



ROYAL GOLF ENTHUSIAST

The late *Duke of Windsor* and briefly King Edward VIII of England, shared with President Eisenhower distinction as the world's most famous golf enthusiasts.

After the Duke abdicated, he was one of the easiest men to interview about golf; much easier and, of course, much more interesting than many playing stars. He and Walter Hagen were good friends, playing golf together and otherwise enjoying themselves. The Duke was a pretty fair player; about what we'd know as a 12 handicap golfer before the long stretch of World War II kept him out of the game. He played several times on his visits to the United States. He'd played in at least 23 countries and was captain of the Royal and Ancient and of 10 other clubs.

He began playing golf when he was 14. At the 1963 World Cup tournament at Saint Nom la Breteche, where he walked along as a spectator, he told me that the most useful golf instruction he had ever received was from Percy Boomer. The Duke wrote the foreword to Boomer's book, "On Learning Golf." Boomer emphasized that the golfer should turn as in a barrel. The Duke learned that and he had a steady swing.

Fred Corcoran, who succeeded Bob Harlow in Professional Golfers' Assn. tournament management, was one of the Duke's close American golf friends for 30 years. Last February the Duke and Corcoran visited in Paris. Fred sent the Duke a book on the U.S. Open, which was gratefully acknowledged as a book the Duke read with interest and placed in his library alongside "100 Years of the British Open."

After commenting on the "fantastical" development of golf in the last decade "both as a national game and an industry," the Duke pleasantly echoed the conclusions of millions of senior golfers:

"As an old 'hacker' I can recommend golf as a game that can last one a lifetime and can suddenly become quite rewarding from dismal lows of discouraging play."

There isn't much difference in what competent professionals know about the simple and sufficient essentials of a lower-80s game.

But there is a world of difference in how teaching professionals effectively transmit this knowledge.

A successful golf lesson is a two-way deal. There's got to be a pupil conditioned to learn and a teacher who knows how and what to show the pupil to learn.

In almost 50 years of covering golf, I've worked with many famous golf instructors and hundreds of lesser publicity, but high ability. The famous ones, I have observed, in their personal lessons had genius in making the pupil realize he or she was an important part of the act. It was difficult to put that across in print. That's why golf instruction books are so nearly alike.

Tommy Armour had the greatest gift of projecting his personality into print, so the reader got the feeling he was taking a lesson with Armour. During a lesson Armour would have the pupil hit 20 balls—no more or less—then discuss the what and why of the effort. That gave the pupil a sense of his responsibility. Claude Harmon gets the same effectiveness in a different way. He gives the pupil two or three simple points clearly, then tells the pupil that he can work out

continued on page 13

ARNOLD E. ABRAMSON—Publisher

ROBERT J. ABRAMSON—Associate Publisher

JOE GRAFFIS, SR.—Associate Publisher

VINCENT J. PASTENA—Editor

HERB GRAFFIS—Senior Editor

PAULINE CRAMMER—Managing Editor

JEAN CONLON—Fashion Editor

JERRY OLSON—Associate Editor

Editorial Consultants

HARRY OBITZ and **DICK FARLEY**—Merchandising

DR. MARVIN FERGUSON—Agronomy

RICHARD M. FERENCE—Art Director

RAGNAR JOHNSEN—Associate Art Director

FRANC ROGGERI—Graphics Consultant

JOHN FRY

Senior Vice President, Editorial

PETER J. ABRAMSON

Vice President and General Manager

DOROTHY M. SHEEHAN

Assistant to the Publisher

LAWRENCE MURPHY

Circulation Manager

Administration and Promotion

WILLIAM LAZAR

Fulfillment Manager

JANE CICHY—Production Manager

MORTIMER BERKOWITZ, JR.

Director of Advertising

BRADFORD ENGLISH

Advertising Sales Manager

Eastern Advertising Office

MELVYN WEINBERGER

ARTHUR MAY

PETER STROBEL

FRANK BRENNAN

Classified Advertising Manager

235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

Midwestern Advertising Office

LEE CASHIN

Manager, Midwestern Operations

LES KRANTZ

TOURISSE GREENFIELD

G. JAMES HERMAN

400 West Madison St., Chicago, Ill. 60606
(312) 346-0906

Western Office

ARTHUR H. MORSE II

Vice President, Western Operations

ROGER LEEN

30 Caledonia St., Sausalito, Calif. 94965
(415) 332-5300

Advertising Representatives

METROPOLITAN PUBLISHERS

REPRESENTATIVES, INC.

Florida & Caribbean

924 Lincoln Road, Suite 203

Miami Beach, Fla. 33139

(305) 538-0436

4407 Vasconia

Tampa, Fla. 33611

(813) 839-0082

Georgia

2045 Peachtree Rd. N.E., Suite 315

Atlanta, Ga. 30309

(404) 233-5077

Canada

1255 University St., Suite 343

Montreal 110, Que., Canada

(514) 866-5381

Detroit, Michigan

SALES MOTIVATING ASSOCIATES

ROBERT W. MORIN

19400 West 10-Mile Rd., Suite 216

Southfield, Mich. 48075

(303) 354-0630

GRAFFIS from page 8

his answers as well as Harmon can. Harmon gives the pupil confidence and responsibility. Then he may walk away, but he keeps supervising the performance out of a corner of an eye and comes back to suggest a correction the pupil might apply.

The resultful teachers I've seen agree that a golf lesson is about 75 per cent learning and 25 per cent teaching.

One time Armour called me to ask me to meet a Chicago doctor, who Tommy said, was the "ideal learner." This man, Dr. *August L. Daro*, was a busy and noted physician and surgeon, who had read bales of golf instruction materials, taken many lessons, practiced for the hours he could spare and was making no golf progress. Then he decided to apply the learning philosophy and procedure to golf that he had employed in becoming a talented M.D.

Dr. Daro tested his findings about golf learning with the professionals of two clubs in the Chicago district to which he belonged: Florio (Blackie) Orsi at Bob O'Link and Bob Harris at Sunset Ridge. He began getting much better results from his golf lesson, began winning club events and qualifying for the USGA Seniors.

He showed me his notes, which were from the learner's viewpoint and conditioned a pupil to be more responsible to competent pro instruction. I worked the Daro material into book form. A remark from Henry Lindner, professional of Lost Tree Club and president of the Florida GA pushed me. Lindner told me he'd got pupils into a more receptive attitude for learning golf by having them read a textbook.

That how "The Inside Swing: Key to Better Golf" happened to be written. It's published by Thomas Y. Crowell Company. Book dealers have it at \$5.95. The technical features are the simple things every good player does. Judging by sales and mail, this book already has been a big help to golf learners and their professionals and is building reputations for pro instructors.

Only 26.1 per cent of Golf Course Superintendents Assn. of America membership is covered by pension

plans, according to a GCSAA survey quoted by association directors *Charles G. Baskin* and *Palmer Maples Jr.*, testifying before the House Ways and Means Committee at Washington regarding tax proposals affecting private pension plans.

Curtis Dunsworth now manager Forest Lakes CC, Sarasota, Fla., owned by Ronald Tiso. Dunsworth moved from Innisbrook CC, Tarpon Springs, Fla., which he managed since the club began.

George Hall retired September 1 as Cornell University golf coach af-

ter being in that post and pro at University GC since 1934. He has been a vice president, secretary and treasurer of the PGA and managed the Caribbean tour for several winters.

E.R. Cannon now manager Sunset CC., St. Louis . . . *Allen Baston* now superintendent at Lanier Islands (Ga.) GC. Baston had been superintendent at Augusta (Ga.) National GC.

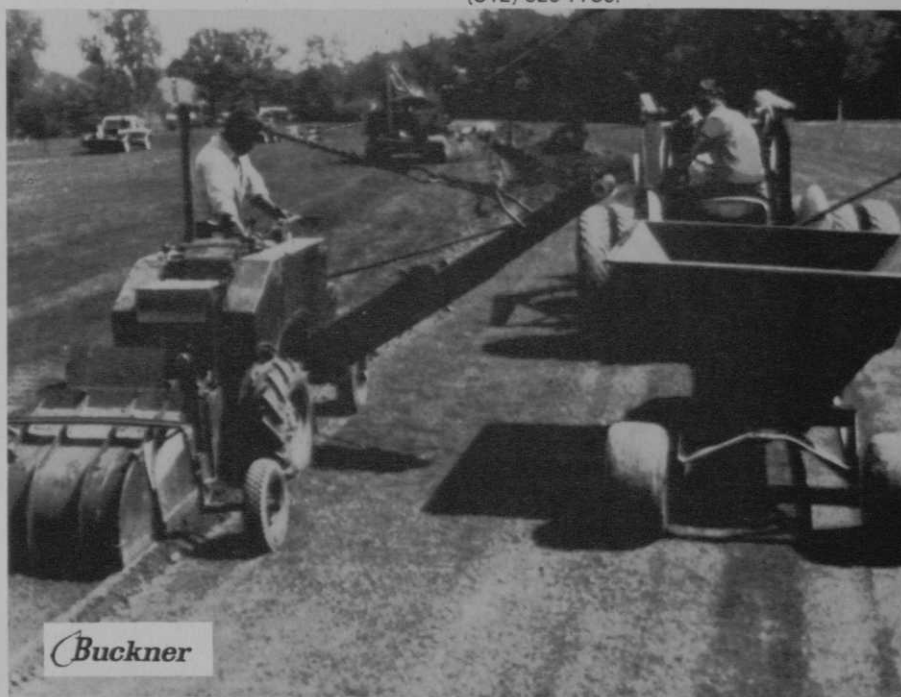
Vandalism on golf courses this past summer has been worse than ever. Some hired night watchmen and got trained police dogs on the job. □

May we play through?

Whether your players want to "play through" or we do, your course will be out of play only one fairway at a time when Miller does the installation. Also, when we move on to the next fairway we won't leave the job looking like we did it with "explosives." In our nearly 50 years of experience we've learned to do the job right . . . every time. Our staff is large, and we have the most complete line of specialized construction equipment in our field. We've installed hundreds of sprinkler irrigation systems throughout the midwest . . .

one-eighteenth at a time

Call us today, for the latest in automatic systems with central control! Miller Sprinkling Systems, Division of A.J. Miller, Inc., 1320 N. Campbell Rd., Royal Oak, Mich. 48067, (313) 398-2233. 1738 Armitage Court, Addison, Ill. 60101 (312) 629-7730.



For more information circle number 152 on card