

# Illinois Golf Clinic Clicks

By Herb Graffis

**I**TS valuable golf clinic was completed by the Illinois PGA when the second session of the significant event was held at Morrison Hotel, Chicago, May 8. Opening the session was the address of Harry Kinnell on assistant training. Kinnell said the passing of the hickory shaft had resulted in many pros neglecting the education of their shop boys. Selling and member service, he pointed out, called for knowledge and artistry equal to that of making a fine bench-made club.

Harry remarked that the problem of the pseudo-pro will continue to upset the pro employment situation until master pros recognize responsibilities in assistant training and make such a conspicuously successful job of this training that club officials will insist on getting a boy with right training. The pro should train his assistant with the object of making the lad the master pro of tomorrow. The kid has a right to think he will become a pro and to expect that his service and study under the right sort of a man will assist him in getting a job.

## Assistant Training Important Item

Kinnell emphasized that assistant training cannot be a casual proposition but requires plenty of attention, and that all effort and thought put into it would reflect profitably on the master pro who did the good job in this direction. He added that the members had the right to expect well-trained assistants from a pro who was properly qualified to hold a job at a first class club.

Jerry Glynn and Pat McDonald, with Eddie Gayer as interlocutor, conducted a 3-cornered discussion on sale of merchandise and care of shop.

Glynn said that shops generally were getting to be pretty high-grade neat establishments because if they weren't up to best standard, the pro didn't stay at the club. He told of simple but valuable records; one for keeping track of sales and comparing each member's purchases with those of the same member for the previous year, an inventory of bag contents checked after each round so that losses are promptly discovered, and a lesson report sheet on which the lesson is digested

and time of next lesson is given on the bottom of the sheet.

MacDonald told of clever, inexpensive advertising in effectively selling to a small membership. He sends out bulletins listing the close-out bargains he picks up. This he does 3 times during the season, and at a cost of about \$10 per time. The advertising copy is bright and to the point. He also gives members advertising pencils. Discussion from the floor was kept lively by the prodding of Gayer, who requested clinic audience to ask questions as the speakers were doing their acts.

Glynn reminded the boys, "golf doesn't owe you a living unless you make it," and told them that if they thought the golf business had curves and tough competition in it they should be in the liquor business, as he was last winter.

Gayer told of highly successful experience in playing with 3 different members of his club for 9 holes each Sunday afternoon.

Mrs. J. E. Neff, rules committee chairman of the Women's Western GA, spoke on the rules and reminded the pros they would avoid a lot of trouble if they'd just point out the rule in the book when controversy arose, and in case of possible variance in interpretations, put the case up to the USGA. Mrs. Connie Hammond, president of the Chicago Women's District GA, also talked briefly, thanking pros for their interest and cooperation in the development of women's golf.

## Instruction Tips Pay Dividends

Charles Bangs, mgr., Oak Park CC, cited specific instances of the mutual help pros and managers could give each other and the betterment of service to the club when they work together. He told of instruction tips by Ren Smith, Oak Park's pro, being on the club's announcements of events and on its menus, as a stunt that made club printed matter of livelier interest to members and did the pro department considerable good.

Law Waldron and Harry Adams talked of the great field for pro promotion via radio, and counseled the boys to train themselves to make use of this advertising which they can get free, but for which

Pinehurst's No. 1 course is being revised. Every green on the course is being changed. The new layout is expected to be at least one stroke tougher than Pinehurst's No. 3.

others have to pay millions of dollars. They warned that making the radio dead-lines was plenty of inconvenience, and told of having trouble getting pros to go on programs with them because the boys didn't like to come clear in to the stations.

Bruce Herd and Al Link collaborated in a grand talk on the art of club-making. Bruce, a master from the days of bench-making, said the boys could sell more clubs if they knew what they were selling and counseled them to acquaint themselves with details of quality that fully justify price of good merchandise. Link said there were at least 68 operations in the making of a top-grade iron, and 85 operations required to make a first-class wood.

#### Plan Folder To Members

Outcome of the remarks of these two and the discussion that followed their talk, is that the Illinois PGA plans to get out a folder for distribution through pro-shops telling members "What Makes A Good Golf Club," thus explaining, subtly, the cost of pro-quality clubs.

Dr. Robert Dyer, playing a return engagement after his great address on the physiology and psychology of golf at the first session, gave the boys expert advice on their own physical care, and could have spent hours answering questions pros asked on the care of feet.

S. O. Penrod, of the Sporting Goods credit bureau, counseled the pros to take their financial problems up with credit men of the manufacturers promptly, instead of letting matters slide. He said that pro credit had improved until it now stood at a high point, and compared very favorably with the best showings made by other small retailers.

Capt. Charles Clarke, v.-p. of the national PGA, spoke pointedly on credit and the necessity of fellows whose credit isn't good not getting discouraged but working in candid association with credit managers to get matters straightened out.

The Captain proposed a national PGA benevolent day to be held at clubs where PGA members are pros. Part of the tournament entry fees for club members would be devoted to the PGA benevolent fund. The idea was endorsed by those at the Illinois clinic.

Matt Matteson gave a valuable talk on the duties and training of assistants. He urged that assistant training be given the benefit of a national plan. Among duties he said the assistant should be carefully trained in were: keeping books, recording scores, maintaining handicap records, running scoreboards, helping run events on women's days, and handling at 1/2 the pro's price such instruction as the pro considers him competent to do. Matteson said that one of the duties the kid should perform is that of smiling and speaking politely to each member and guest.

E. J. Riley talked on the PGA insurance, and Herb Graffis closed with an outline of the promotion work being done for the pros and golf in general, through the manufacturers' financing of the PROMOTION plan. Graffis told of the substantial increase in newspaper sports section coverage of home club pro activities since PROMOTION had been supplying publicity material and suggestions to newspaper sports departments.

**M**ANAGERS and pros at many clubs are planning to observe Father's Day, Sunday, June 18. Smart stunt of some managers is to announce a special Sunday evening dinner, the check for which will not be mailed to father along with the rest of the club bills for the month, but will be specially sent to mother who can pay it herself or pro-rate it among the kids.

Pro tie-up is on merchandising, with special shop signs and letters to members' wives, suggesting gifts for Father's Day. Copies of the official poster for Father's Day may be secured from National Council for the Promotion of Father's Day, 32 E. 57th St., New York City.

**Fred Crawford Has Accident**—Fred Crawford, manager of Louisville's noted Pendennis club and president of the Club Managers Assn. of America, was a Derby casualty without going near the \$10 window at Churchill Downs.

After handling a million matters concerning Derby tickets, meals and accommodations for Pendennis members and their guests from many countries, and doing the job with amazing smoothness, Fred stumbled.

His stumble came when he was preparing to leave for the track. He broke both wrists and will have them in casts through most of June.