



## TOURNAMENT CHAMPS, LOVER BOYS AT HEART

"The Object of My Affections" is more than a song title to (L) PGA Seniors Champion Harry Schwab and PGA Champ Walter Burkemo who, consumed with a burning love for their newly won honors, demonstrate the same great form that made them champions on the fairways.

Calif.; Chuck McCool is now at El Canto CC, Arizona, and Bill Martin has assumed chores at Rio Hondo GC, Downey, Calif.

Robinson, after six years as pro at Virginia CC, retains the same crew he signed in 1947.

But during his years previously at Brentwood CC, he had such assistants as: Eric Monti, now pro at Hillcrest CC, Los Angeles; Al Lape, Morro Bay, Calif.; Guy Bellitte, Altadena; Al Demaret, Ojai CC, and Ewing Richardson, Los Angeles CC.

"If a youngster wants to make a career of golf, what should he do in preparation?" we asked them.

Bud Oakley, pro at Palos Verdes, was of the opinion that a youth just out of high school should get a job in a shop "learning the game from the bottom up."

"There he can learn something about club design and construction, and about the players' use and needs of clubs and other equipment just by being alert when he's cleaning clubs, making minor repairs, and handling bags to and from rack storage. He will get a good close-up of the market there. He will see what he has to learn about the equipment of the business and what to talk over with the pro in learning.

"He will handle shop routine and if he has a head and is ambitious and observing

he will apply to the shop what he sees and hears at every good retailing establishment he needs. If he has initiative he will pick up good ideas and use them in his work of serving the golfers."

Lake, Robinson and Bassler had slightly different suggestions to the youth who wants to make good in pro golf business. Almost in-chorus they stated:

"He should take at least two years of college, after finishing high school, and pay particular attention to study of psychology, bookkeeping and accounting, salesmanship and public speaking."

Robinson added one more to the list: general business administration.

### Prepare for Leadership

"If a golf pro in any community is going to make himself felt," said Lake, "he must take an active part in civic affairs. And in so doing, he must join several luncheon clubs and fraternal organizations with businessmen of the community.

"Naturally, he is going to be called upon for a sports program now and then. He's going to be asked to give opinions 'on the floor' — and a good public speaker at such gatherings can sell a lot of shop merchandise even though he does not have it along in a trailer."

Lake added another factor for young

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