

A REAL SIXSOME



You must have heard Jack Burke and his wife brag of their six youngsters. It is hard for you to horn in with a few brags about your own progeny when the River Oaks' pro and his spouse get into their broadcast.

Well, here are the Burke kids. They look like they fully warrant all the parental press-agentry. In top row, left to right: Mary, Eddie, Jack and Billy. Left to right, bottom: Jimmy and Beverly.

Neither Jack nor Mrs. Burke look of an age

to have a brood like this but when you figure Jack was second in the 1913 Canadian Open and tied for second in the 1920 U. S. National Open, you have a hunch he is grown-up. He won the Texas Open and PGA at 49, so you won't get flip about his age.

Grocery bills for this husky mob are met by Jack's service to Houston's elect who belong to River Oaks and from the business on Jack's all-weather grip, which many manufacturers, pros and amateurs have adopted.

can handle his own job so that it actually puts his developer in stronger because of his broadened reputation. The old pro has a reputation not only at his own club, but at the club where his protege goes.

"Look at some of the best of the old-time pros today," advises Bill, "and you will see that they are entrenched in their jobs just about in proportion to the number and character of good assistants that they have developed and sent on as pros to other jobs."

Let Helper Sit in on Plans

The pro plans the policies of shop operation. The assistant then has the job of actually performing a considerable part of the work. My employer and I go over all the plans for the season together, well before the season starts. Then I know how Bill wants things handled. He asks for my ideas and passes judgment on them from his practical and successful experience. We think that we do a good job at Elmwood, and what is more important, the officials and members of our club enthusiastically approve the work done by the pro department.

But, as many pros and assistants know, the usual practice when the pro-shop opens in the spring is for the assistant to start in without much more than a "hello" from the pro and a few words about keeping stock clean and seeing that

any sales made are charged or paid for in cash. The assistant can't feel he is part of the system. But when there is preliminary planning and educational conferences with the pro, the assistant feels he is an important cog in the machine instead of just a shop-boy.

Telling the Members

One part of the assistant training program that never has been mentioned, so far as I know, is the importance such a program has in making members realize that there is a lot to the pro job properly handled. A doctor, lawyer, dentist or almost any other professional or business man cannot start business without having received a rather extensive and specific education. But club members and officials get the idea that all that is needed to qualify a fellow for a pro job is a few years as a caddie, then maybe a little time as a clerk in the pro-shop and giving a few lessons to women or to men who might not break ninety with a hundred lessons. It would have a strong and favorable effect in getting clubs to hire pros more carefully if clubs were conscious of assistant training being a necessary and important part of their own pro's work.

Course maintenance, or at least a very close and intelligent cooperation with the man responsible for course maintenance