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Question and answer "clinics" last nearly as long as the classes. Here every student is free to "air" his personal golf problems. These may range from the type of clothing most sensible on the fairways to whether a golf glove really helps or not, but regardless of importance each is given complete attention.

the majority would never come in contact with a golf professional — and this is their opportunity to get top instruction. Others are drawn by Walsh's reputation.* Regardless of the reason for their first visit, they all return for each session of the course — and leave reluctantly at the end.

Experienced Pro Conceives Plan

The idea for the Chicago Park District Free Winter Golf Schools took shape long before 1945. Park Recreation officials became enthusiastic over a plan presented to them in 1942 by Packey Walsh, who then — as now — was in charge of the four Park golf courses and all Park activities relating to golf. Packey had nearly twenty five years of experience in group teaching — including two years at George Williams College, where he taught future golf teachers. This particularly difficult phase of teaching a game as individual as golf has

always fascinated him and he spent much time working on techniques that would be effective in teaching sizable groups in the Park District's fieldhouses. Before his plan could be put into effect Walsh left for service with the Infantry in the Pacific and the school idea was shelved. Upon his return in the fall of 1945 he again aired his idea for a free, indoor golf school for the general public and Park executives started the machinery going to put the plan into operation.

Today, after four years of successful operation, the Chicago Park District Free Winter Indoor Golf Schools have taken on a definite pattern. Preparations for each series of classes are made months before the schools open. Three locations are carefully selected, one on the north, one on the west and one on the south side of the City, at Park District fieldhouses that are easily

*Editor's Note: Packey (Patrick J.) Walsh is the youngest of the four Walsh brothers of golfing. When 9 years old he began caddying at Chicago's Beverly Country Club where he discovered his real aim in life — to learn as much about golf as possible — and to teach the game.

Eight years later he became club maker and assistant professional to Eddy Loos, then professional at Beverly. Since that time Packey has been associated with golf clubs all over the Middlewest. In Omaha, Nebraska, Des Moines, Iowa and in (and around) Chicago.

He has been a member of the Professional Golfers Association of America for twenty of his twenty-five years in golf.

Packey joined the recreation staff of the Chicago Park District in 1938. In his present capacity of Golf Supervisor he is responsible for the operation of the Park District's four golf courses, in Lincoln, Columbus, Jackson and Marquette Parks. He supervises the various golf tournaments held on these Park District golf courses each year.

More recently, he has been in complete charge of organization and instruction of the Chicago Park District Free Winter Golf Schools which were instituted by the Park District upon Packey's return from over 2 years of service with the infantry during the last war.



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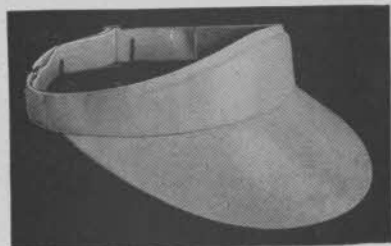
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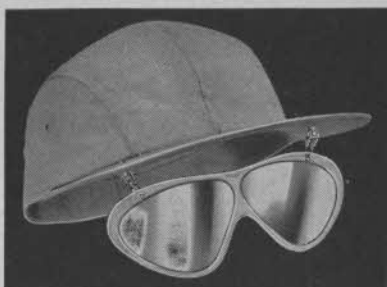
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Airlift cap for all sports. Mesh sides for air circulation, long wrinkle-proof and water-proof visor with green underlining. Colors: Cardinal red, Kelly green, Royal blue, white, tan and gold with white mesh. Four sizes.



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Tennis Visor, Wimbledon style, the leader for tennis, golf and other sports. Padded forehead shield, adjustable to any size, visor underlined with green. Colors: blue, green, red, beige and white.



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THE BREARLEY CO., ROCKFORD, ILL.

"Why Under The Sun Don't You Wear One?"

reached by public transportation and which are equipped with the facilities and space required. A schedule of Classes is set up, and the Park District publicity office goes to work on the project. Every possible media for carrying information is used; radio, newspapers—both local and metropolitan, television, industrial house organs, posters, etc. This release of information on the Golf Schools is timed to break a few weeks before the opening of the schools



There is no restriction on sex, age or economic standing in the Park District Free Golf Schools. Packey's students (as can be seen above) include grandmothers, bobby-soxers, bankers, truck drivers, housewives, etc. When baby-sitters are scarce, mom brings and watches the baby from the sidelines.

so that by the time opening date rolls around, registration is complete.

As to the instruction itself, how can you teach an absolute beginner anything about golf in four lessons — especially when your attention must be divided between him and forty or fifty other beginners in the same class? If you accused Packey Walsh of being a practical and practicing psychologist, he would merely look blankly at you and politely wait for the punch line. The fact remains, he knows people and how to reach them where they live. It's this ability — applied on a mass scale that is the real secret of the Park District Golf Schools' success.

Walsh's plan of instruction is built around a single principle: simplicity. He does not complicate his explanations and demonstrations with long-drawn out theories. He avoids the use of technical terms in class. He uses simple words and expressions — understandable to the schoolchild, the housewife, the plumber and the businessman alike. He limits instruction to cover only the basic positions and move-

ments that will produce a sound golf swing — and he hammers these points home until the class adopts each one as a personal habit.

Each class is conducted by Packey personally. His technique is so carefully worked out and the various points of instruction are so closely knit together — that he brooks no interruption during the regular class session. The only voice in the room during the class period is his own. Everyone stands, ready to assume the various positions as Walsh explains and demonstrates them. Packey himself is constantly on the prowl throughout the room, giving everyone an opportunity to see every detail of his demonstration clearly and at close range, and he personally checks each pupil during the class for position.

At the end of each session pupils are encouraged to ask questions. Questions concerning a phase of instruction yet to be covered in some future session are shelved. All others are answered completely, graphically and — most important — to the questioner's complete satisfaction. These question and answer "clinics" are one of the most popular features of the Schools and often last a half-hour or more.

At the close of the fourth and last class of each school, every member of the class receives a mimeographed outline of the points to remember in practicing on his own. This outline is simple and direct, and — like Packey's delivery during class — contains no confusing terms or catch-phrases to muddle the student.

Class Methods Make School

Probably the greatest single reason for the constantly growing popularity of the Chicago Park District Free Winter Indoor Golf Schools is the Packey Walsh personality. He has developed a frank technique in handling his students — and they love it. His frankness is not brutal, however. He is blunt and direct; straightens the class out at the very outset by telling them that they're all there to learn and not to waste time; that any interruption is a selfish infringement on the rights of the class as a whole; that if anyone present thinks he's got a better answer to the golf problems being considered — let him produce his PGA card and go to work. At this point everyone glares around at his fellow pupils and it is a brave character who opens his yap thereafter without invitation!

(Continued on page 74)

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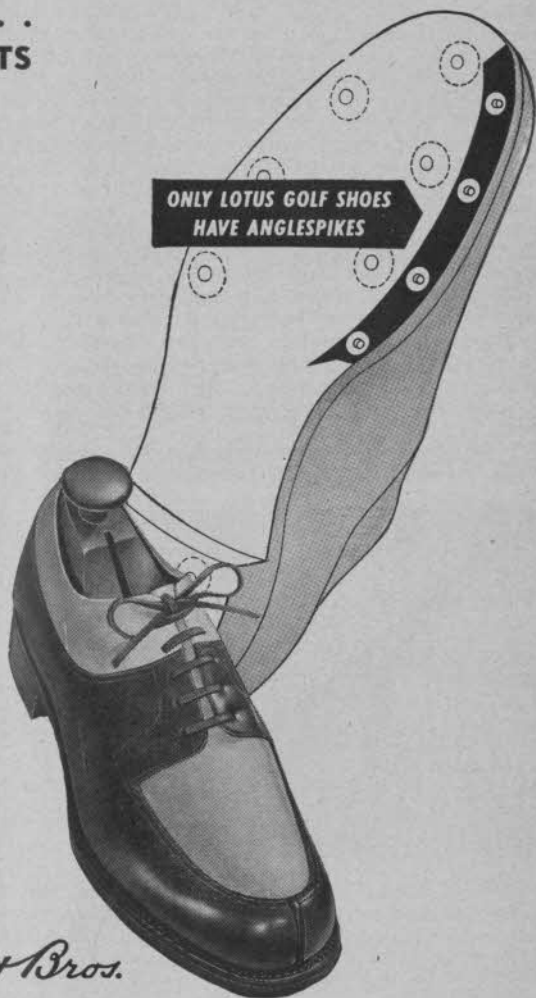
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This Year's Conditions A Challenge to Able Pro

By PAT PATTEN

Professional, Orinda (Calif.) Country club

Definitely the pro golf fraternity has a well founded realization that although this should be a good year financially it's going to require harder and smarter work than previous post-war years have necessitated.

The 1949 business conditions will provide a test for the pro merchant but he ought to do a whole lot better than many other retailers for the pro still has a lot of room in his market.

Some of the boys talk about the "saturation point" having been reached. They mean the "saturation point" on easy sales that just fall into one's lap. The time when good golfing tools were difficult or impossible to buy and when "let the buyer beware" was the rule, has passed. Nobody had to be a merchant to sell then. What he may have thought he sold was bought. The pro would have had to close his shop to keep from doing fair to very good business.

Now there can be an increase to pro sales volume but it can be effected only



Pat Patten, Orinda (Calif.) CC professional, uses this corner of his pro shop to check list of inactive members with an eye to building up program to bring them out and thus increase market possibilities that otherwise lie dormant.

after keen scrutiny of the golfer's needs and subsequent careful stocking of equipment and accessories to at least partially magnetize the potential buyer. The pro has to make sure he features only proved and reliable brands of merchandise. He must avoid "off brands" and brands of question-

able quality. He can present a wise price range of shop stock without getting his merchandising identified with "cheap" stuff.

The pro must look for every chance to sell tournament prizes. He has to work closely with heads of men's and women's tournament committees and those who are conducting special events at the club. A lot of the prizes can be of merchandise that he carries in stock. Prizes of the cup and jewelry type usually are available to the pro on a discount basis and the pro should investigate the possibility of making a deal with one of the trophy dealers.


Market Development a Pro Job

Right now the pro has to be more conscious of the importance of his market development and more energetic in it than ever before.

He has no trouble at all getting the old reliables out to the club and playing and buying, but he'll see that he has considerable work to do among many members of his club if he has accurate records on how many of his members don't play as often as they should for their own good and the good of the club. Many businessmen are going to be under tension of uncertainty this year. Their doctors will tell them that this tension probably more than any organic defect accounts for the alarming mortality of successful businessmen. You really can do a pretty fair job of doctoring for them if you can get them to play, even if you have to connive with their wives and doctors to use influence. Maybe these men are awful golfers and it's tough to spark their interest in more play. But that's a challenge to the pro.

Our other phases of market development involve less of a problem to the pro who is willing to plan and to work.

Each spring, for the past few years, I have conducted novice classes for ladies and juniors. Aware of the fact that "misery loves company," I get a dozen or so brand-new women golfers together, give each a club or two and a few balls, and take them out to the practice fairway for a group lesson. After brief recital of golf fundamentals, I step aside and let them bang away together. I have found that regardless of results, the lassies really en-



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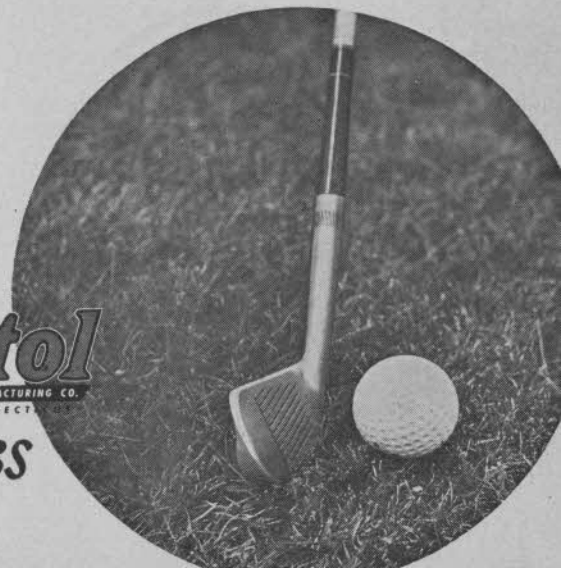
"Finest clubs made." That's what many golfers are saying with reason about the new 1949 BRISTOL beauties. BRISTOL, remember, first introduced and popularized the steel golf club shaft, greatest improvement in club making in many a year. Since then, BRISTOL has produced hundreds of

thousands of such shafts and complete clubs. BRISTOL'S Certified woods and irons for 1949 . . . sold through Pro Shops only . . . re-emphasize this fine tradition. They feature a mathematical accuracy in "swing-weight" balance. An inflexible precision in graduated "loft" and "lie." A hair-line preciseness in overall set balance. And an "eye-appeal" that makes one proud to have them in his bag. See these extra-playable clubs by BRISTOL at your first opportunity.

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joy themselves, laughing at each other's mistakes and trying to out-do Helen or Gertrude as the case may be. The spirit of camaraderie prevails. I charge a nominal fee and find, out of a class, a goodly portion is sufficiently interested to follow up and so become regular pupils of mine. That, I submit, is good business.

In juniors, the same program has proven itself. It takes no stretch of the imagination to see how child golfer and fond parent make "Box-Office."

Boost College Golf

Throughout the country many professionals have coaching jobs with universities and colleges. In such a capacity one should be able to influence college golfers to become very active in the game, since they are the largest and most desirable source of future club members. My club permits the golf teams of nearby colleges to use the golf course free of charge. They play during the off hours on week days and have consideration not to interfere with the regular club golfing schedules. It is a service to them and gives them the opportunity to play a private course. Such sowing of good will invariably pays dividends in the future.

The caddy angle may not present in itself any immediate cash value, but, in my opinion, the good, satisfied caddy definitely figures in the over-all country club picture. My caddies are paid wages comparable to any club in the area. I encourage school boys to come out but insist they comply with their school's regulations in regard to work permits and class attendance. Each spring my caddy-master and one or two of our best caddies take a group of the youngsters out on the course and thoroughly school them in the art of good caddying. They learn the rules, golf conduct, and a little "fairway common sense." Then, and then only, are they assigned jobs. It has paid. Fair and considerate attention to their individual problems has generated respect in them for me and their caddy-master. They show added interest in their jobs and definite profits in their pockets.

My caddies are taught, aside from the mere carrying of the bag, to co-operate with each other. They don't hang back on the flags and have learned to help each other in many ways. For instance (my caddies carry double), when one boy finds he has one ball on the left of the fairway and his other player's ball on the right, he switches bags with his fellow caddy so that regardless of whom he is caddying for, he is servicing. This not only speeds up play but saves wear and tear on the boy plus eliminating the necessity of a player standing and waiting for a club. There is no set rule for taking the flags. Regardless of whose player is first on the green, etc., the

caddy who is least occupied at the time takes the pin. These little tricks and coordinations keep my members happy and more satisfied and my caddies coming back.

For some time there has been some concern about the source of the future qualified assistants and professionals. If every pro would spend a little more time instructing his caddies, helping them make their work interesting and less arduous, the question would answer itself. Good caddies make for better golf, happier players and added revenue.

Besides, caddies grow up and play golf.

Indiana Section in Profitable Meet

Indiana PGA annual spring meeting at Hotel Lincoln, Indianapolis, April 4, was attended by most of the section's members, many assistants, and a good representation of manufacturers. Program was the most practical the Hoosier group has presented.

Lee Harrington, Wilson's Merchandising Manager; Don Mudd, Spalding's treasurer, and George Madden, publicity director of Wm. H. Block Co., Indianapolis, with the store's head display man, Coleman Clark, gave a very valuable round-up on pro business problems. Harrington detailed how the pro can make good use of the outside viewpoint in getting more business. Mudd told the pros how to make more money by working with manufacturers' credit department and Madden and Clark put on a demonstration of how to show merchandise that was a new and exceedingly valuable feature of pro merchandising sessions.

The veteran Al Watrous, showing several movies including an amazing new film Detroit pros had made with a super-slow motion camera General Motors engineering department supplied, conducted an exceptionally informative and useful instruction clinic. Al flew in from his job at Oakland Hills CC (Detroit dist.) to stage a fine session for the Indians.

Wayne Timberman's class of three boys and three girls, ranging in age from 6 to 16 years, put on an astonishingly good exhibition of junior class instruction under Wayne's direction. The kids have sound swings and score well. They got a great hand from the pros.

Tom Crane, PGA executive sec., gave a review of PGA national activities. The affair concluded with a banquet at which Mayor Al Feeney of Indianapolis, Indianapolis golf writers, veteran pros and club officials spoke in a merry vein. Herb Grafis was ringmaster of the finale.

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Modern Greenkeeping Sets Stage for Golf's Future

By HERB GRAFFIS

Address before the annual meeting of the National Greenkeeping Superintendents Association, Los Angeles, Feb. 7-11, 1949.

Today golf has a few more than 4900 courses. About two thirds of them are 9 hole courses. Most people are inclined to think of golf still as primarily a rich man's game but the actual figures correct that view. There are only 1195 private 18 hole clubs in the United States. Two thirds of all U. S. courses are public or semi-public.

We hear figures all the way from 7,000,000 down as the number of golfers. But when you get studying membership figures and data from public and semi-public courses and the sales of golf playing equipment you learn that there are around 3,000,000 who really can be considered active golfers.

American golf clubs have a plant investment of approximately one billion dollars. This represents about \$300 of investment for each of the active players. That's big money in any sport except the national debt. Each week during the height of the season at American golf clubs is spent more than organized baseball takes in at its parks during any month. Of course not all of it is spent for golf at golf clubs. There are far more rounds of drinks bought at golf clubs than there are rounds of golf played.

These cold figures are cited to call attention to the seldom recognized fact that the greenkeeping superintendent is the one essential factor in the operation of a gigantic sports business. There are thousands of courses without professionals or clubhouse managers but even the 9-hole cow-pasture sand green course must have someone caring for it, whether he's called greenkeeping superintendent, greenkeeper, care-taker or farmer.

The past and the present in golf depend basically on the greenkeeper keeping a course attractive, even for players who can't break 100, and at a cost private club members, semi-public course owners or public recreation bodies can afford. The future of the business of golf also depends on excellent and economical course maintenance.

Economy is constantly impressed upon the greenkeeping superintendent. As a matter of fact, the greenkeeper generally is the first object of economy. After about a quarter century of being rather close to the inside of American golf business in all its phases I'd say that today there aren't more than 50 greenkeeping superintendents in the U. S. who are paid salaries commensurate with the ability, hours, responsibility and amount of plant investment involved in their jobs.

Around Los Angeles, as in many other metropolitan golf sectors there are caddies who earn more than greenkeepers. That certainly is unpardonably poor management by the successful businessmen who are club directors. If they applied the same policy to their own businesses they wouldn't be able to afford private club membership.

That's the reason very few highly desirable young men are coming into greenkeeping and a considerable number of middleaged experts are getting out of it to increase their earnings by going into other fields of turf culture and gardening. A club can only get a well qualified greenkeeper today by paying some fellow more money than he's been getting on his present job and even then it's difficult to woo the man away. He generally is in love with his course. When you're in love your judgment isn't all it should be.

Young men rarely are available for management of a course where high maintenance standards are demanded. About the only group of young men I know being trained as competent greenkeepers are those in the two-year and 14 week short courses conducted by Prof. Dickinson at Massachusetts State college. The majority of them are young professionals who realize they'll have to know how to manage golf courses in order to be qualified to handle combination greenkeeper-pro jobs at smaller clubs where the revenue is limited and the size of the club permits a dual operation.

At the larger clubs the experienced pro-