

# Schools to Help Pros in Postwar Boom

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It must be plain to anybody in golf that after the war this game is due for a period of growth far greater than any it previously has seen. This war has supplied the big test to golf. The war has changed the game from a pastime often regarded as non-essential and extravagant to practically a necessity in the American plan of recreation.

In peaceful times the public didn't consider the game as important to the high-pressure American as it has proved to be. But with the strenuous program most adult Americans have today the relaxation of golf and its change of scenery have proved a godsend. The businessman, the factory worker and the woman with her many wartime service activities, all have found that golf has relieved their strains and sent them back to their work with renewed vitality.

This wartime experience of older golfers, together with the seriously deficient physical showings of young men in selective service examinations, is bound to result in parents encouraging their children to play more golf.

We in the golf business, as well as our private club members, have learned during wartime that insistence on unnatural perfection of turf has added to the cost of the game and the risk of grass diseases without adding commensurate playing pleasure. But, after war, we'll probably return, at the higher grade clubs, to the demand for absolute perfection of turf. However, the wartime exhibits of low-cost maintenance have been of a type to revise the widespread belief that a fortune is necessary to maintain a golf course in playing condition. That has been a factor retarding the growth of the game.

As we consider all of the elements that make post-war expansion of golf a certainty pro golf has to prepare itself to get due profit from its future opportunities. Right now the pro is doing far more than he ever did before. He has had to work harder in order that the clubs be kept attractive and valuable to members. Many of his duties are emergency jobs; he knows that he is being compelled to handle part of his work on a basis that wouldn't satisfy him in normal times.

The experienced pro has seen that a

club is only as good as the service it gives to members. Nothing is more important than the type of service that makes each member feel as though the club were being run for his and his family's pleasure. The older men in pro golf learned the hard way how to provide that sort of service.

When the war's over and there'll be a rush to rehabilitate clubs and to build new clubs there is going to be such a demand for pros that the needed newcomers will have to learn by short cuts. If the new men who come into pro golf after the war aren't carefully selected trained men, then pro golf will miss its bigger chance of cashing in on the boom.

We have seen previous periods of expansion in golf wherein unqualified men got pro jobs, due to the inexperience of club officials. These unqualified men often destroyed the legitimate earning possibilities of jobs as well as souring the club officials and members on our profession. We don't want that to happen again. It isn't good for the clubs, for golf or for us who devote our lives to pro golf in the expectation of earning the financial security, as well as community respect, to which a thoughtful and hardworking American citizen is entitled.

One of the first problems that confront us as we begin to plan for the post-war enlargement of golf, is that of the frequent change of club officials. It is wise, and undoubtedly effective to have such excellent education as that of the Golf's Professional Man booklet placed before club officials. However, the big educational job is one that we must do within our own ranks rather than depending on club officials, among their many other jobs, studying up on pro qualifications and duties.

We must have an educational program that identifies the man who successfully goes through it as having basic qualifications of a competent professional.

We know that no amount of classroom work would be in itself sufficient to train a man to be a pro who would be well fitted for serving a club. We know, from experience, that there are thoroughly first class pros who probably wouldn't look especially good in training schools. That is the case, so I am told, in journalism

where the majority of the best men never have been to schools of journalism.

Yet, as the schools of journalism have grown older there has been such a steadily increasing demand for their students that the journalism school graduate has no difficulty in getting employment, and starts with so much of an advantage over the unschooled journalist that the school graduate is able to retain superior earning capacity in the majority of cases.

We have had enough experience with pro short courses to be convinced that more of this sort of training is almost essential to putting pro golf on a sound basis for profit after the war. In Illinois we've had spring pro schools for a number of years, and I know from the requests other sections have made for our programs and information concerning the talks at our training classes, that interest in such work is keen in other sections. Minnesota is another one of the PGA sections that has gone in strong for this schooling. It has tied up with the University of Minnesota in giving a practical and expert teaching connection to the pros' own specialized knowledge.

I think we are going to have to place as much emphasis on the pro schools as we do on the tournament circuit, although it is sure that the schools never will get the publicity of the competitive events. Nevertheless it stands to reason that the publicity an organized nation-wide pro school program would get surely would influence club officials in hiring men who have had such schooling—or at least giving them an edge.

As one who has been in pro golf for many years I am frank to admit that my attendance at the schools we have had in Illinois has given me many ideas from the outside that have helped my club and me in my work. This is a business in which the man who stops learning—or being eager to learn—is very soon discovered by his members. The way to stay on a job and keep that job growing is to grow mentally yourself. The old-timers who have kept in good jobs in pro golf know that and show it.

We have a big job to do in taking men back from military service who need outdoor work and training them to be pros

who will be credits to our profession and builders of our business and of golf. That is a job that requires more organized pro golfer schooling than we have made available.

I have seen in the progress of our educational sessions in Illinois what a great need and reward there is for pros in more study of their business and in ideas brought to us from successful men in other business.

Pro golf after the war can be made the best business career in sports and the pro job made much more profitable and stable if we'll begin now on a coordinated schooling program. Otherwise the stampede to pro golf during the post-war boom may present some costly and serious problems to the competent men now in pro golf and who have the good of the game foremost in their minds.

### Suggests Pro School for Canadian PGA

**S**PEAKING of a teacher's school for golf pros we think the Canadian PGA would be wise to hold their tournaments very late in the year so that professionals could spend at least three or four days each year discussing, studying and advancing a common pool of ideas for better standardization of teaching methods. If Gordie Bryson and Emile Collett, president and Honorary President of the Canadian PGA, respectively, want a really landmark program to work out for the betterment of professionaldom and golf generally, they should steal a note from ski pros and inaugurate a "Registered Golf Instructor" course for Canadian professionals; run the classes each year at the time of the PGA tourney, have lectures, open forum of business methods, latest teaching movies of world's best players, etc. There's something to work on . . . and Canadian players would be a lot happier knowing that the ideas of their teachers were accepted as right by all the leading players. A "Registered Golf Instructor" plaque in every member's shop would be a great confidence-inspirer for prospective players.

—Canadian Sports Monthly.

## WHO'LL GIVE GOLF TO FLIERS?

Sgt. John Brooks, former pro, wants to get some used clubs and old balls as equipment for establishing a golf school for Army Air Forces students at Garden City, Kan.

The lads are eager for golf instruction and practice in whatever spare time they have from their heavy program of study, but they've no equipment.

Will you kick in to show these young men you're with them? Whatever you can send ship to Sgt. John Brooks, Post Hdqs., Army Air Forces Pilot School (Basic), Army Air Field, Garden City, Kan.