

Material for the Pro's Public Speaking

By REX McMORRIS

Radio programs, lunch and dinner speaking engagements, television shows and other public speaking of the pro now are becoming a fairly important part of his personal selling job.

If the pro hasn't a radio or television program of his own he is fairly certain to figure as a guest on some program and can make that an opportunity to identify himself widely as a lively, interesting character who knows his business and who is a guarantor of golf enjoyment. These presentations to the public beyond the boundaries of his club are advertising opportunities for the pro. They develop reputation and self-confidence in a way that is reflected at the club.

A pro is not expected to be an actor or an orator. The gay genius of Tommy Armour, Sarazen's gift of exciting locker-room controversy and the talent Snead has developed in becoming a golfing version of Will Rogers are rather exceptional performances. But by being himself and simply handling himself as he would in keeping a small group in the locker-room interested, the pro will do all right on the air or at a lunch or dinner talk.

GOLFDOM often gets requests from pros and club officials for new golf stories to use in talks. There aren't any new golf stories; only variations of a few basic ideas and practically all of the tales call for a knack of story telling that most men haven't got. You can skip the funny stories. Most of them that are suitable for public presentation have been dulled by years of use.

But there are many amusing incidents that you've observed among golfers—pros, amateurs, men and women—that fit into any talk to illustrate a point or to remind the listeners that they are kin to all golfers in having some unexpected happening in the game bring laughs.

Names Make News

In a pro's talk, as in a newspaper, "names make news." When you run in some comment or story on a noted pro or amateur that takes the listeners behind the scenes of golf you always interest those who are hearing you.

A sure-fire detail for the pro is to talk about points of various star players' styles. If you can illustrate this with a club during speeches or on television; so much the better. Everybody who's in your

audience wants some tip to help his own game or to enable him to gossip with some understanding, about the way the stars play.

The five fundamentals of form that the PGA Instruction Committee recently publicized make excellent material for a talk, or for a series of five radio or television shows. In presenting this material, refer to slight variations that some stars use in the endorsed fundamentals. Or, if you happen to know how some star apparently doesn't adhere to one of the five points, tell how the player makes the necessary adjustment.

Another feature that always interests golfers is a talk on common errors and how to correct them. Particularly does the average golfer want to hear expert close-ups on errors of judgment the stars have made at critical points. This, of course, has to be diplomatically handled with reference to almost anybody being able to second-guess. The very interesting part of golf is in so much of it being played between the golfer's ears. Trying to determine what a player has been thinking about—if anything—is good exercise in research and dramatics.

This subject of mistakes brings up a matter on which not much has been said in pro talks to the public: how to play a course. Harold Sampson's article in April GOLFING on lowering scores by playing the simplest shots the conditions permit received surprisingly large and favorable comment from the magazine's readers and made plain that it's a phase of golf in which average golfers need and want more instruction.

Blackboard Illustrations

In putting on a talk about this subject a blackboard is desirable so the pro can sketch conditions and be understood clearly. The blackboard always is very helpful when the pro is making a talk on the rules of golf. The rules can be made a highly interesting and entertaining subject. The fact that the British Open championship was lost last year by misunderstanding of the rules shows how much drama there is in them. The U.S. Open of 1928 in which Roland Hancock misplayed a critical shot because he thought he was not allowed to sole his club on a small mound which a mower had scalped is another example of costly misunderstanding of the rules.



MET PGA ELECTS INGLIS PREXY, 23rd TIME

Johnny Inglis, Fairview CC, was elected pres. of the Metropolitan Section of the PGA for the 23rd time at the section's 1950 annual meeting at the Park Sheraton hotel. Johnny's superb judgment, unselfishness and knowledge of every phase of golf and golf business, are rated by his teammates as giving them the best guidance any group of pros can get. With Inglis were re-elected: First vp Al Brosch; Second vp Ben Roman; Treas. Ralph Leaf, and Sec. Jack Sabol. The Met. section has 221 members; 140 of whom are Class A. The meeting endorsed the five points the PGA national instruction committee recently named as features common to most stars' playing.

References to situations at the pro's own course or other well-known local courses, also make the talks on wisely playing a course, or a talk on the rules, helpful as well as interesting.

In collecting interesting historic material the pro may have to go to the local library or may be able to get some information by getting permission to visit a newspaper sports department library or "morgue." However the pro who is doing much of this radio, television or other speaking work, ought to have his own library or reference works.

The United States Golf Assn. (73 E. 57th St., NYC 22) record book of championships and international matches and its year book probably are around the pro's club, if it's a USGA member. The PGA Tournament Record Book may be secured from the PGA, 134 N. LaSalle St., Chicago 2, for \$1. There hasn't been a 1950 edition of the Golf Officials Guide but the 1949 edition which may be bought for \$1 from A. S. Barnes & Co., 101 Fifth Ave., NYC 3, contains much valuable information. Barnes also published Frank G. Menke's "New Encyclopedia of Sports which contains considerable historical material on golf. Barnes' new book, "My Greatest Day in Golf," edited by Darsie L. Darsie, has a great deal of close-up material from many great players.

The Golfers Handbook, published at 56 Annandale St., Edinburgh, Scotland, although detailed on British golf, has a

great amount of historic and statistic information.

The best book on American golf history is H. B. Martin's Fifty Years of American Golf. That now is out of print, as is another very interesting American book, Scotland's Gift—Golf, by Charles B. Macdonald. That great old Badminton Library book on golf, also is out of print. Second hand book dealers, such as Jack Level, 42-05 Layton St., Elmhurst, N.Y., who specializes in golf books, may be able to secure copies of these out of print books at reasonable prices.

Snead "Shooting Par" On London Record

"Shooting Par Golf with Sam Snead" has been produced by Frank Nichols for London Records and is getting big sale at record shops. Sam is interviewed by his assistant Garry Nixon and goes thru details of a lesson tee session with recitals of some tournament experiences as a change of pace.

It's a good job in Sam's direct and simple hill-billy delivery. He puts a strong plug for his fellow pros into the record and the leaflet which accompanies it. He says, "I've had golfers come to me thinking they were doing exactly as they'd been told but they'd gone astray in following instructions. Every other professional has had the same experience. There are times when we in pro golf discover we ourselves are not doing what we think we're doing with our stance, grip and swing."