



One of the more popular lectures at the West Coast PGA Business School was given by John Sullivan (l) who traced the history of golf club manufacturing. With him is Max McMurry, pro at Alameda Municipal, who did a great deal of behind-the-scenes work in making the first session of the school the great success that it was.

44 Students Attend

West Coast PGA'S First School Venture Rings the Bell

ALTHOUGH attendance at the first West Coast PGA Business School wasn't quite as high as its sponsors had hoped it would be, the initial venture in providing schooling for assistants and young pros was considered to be a highly successful one by both students and the faculty. The school had a total registration of 44, 29 of whom were assistant pros. It was held at the Alameda Municipal Golf Course, where Max McMurry is pro, from Jan. 26th through the 30th.

Persons who attended the West Coast training program came from 14 different states and some from as far away as New York, Ohio, Minnesota, Iowa, Idaho and New Mexico. One statistical minded individual figured that the faculty golf experience and learning totaling 470 years was passed on to the students.

Speakers and a resume of what they said

or taught follow:

Pat Markovich discussed the pro shop and public relations, pointing out that the important thing for pros is to be constantly alert to the opportunities for getting publicity for the shop, the club or the game.

An explanation of what a golf association does for golf was given by Bob Hanna, secy. of the Northern Calif. Golf Assn. who went thoroughly into the rules of the games, the keeping of handicaps and the conduct of tournaments.

Tells How to Repair Clubs

A comprehensive talk on the history and manufacture of golf clubs was given by John Sullivan, who also showed the young pros how to handle most of the problems they'll run into in club repairing. A prolonged question and answer period followed his demonstration.

Ray Janvier discussed law and its application to the pro shop while Dewey Longworth briefed the students on some of the things they should know in handling member relations. Accounting methods and some of the intricacies of tax law were explained by Francis Schneider.

Construction and operation of driving ranges was the subject of Joe Mozel, who related a long series of anecdotes in illustrating what a young pro may run into if

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West Coast PGA School

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he gets into this phase of the game.

Using motion pictures, Frank Minch compared the playing techniques of the stars of the '30s with those of the present day circuit players. Bill Sherman, field agent for the National Golf Foundation, explained the workings of that organization, adding that in the last year it has devoted more and more time to the promotion of Junior golf, the benefits of which ultimately will be realized by the pro.

Thorough Treatment

Harold Mantis, sportswear buyer for an Oakland dept. store, prepared for his lecture by visiting several pro shops to see how their operations could be tied into those of a downtown store. With this relationship established, Mantis gave a very excellent talk on shop displays and offered numerous valuable tips for moving merchandise.

The credit end of the business was discussed by Ted Haldan while Allen Merrill of Wilson's San Francisco branch explained some of the problems confronting distributors so that the assistants will better

be able to explain to customers why there are occasional delays in delivering clubs or other merchandise. Sandy Gurfeda, also of Wilson, discussed the credit picture from the manufacturer's viewpoint.

Further investigation of the problems of properly displaying and selling merchandise and shop management were made by Bud Oakley, who gave a two-section lecture that included numerous demonstrations of the points he was attempting to get across.

The school's golf instruction clinics were handled by Olin Dutra and Guy Bellitt. Dutra, one of the most popular speakers on the West Coast faculty, started his demonstration by assuming that members of his audience had very little experience in teaching. He went thoroughly into fundamentals before discussing advanced methods. Bellitt, a master of golf class instruction, demonstrated the handling of both beginners' and advanced players' classes, emphasizing that the greatest mistake a pro can make is to push either type of class too much or attempt to crowd too much material into a single lesson.