

# Should Advertise Golf Instruction Value

With golf apparently entering a boom era the need for emphasizing the wisdom of starting with professional instruction is greater than ever before, says Al Lesperance, Shaker Heights CC, widely known pro. Lesperance has developed numerous excellent amateurs, some of whom took up the game well past childhood.

He strongly urges that pro groups conduct well-planned campaigns of publicity and advertising to bring to the public the realization they'll get better results by starting their golf instructions from a teacher in whom they have perfect confidence. Otherwise, he declares, the former far too high casualty of golfers due to their discontent with scores will continue to be a handicap to progress of the game. The Lesperance contention that there has been much too great a loss of high handicap players to be good for the game and business is confirmed by the observation of hundreds of veteran pros and club officials.

Basis of solution of the problem is in determining the teaching ability of a pro, Lesperance points out. How to appraise that ability is a job the PGA has

been talking about for years. Leading pro authorities acknowledge that a flaw in the pro public relations is that of the public not having warranted confidence in pro instruction and these pros admit that identifying competent instructors is a very touchy job.

Lesperance comments:

"It takes many years of experience to learn to teach. The fact that the instructor is a very fine scorer does not mean that he will be able to help many others.

"I have been sure for some time that it would be well for someone to try to educate the public in the best method to use in taking up the game of golf. The necessity for instruction from the start from some professional in whom the pupil has complete confidence is very important. It is also important that the pupil does nothing else but the things the instructor wishes and by all means pays no attention to anyone else.

"My experience has proved to me that if the swing is not properly formed in the first few months it is a long and hard task to try to make changes at a later date.

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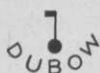
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"Because of the fact that it is not necessary to do anything except get the clubhead against the ball to make it move, it is hard to make the public realize that because they will finally wish to score consistently they should learn the fundamentals of the swing before trying to score the game at all.

"The only question is then how long will it take to learn to become fairly proficient in making the swing. The answer is, the length of time will depend upon the amount of time the pupil has to practice. I have seen a pupil with a half hour of practice each day form a golf swing in three months time.

"The only article I have ever seen on "How to Take Golf Lessons" was in the September, 1942, issue of Esquire Magazine.

"I have often thought if I ever wrote a book on golf, it would be on how to take golf instruction rather than on how to make strokes."

## Club Managers Convention to Preview "Tomorrow's Club"

"Tomorrow's Club" is to be theme of the 1946 annual convention of Club Managers Assn. of America. The convention will be held at Hotel Gibson, Cincinnati, March 10-13.

The Ohio Valley chapter of the association is to be host, with Roy Leonard and Frank Rolfis heading the convention planning committee of the host organization.

The CMAA general convention committee is headed by Fred Crawford, Pendennis club, Louisville, Ky., and includes Joe Tonetti, New Haven (Conn.) CC and Chick Bangs, Milwaukee (Wis.) club. In conjunction with the Ohio Valley committee the national committee has been drafting a program for presenting and discussing the country and city clubs that will be of greatest attraction, service and economic stability in years to come. Spotlight will be turned on wartime lessons and on applying imagination to expand and strengthen the club place in American life.

Directors of the CMAA who met at New York and awarded the 1946 convention to Cincinnati: Pres. Wayne D. Miller, Milwaukee (Wis.) CC; Sec.-treas. Fred H. Bernet, Missouri AC, St. Louis; W. W. Cook, Olympia Fields (Ill.) CC; Joe Tonetti, New Haven (Conn.) CC; Roy Gardner, Pittsburgh (Pa.) AC; Raymond Riede, Elks club No. 17, Denver; Fred Crawford, Pendennis club, Louisville, Ky., and Eric Koch, North Hills GC, Douglaston, LI, N. Y.

**NEW CLUB OFFICIALS**

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