

# Resort Pro Cites Profit Potential in Refresher Lessons

By ART JONES

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A golfer's vacation is not completely successful unless he is playing reasonably good golf. Even if a person plays a hole well now and then he is fairly well satisfied and hope is kept alive. The good holes he considers typical of his normal game and the bad holes, of course, only occur when he is off his game. Golf is an optimist's game.

A golfer on vacation has considerable time to devote to his game. He can take lessons, study and practice. When he is at his home course he does not have or takes time for the lessons he knows he should be taking, or for practice.

The woman member also doesn't have the lesson and practice time that she would like to have although she has much more time available for golf than her husband has. The factor of available time, possibly as much as the desire to improve, however, accounts for the number of women's lessons at most clubs being far higher than lessons given to men. At a resort noted for its fine golf course, men take the most lessons. In one six-week period at Dorado Beach I gave 320 lessons. That is about all the lessons a conscientious professional can give without getting so tired that he can't do justice to all of his pupils.

Of these lessons about 50 per cent were given to men. Bear in mind that almost as many women as men now are playing at the leading golf resorts.

## Few Easy to Teach

From my own private club teaching experience, and in discussing instruction problems with professionals I called on in several years of work as a pro golf salesman, I think I got a clear idea of what the pro is up against in teaching. He is trying to establish good golf habits in less time than is required to establish such habits. Furthermore, his pupils rarely are physically adept. Those who are muscularly gifted often get basic training somehow and then go ahead and learn by themselves as they are playing.

That is why the professional seldom has any pupil who is easy to teach. The amazing thing is that the pro and the pupil



Art Jones (r), who wrote this article, is shown with his pro co-worker at the Dorado Beach Hotel Club, Rusty Gilbert.

do as well as they do together.

Professionals are pleasantly surprised by the very good shots their pupils often make. However, as Tommy Armour has remarked, the explanation for a golfer's poor game is not that he failed to make good shots, but that he made far too many bad shots.

Carelessness and forgetfulness, more than inability, are the cause of a majority of the poor shots of the average country club golfer. Therefore his instruction program, after he has had fairly sound basic training, should be in "refresher" lessons once a month or so.

## Can Be Short

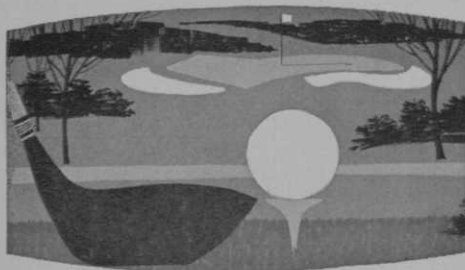
Refresher lessons need be only 15 minutes long in most cases. They are not for re-making anyone's game. They are simply to enable the golfer to make the best use of the good that he may have in his game.

At Dorado Beach the teaching professionals wouldn't think of trying to drastically revise the game of a golfer who is going to be a guest for only a week or two. But we can watch him hit a few balls and then repair the flaws so that he will play better.

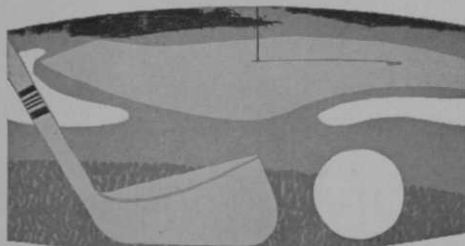
Defects in the grip are the most common of the average golfer's faults, as the experienced professional knows. Perhaps the resort golfer's grip has to undergo emergency correction by means of over-compensating with a fault of an opposite character. At least that type of a cure, while theoretically not satisfactory, serves for practical purposes and is a reminder

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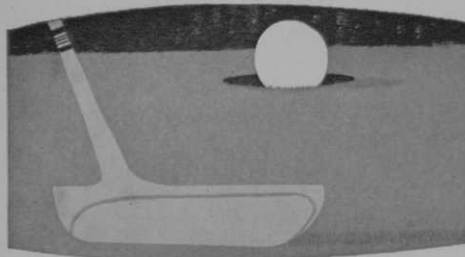
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installation of spotlights that can be moved to accent certain merchandise.

Back of the shop there is room for an office, new merchandise storage and room for 350 racks. That isn't enough rack room, however. Butte Des Morts has 310 active men members and 150 women who play regularly.

There is no storage space for bag carts in the shop, but a roofed space outside for the convenience of members who have their own bag carts. Leonard keeps his 13 golf cars under canvas covers outside the shop in the season and stores them in the equipment barn in the winter. Charging equipment and wiring is on the pro shop equipment and wiring are installed on the pro shop building.

### Refresher Lessons

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to the player to pay more attention to his grip.

Fortunately for the player and his teaching professional, another common fault of the typical golfer is readily detected and quickly corrected by the experienced professional. That is the mistake made in standing to the ball: that of the placing of the feet, or poor posture. Generally, either stiffness or reaching for the ball are the result of these.

#### Forgets What He Learned

The player undoubtedly has been taught the correct grip, stance, etc. by his professional but has forgotten much of what he learned. He doesn't play often enough to establish good golfing habits, or to have a valid idea of what may be causing his trouble and what to do to eliminate it. If he knew what was causing his trouble he would recall the technique that would correct it.

The player can't see himself as the expert teaching professional sees him. Hence the resort pro's refresher lesson rather than experiments in self-diagnosis and self-treatment is the most effective way of showing him how to improve his game.

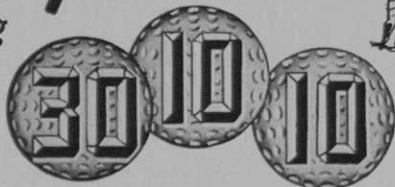
The refresher type of lesson is bound to grow in popularity and profit for the club professional. It gives him the opportunity of attending to the needs of more of his members than he can serve in the conventional half-hour or hour lesson sessions which, of course, are needed by all members at some time. The "refresher" lesson enables the pro to enlarge his opportunities for discovering if the member has correct equipment. Far more golfers



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are playing with misfit equipment than is realized. In some ways that is a difficult problem for the pro. If he says that the pupil's clubs do not fit the pro may be accused of pushing to make a sale. A refresher lesson with a club supplied by the pro often does all the talking necessary in making a sale.

Along in midsummer when lesson business slacks off it is a good time for the professional to start using the refresher course program. It may take him a little time to get the idea across but before long his members will be grateful to him for examining their games, making repairs and checking them out in 15 or 20 minutes.

### Philadelphia Clubhouse

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tiques. Circular designs in the carpeting of gunmetal, yellow and orange tweed are reminiscent of old Pennsylvania Dutch buttermolds. Of special interest is the striking 15-foot high copper fireplace hood.

In the Rosewood Room, the new clubhouse's main entertainment room, walls of rosewood paneling and a very soft celadon colored plaster are complemented by furniture covered in beige, charcoal, orange

and yellow plaid fabrics, and in coral and mustard colored leather. Gracing the Rosewood Room are two very fine 18th Century architectural paintings.

In the men's bar, called the Mill Room, the dark polished walnut floor, deep terra cotta walls and attractively upholstered furniture are a forceful reflection of the room's vibrant personality. Important decorative notes in this room are an early Swiss perforated tin cupboard housing a TV set.

Generous use of glass in the dining and cocktail areas provides magnificent views of the rolling country of Lower Merion township. Don Beaver says that on an exceptionally clear day the skyline of Philadelphia, 14 miles to the south, can be seen.

### "Functional" Defined

John H. Welsh says that the word "Functional," does not have an exact meaning, but for a lack of a better one must be used to describe the Philadelphia clubhouse.

"I would say," he explains "that functional means the way a building is used. It connotes the best use of and arrangement of space. But more than use is involved. Proper enjoyment of a space is functional. What we were seeking was a