
The ASSISTANTS' DEPARTMENT

Fraser Lists Essentials of Assistant's Training

Leo Fraser, who has come up in golf business through the shop and lesson tee to the presidency of the very successful Atlantic City (N.J.) CC, tells what he considers identifies the good assistant.

First, says Fraser, is loyalty to the nth degree.

The other specifications he doesn't claim to arrange in order of importance because, he says, all of them are equally important.

The assistant should dutifully follow the head professional's policy of operation;

Continue his education along golf lines as well as in allied business matters to include merchandising and planned salesmanship;

Improve his teaching technique;

Be affable and neat;

Handle the professional's money as if it were his own;

Be prompt for all appointments;

Give service;

Open the shop at the appointed time;

See that all repairs and special orders are expeditiously handled;

See that the shop is neat and clean.

Pro's Duties to Assistant

Fraser emphasizes that loyalty in a pro department must work both ways. The pro must think of his assistant's interest, progress, happiness and prosperity.

The choice of an assistant is something that often isn't given enough attention, Fraser notes. When the pro does get the right young man the pro should:

Start the first day the assistant is on the job to mould the man in such a manner that the finished product some day will be a Class A professional and a credit to the game.

Help by frequent discussion and observation in a way that solidly improves the assistant's teaching technique;

Acquaint the assistant with the funda-

mental ethics of the profession as set forth in the PGA's Code of Ethics;

Recognize the assistant's achievements, encourage him, help him and give him time for playing golf;

Give him definite responsibilities;

Make the assistant's job worthwhile fi-

QUESTIONS & ANSWERS

If you've got some question concerning assistants' training and progress, send them to GOLFDOM, 407 S. Dearborn, Chicago 5, Ill., and we will try to get the right answer from other pros and assistants.

nancially. Some professionals give bonuses for excellent work, others give a percentage of the profits, some a percentage of the carts;

Not permit the assistant to gamble for high stakes or to drink with members;

Allow him to play in a certain number of tournaments if the assistant is inclined to be a good golfer and time away from club duties possibly can be arranged;

Instill in the assistant the importance of public relations;

And most certainly impress upon the assistant the importance of creating a desire for people to play golf.

Turf Meet at Charleston, W. Va., April 23

An all-day turfgrass meeting is scheduled for April 23 at the Edgewood CC, Charleston, W. Va. Malcolm W. Butterfield, Gen. Manager, Edgewood CC; Stanley Zontek, Supt., White Oak CC, Oak Hill, W. Va.; and Charles K. Hollowell, Mid-Atlantic Director, USGA, Green Section, are arranging the program.