

Probably some people are no more able to learn golf than some unfortunate youngsters are able to learn their school lessons. But at least the public must be made to realize that golf instruction in the fundamentals now is on a rather uniform and sound basis. The public must be acquainted with the facts that golf instruction in the primary and intermediate stages is not a complex matter, but something simple and certain when correctly done.

Further, the pupil should be given lesson sheets or booklets as text material to be studied along with the personal service of the instructor, and the practice. I found this very helpful before the war in using the sheets supplied by the National Golf Foundation. These sheets give the pupil a clear picture of the swing and prevent misinterpretation of the instructor's explanations. Now the pupil tries to remember what the instructor said and frequently forgets, when practicing or playing, just what he was told. Then the pro is blamed for not teaching the right technique.

There should be much more individual advertising of golf instruction by pros. A pro should give freely of his time in educating his members to take lessons. This can be done in the shop, in the locker-room, the first tee, and everywhere else golfers congregate. Giving free tips invariably encourages players to make lesson appointments.

To make players more lesson-conscious the pro must take genuine personal interest in the members' games. Asking how his shots were in the round the member just played, how the practice was, and keeping close watch of changes in the handicap cards, arouses a favorable reaction. The pro who doesn't query a member about the reason his handicap increased is neglecting an opportunity to

be of considerable service to that member.

One of the most important details in a promotion campaign for golf instruction is sincere attention to junior golf development at a club. It is essential that the youngsters get started right with an understanding of the basic principles of a sound golf swing. With these youngsters receiving the right foundation they'll build themselves as golfers and as boosters for golf. The parents of the kids also will respond to that indirect approach.

Wood's Esquire Story on Nelson in Pro Poster

August Esquire magazine carries an able article by Craig Wood on "Byron Nelson, Lone Star." Wood wrote "Why golf's Huckleberry Finn rates greatest of all time in the eyes of one he has forced to finish second." Craig told in informal first person some of his observations of Nelson's ability, comparing it with that of others of golfing's great, and including sufficient factual information to back up his contention that Nelson is Golfer No. 1 of all time.

MacGregor Golf, Inc., Dayton, O., manufacturer and distributor of Tourney clubs and balls, and with whom Nelson and Wood are affiliated as Pro Advisory and Technical staff members, had the story blown up to poster size and mailed to pros. While the article had been prepared months in advance, its release in the August issue was most timely following so closely after Nelson's winning of the 1945 PGA Championship at Dayton.

INSECT PEST CONTROL—Sodium selenate solutions may have possibilities for golf turf insect control. Developed by Dr. W. E. Blauvelt, Entomology Dept. of Cornell U., the material has been used for insect control on ornamental plants in greenhouses. At present the chemical is not permitted to be used on edible plants until it is learned what effects, if any, there are on man or animals. When solutions are sprayed on the soil the plants take up the chemicals. Figuratively speaking, when the bug bites the plant, the chemical bites the bug, and the plant wins the fight.

Postwar Planning of Golf Courses

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