



Herb Graffis, GOLDFOM's editor, presents diploma to young PGA school grad.

## Business School Again Acclaimed for Pro Teaching Job

By HERB GRAFFIS

Third PGA Business School, conducted at Fort Harrison hotel, Clearwater, Fla., and at the PGA National Course in Dune-din, had a record attendance of 162 during the sessions, January 11-16.

Again, the program and the type of students the school attracted, confirmed the judgment that experienced professionals passed on the first and second schools: that the school is the most valuable educational activity in which the PGA is engaged.

The school plan was devised by a committee headed by Emil Beck, with Leo O'Grady as co-chairman. Beck, educated for the law before he went into golf, has attended every session of the school since its start. And that means long hours. Classes begin at 8:30 a.m. and run into two or three evenings, with outside time being allotted to playing and discussions with veteran professionals at the PGA National club.

### 19 College Grads

This year's attendance consisted mainly of assistants although several of the highest type of young men holding pro jobs were students. Of the enrollment, 19 were college graduates, 37 had some college background, 92 were high school graduates and only 14 had less than 4 years of high

school. Of the college graduates, two had majored in geology, six in physical education and the majority of the others had studied to be teachers.

Clubs financed the attendance of 35 students at the PGA school. Professionals financed 21.

One significant comment on the value of the school, besides the extension of the educational scheme in setting up a western school at Alameda, Calif., under the direction of Max McMurry, is that the name of the school will be changed to the PGA Business School for future annual sessions.

### Pros Best for Pros

The school this year drew a larger attendance than there has been at any of the educational and teaching sessions at PGA annual meetings, except the session at Atlantic City in which Ben Hogan was a teacher and demonstrator.

Successful professionals, who dropped in on the classes at Clearwater, echoed a point that GOLDFOM has made since the first Assistants' school was started: that experienced professionals can do a much better job of teaching other professionals than outsiders can. There are some exceptions in the matter of specialists, principally where financial men and display experts are involved. But, generally, top business pros are men who know what other pros are up against and how to help them.

### Beck Heads Faculty

The faculty at the PGA's Third Annual Assistants' School was the same as in 1958. It included Emil Beck, executive director; George Aulbach, salesmanship and display; Eddie Duino, public, player and press relations; Joe Devany, pro department planning and management; Willie Ogg, instruction and club fitting; Bill Hardy, club repairs and adjustments.

Stanley J. Szulik, technical mgr., Acushnet Process Co., golf ball div., in one evening session told the students how golf balls are made.

Diplomas were presented at the annual banquet at which the pupils, faculty, PGA officials and press were guests of Bill Junker, sales mgr., Fawick Flexi-Grip Co., makers of Golf Pride grips. Junker's company has picked up the tab for all three of the school's graduation affairs.

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