



Graduate Student Carter Stern instructs an Allentown youth as John Shorey (center), founder of the Tri City school for young pros, supervises the lesson.

Shorey Looks to the Future

Youngsters Learn Pro ABC's At Tri-City Golf School

By BILL SHERMAN

According to the National Golf Foundation, 155 new golf courses were opened in 1956 and construction started on 286 more.

This growth brings with it increased demand for well qualified professionals. Club officials, successful pros and others in the golf business wonder if there are enough men with the education, skill and experience to handle the jobs created through the opening of new courses. This is especially true when it is considered that many of these new clubs aren't endowed with rich members and their successful operation is going to depend to a great extent on the resourcefulness of their professionals.

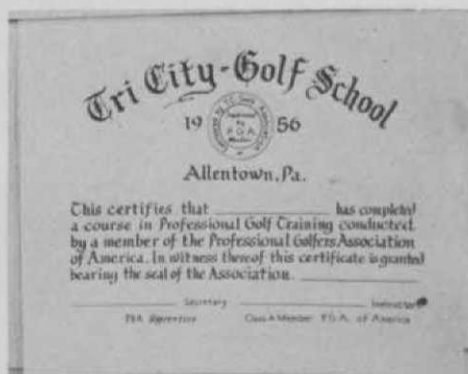
A promising and unique development among the programs designed to care for golf's need of competent men is going on at Allentown, Pa., where John Shorey, pro at the Municipal course there, is opening his second edition of the Tri City Golf school this spring. This, the only known junior plan to include a Pro-Training program, is a school which offers free education to potential pros. The students are carefully selected from the caddy ranks and from among other young golf devotees who have shown outstanding ability, character, desire and intelligence.

Kids from 15 to 18 are eligible for the 85-hour course that is divided among lectures, study and teaching practice sessions.



Above — Wayne Hunsicker, Doug Dryburgh, Phil Tiche and Bob Mascali, gather around Shorey to pick up pointers on club repairing. It's one of the school's 11 basic courses.

Right — Students who complete the 85-hour Tri City course are awarded this certificate.



The lecture courses have four subdivisions. You can get an idea of the thoroughness of each by inspecting the outline of the first series entitled, "History of American Golf."

The subject begins with the days of John Reid, "father of American golf," and the first organized golf club. It covers the first organized golf tournament; great players of the past and their methods of play; types of equipment and layout of golf courses of the earliest era; formation of the United States Golf Assn., the addition of subsequent groups and their growth; and finally a capsule look at golf in the past 20 years.

The other three courses have just as much meat. They include the "History of the PGA and its Meaning and Application to the Pro;" "Types of Golf Professionals;" and "Basic Requirements of a Professional." Incidentally, there are some 23 technical and non-technical requirements John Shorey believes necessary to the makeup of a competent, top-flight pro.

There are 11 basic study courses in the pro school, all tough but practical. They are: Human Behavior (elementary psychology); Public Speaking; Club-making and Repair; Teaching Methods; Photography — (still and motion); Elementary Shop Bookkeeping; Club Fitting; A Brief Study of Course Architecture; Salesmanship; Rules of Golf — Knowledge of Handicapping; and Club Cleaning and Storage.

Practical Training

Shorey puts his charges through an extensive on-the-job training program. Students work after school and on weekends in the golf shop. Here they apply the theories of merchandising and shop control, transact minor sales, wrap clubs, change displays and do countless other chores necessary to smooth shop operation.

Students pursuing educational degrees have periods of prescribed practice teaching; so do the kids at Tri City. Professor Shorey maintains strict supervisory con-

trol over young golfers recruited from the ranks of junior high groups who are instructed by the practice teachers and youngsters who have scheduled individual lesson periods on their own.

There's golf, too. The budding pros' playing and competitive abilities are tested by tournaments devised for this purpose.

"From a certain amount of skill is born the desire and inspiration to become a professional," Shorey states.

"Playing and improving, but not necessarily winning is a major factor, a prime prerequisite in putting a boy's foot on the bottom rung of the ladder that enables him to climb to greater things," John adds.

School and kids are nothing new to Shorey. A standout scholar and golfer at Washington (D. C.) Central High School and later at George Washington University, Shorey was the first Class 'A' PGA pro to hold a Master's degree in addition to his regular B.A. Well-known and highly esteemed for his interest and efforts in promoting junior golf, he was honored as Lehigh Valley's 'Pro of the Year' in 1954.

Gave It All-Out Promotion

Shorey's ideas and hopes for junior golf run as high as the hills of the nearby Alleghenies. Though his pro school was first conceived in 1949 the most important job to be done was to "get the kids playing." His position as pro-manager of the Allentown Municipal Course opened the door for all-out promotion of this idea. Junior tournaments were sponsored, clinics were held and clubs and balls made available for kids' use.

The press and radio gave Shorey unqualified support. Bud Weiner, Phil Storch, Cliff Denton, Dave De Long and Joe McCarron of the sports desk at the Allentown Call-Chronicle, and owner-manager, Ray Kohn, of Radio WFMZ, kindled the fire of public support to the degree that golf was adopted as a regular part of the curriculum in all Allentown high schools.

The enthusiastic public acceptance of past junior promotions plus the encouragement of the press and radio were the determining factors that led to the opening of Tri City golf school early in 1956.

When the program was first announced there was much speculation as to whether this course would be designed for future tournament players.

"If it develops tournament players," Shorey replied, "it will do so indirectly. I am far more interested in directing my ef-

Pros Score Again with Christmas Catalog

A total of 560 pros, 128 more than in the previous year, used GOLFDOM'S "Christmas Shopping at Your Pro Shop" catalog in promoting gift sales during the 1956 Christmas season. More than 154,000 copies of the shopping guide were ordered by the pros, several of whom have indicated that it once again enabled them to make record-breaking sales of gift merchandise. In 1955, pros bought 136,000 catalogs for distribution among their members and players. In 1954, the first year the GOLFDOM catalog was available, 106,000 copies were distributed.

Preliminary reports indicate that extra business the shopping guide helped to develop will easily go over the \$1,000,000 mark reached in both 1954 and 1955.

forts toward developing character, work habits and giving these youngsters the basic ground work and fundamental principles absolutely necessary to make them capable assistant pros."

Shorey emphasizes the fact that responsible authority is the thing most urgently needed in pro instruction. "Every section should turn out seven or eight youngsters as qualified assistants each year." The Educational Committee of the PGA might well say 'Amen' to the Shorey statement.

Watrous Defeats Stuppel for PGA Seniors Title

Al Watrous, Birmingham, Mich. won his third PGA Seniors title at Dunedin, Fla., on Jan. 29 by defeating Bob Stuppel, Cedar Rapids, Ia., in a playoff after the two had finished in a tie for the regulation 54-hole Seniors event with 210s. Watrous shot a par 72 in the overtime round while Stuppel had a 75.

Watrous' victory was good for \$1,000, the Teacher's Trophy and a trip to England this summer where he will meet the British Seniors champion. Willie Goggin, Rutherford, N. Y., was awarded the Alfred Bourne trophy, given to the player who leads the field after 36-holes. He had a 138 at this point.

Boysen Heads California Supts.

Walter Boysen, supt., Sequoyah CC, Oakland, was recently elected pres. of GCS of Northern California, succeeding Vern Conklin. Other new officers are: Harrison White, vp; Clifford Wagoner, secy; and Charles Metzger and Fred Layton, board members.