

# Philadelphia Pros Start Teaching Forum

PHILADELPHIA SECTION PGA members began March 12 a teaching forum and will continue it at 2-week intervals through the spring. Sessions are held in the Ben Franklin hotel. Along with the teaching forum the pros are conducting an advertising campaign addressed to "golf beginners" in Philadelphia newspapers.

Pros have been making voluntary contributions of \$50 each to the advertising campaign which started off with \$200 ads in 3 Philadelphia Sunday papers. The purpose of the ads is to get golf's beginners started off right with pro instruction and pro expert advisory service in the purchase of golf equipment. However the spread of the ad interest is such that all golfers will be attracted by the copy. Pros hope in this way to make an effective counter-attack to the aggressive advertising and merchandising of the stores.

The project was launched by Pres. Marty Lyons of the Philadelphia section after several years discussion of the idea which originally was brought up by Jimmy Dangelo, now out of the pro business but continuing to take an active part in this public educational enterprise.

The first session was devoted to discussion of the grip, stance, balance and body movement, with the pros comparing experiences and theories. The 35 pros attending the first forum generally agreed that the grip gave the new golfer most difficulty and that after they'd got set on the wrong grip it was hard to break the habit. It simmered down to the wrong grip of beginning players costing pros a lot of money as the fairly good player plays more often and buys more equipment. He also is more susceptible to pro influence in purchasing.

It's the intention of the Philadelphia pros to put in booklet form the fundamentals they agree on as starting the golfer correctly. As usual, there was quite a little difference of opinion that simmered down to being differences of phraseology rather than of the mechanics involved.

What the Philadelphia pros are shooting for in this forum is to determine the sound simple mechanics which are the same regardless of who's doing the teaching. The artistry and refinements and applications of various temperaments and physiques of pupil and pro leave enough room for the development of individual differences in the pro tutors.

The Philadelphia pros also intend to



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Starting right is the most important thing in golf. It determines not only how low you will score but also how much enjoyment you will get out of the game.

The golfer who starts right soon shoots in the twenties...and in a year or two most of them are in the eighties. The golfer who starts wrong often stays in the hundreds and sometimes never gets out of them.

Before you begin to play golf, visit the professional golf instructor at your nearest golf club. Don't even buy a club or a ball until you get his advice. He'll start you right.

Sponsored by Phila. Section, P. G. A.

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keep at this forum idea until they work out something that can be adopted nationally by the PGA in building public approval of expert pro instruction. One thing the forum is doing for the pros themselves is showing them the difficulties of effective instruction are such that becoming a qualified pro takes time, study and experience instead of just "turning pro."

Among the pros at the initial instruction forum were Marty Lyons, Jimmy Dangelo, Bruce Coltart, Jock Mackenzie, Bob Aitken, Jimmy Devlin, Charley Schneider, Fred Austin, Charley Arena, Elwood Poore, Jimmy Conway, Joe Capello, Al Wilfong, Terl Johnson, Bill Boyle, Henry Wetzell, Ted Bickel and George Griffin.

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