



Nic Belcastro, member of the Illinois PGA section, and Karin Dady stopped traffic at the world's busiest corner, State and Madison, as a buildup to the Chicago golf show.

Learn in a Hurry

Chicago 'Amateurs' Put on Pro Show Performance

"We knew we had all the shortcomings of amateurs when we went into the thing, but everything turned out so well that we came away with the impression that maybe it had been run by real pros."

That is how Ben Orloff, the managing director, summed up Chicago's first golf show and exposition, held in the Hilton Hotel, Apr. 16-18. Total attendance topped 15,000, with the remarkable thing about it being that the crowds kept getting larger on succeeding days. Often, at a performance of this kind, the on-lookers swarm in on opening day, but by the third day they have to be shanghaied off the streets to justify opening

the doors. What probably made the show the success that it was, was that Chicago was attempting something of this kind for the first time, and quite an impressive cast of characters was working the teaching nets and giving clinics. This included Tommy Armour, Doug Ford, Chick Harbert and Chandler Harper.

Bigger Things Next Year

Nearly 100 manufacturers and others with an interest in the golf business exhibited their wares. Persons attending the show were provided a dozen nets, two traps and a felt putting green, 12 x 20-feet, in which to test their swings and touch. According to officials, the nets were only about 50 per cent adequate. Next year it is planned to have at least 25 of them available. More instructors also will be on hand when the show is repeated in 1963.

Attendance at the show was thought to have been stimulated somewhat by the playing of the Masters the previous week. But by the same token this may have been offset to some degree by the fact that Chicago was treated to some unseasonably fine weather in mid-April, and persons who normally would have attended the show were out playing golf. At any rate, the exposition was a financial success.

Numerous Inquiries Received

One of the most heartening things about the undertaking was the number of inquiries that manufacturers received in regard to playing equipment. Many persons who made the inquiries revealed that they weren't aware that there were pro lines of clubs in addition to the store lines with which they were well familiar.

Average daytime attendance at the clinics was about 1,000 and in the evenings, about twice this number.

The first day's headliner was Tommy Armour. Deciding that his audience was largely a primer one, Armour didn't stray far from the fundamentals. He dwelled on no more than six principles, interspersing all with the admonition, "Keep Your Head Still." When he got away from the tenets of teaching and discussed some of his better known students and his reputation as an instructor, the sage of Larchmont modestly allowed that his fame was enhanced by the fact that he had many uncommonly bright pupils.

"That's all it takes to make a Ph.D. out of a struggling teacher," Armour observed.

Good-Bad and Bad-Good

Doug Ford introduced some new thoughts on the psychology of golf when he gave a rather detailed explanation of what he calls good-bad players and bad-good players and cited some of today's tournament performers who fit into one or the other category. A good-bad player, according to Doug, is a fellow who doesn't worry about style or theory but simply concentrates on hitting the ball to the most advantageous spot from which to hit his next shot. A bad-good player, he explained, is one who experiments too much, frets too much about style and eventually makes a mental basket case of himself.

Chick Harbert and Chandler Harper, the other two imported panelists, stuck pretty much to explaining and demonstrating the theory of swinging the different clubs. However, they did contribute some interesting asides on personalities in the game, the comparison of various types of courses, and the thoughts that go through a tournament player's mind under the many stresses to which he is subjected.

Assisting Orloff in organizing and running the show were the following members of the Illinois PGA: Harry Pezzullo, Mission Hills; Jack Bell, Medinah; Dan Taggart, Arlington CC; Felice Torza, Aurora CC; Guy Paulson, Old Elm; Elmer Schacht, Ridge CC; Steve Cmar, Sportsman CC; Dan Hawkins, Thorngate; and Charles Penna, Beverly CC.

A large number of Illinois members volunteered their services as instructors. These included Johnny Revolta, Stan Kertes, Frank Grimm, Red Dennison, Bill Ogden, Sam Bernardi, Lou Esposito and several others.

Form Semi-Private Association

Semi-private course owners and operators in the southern part of New England have organized an association known as Go-Par, which will sell and promote the game. This will be done through the conducting of clinics, teaching of rules and similar activities. Fourteen clubs have joined the association to date. The organization is chartered in Rhode Island. J. J. Miller of Wampanoag GC, North Swansea, Mass., is president of Go-Par.