

# Organized Schooling Plan Urged by Master Pros

By HERB GRAFFIS

Pros are pushing strong for adoption of the plan of pro business short courses in association with colleges. The tremendous benefits to golf that have resulted from the greenkeeper, college and USGA Green Section tie-up for research and education are well known to professionals who have seen the pay-off on their courses and who have read about this extensive program in GOLFDOM for years.

From observation of the first professional golf business short course conducted by the Illinois PGA in 1938 in association with GOLFDOM and from attendance at Minnesota and Indiana PGA business "clinics" it has been obvious that considerable help can be given by university schools of commerce, athletic departments and other faculty members. Outside educational factors can contribute much to the scheduling and management of the business courses that pro golf can use to profit.

Consequently GOLFDOM has urged that the college tie-ups be made on a regional arrangement so attendance by pros and assistants will be convenient and inexpensive. The suggestion has gained such momentum that prospects point to establishment of several such courses next year. Colleges already have had much successful experience with courses for athletic coaches and short business courses so the problems involved in establishing pro golf business schools will not present any great difficulty as long as leading pro golf influences back the enterprises.

Successful pro businessmen are keenly interested in getting action on the proposed short courses. Suggestions of subjects to be covered have come from a number of pro leaders. Among them is a suggestion of major points of the program made by Harry L. Moffitt, pro at Heather Downs CC, Toledo. Moffitt is no amateur at planning educational programs for pro golf as his outline for war veterans' on-the-job training is considered the model for this sort of work.

## Moffitt's Program High-lights

Moffitt says that main features of a course in professional golf business operation should stress merchandising and selling, shop records and service. Merchandising

he believes should go into purchasing, advertising and knowledge of the stock and customers. He mentions as one of the effective methods of merchandising he learned from experience the ease of selling certain customers a club that is brought in from the backroom when the same prospect would be cool to the idea of buying a club from shop display.

Moffitt says about shop records: "I feel this is one part of our professional work where almost all of us are very negligent. Under shop records should be a simplified accounting system that the pro or his assistant could keep up to date, working at odd times during the day. Stock records and club storage records are very important and it would be impossible to give too much attention to this phase of our work."

About "Service" he comments: "The pro or assistant could be shown that many of the little things you do to make the game more pleasant and enjoyable for your members, should be done freely and cheerfully, and you will be paid many times over in good will that money cannot buy. Also there should be instruction in the latest methods of making repairs, how to use the new materials that are appearing each year and any other way of being of service to the members.

"I would, as a final examination, have a room set up with the usual showcases and racks found in pro shops, deliver a quantity of merchandise to the room, and let the student put the merchandise on display. He could then explain his records showing receipts and merchandise still in the store room, if any, as well as his reason for displaying the merchandise as he had it arranged.

"If the course were to be of one or two weeks duration, I would eliminate any thought of instructions in teaching, and devote all the time to improving methods in dealing with customers in the shop," Moffitt advised.

## Kuhn and Inglis Suggest Subjects

Eddie Kuhn is doing a great job of handling professional golf business at the IBM CC of the International Business Machines Corp., Endicott, N.Y. IBM is the company that has those "THINK" signs displayed around its operations.

Kuhn shows by his pro work that he has followed the advice.

Eddie thinks the pro-school tie-ups are urgently needed and believes that pros and assistants could spend a week or more taking such courses with great profit to themselves and their clubs. His suggestion of subjects includes: Public relations, golf instruction, bookkeeping, advertising and display, caddie welfare, training and management, merchandising, tournament golf, clubmaking and repairs, coordination with other departments of the club.

The veteran John R. Inglis, Fairview CC, Elmsford, N.Y., speaks with authority on a pro golfer training program, as John has developed through the caddie and assistant procedure, many highly successful pros. John, like most of the top older pros, is blunt in conceding that no matter how much one thinks he knows about pro golf, there's always more to be learned. He says: "There are many little things and some big ones that would help to make all of us better businessmen but as a short course of a week or 10 days isn't very long perhaps we should try to learn only the most important ones. Eventually such courses will be of a month or so duration.

"The first thing to be taught is developing and applying the right sort of personality to the pro job. Teaching 'personality' is no easy job, but in view of the

pro's close personal relations with members in teaching and selling and elsewhere on the job at the club, the personality element is of highest importance.

"How to teach effectively, I'd place second on the program.

"Business organization and operation of the pro department would be the third major phase of the program I believe would be of great advantage to professionals and their clubs."

#### Lyons Stresses Pictures

Marty Lyons, honorary pres., Philadelphia section, PGA, is strongly of the opinion that there's much room for effective use of pictures in pro golf business education.

Marty says:

"The first and most important matter to discuss is the weakness in our instruction; second, inexperience in merchandising; third, public speaking; fourth, personal relations; fifth, caddie control.

"I feel the shortest and most successful way to put across the instruction angle to the future pro or the present assistant is through pictures, both moving and still. The most important part of this program is the selection of a qualified group of instructors who are equipped to impart the knowledge of the swing and fundamentals of the game intelligently.

"Merchandising can be handled by ex-



#### HELPS BUILD DECATUR'S FAME

Decatur, Ill., is famed for having public recreation facilities far beyond those usually provided in a city of 60,000 population. Its Scovill Park and Nelson Park municipal courses are high among the city's sports facilities. Ralph Cripe, pro at the Scovill Park course in his pro shop, shown above, runs the operation smartly with stock, display and merchandising methods that brings private club class to many players and gets fine sales volume with public service.

Nelson Park course isn't as tough as Scovill Park. Adam Brohez, Nelson Park pro, does a standout job with youngsters and beginners and gives them same pleasant, expert character of service that's provided Cripe's people at Scovill Park.

perts along this line, who are numerous. Some of the important points to be considered are: location of shop, manner of display, proper purchasing, and needs of members.

"We all could use a course in public speaking. There are plenty of good pros in this country who lack the knack of imparting their knowledge through the inability to express their thoughts correctly in regards to the golf swing and other important subjects pertaining to golf.

"Personal relations could be included in the above category and should contain suggestions on manner of dress, selling one's self to the members, press, radio and television programs (very important in the promoting of the game); good relations should be maintained with the schools, colleges and industrial organizations through individual instruction and through the manager and other employees of the club.

"Caddie control is very important to future members and pros. Better caddies might be obtained by inducing high school boys with other than monetary means. For example, association planning scholarships for boys at local colleges; also the privilege of playing golf at least once a week on their own course; giving helpful hints in regards to the game; the opportunity for proper connections for his future in the business world, etc."

### Psychology in the Picture

Jimmy D'Angelo, who's done standout jobs in caring for members as a club pro and in other business, says that elemental instruction in psychology would be very helpful. D'Angelo sets forth his ideas on the main points of a pro business short course:

"Having been in the profession since 1928 and observing its growth very closely, particularly since 1936 when I became interested in PGA activities, I feel that the two most important matters to teach the up-and-coming pro are instruction and the business end of the shop. Without a doubt the weakest part of our entire profession is instruction. In talking with many pros throughout the country this seems to be the chief stumbling block.

"We must arrive at a simple and uniform manner of teaching the swing and then teach the pro how to impart this knowledge. Psychology enters into the picture a great deal. An instructor who is able to study his pupil has half of the battle won, therefore I feel that the important phases of instruction are: (a) thorough knowledge of the correct swing, (b) the know-how of imparting this knowledge, (c) being able to study the pupil.

"Where are we going to get the knowledge of the correct swing? Get our foremost instructors together for the purpose of arriving at a simple, clear and easy



### NEW COURSE AND CLUBHOUSE FOR MYRTLE BEACH

Proposed clubhouse for new golf club at Myrtle Beach, S.C. The Atlantic beach comes up to the dunes in the foreground and the golf course, designed by Robert Trent Jones, will have a variety of holes among dunes and in the pines in the background. Use of clubhouse roof for food and drink service gives members and guests a great view of ocean, forest and holes of the course. Barrett Andrew heads the Myrtle Beach club.

F. A. Kuehn, photo

method of swinging a golf club and then select a good instructor to teach the pro.

"We have a number of good instructors throughout the country. These fellows have to be ferreted out and told that for their sake and everyone else connected with the game they have to come through with their services.

"The second most important matter is conducting the shop on a business-like basis without making it too obvious to the member that the pro is out to get every dollar he has.

"The important steps here are (a) knowing how to buy, (b) importance of paying bills promptly, (c) proper display, (d) knowing members' needs, (e) thorough bookkeeping system, (f) cleanliness and neatness of golf shop, (g) proper supervision and care of members golf clubs.

"From my observation if a pro can keep his members' games at the peak so they do not have to go elsewhere for lessons, conduct a well stocked golf shop and keep the clubs in good order he will never have to worry about the new board of governors or new officers giving him the pink slip; in fact he is more likely to receive a raise each year."

#### Smith's Teaching Pattern

George Smith, pro at the Country Club of Buffalo, N.Y., has two assistants right now he's giving a course of basic training that he believes includes main planks in a platform of school instruction in pro golf.

George says teaching is most important of all as it not only emphasizes the point that one must study and learn in order to

be a competent instructor but it gives the pro the best possible opportunity to study the needs and temperament of the member.

But before the teaching part of the assistant's instruction can be reached Smith says the curriculum should go into the rules of golf, handicapping, running club tournaments, repair work and care of members' clubs, shop management, merchandising, salesmanship and bookkeeping.

George Lake, pres., Southern California section, PGA, suggests that the model school might be set up in association with a college at the time of the annual PGA meeting, inasmuch as the PGA constitution has to be altered to allow the executive committee to set the time and place of the annual meeting.

Lake's idea is that salesmanship, public speaking, display and advertising and public relations should be featured in a course for pros, with bookkeeping being mainly a matter of presenting simple but adequate systems that could be applied as they fit conditions prevailing at the shops. Lake believes that teaching would call for a study of methods used effectively in other sports and in scholastic work, as well as organized research on teaching problems peculiar to golf.

#### College Women's Tournament

The 4th National Collegiate Golf Tournament for Women will be held on the Ohio State Univ. GC, Columbus, O., June 14 to 19. Any woman student who is regularly enrolled as an undergraduate in a college or university is eligible.



Let this remind you to check-up on fire risk and fire protection at your club. The insurance won't bail you out in these days of high building costs and building delays and shortages. Here's the ruins of the famed Mayfield CC (Cleveland dist.) where a \$250,000 fire blazed April 17.