

# Pro's "Video Instruction" Creates Learning Mood

Extensive work by pros with motion picture instruction hasn't had results pros hoped for in visual education for the same reason that makes golf instruction one of the most difficult of athletic instruction jobs—most of the pupils are too old to be muscularly responsive. Motion picture coaching of football players and of other younger athletes has revolutionized sports instruction but the picture teaching revolution in golf is still to come.

After many tests by many pros, highly promising indications that motion pictures are to become nearly standard procedure in golf instruction were shown for the first time during the PGA at Richmond, Va. Bill Gordon, pres., Illinois section PGA, exhibited motion pictures in a Video Instructor, a projection device which permits the motion picture reel to be run at any speed and stopped for study at any point, and to be run backward as well as forward. This device enables the pro to hold the pupil's attention on any detail of the swing so the pupil can compare his actual position with the desired correct position and make necessary adjustment.

The Video Instructor can be operated in the pro shop or any other place without

requiring a dark room and screen. It is compact and inexpensive and presents pictures as clear as the camera takes. The Video Instructor-motion picture camera tie-up was developed by Jules Platte, pro at Knollwood CC (Chicago dist.) in association with a member, Lou King, industrial executive and low handicap golfer. The equipment worked so effectively for Platte and his pupils that other professionals in the Chicago district—in clubs and at driving ranges—have begun to make use of it. Platte and King organized Sports Enterprises, PO Box 210, Lake Forest, Ill., and soon found themselves in a flourishing business.

## Low Prices to Pros

Although Platte and King went into the deal primarily as an experiment in golf instruction it developed into a commercial enterprise when they were able to make arrangements to secure wholesale prices for pros on needed equipment. At the prices at which the motion picture camera, Video Instructor, and the few required accessories are made available to pros the whole outfit, less film, costs less than \$225.

This arrangement to pros means the probability of adding to pro department



Bill Gordon, left, and Jules Platter, right, check on film of golf swing as shown on screen of Video Instructor. Any frame of film can be stopped and studied. Film can be run forward or in reverse at any speed.



Jules Platte shoots Bill Gordon's shot with movie camera supplied to pros on Video Instruction plan.

revenue some profit from instruction picture equipment sales.

Merchandising potentialities in more and in more effective lessons and equipment sales already have been demonstrated convincingly by the Video Instructor arrangement. Not only the sound instruction basis of providing the "power to see ourselves as others see us" is made a sales and teaching help but the deep element of vanity helps the selling. People like to see themselves in pictures and especially like to see themselves in pictures of good golf swings.

An interesting development of the Video Instructor operation is that of tactfully selling new clubs to older members who have had the same equipment for years and although easily able to afford clubs better suited to their swings shy away because they haven't been made to realize that their old equipment has been outgrown. Particularly in selling whippier shafted clubs to help the swings of older and muscle-bound players does the Video Instructor picture prove effective.

#### Shows Them Progress

One of the soft spots in motion picture golf instruction has been the gap between sessions of taking pictures. The inconvenience of setting up a screen in a darkened room made the pro and the pupil reluctant to spend the time required for this arrangement. With the Video Instructor the pro can show the pupil the film of his swing in the pro shop or in the clubhouse in a few minutes prior to the session on the tee, and without any delay study the phase of the swing on which the lesson is to be centered.

In study the part of the film that is to receive particular attention can be compared with pictures of star golfers at the

same stage of the swing. The same sort of imitative capacity that has accounted for the development of young caddies into excellent golfers is activated in the older student.

The showing of the student's film prior to the lesson on the tee makes it easier for the student to understand what the pro is trying to tell him. Consequently progress in instruction is accelerated and another film showing improvement soon can be made.

It has been the experience of Platte with the Video Instructor that it's much easier to keep the interest of the pupil keen when concentrating on one important detail of the swing that needs to be corrected.

Many a pro, particularly the younger ones, has been handicapped in teaching by the tradition that a lesson must be a half hour long. The effort, mental and physical, of a half hour lesson often is too much for the middle-aged or older man or woman pupil. To see the strain the pro switches to a detail of the swing other than that which he knows should be the object of concentration.

With the Video Instructor an important part of the lesson time is interestingly devoted to getting the pupil to understand what he is supposed to do and see that in contrast with what he actually does in one essential detail. Then the remainder of the half hour is spent on the tee with the pupil in the correct frame of mind for coordinating mind and muscle.

Platte says about the favorable development of a lesson "mood" which has been a strong point in successful teaching with the Video Instructor:

"Every effective golf teacher emphasizes the necessity of getting the pupil in the

right mood to learn. Many golf pupils want to be taught so there will be little or no effort on their part in learning. That's a fundamental difference between them and the pros and good amateurs who practice for hours learning.

"Getting our pupils interested in learning so they'll collaborate with their own intelligence and perseverance is the big problem of pro golfers in instruction. Actually the criticism of pro golf instruction that the public voices is far more based on lack of success in creating the proper learning attitude than it is on the technicalities of pro teaching procedure.

"The PGA attention to teaching which has been advanced by the efforts of George Sargent, George Jacobus, Bob MacDonald, Harold Sampson, Joe Novak, John Budd, Bill Gordon and others officially on a national basis, and by many PGA members in their sections needs to be tied into a much greater development in our potential pupils' attitude of learning.

"We pros need to make use of the visual education methods so effectively employed in the armed services training during the war to get the students into the most receptive and responsive condition for learning.

"My experience, and that of other professionals, with the Video Instructor plan of golf instruction not only shows we've found the way to create the best mood for making quick and effective use of competent pro instruction but have opened a new line to pro profits."

### **\$66,200 Top Shooting at Tam's All-Americans**

Ten day gold rush for \$66,200, of which some is in the form of legal limit amateur merchandise prizes, starts Aug. 5 for Tam O'Shanter CC's 9th annual All-American tournaments to which George May added the World Championship.

The show will open with the All-American Men's Pro, All-American Amateur and All-American Women's Open. All three divisions of the meet will be played simultaneously with winners being crowned on a 72-hole medal basis.

No qualifying rounds will prevail in any All-American tournaments this season. May states that Tam O'Shanter will be able to accommodate all entries with part of the big field playing the first round on Friday, Aug. 5 and the remaining entrants shooting their first 18 holes each the following day.

On Sunday, Aug. 7, the low 125 pros, low 40 amateurs and low 30 women from the previous two days' fields will become eligible for the second round.

For the first time since its institution, the World Championship of Golf will be a

72-hole medal test embracing four days, Aug. 11-14. Wednesday, Aug. 10, has been reserved for the event of a top tie in any of the All-Americans. The playoff, if necessary, to be at 18 holes, medal play.

The pros will be shooting for a total purse of \$21,000 in the All-American Professional. The victor's prize is \$3,333.00, runner-up takes \$2,333.00 and the list is graded down to \$67.00 for 50th place.

The amateurs will receive trophies and merchandise certificates totaling \$2,000.00.

If the champion of the women's pro and amateur division is a pro the prize is \$1,200.00. The girls' pro list aggregates \$4,000.00, graded to 15th position, which is worth \$800.00.

May has added a blue plate special this year in the similarly styled four-bracket World Championship. The World Pro titleholder will pocket \$10,000, runner-up \$7,000, "show" spot \$5,000 down through 17th place, which is worth \$100.00. The innovation comes in the fact that formerly there was only the first place award of \$10,000.00.

The woman pro winner will receive \$1,100.00, and the field will gun for a \$2,100.00 total.

This is the only combine tournament of the year in which a name pro has a chance to aim for a possible \$13,333.

### **Early Figures On USGA Open**

While financial details of the recent USGA Open Championship at Medinah CC, Chicago dist., are not yet available, club officials have the feeling the dollar and cents outcome will compare favorably with figures of the most successful of previous host clubs of the event. Canterbury CC, Cleveland, O., has held the lead over all other clubs in official receipts for the Open. This year at Medinah daily paid admissions for June 9th and 10th totaled close to 8,000 and approximately 7,200 for June 11th. In addition about 2,500 season tickets were sold at \$7.50 each. Jack Barns of Medinah's Open Committee estimated more than 4,500 cars were accommodated in club's parking lots the final day. Members of the press were unanimous in their praise of facilities and service provided them.

### **Penn State Meeting Dates Changed**

Annual Penn State turf meeting dates have been changed. The fall field meeting will be held on September 26-27 instead of September 19-20 as originally scheduled. The annual winter turf conference will be held on February 27 to March 2 instead of February 20-23.