

in stock. This ensemble shows the latest in a complete golf outfit and people who might feel like buying a new set of woods or irons look over the whole outfit and buy woods, irons and bag.

In a small shop there has to be some circus display—otherwise it's just another small shop. Harmon spent \$300 for a lighted display of color photographs which are frequently changed. A member who is one of the famed commercial photographers supplies Claude with the photographs.

Innovation in Picture Teaching

So far as we know Harmon was the first pro to use the Polaroid-Land camera in instruction. That's the camera which delivers prints in about a minute after the trigger is pressed. It shoots fast enough to get action pictures of a golf swing.

Claude says it's amazing what these Polaroid-Land prints have done in helping him and his assistants show pupils exactly how their swings are and make corrections on the basis of clear appreciation of what actually is being done. Harmon also uses motion pictures extensively in his teaching. He has over \$1000 invested in Bell and Howell motion picture equipment. He's been using screen projection of pictures of the pupils' swings but believes that the small outfit described by Jules Platte in *GOLFDOM* enables the instructor to get sharper concentration from the pupil and by retaining any frame of the movie for careful study, represents an improvement on the screen showing. Anything that provides a possible improvement in methods you can bet Harmon tests without delay.

Study of the customer is the foundation of Harmon's successful operation. He was taught how to study his own game when he was under the direction of such able analysts as Wood, Laffoon and Harry Cooper. He sees to it that his assistants are thoroughly schooled in his own type of teaching the fundamentals but must understand the principles so clearly that they can make such adaptations as are sound to fit the sound basic elements to each individual. Harmon did that himself in arriving at his somewhat unique grip. He believes that experimentation with the typical golf pupil must be very cautious and limited, yet is necessary to make the most of the physical and temperamental qualifications of various pupils.

Keeps Reminding the Customers

Harmon is strong for attractive printed matter to keep his members reminded that he and his staff are on the job serving each individual who belongs to the club. His gift certificate is a neat job on

a green sheet. He sends out lesson reminder cards and a card advising that there is a pro shop merchandise credit, to winners on the weekly "kickers' handicap" event. When he has to order merchandise that isn't in stock he pushes delivery and immediately on receipt of the merchandise advises the buyer on an attractive card.

Harmon says that certainly in his own case teaching doesn't interfere with his playing, except to the extent that he needs to regain the "feel." With form sound he can get back his "feel" and his competitive attitude after a few rounds of play. He maintains that it would be far worse for a pro to lose the feel of wanting to be helpful to each member's game than for the pro to lose his own putting touch temporarily.

"Anything a pro can think of to help his members score better helps the pro's own game," according to Harmon. He says his experience has been that a pro gets a lot of confidence in himself by mastering the problems of fellows who come to him to be taught. The pupils get a lot of confidence in Harmon, too. When he makes their swings better he can tell them what clubs they ought to have to help them still more. The lesson tee is practically a part of his shop.

Betty Hicks Co-Author of New Teaching Manual

Betty Hicks, 1941 Women's National champion, and teacher of golf classes at Pomona college, University of Iowa and Iowa State university, together with Ellen J. Griffin, asst. prof. physical education, Women's college of the University of North Carolina, have written *A Golf Manual for Teachers*, published by C. V. Mosby Co., 3207 Washington blvd., St. Louis, Mo. The 312 page book sells for \$3.50.

The girls have done a good job on this book which is intended to help physical education teachers give their classes the rudiments of golf and then some. The Ernest Jones technique is basis of the instruction principle and nobody can go far wrong on that. Jones gets them into the swing simply and whether one advocates swing or hit, to get the pupils swinging the club is an achievement. And don't let anybody tell you that Betty isn't a pretty good teacher and a well qualified student of instruction methods. Numerous women physical educators and several men P.E. authorities advised in making the book.

The methods of class set-up and operation are particularly interesting and helpful. The physical educators' view of golf

is well worth pros' attention. There could be one hell of an argument against the book's statement regarding the "conclusive" case for "avoidance of hiring a professional to teach school classes" but not having won an argument with a woman yet we won't go into details. The book maintains the pro is not trained in group instruction and that "it is a commonly admitted fact that the methods used in teaching golf have not yet been thoroughly examined, tested, and revised in accordance with sound educative principles."

The fact is that for the past 15 years pros have been doing considerable group training at clubs, schools and in YMCAs and YWCAs and have developed group instruction methods that have been effective in a rather difficult sport technique to a greater extent than most group training methods of P.E. teachers in athletic activities and much easier to learn. Unfortunately though, the P.E. people and the pros haven't done much comparing of information on an organization level so it's not to be wondered that Betty and Ellen apparently are not cognizant of the group instruction work of such successful teachers as Jack Fox, Joe Novak and Wayne Timberman, to name a few standouts in this phase of instruction.

Criticism of failure to consider golf instruction in "accordance with sound educative methods" is not entirely valid when the jobs done by the Minnesota PGA in collaboration with the University of Minnesota and by the Michigan PGA on its motion picture analysis are known. However, as GOLFDOM has repeatedly pointed out, until the pros collectively do as the greenkeepers have done in joint study with practical and theoretical college authorities, there will continue to be a popular belief that golf instruction is too much guesswork. The rap is worse than results justify and could be eased if the PGA would balance its educational budget with the tournament bureau expense. Strange thing about this neglect is that annual lesson income of pros is many times the tournament purses, reaches far more people than witness tournaments and is the biggest feeder of new club sales. Tournament promotion has an important place in pro golf but not to the extent that the PGA budget for study of teaching should suffer.

Whether or not pros are teaching school classes they'll find this Hicks-Griffin book well worth reading as a close-up of the physical educator's slant on teaching.

1950 Tournament Schedule

JANUARY

- 6-9 Los Angeles Open, Riviera CC, Pacific Palisades, Calif.
- 13-15 Bing Crosby International Pro-Amateur Invitation, Cypress Point CC, Monterey Peninsula CC, Pebble Beach GC, Del Monte, Calif.
- 19-23 Long Beach (Calif.) Open Invitation, Lakewood CC.
- 24-29 18th Annual Helen Lee Doherty Tournament for Women, Miami, Fla.
- 26-29 Phoenix (Ariz.) CC, Open Inv.

FEBRUARY

- 2-5 Tucson (Ariz.) Open Inv., El Rio G&CC
- 9-12 Texas Open, Brackenridge Park GC and Ft. Sam Houston GC, San Antonio.
- 13-18 National Championship of Golf Club Champions, St. Augustine (Fla.) Links.
- 16-19 Rio Grande Valley Open Invitation, Harlingen (Tex.) Municipal GC.
- 21-26 Mixed Foursome, Open, Dubs-dread CC, Orlando, Fla.
- 23-26 Houston (Tex.) Open Inv., Pine Forest CC.

MARCH

- 2-5 St. Petersburg (Fla.) Open Inv., Lakewood CC.
- 7 La Gorce CC, Pro-Amateur Inv., Miami Beach, Fla.
- 9-12 Miami Beach (Fla.) Open Inv., Normandy Isle and Bay Shore GC.
- 13-15 Seminole CC, Pro-Amateur Inv., Palm Beach, Fla.
- 16-19 11th Annual Women's Titleholders Open, Augusta (Ga.) CC.
- 17-20 Jacksonville (Fla.) Open Inv., Municipal GC.
- 22 Aiken (S.C.) Pro-Amateur Inv., Palmetto GC.
- 23-26 Greensboro (N.C.) Open Inv., Sedgfield CC.
- 30-Apr. 2 Wilmington (N.C.) Open Inv., Cape Fear CC.

APRIL

- 6-9 Masters' Augusta (Ga.) National GC.
- 17-22 50th Annual North and South Invitation Amateur Championship.
- 24-29 48th North and South Invitation Championship for Women.