

LOOS OFFERS DOUBLE PRO SERVICE

By HERB GRAFFIS

*Hires de la Torre, Competent Instructor,
As His Assistant at Lake Shore*

AN arrangement rather unique in pro department operation is being successfully operated for the benefit of members of the Lake Shore CC (Chicago district) where the veteran Eddie Loos holds forth. Eddie this year has engaged Angel de la Torre as assistant, bringing him to Lake Shore from Brookside at Pasadena, where de la Torre was Loos' assistant last winter.

The engagement of de la Torre is figured by Loos himself to give the wealthy northern suburban club double the amount of expert pro service usually made available at the best of clubs, for de la Torre has competently held some first rate master pro jobs all by himself.

Angel learned his golf as a caddie in Spain under Lucien, pro at the foremost Spanish club. He won the caddie championship at that club and was sent by its members to compete in tournaments in France and England where he acquitted himself creditably for a youngster. His later service was as assistant to such well known masters as J. H. Taylor and Willie Ritchie in England and Arnoud Massy in France. From 1925 to 1932 he was pro at Timber Point on Long Island and in 1933 returned to Spain to become pro at Club de Campo, Madrid.

Club de Campo was taken over by the government at the beginning of the war in August, 1936, and de la Torre, who then was competing in the French Open, made arrangements to get his wife and two boys out of the war zone and left for the United States where he worked with Ernest Jones until Loos signed him.

There were pro misgivings when Loos signed de la Torre as an assistant. "No club is big enough or wealthy enough for two pros," was the gossip that cast pro doubt on Loos' wisdom in signing as an assistant a fellow who had held master pro jobs with satisfaction. However, the shop books and the mutual satisfaction of Loos, de la Torre and the Lake Shore members clash bluntly with the early hunches of the pros.

Loos is making money. De la Torre is making money at a good job and the Lake Shore members are showing a lively interest in golf instruction and play. The character of the keen revival of golf ac-

tivity at Lake Shore is of special interest to pros at other exclusive and wealthy clubs where the old time zip has been missing.

Let Loos tell how the proposition has worked out:

"In the past year there has been much pro talk about assistants' training. Every pro knows how valuable a good assistant should be to him. Every pro who handles his job right is compelled to put in a lot of time training his assistants. It occurred to me that I had been doing a lot of assistant training in the years I have put in at golf and had accepted this sometimes tedious and exasperating work as a part of my duty. But what about the members?

"Is it fair to let assistants train themselves on the members when the members at the best type of club expect to have every detail perfection and certainly pay enough not to be subjected to the experimentation always associated with the training of assistants?

"I decided that my clubs were paying me because they gave me the responsibility of providing them with the best that could be had. With Angel available, I grabbed him. There will always be members in every club that one pro can not teach with utmost effectiveness, regardless of that pro's ability, experience and patience. There are temperamental differences inevitable in golf just as there are in every other branch of teaching. I have yet to see a pro who could teach everybody, and I don't believe that such a genius exists. Then why should I try to mislead my members? Probably I can handle 80% of my members to the limit of any professional instruction, because I can get inside their minds and that's what you have to do to do a good job of teaching golf.

"But are the other 20% to be worn out

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play shall be arranged to which all players and alternates shall be eligible, providing they have played in more matches. Qualification of players shall be determined by the approximate average medal score of each player for the team season. Flights shall be arranged of 32 players each until the entries are exhausted. This tournament shall be under the direction of a committee to be appointed by the president each year.

Printers' Tourney Big Affair—Union Printers' International Golf Ass'n. will hold its fourteenth annual tournament at Rodgers Forge CC (Baltimore Dist.), Aug. 9-12. By time of the tourney the organization expects to be the largest golf association in the U. S. T. F. McLaughlin of the Detroit (Mich.) News is secretary-treasurer.

Loos Hires de la Torre

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and wear me out while I'm trying my best and lying awake nights in an effort to figure out how I can get them to do what I know will have to be done to get good golf into their minds and muscles? I don't think so. They are entitled to the best and most fitting instruction, and it's my job to see that they get it even if I can't give it to them. Hence my confidence that, with Angel, we at Lake Shore can take care of every type of temperament in pupils.

"Another thing about it is that conscientious instruction is very hard work; too hard for a man to do his best by all of his pupils when he has to stand on a lesson tee from seven to nine hours a day. Successful business men and teachers in other lines know that such a strenuous schedule destroys hope of 100% results. Why pro golfers should think that they can stand this sort of strain and give all their pupils the best that's in them, I don't know. I tried it for years and I couldn't find the answer until I got de la Torre.

"Almost every good pro knows the embarrassment and danger when he has two important members demanding the same time for lessons. When one is sent to a kid assistant for instruction that member resents it. But in my case the Lake Shore members all know that they are getting competent instruction without any discrimination in treatment.

"I can go out and think of nothing else but the pupil I have, instead of wondering

how an immature assistant is getting along with some valued member I had to assign to him.

"The answer to the whole thing seems to be very plain in my books. I'm not worrying about my employment of Angel as an assistant will split my job. What I intended to do was double the service we could furnish the members and, instead of risking any neglect from inexpert attention, really give the members more of the sort of attention I'd like to see all of them get; more than could be furnished under the usual arrangement."

BY burning up the final nine with a 30, six under par, Harry Cooper copped first prize of \$900 in the annual True Temper Tournament held June 24-26 at Whitmarsh Valley (Philadelphia District) CC. The veteran Wiffy Cox took \$600 second prize money, his 282 putting him two strokes back of Cooper. Other winners were Jimmy Hines in third place and Clarence Clark, Billy Burke, and Bud Oakley, all tied for fourth with 287.

The tournament was the fourth of the annual True Temper tourneys, and the \$4,000 prize money this year was the largest of the previous tournaments. In addition, this year, beautiful silver plaques were awarded low scoring amateurs. Details of the successful event were energetically carried out by the Philadelphia section of the PGA.

CHECKS to the amount of \$3,136 representing the unpaid prize money of the Indianapolis tournament held Oct. 4-6, 1935, have been paid by the PGA following the default of the Indianapolis sponsors and prolonged, futile attempts to get the Indianapolis checks made good locally.

The British Ryder Cup team which competed in this tournament and won some prize money, was paid off by the American PGA before the team returned home.

The tournament at Indianapolis was the only one at which sponsors failed to pay off. It was won by Al Espinosa, Portage CC, Akron, O. Akron is known as the Rubber City, although Al offered Indianapolis as a nominee for the title while he had that gutta percha check for a grand in his kick.

Hershey Open Dates Fixed — Fifth Hershey Open Golf Tournament will be played at Hershey (Pa.) CC, Sept. 2, 3, 4, 5. Prizes total \$5,000.

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