Minnesota PGA president, formally opened the Minnesota clinic, Frank McCormick, the noted athletic director of the U of M, spoke on the "Golf Professionals' Part in National Defense." McCormick brought out that long before the Hitler regime came into power Germany was rebuilding by a physical development campaign on its youth and adults. Study of American methods preceded this German work and so successful was the work done that the physical condition of the German was made considerably superior to that of other nationals. The golf pros, said McCormick, in their contact with adults and juniors, are in a great spot to impress the physical conditioning value of golf. There's urgent need of this, declared McCormick, especially as the social rather than the health values of golf has been stressed. Mr. McCormick also showed a physical education picture, "Making the Most of Play-time."

Lloyd Boise, trainer of the University of Minnesota, gave the pros many training and first aid tips. He recommended application of tincture of benzoin paint to the soles of feet at the start of the season. He said not to puncture blisters but to put cotton and a bandaid over the blister until it breaks, then apply a disinfectant. He didn't endorse cold showers but suggested warm showers, cooling to room temperature.

Howard Gilkinson of the U of M told of the similarity of teaching speech and teaching golf. People don't hear them-

selves as they are, nor believe their own swings. Somebody "outside" is required to do the teaching. People expect too much from too little instruction in speech and in golf. Prof. Gilkinson referred to the old style Delsarte election teaching as being somewhat similar in policy to the old style in golf instruction.

In making radio contacts Prof. Gilkinson reminded the pros to have a conversational basis of talking to scattered people, and to avoid sudden changes of pitch. In radio and in lesson talking Prof. Gilkinson advised the pros to vary the voice in rate, pitch, quality and intensity. He warned against teaching by having the pupil imitate. That way the pupil misses the fundamentals.

#### Armour Is 'Hot'

Tommy Armour followed Gilkinson and gave what the pros present considered the best exposition of instruction policy and methods ever presented to a pro group. GOLFDOM's editor has heard Armour in several hundred million words of public and private address, and rates The Great Armour's talk at Minneapolis the best talk Tommy every made, as well as one of the most valuable addresses ever made on golf instruction methods.

The Armour talk as well as the very practical talk Len Mattson made on Pro-Management will be printed in early issues of GOLFDOM.

Horton Smith followed Armour and paid tribute to the Silver Scot as the most helpful, friendly pro star Horton ever played with. Smith urged adoption of Armour's recommendation of more pro meetings to discuss instruction.

Smith advised 45 minute lesson period on the hour, leaving 15 minutes open for sales time, attending to shop details and a breather.

Willie Kidd, widely regarded as the master of shop operations, spoke on shop

service. He gave the boys many valuable pointers in caring for clubs and bags so the member would see real returns from club-cleaning and storage charges. Willie said that many sales are lost by pros not knowing their shop merchandise. "If you know what you're talking about, stores can talk their heads off trying to out-sell you," Willie said.

Phil Brain of the U of M, in talking on "Use of Photography in Golf," recommended that a lens be used allowing a picture to be taken far enough away so the pupil won't be bothered. He told the boys they'd save film by having a practice swing taken to see that all the swing is in the picture, before shooting film.

Paul Coates gave a practical talk on architecture showing how to make arrangement of holes to provide interesting variety. He presented the design principles of greens for various lengths of holes. He also discussed drainage and watering factors and the trapping of holes to give low- and high handicap players both pleasurable and fair testing rounds.

Victor East gave virtually the same address at Minnesota that he gave at Purdue and it scored strongly with the pros. He gave them many club design factors that tipped off the boys on how to outsell stores by superior knowledge of club engineering principles.

#### **Recommends Standard Accounting Forms**

Herb Miller of the University of Minnesota spoke on accounting. He recommended use of standard forms. He gave the boys samples of a profit and loss statement that would give the pro an accurate and simple picture of where pro business stood at any time.

One of the addresses that golf instruction in the future will rate as historic was that made by Dr. John Anderson of the U of M on "Psychology of Motor Skills." Dr. Anderson, one of the country's leading authorities on motor skill teaching and research, talked on principles of golf instruction. Older pros such as Norman Clark, Willie Kidd, Jock Hendry, Bill Barrett and other veterans in the Minnesota area joined with the younger men in pronouncing the Anderson talk opening a new phase in golf instruction.

Bernard Ridder, publisher of the St. Paul Dispatch and a veteran and widely-known amateur, in telling "What a Club Expects from Its Pro," lauded the "amateur" spirit in pros and paid high tribute to the older professionals who maintained

a dignity and self-respect and a genuine interest in their members. This heritage that the younger pros are preserving assures a bright future for pro golf, said Mr. Ridder.

Al Wold and Mel Larson, Twin City golf writers, in telling pros how to get more publicity, reminded the pros that it was difficult to cover all the clubs in a large area so the pros should telephone or write their news into the papers, paying special attention to opportunities for dramatizing the average golfer who sometimes performs a freak feat. There are occasions when breaking 100 is legitimate news, Wold and Larson agreed.

#### **Trend Toward General Management**

Herb Graffis, GOLFDOM's editor, in speaking on "The Future of Golf," said that pros who are smart enough to make a living in a six-month business with limited membership and not too much of a mark-up on merchandise were smart enough to adjust themselves to changing social and economic conditions that are affecting golf. He mentioned the trend toward general management of golf clubs and recommended that pros qualify themselves for broader responsibilities.

A golf demonstration and group lesson was held for U of M students in the varsity fieldhouse following the last session of the clinic.

The St. Paul Open committee was host at a polite pouring preliminary to the concluding banquet. Horton Smith and Tommy Armour were presented with honorary memberships in Golden Valley at the banquet. Armour, Smith and Tom Walsh, PGA president, as well as numerous others spoke at the banquet at which the lads let down their hair and relaxed.

**Perfect Teamwork Here**—Approximately 100 Chicago district greenkeepers gathered at Tam O'Shanter CC, on the night of April 23rd under the auspices of the Mid West Greenkeepers Association and staged an all star display of teamwork. These were generally conceded to be the world's finest group of greenkeepers. Conceded by whom? By their wives and sweethearts, of course, who helped them show what real teamwork looks like when the dance music started. Graham Gardiner, Mid West prexy, and his associates put on a great party. George May, Tam's president, did honors for the host club which, Sept. 4-7, will stage the biggest money golf event of 1941.