

service. He gave the boys many valuable pointers in caring for clubs and bags so the member would see real returns from club-cleaning and storage charges. Willie said that many sales are lost by pros not knowing their shop merchandise. "If you know what you're talking about, stores can talk their heads off trying to out-sell you," Willie said.

Phil Brain of the U of M, in talking on "Use of Photography in Golf," recommended that a lens be used allowing a picture to be taken far enough away so the pupil won't be bothered. He told the boys they'd save film by having a practice swing taken to see that all the swing is in the picture, before shooting film.

Paul Coates gave a practical talk on architecture showing how to make arrangement of holes to provide interesting variety. He presented the design principles of greens for various lengths of holes. He also discussed drainage and watering factors and the trapping of holes to give low- and high handicap players both pleasurable and fair testing rounds.

Victor East gave virtually the same address at Minnesota that he gave at Purdue and it scored strongly with the pros. He gave them many club design factors that tipped off the boys on how to outsell stores by superior knowledge of club engineering principles.

#### **Recommends Standard Accounting Forms**

Herb Miller of the University of Minnesota spoke on accounting. He recommended use of standard forms. He gave the boys samples of a profit and loss statement that would give the pro an accurate and simple picture of where pro business stood at any time.

One of the addresses that golf instruction in the future will rate as historic was that made by Dr. John Anderson of the U of M on "Psychology of Motor Skills." Dr. Anderson, one of the country's leading authorities on motor skill teaching and research, talked on principles of golf instruction. Older pros such as Norman Clark, Willie Kidd, Jock Hendry, Bill Barrett and other veterans in the Minnesota area joined with the younger men in pronouncing the Anderson talk opening a new phase in golf instruction.

Bernard Ridder, publisher of the St. Paul Dispatch and a veteran and widely-known amateur, in telling "What a Club Expects from Its Pro," lauded the "amateur" spirit in pros and paid high tribute to the older professionals who maintained

a dignity and self-respect and a genuine interest in their members. This heritage that the younger pros are preserving assures a bright future for pro golf, said Mr. Ridder.

Al Wold and Mel Larson, Twin City golf writers, in telling pros how to get more publicity, reminded the pros that it was difficult to cover all the clubs in a large area so the pros should telephone or write their news into the papers, paying special attention to opportunities for dramatizing the average golfer who sometimes performs a freak feat. There are occasions when breaking 100 is legitimate news, Wold and Larson agreed.

#### **Trend Toward General Management**

Herb Graffis, GOLFDOM's editor, in speaking on "The Future of Golf," said that pros who are smart enough to make a living in a six-month business with limited membership and not too much of a mark-up on merchandise were smart enough to adjust themselves to changing social and economic conditions that are affecting golf. He mentioned the trend toward general management of golf clubs and recommended that pros qualify themselves for broader responsibilities.

A golf demonstration and group lesson was held for U of M students in the varsity fieldhouse following the last session of the clinic.

The St. Paul Open committee was host at a polite pouring preliminary to the concluding banquet. Horton Smith and Tommy Armour were presented with honorary memberships in Golden Valley at the banquet. Armour, Smith and Tom Walsh, PGA president, as well as numerous others spoke at the banquet at which the lads let down their hair and relaxed.

**Perfect Teamwork Here**—Approximately 100 Chicago district greenkeepers gathered at Tam O'Shanter CC, on the night of April 23rd under the auspices of the Mid West Greenkeepers Association and staged an all star display of teamwork. These were generally conceded to be the world's finest group of greenkeepers. Conceded by whom? By their wives and sweethearts, of course, who helped them show what real teamwork looks like when the dance music started. Graham Gardiner, Mid West prexy, and his associates put on a great party. George May, Tam's president, did honors for the host club which, Sept. 4-7, will stage the biggest money golf event of 1941.