

# Teaching Aids for Making More Golfers

By **BILL GORDON**

Chairman, PGA Teaching Committee

As the years go by it becomes increasingly apparent that the promotional efforts which have been put forth in behalf of golf by organized groups within the industry have been largely responsible for the growth which the game has heretofore enjoyed.

In this connection, both the USGA and the PGA of America have long done a tremendous job for the promotion of the game and their efforts have been energized and supplemented with liberal support by the manufacturers of golf equipment through the National Golf Foundation.

While recognizing the great work which has been and is being done in this field by others, the PGA members have been cognizant of the fact that the bulk of the actual responsibility for developing the individual golfer lies with the pros, as it rightly should. Consequently, a great deal of PGA work has been devoted to this phase of activity.

Naturally, a very important part of this work has been done by the Teaching Committee of the PGA and, although this Committee is concerned with only a portion of the Association's program, it has done extensive research over the years in carrying out their share of the responsibility in assisting Mr. and Mrs. John Q. Public to derive the healthful enjoyment which the game provides. This work has been designed to assist the members of the PGA by devising ways and means of improving the technique of those who already play and of developing new adherents to the game.

## No Teaching Regimentation

In the course of this work and without attempting to regiment or standardize the teaching techniques of its individual members, the PGA Teaching Committee has done a great deal to develop agreement with respect to the fundamentals of the game; the procedure for teaching the beginner; group instruction, with special emphasis on the organization and instruction of junior golfers; golf demonstrations and clinics; and a library of golf films for en-

tertainment and instructional purposes. The results of this work have all been made available to PGA members.

Meanwhile, in view of the obviously great results which have been achieved through their previous efforts, the organized groups within the industry are concentrating upon promotional programs to an even greater degree than ever since the conclusion of the war, in an effort to bring the advantages of the game to an ever increasing number.

With this end in view, the golf equipment manufacturers have redoubled their efforts through the National Golf Foundation, a not-for-profit organization which they have organized and financed for the promotion of the game. Among other things, this organization, which is directed by Rex McMorris and the Graffis brothers, Joe and Herb, has produced a series of items which are invaluable aids in teaching golf.

These include a booklet entitled "Golf Lessons", which elaborates on the fundamentals of golf as taught by the foremost professional instructors and a series of integrated slide films with accompanying narration. These films, which are entitled "Beginning Golf", consist of four sections which illustrate: (1) the evolutionary story of the game, golf equipment and its use, and golf etiquette; (2) the grip, the stance and the fundamentals of the swing; (3) the iron shots and putting; and (4) the Rules of Golf simplified in cartoon form.

These items and others of equal value and interest, together with the required projection equipment, can be purchased at reasonable cost through the National Golf Foundation, 407 S. Dearborn Street, Chicago 5, Ill. The films may be had in either silent or sound version, or in black and white or in color. The purchase of projection equipment is optional and those who do not wish to purchase it may rent suitable equipment in their respective localities.

At the same time, the Teaching Committee of the PGA is concentrating upon

its work with increased vigor, in view of the needs of the day. In this process, the work which has been done by the Committee in previous years is being reviewed and revamped to conform to changing needs and conditions and additional programs are also being developed. The latter include such things as: (1) how to put on radio and television golf programs; and (2) how to teach with the aid of moving pictures.

The material is being brought to the attention of members of the PGA as it is completed. Meanwhile, however, the Committee anticipates that the work which it is doing and the exchange of ideas which are taking place in connection therewith will be of great assistance to the membership in their efforts to develop both new and existing golfers — also that they will result in a greater measure of progress in this field than ever before.

The members of the PGA Teaching Committee who are collaborating in this work are Lester Bolstad, Jimmy Demaret, Fred Haas, Sr., Tommy Harmon, Lloyd Mangrum, Toney Penna, Harold Sampson, Harold Sargent, Horton Smith and myself.

We hope, as time goes on to also make the results of our work available to PGA members in printed form in response to individual requests and that they will take advantage of the aids which are offered them through all sources.

### Time Out Before Clinic



Al Ciuci, professional, Fresh Meadow CC, Great Neck, LI., N. Y., and pres. of LI PGA, discusses plans for the PGA "Million Dollar" Clinic at Pasadena, Fla. with Willie Klein, professional, La Gorce CC, Miami, while vacationing at the Bellevue-Biltmore Hotel, Belleair, Fla., prior to the Pasadena meeting. Willie is also pro at Wheatley Hills GC, LI., and a vp of the LI PGA.

## IT'S ON THE HOUSE

By TOM REAM

Manager

WESTMORELAND COUNTRY CLUB  
WILMETTE, ILLINOIS

\* \* \*

Destroy odor. Freshen air with regulated ventilation.

\* \* \*

There is beauty in true simplicity.

\* \* \*

Do you do everything possible to give or have someone else give, any service which members may require?

\* \* \*

The modern club is the concentration of the utilities that deliver creature comforts.

\* \* \*

Next to making building fireproof is the installation of a sprinkler system to protect from fire.

\* \* \*

There is service and service, but the essential kind at the club is satisfactory service.

\* \* \*

A pleasing personality is the only kind that fits into the club business.

\* \* \*

Club service is largely eye-service. It is impossible to give service by remote control.

\* \* \*

The heaviest load is that carried by the club employee who has a chip on his shoulder.

\* \* \*

A note to club employees—the manager will be pleased if the members are.

\* \* \*

The club business—that of making a comfortable living by making the members comfortable.

\* \* \*

The paint bill usually represents a profitable investment.

\* \* \*

In the club business, renovation should be a constant process, not an event.

\* \* \*

There are two kinds of clubs—those at which members think the food is good and those in which the management thinks the food is good enough.

\* \* \*

More care in the hiring and there will be less firing.

\* \* \*

The manager who thinks he would be better off in some other line of work, probably would be.

\* \* \*

There is a difference between being proud of your club and being snooty about it.

\* \* \*

The idea is to explain that the request is unreasonable in a way that will prompt the member to withdraw graciously, instead of doing it in a way which arouses him to fight for it as a matter of principle.