

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.