

Jersey Pro Clinic Is Big Success

By William D. Richardson

THE New Jersey section of the PGA recently concluded one of the most successful ventures in the history of metropolitan (N. Y.) district golf — its first annual golf clinic. The first two sessions were held in the Essex House, Newark, N. J., and the final one at the Glen Ridge CC, home grounds of Jack Fox, president of the New Jersey PGA.

On the final day of a three-day session, held in successive Mondays, starting April 29th and ending May 13, more than 200 turned out for the event which consisted of a demonstration of shot-making with all grades of clubs by leading New Jersey pros in the morning and an 18-hole pro-amateur event in the afternoon.

That the demonstration produced results was shown when Maurrie O'Connor and Mike Cestone, Branch Brook pair, won first honors with a best-ball of 65, six under par, and Johnny Farrell, one-time U. S. Open Champion, paced the pros in the individual event with a 71 despite a 2-over par 7 on the long No. 12 hole. For O'Connor and Cestone it was a mere continuation of a series of triumphs that saw them crowned New Jersey state pro-amateur champions only the day before.

Despite the fact that April 29th turned out to be the only real golf day players had dished up to them by the weather man, there was a goodly turnout for the opening session at which a great many matters of interest to the pros was discussed.

Speak on Many Pro Subjects

President Fox, energetic head of the New Jersey organization and founder of the Fox system of getting them interested in golf while they're young, traced the history of golf from its early beginnings down to the present, dealing chiefly with the professional angle. Former national

Caddie charts of the PGA have been by a considerable margin, the most widely used feature of PGA publicity. Numerous newspapers reprinted much of the material, with credit to the PGA. Life Magazine's May 27 issue used the PGA educational course for caddies together with its own pictures which were taken at Baltusrol GC, with Johnny Farrell, two of his assistants and Baltusrol caddies collaborating.

president George R. Jacobus also discussed the golf pro and the game, while several officials of the Metropolitan and New Jersey State golf associations, Max Kaesche, president of the M. G. A., and Bob Lansdell, President of the Hackensack GC, gave talks on the arrangements of tournaments and tournament golf and rules, Farrell and Tommy Harmon contributing to the rules discussion. Dr. H. Weber of East Orange, in charge of physical education in the schools of that city, gave an interesting talk on muscle control pointing out the importance the physical structure has in golf and telling the pros to take account of physical deformities and weaknesses when they are teaching pupils.

"What a Club Expects from a Professional" was the topic discussed by Dr. R. R. Lauckner, president of the N.J.G.A., and Leonard Dreyfuss, member of the Mountain Ridge Club, injected several brand new sales ideas in his talk on "Shop Management and Advertising."

Predicts 15,000,000 Golfers

Glenn Morris, head of the National Golf Foundation, enlightened his audience with facts concerning the growth of golf interest in the schools and colleges, predicting an increase from 2,700,000 to 15,000,000 players, and also talked about the club rental plan which is now being used so successfully in the development of new players. "Caddie Training and Activities" was the topic discussed by Jack Weising, chairman of the M. G. A. caddie committee, while Jacobus discussed the relationship of the assistant professional to the club. The meeting ended with lantern slides of various golf courses and holes shown by Robert Trent Jones, golf architect, and several reels of PGA instructional movies. Harry Nash of the Newark *Evening News* and John Beer of the Newark *Sunday Call* acted as masters of ceremonies.

On the second day, May 6th, President Fox and Jack Beckett who, by the way, has just completed 25 years of service as pro at the Yountakah club, discussed the art of club-making and Jacobus and John Alberti gave some pointers on the buying of merchandise. "Pro-Greenkeeping" was

the topic of the veteran William Brail and Harry K. Smith, while several pros, among them Jim Barnes, current Jersey open champion, Frank Kringle, Francis X. Coakley, William Walker, Danny Williams and Tommy Harmon participated in a discussion on the value of instruction from a qualified golf professional. "Group Instruction" was the subject of a talk by Bruce Heatley and Prexy Fox, and Nash, whose descriptions of golfing events over the radio have been heard by millions, discussed that topic. "What it Means to be a PGA member" was ex-president Jacobus's topic and there were also instructional movies put on by the Wilson Sporting Goods Company and A. G. Spalding & Bros. Company.

Jack Forrester, vice-president of the New Jersey section, opened the final session on May 13 and Francis Coakley acted as master of ceremonies. At this session the pros demonstrated the 'how' and 'why' of every club in the bag.

Golfers Flock to Pittsburgh's First Golf Clinic

PITTSBURGH's first big scale golf clinic, given under the sponsorship of the Tri-State PGA Section, was held Sunday, May 19, at the Shannopin CC. Officials of the Pennsylvania Golf Assn. and the Western Pennsylvania Golf Assn. joined with the PGA members in planning and participating in the demonstrations and lectures.

After introductory remarks by Nels Zimmerman, v-pres., Tri-State Section; J. R. McGregor, Shannopin president; S. Davison Herron, Penn GA pres., and W. H. Duff, II, president of the WPGA, came a 9-hole exhibition match between Dick Shoemaker and Perry DelVecchio and amateurs Jack Benson and Andy Szwedko.

Following the match Glenn Morris, director, National Golf Foundation; Dr. Charles Henninger, Vincent Eldred, Dave McKay, Charles Manning, Emil Loeffler and Paul Erath gave short talks and demonstrations on golf promotion, and pro and greenkeeping work respectively. Shot demonstrations were given by Mrs. T. E. Nolan, West Penn women's champion, Shoemaker, Pat Janssen, Ted Luther, Pete O'Hara, Sam Parks, Jr., and Ralph Guldahl. John Capebianco, pro at Aliquippa CC, directed the day's activities.

IT'S ON THE HOUSE

By TOM BEAM
Mgr., Westmoreland CC

Do you take all your club magazine statements as gospel truth or do you sometimes dissent? There is always value in constructive comment.

Collodion glue applied to slivered corners of tables or chair legs prevents damage to silk hosiery.

Get in step with the "better light—better sight" movement fostered by the Illuminating Engineering Society.

Each restaurant employee should have a medical examination before going to work and one periodically thereafter.

Food merchandising is a hard, tough, exacting vocation and cannot be run loosely or without personal attention.

Repair or replace the door mats that curl up and trip up.

Look at payroll costs from the angle of your club standards.

A baggage tag can be hung on other items besides the fire extinguisher. Date oil changes on the refrigerator, cleaning day on the cooler coils, on the range stack, etc.

Members can hardly be expected to be enthusiastic over furniture of a type they discarded in their homes ten years ago.

Good management is management that suspects that there has been mismanagement each time something goes wrong in the club.

Do the best you can with what you have where you are.

How a guest registers at your club isn't half as important as how your club registers with the guest.

Any club can be what a good club should be—clean and restful.

A club manager is as big as the things that annoy him.