

of assistants succeeding pros at jobs where the older men have moved to better jobs, retired or died.

In the vast majority of cases the better assistant a pro has the more secure he is in his job.

What club officials don't often realize, but every first class pro knows, is that a shop where's there's \$4000 to \$8000 worth of merchandise and the pro must spend a lot of time on the lesson tee a first class assistant and an alert and competent shop boy must be on the job. The pro wouldn't dare take a chance with help he couldn't trust to provide a satisfactory substitute for the expert personal attention he gives in making a profit out of his shop and serving his members satisfactorily.

### Being Taught to Teach

Then there's the essential of teaching. This exacting job requires much more pro training of assistants than members ever imagine is done in the well conducted pro department. Learning to teach golf properly is something that requires much time, the development of keen observation and mastery of practical psychology which quite often defeats the young pro or assistant who is trying to instruct an old, muscle-bound male member or a woman pupil who seems to be athletically almost hopeless. There is enough variation in teaching techniques to have average golfers confused and further confusion from a variation between a pro and his assistants is something that destroys the confidence pupils could be expected to have in golf instruction. The assistant who has been taught to teach by a man

who knows how always has an edge in applying for a job where informed officials are doing the hiring.

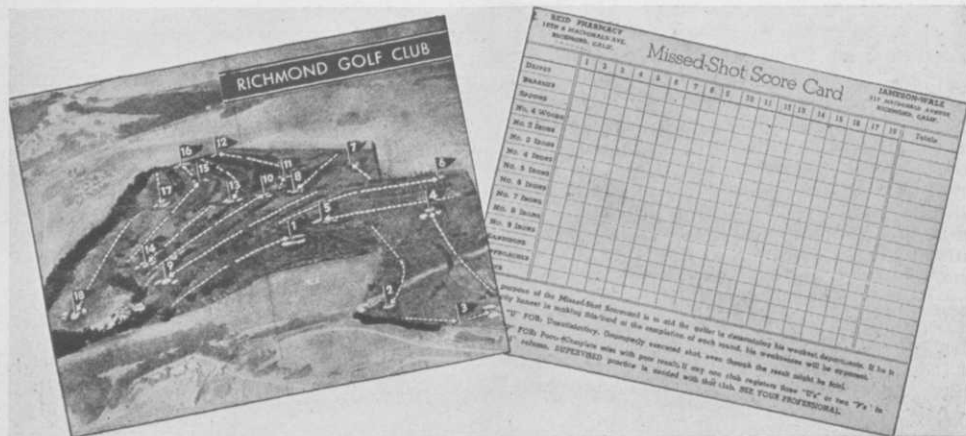
Some youngsters who want assistant jobs don't have the first requirements of neatness and initiative. They are careless about their own appearance, dress too sloppy to be around a shop where golf apparel is to be sold, hand out merchandise with their fingernails filthy, and have to be frequently reminded to keep the shop stock arranged attractively and the whole shop immaculately clean. When such assistants are in shops they reflect on the pros who hire them and keep them.

But the assistant who looks, thinks and acts like he is on his way to having a pro job of his own is one who mirrors the character of the successful pro who has hired him and is training him. He doesn't have to be taught everything about the business. He looks around him and learns by seeing where he can help without being told.

The pro has to direct and encourage this sort of interest by the assistant. The better the assistant turns out to be, the higher the pro who trained him is rated.

With the publicity accent on tournament golf the younger fellows sometimes may be inclined to think all there is to holding a pro job is to win a few tournaments. But they learn the hard way when they have to satisfy 300 members who are paying dues, not for the privilege of associating with the winner of tournament prize money but for getting their own money's worth out of the club.

## SCORECARDS TELL THE STORY



Left: Front of Richmond (Calif.) GC scorecard shows aerial photograph of course with holes diagrammed. This view aids outsiders who are allowed to play this private club at times during the week, and allows all players who are so disposed to point out exactly where their shots went. (In case anybody can be made to listen or gives a damn.) Right: A missed shot scorecard supplied by two Richmond (Calif.) merchants helps players determine just what are weak department of their games. Richmond pro Pat Markovich says this card tips off players when they need lessons and in what shots.