

Pros Plan Business Schools to Open Next Fall

DEAR OLD GOLDEN school days will return to the pros next autumn according to plans being formulated by the P. G. A. Pro business schools along the general lines of the greenkeeping short courses conducted at several universities have been an ambition of President Chas. Hall of the pro organization since his election to office.

Practical success of the greenkeeping short courses has been unquestioned. It is estimated that approximately 600 greenkeepers and pro-greenkeepers have attended these courses since the first one of them was begun on an annual basis at the Massachusetts Agricultural college. This year short courses will be run at M. A. C., Rutgers, Penn State, Wisconsin, Michigan and Minnesota.

One of the problems the professionals have to solve in their operation of schools is that of experienced direction. Organization and management of the greenkeeping short courses had the faculty members of agricultural schools available. These men, with the co-operation and practical advice of sectional greenkeepers' organizations have been conducting schools that began operation on a smooth basis right from the start. The faculty representatives of the colleges were confronted with the initial difficulty of determining just what curriculum would be most helpful to the working students. Field investigation and continued close contact with the practical greenkeepers enabled the schools to decide on the proper programs.

Coaches Schools Are Models

The pros have been studying the book on the football coaches' schools and believe that there is much in the pigskin mentors' idea of exchanging instruction tips. Alex Pirie, honorary president of the P. G. A., and Dick Hanley, Northwestern university coach, who is active in coaches' school work, are golfing buddies. During Pirie's sessions in the rough and traps with Hanley, tactful and diverting conversation has acquainted the pro dean with those benefits of coaches' schools that accrue to the players and instructors.

Much is expected from the proposed

schools in advancing golf instruction methods. Methods of the most successful instructors can be analyzed and, particularly since the movies became popular and effective in golf teaching, clinics on instruction are expected to have definite results.

It is the opinion of informed professionals that tuition has had much to do with the speedy growth of women's golf. A woman usually starts by taking lessons; a man by following an instinct to bat a ball in any casual fashion. Today, women's golf instruction varies from 65 to 80 per cent of the lessons given at most clubs. By promoting women's interest through resultful instruction, the pros consider that they are doing a good job in building up club membership and activities.

Preliminary plans for the pros schools are considering the active participation of local P. G. A. groups working on a uniform schedule of conducting the sections.

One of the interesting details of the proposed curriculum is that of pro planning of operations to increase club membership and patronage. Much can be done for clubs by pros who are trained to handle an important phase of this work. This duty is especially timely. Another section of the program undoubtedly will deal with pro-greenkeeping. This will be of particular importance to the pros at the smaller clubs. In the case of the fellows who are attached to larger clubs where a course maintenance specialist is employed, co-operation between the pro and greenkeeper for the club's good will be promoted.

It is planned to have outside experts as well as experienced professionals as lecturers in the courses. Pro selling and sales service and pro accounting are slated for considerable attention from authorities at these schools.

It is hoped to inaugurate the pro schools in several of the larger centers some time next fall.

AN EXCELLENT little folder for renting clubhouse rooms is being used by the Brentwood (Los Angeles district) C. C. It is an 8-page single-sheet pamphlet that goes in a No. 6 envelope. Title is *Rest for Weary and Family*.