

# New Fields Can Pay Pros for Golf Promotion

By STANLEY ANDERSON

AS EVERYBODY KNOWS and is probably tired of hearing, Great Britain and Europe are short of many things, food, fuel, clothing and many other commodities that go to make life easier and happier. But it is also short, very short, of good lecturers on nearly all subjects. There's a British market for them, especially in the field of sport.

Some enterprising American business man should promote a lecture and demonstration tour of America's leading professionals, through Britain. I do not mean that unkindly to my own people, the British, for we are great sportsmen and very good golfers, but we have not yet grasped the new psychology of golf, which amounts to playing the game in an advanced personalized mechanical way. Our whole mental attitude towards golf needs changing and no British lecturer would succeed in changing it. It may sound odd but it is a fact, while an American could.

I have a theory myself concerning the psychology of golf and have completed a short book on the subject. My friend Dr. Leland of the University of Minneapolis, Minnesota, has suggested that I visit the University and talk to the students upon this subject. The leading professionals from America, after they had made what I know would be a successful and interesting tour of Britain, could then return and visit the colleges and universities of America and teach the same psychology and mechanics. It would do much to increase public interest in golf instruction and confidence in the pro as a master of the art and science of instruction.

It is my belief that having acquired a certain standard of play and given a reasonable brain and a normal healthy body, the rest is a matter purely and simply of the informed discipline of one's mentality. More and more this is becoming obvious to any keen follower of American golf. It has not, however, become obvious to golfers on the other side of the Atlantic.

Now there is a wonderful opportunity for a promoter to seize this chance and send to the other side of the ocean experts where their reception would be eager. There are the golf clubs, universities and colleges of Great Britain for them to explore. This is the time for such an historic tour. Our people, like yours, are sick and tired of war, politics and planning.

There are many new names coming to the fore in British golf. In our tournaments since peace quite a few victories have been won by long shots. The British amateurs too, are beginning to take golf seriously. No longer do they regard it as a pleasant way to waste a few hours during the week end. They have come quickly to realize that if they are to compete at all seriously they must get down to work and working today on golf is as hard a job as any.

A great deal of golf could be taught through the means of phonograph records. That field, in which your Chick Evans pioneered after World War I, is due for a big revival. The leading professionals could give lessons on every club as a separate record. The enterprising record companies should soon be able to supply a complete symphony of Nelson, Hogan, Snead and Henry Cotton. The possibilities in this direction are indicated by the huge sale of musical swing and more serious records. But for some unknown reason it has never been regarded seriously enough as a way of teaching golf.

I know that I myself learned as much from watching Bobby Jones in tournaments as I ever did from any other source. Have pros by their broadcasts ever paid deliberate attention to telling golfers how to watch tournament play and what can be learned from it?

I used to do a bit of broadcasting in England on golf and I have always felt that here is a field where imagination could play a far more constructive part in popularizing and improving play. The radio is being used fairly extensively for tuition in the United States but still on too much of a casually experimental basis.

The followers of golf and the readers of golf news and articles have often been heard to say that too much of the material refers only to the champions. That brings up another interesting point. Golf like most other sciences has progressed so far that it has left the little man standing. He reads of fantastic scores, of prodigious drives and of incredible shots. This is O.K. for the champions. but in order to satisfy and please the ordinary individual, it is in my opinion going to be necessary to pay more attention to his own game.

The general trend has been to devote so  
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## Faces Help Hawkins Sell

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other courses in that section of Florida combined. Beyond any doubt his pro shop is a reason why the play at the Pasadena course is heavy. It may surprise a lot of pros to hear that a pro shop is an attraction for play at a course, but you talk to a bunch of pros who know what the score is in Florida Golf, and they'll tell you that the Hawkins shop is a business-getter for the course.

### Shops Draw Business

This instance is not the first one of Hawkins demonstrating that a pro shop can—and should be—a powerful factor in drawing players to a course. Ulmer did the same thing in jobs preceding his Pasadena location. When he was at Bower Park, Dubsdred, the Hutcheson club at Lakeland and at Lakewood in St. Petersburg, he pepped up pro shops.

Ulmer has made the most of his years looking around with studious eyes at pro shops. He is no kid, this Hawkins, although he is one of the liveliest, most progressive fellows in pro merchandising. He was in the Marines during World War I and was a casualty in that conflict. He was one of the oldest infantrymen to be hauled into World War 2.

After his infantry training he was transferred to AATAC at Orlando as golf pro. When he got out of the army he worked at Miami Springs, West Flagler and Indian Creek at assistant job, getting back into stride.

Hawkins naturally takes a lot of pride in his shop at Pasadena but the pay-off is not in pride, but in volume of business and profits. Many pros from the north are astonished at seeing what business has been produced by this notable shop and say that it's going to be an influence in brightening up and drastically modernizing shops of every thoughtful and vigorous pro businessman who sees it.

## New Fields for Pros

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much of golf's attention to the big people that there could be developing a danger of forgetting that golf is the most popular participating sport and participation means that the little man's needs must be considered primarily.

Both in the United States and Britain the little golfer is receptive to guidance by the big names in golf and while this attitude prevails the golfing stars could capitalize on it for their own good and the good of the game. The instruction films

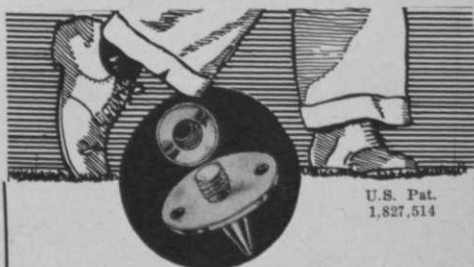
and books are easy ways for the stars to get to the public, but the approach must be more intimate.

The lecture and demonstration tours are going to come. The radio and phonograph records are going to be planned to make more effective use of the ear as a medium of golf instruction, with an opportunity of practicing while listening.

The pro who now may think his high standing as a public character depends solely on his tournament performances, is going to have a future in which his public contacts and earning possibilities are greatly increased, both in this country and here and abroad.

## DDT Ends Player Bother by Black Flies

"In the Upper Peninsula of Michigan, Ray Hutson reports that golf players were protected from the black fly *Simulium Vennustum* through the application of dusts containing 1 per cent of DDT. The material was applied with a hand dust gun to greens and tees at the rate of about 15 pounds per acre. Bushes and shrubs were also dusted liberally. The premises were kept practically free from flies for approximately a week."—USDA



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