

and Mike." We dedicate our programs to the smaller towns within a 100 mile radius, and we give a golf lesson, golf skit, golf news, and answer questions on golf sent in by mail.

"Mike and I, along with Wally Hatter, our announcer, have given several talks on golf and have shown golf moving pictures at the Rotary club, chamber of commerce, and Iowa Public Service Co. meetings. We're going to visit several of the smaller towns later on this winter to give lectures and show the sound motion pictures on golf."

Mel Smith, pro at the two courses at French Lick Springs, Ind., believes the best way to insure smooth operation and efficient management of the pro-shop, which is the very heart of the pro business, is to hire a competent, reliable assistant, or assistants, as the case may be. Smith says:

"The first, and indeed most important pro's thought, should be in the hiring of a good assistant. Too much stress cannot be placed on his selection of this man. He must be a man who will take the pro's personal interests and responsibilities to heart; not just a shop boy who has no interests other than pay day, or his personal game or gain.

"The assistant should have full authority over the caddiemaster and club cleaner, with the cooperation of the pro behind him. Thus the assistant is responsible for the operation of the entire shop—sales, services rendered, cleanliness, education and efficiency of the caddies, along with the care of the members' clubs stored in the pro-shop. With such responsibilities resting on his shoulders the assistant feels the pro has confidence in his ability to manage the shop business 100%; therefore, the assistant can't let the pro down.

"Most all misunderstandings or ill feeling toward a club pro start in the pro-shop. Long before the season gets under way the pro should talk with his selected assistant so that a definite understanding will be had of his duties and responsibilities. I have here at French Lick Springs, two golf shops to operate, maintenance responsibilities on two golf courses, caring for some 500 caddies, teaching, along with other professional duties. To get along successfully, then, I must be surrounded with capable assistants. I make sure my assistants will be able to handle their work by preparing them for it before the playing season begins."

ARCH REID SLATED FOR RE-ELECTION AS USGA PRESIDENT

Report of the USGA Nominating Committee, which is tantamount to election, names the following officials for the USGA in 1939:

President, A. M. Reid, St. Andrew's GC, Hastings-on-Hudson, N. Y.

Vice-Presidents, Harold W. Pierce, The Country Club, Brookline, Mass.; R. Arthur Wood, Exmoor CC, Highland Park, Ill.

Secretary, Frank M. Hardt, Merion Cricket Club, Haverford, Pa.

Treasurer, Jess W. Sweetser, Siwanoy CC, Bronxville, N. Y.

Counsel, Charles W. Littlefield, Montclair GC, Montclair, N. J.

EXECUTIVE COMMITTEE

George W. Blossom, Jr., Onwentsia Club, Lake Forest, Ill.; Morton G. Bogue, National Golf Links of America, Southampton, N. Y.; Edward L. Cheyney, The Country Club, Cleveland, Ohio; Paul P. Farrons, Alderwood CC, Portland, Ore.; Frank M. Hardt; W. F. Nicholson, Denver CC, Denver, Colo.; Harold W. Pierce; Charles V. Rainwater, Atlanta AC, Atlanta, Ga.; A. M. Reid; Jess W. Sweetser; Thomas Telfer, Claremont CC, Oakland, Cal.; Fielding Wallace, Augusta National GC, Augusta, Ga.; R. Arthur Wood.

Miami Open Clicks—Pros owe H. H. Arnold, mgr. of Miami Springs (Fla.) CC, plenty of gratitude for the manner in which the energetic veteran manager of the Miami muni course successfully staged the Miami \$10,000 Open (heretofore \$2,500) after Henry Doherty's withdrawal from the Miami-Biltmore hotel cancelled the hotel's annual ten grand event.

Arnold went out on a limb with the local government in risking a heavy deficit. Lively ballyhoo by Miami newspapermen and radio stations and a good break in weather, brought a fine gate, and the stretch battle between two grand golfers and A-1 guys, Jug McSpaden, the winner, and Henry Picard, a stroke behind with 276, provided a thrilling show.

Gallery figures exceeded by far those of any other Miami Open. On the basis of this year's showing the 1939 Miami Open is to have additional financial sponsoring by local individuals.