

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