

models and the buyer is conned into believing that he gets a duplicate of some hot-shot's set. That is a situation requiring positive action by the PGA, Root declares.

Gene, as chairman of the manufacturers' relations committee of the Texas PGA section, maintains that the basic strength of the pro position is that the pro has the most intimate authoritative status with the player. He adds that most golfers quit playing when they become disgusted with their scores, and if the pro isn't around to treat these ailing golfers the market for golf goods diminishes.

He urges that the pros and manufacturers devote considerable time now planning for the postwar set-up and that the two factors immediately get together in inaugurating an educational program that

will qualify the men now in pro golf to exercise the most informed and firmest control on postwar golf business development for the good of player, club and the commercial interests involved.

Gene O'Brien, pro at the Wilshire many course at Hutchinson, Kan., also is of Root's opinion that the expansion of golf after the war will have to find the pros prepared by a joint educational program conducted by the PGA and manufacturers. O'Brien believes that there are too many pros who have operated in the red because of lack of sufficient training rather than because of lack of earning possibilities that could be nursed along. He hopes that one of the big points in pro golf development after the war will be the formation of a pro pool from which clubs could select men who have been trained to conduct a business for a club.

Lack of Pupil Control is Golf Teachers' Handicap

★ Voters in a recent sports poll conducted by *Esquire* magazine registered a substantial majority opinion that golf instruction lagged behind other sports teaching in effectiveness. There was considerable sports column reference to this vote in newspapers and *GOLFDOM* referred to the result as emphasizing the importance of the PGA instruction committee work headed by Joe Novak.

Obviously golf instruction needs a build-up in publicity and research if pros are going to get the postwar golfers to go strong for lessons.

Among the very successful golf instructors of the country is Al Lesperance, pro at Shaker Heights CC, Cleveland, Ohio. Al has some interesting comments to make on the status and future of golf instruction. He says:

"It is true that before the use of the slow motion camera a great deal of the instruction in golf was by trying to help a player to get rid of a slice or hook by changing the position of his hands or feet, thereby correcting one error with another. I do not believe that there is much of this done now. This method of instruction in my judgment never did the pupil any permanent good and certainly did not help reputations of golf professionals.

"In comparing present golf instruction with instruction in other sports however I am afraid there is one point that has not been given proper consideration. The instruction in other sports that I know of is at schools where coaches are employed by the school, and paid by it, for the training and instruction of players, to form teams.

"When the pupil enrolls to play on

any of these teams he or she is under complete control of the coach. They are told when to report for instruction and they are told how long to practice. If the proper amount of attendance, or the proper effect is not put forth the coach has the right to keep the pupil off the team. If the golf instructors could have the same control I am sure those who wish to learn would show considerable improvement, and would have a good deal more pleasure.

"I have experienced no trouble improving the scores and therefore the pleasure of those pupils who have been willing to give the time to instruction and practice necessary to lay the foundation of a sound swing. These pupils are the reason I have been busy giving lessons.

"The greatest problem has been to convince the pupils when they start that if they will do what they are told and keep away at first from scoring until the swing has been practiced long enough to become more or less automatic, to swing the same way a great many times, they are certain to improve.

"I do not mean that this practice should all be done on the practice tee. In fact after a short time much more practice should be done on the course than on the practice tee. Many professionals I am sure have experienced this also. It is easier to get a pupil who has never played to agree to try this method. The only trouble I have had is keeping his friends away so that he will not be drawn into the scoring urge too soon.

"I have proved to myself also that improvement can be made with people who have played for some time if you can get them to agree to do only what they are told.

"I do not wish to convey the impression that I think every player should

put in the hours of practice necessary to become a low scorer, or that if every player did, they all would be low scorers, but I am convinced however that the average scores would be from fifteen to twenty strokes less than they are now for eighteen holes.

"The September, 1942, issue of Esquire has an article, 'How to take golf lessons.' I thought this hit the nail on the head.

"When I have spoken at PGA meetings in the past about trying to educate the public on this subject I received the impression that a great many professionals feel they would give no lessons. I have tried to point out that I feel for the good of professionals' reputations it would be better to give fewer lessons and have more satisfied pupils."

Two Stripes on Lawson



Commander W. C. King congratulates Lieut. Lawson Little.

It's Lieut. Lawson Little, Jr., now; the former U. S. Open and Amateur and British amateur title winner having been raised from a lieut. (jg). Commander W. C. King, captain of the Hutchison, Kan., Naval Air Station congratulates Lieut. Little on the promotion. Lawson is aide to the commanding officer.

Brazil Likely for Golf Growth

★ Alex Pendleton, author of "Better Golf With Brains," recently returned from a year in Brazil, and declares:

"Brazil has the greatest opportunity for the future development of golf of any country in the world. It has marvelous climate, fertile soil, and perfect terrain for the construction of golf courses. Such cities as Rio De Janeiro, San Paula and Recife are cities of from 1,000,000 to 2,000,000. Golf is perfectly suited to the Brazilian temperament. They have much

leisure time and their long, beautiful evenings are ideally suited for golf. The most enthusiastic golfer in Brazil is President Vargas. He plays on a magnificent course in the mountains of Petropolis, a suburb of Rio."

Pendleton further comments:

"Brazil has an all-year-round golf climate. In the little village of Thereopolis, 3,000 feet high in the mountains overlooking Rio, is one of the most picturesque golf courses I have ever seen, and one on which it is easy to get 300-yard drives, because of the rarified atmosphere. The greens aren't of bent, but they have exceptionally good texture. They are of a native grass that is perfectly adapted for putting.

"Brazil manufacturers no golf equipment. It has favored British balls and clubs. Rio could use at least a dozen new golf courses."

ASK FOR GOLF VIEWS—Cpl. Wray writes GOLFDOM from "somewhere in the south Pacific", telling that he is with a group of golfers who are eager to get golf pictures, old golf publications and golf books. We've sent them a bunch of stuff and you fellows who want to help entertain these lads by sending them what you have, can get Wray's APO and other address data by writing GOLFDOM.

ART SHOW AT PINEHURST—Pinehurst will hold its first exhibition of golfing art next spring with \$1,500 in prizes to be awarded to the artists whose work rates highest with the jury. Artists and art schools are being advised of details of the exhibition.

GOLF BALLS IN OVERSEAS KIT—Pfc. Jerry Diefenderfer, formerly pro at Lancaster (Pa.) CC, writes Jim Brydon, Worthington Ball Co. vice pres.: "I'm allowed five pounds of personal belongings for the overseas trip and of that precious five pounds I'm carrying 12 Sweet Shots just in case I get close to any course over there."

HOW TO MAKE GOLF BALLS—Hugh M. Gordon, pro at the Country Club of Roanoke, Va., reminds his members in the club's magazine that unless they turn in old balls at the shop they may have to make their own balls according to Scotch directions dating back to about 1580. The directions called for making a small ball of leather, stitching the seams tightly. Then collect enough feathers to fill a hat compactly. Put against the chest a board having a wooden pin in it. Cram the feathers into the leather case with the pin, then sew the last few seams. The balls sold for four shillings.