

phis Street Railway buses, which also are furnished without cost. They are carried to the Overton Park course. First of all, they drink soda pop, given to them by a leading bottling company.

Pros Get to the Kids

Then it is time to get down to work. With one of the pros on the public address system, the other pros begin hitting balls in view of the youngsters. The various shots and stances are explained to them by the man on the mike and sometimes those hitting the balls tell why they stood certain ways or hit shots as they did. The pros are careful to speak on the level of the young people, so they can understand and put into practice what they see and hear.

After this period of work is finished, the kids are divided into groups of 30 to 50. Each pro takes a group and begins instructing them individually. While he works with one youngster, the others watch and listen.

"Actually, we believe the kids get better instruction than if they paid money for an hour's work with a pro," said Fondren. "Why? I'll tell you—it's because of the great enthusiasm the pros get while they're working with the kids. Why, you take Pat Abbott, Arnold Mears and my brother Jake, all country club pros; sometimes you almost have to drag them off the tees. They work past lunch time and would keep on if we didn't call a halt."

Strong Newspaper Help

Dub said that it is a real sight to behold as 500 kids walk down the fairway to the tee where they are to be instructed. Walter Stewart, sports editor of the Commercial Appeal and an avid enthusiast of the clinic, phrased it neatly. He said: "Those kids look like a bunch of blackbirds going down the fairway."

Stewart offers real help in the clinic and his sports staff members are assigned to cover the clinic thoroughly with stories and pictures. Long before the event starts, one of the writers begins doing stories on the clinic.

While the three-week clinic and subsequent tournament are on, large picture spreads with stories are carried. Undoubtedly this publicity, plus the word-of-mouth advertising by the kids, is responsible for the phenomenal growth of the clinic.

During the tournament, a streamer story is carried with complete results of all flights. This consumes a column or more in the paper. While the kids are being instructed, photos are made of the various

pros helping the youngsters and occasionally a group shot of the whole bunch of them.

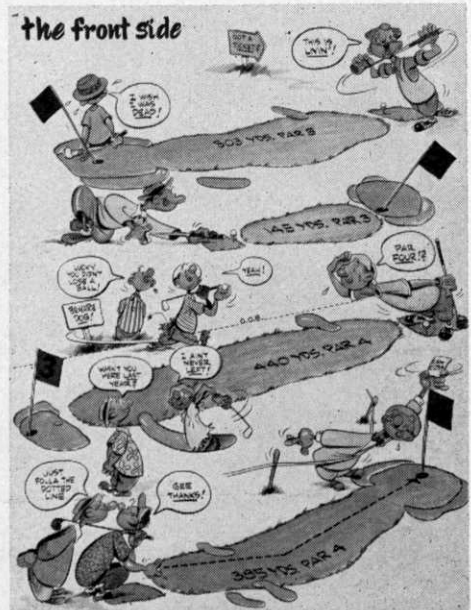
Instruction is not limited to many course kids. Many from the country clubs turn out, says Fondren.

"Actually, the country club kids' situation can be compared to youngsters compelled to take piano lessons," explained Dub. "They don't like piano lessons because the other kids are out playing. But, when there's a huge group of kids around, they are glad to join in for instruction.

"That won't hurt the cash in-take of the country club pros, though. For one thing, this clinic develops a great many golfers who otherwise wouldn't be playing. And those in the country clubs will want instruction as they grow up and seek to better their games."

Mothers and fathers often come out and hide behind trees to watch their youngsters practice. They keep out of view to avoid making the kids self-conscious. During the tournament, some fathers caddy for children and when the family is represented by

DITZEN SHOWS COURSE



Walt Ditzen, whose Fan Fare is the most widely circulated sports cartoon strip, drew a series of amusing diagrams of Phoenix (Ariz.) CC holes and a very funny page on the gallery nuisances for the Phoenix Open program. Above is one of the Ditzen pages from a program which, as usual, is the most beautiful tournament program any golf tournament publishes.