

# PGA Sets Dates for 1960 Business School

Fourth annual Business School, conducted by the PGA, will be held at the Ft. Harrison Hotel in Clearwater, Fla., next Jan. 10-16. The 150 or more pros and assistants who are expected to attend the



Emil Beck

school will get approximately 45 hours of training in at least six subjects touching on shop operation. The school was moved from Dunedin to Clearwater last year.

Emil Beck, Pt. Huron, Mich., pro and chmn. of the PGA education and training committee, says that in its first three years of operation, the school has attracted 361 students. Started in 1957 as an assistant pro training project, the school is now open to members in all PGA classifications as well as non-members. Last year 162 persons attended the training sessions in Clearwater as compared to 106 the previous year and 93 in 1957.

At last year's PGA meeting, delegates voted to make attendance at a PGA training school tantamount to a fifth year of experience toward membership.

## Add Bookkeeping Principles

Pro shop bookkeeping principles will be an added starter in next winter's curriculum, according to Beck. Public relations, salesmanship, instruction, club repair, financing the shop operation and overall shop management are other subjects that will be taught.

As in the past, there will be no enrollment fee. Persons planning to attend are asked to send applications in advance to Beck at PO Box 126, Pt. Huron, Mich.

The PGA also has approved plans for the second West Coast Business School. In 1959 it was held the last week in January at Alameda, Calif. Municipal course with 44 persons attending. No dates have been set for the 1960 sessions. Max McMurry, pro at Alameda muny, will be chmn. of the school for the second year.

The PGA Business Schools are financed through funds realized from National Golf Day.



Whatever the location and in spite of the difficulties, American golfers will contrive to build a course even if it is in the desert amid 130 deg. temperatures. Paul Hahn, the wizard of club control, is shown on the first tee at Rolling Hills CC in Dhahran in Saudia Arabia which is sand all the way. Course was built by Aramco employees who pack the sand greens with oil for a firm, smooth putting surface. The tee is built of cement block with a sand-oil pack topped by 4-in. slab of laminated Celotex which serves as the hitting surface. Rolling Hills is described as the only tree lined course in the Mid-East country, but this could be a mirage. Play often is interrupted by camel and goat herders who shepherd their flocks to a nearby abbatoir. Arabs are employed to pull caddie carts since a fellow has to husband his strength to hit the ball and walk the course. Saudia Arabia's heat (and even that desert toga) apparently doesn't faze Peerless Paul who is going back to that country in 1960 to put on 10 exhibitions for Aramco.

## Snead-Player Match Gets All-Star TV Series Started

The All Star TV golf series will return to the ABC network on Oct. 10 with Sam Snead, who has a carryover streak of 13 victories in a row from the 1958-59 exhibitions, meeting Gary Player, the young South African who won this year's British Open.

The All-Star series will again run on the 26 week schedule, with the matches being concluded in April. They will be shown each Saturday.

The Snead-Player match was played at Eldorado CC, Palm Springs, Calif., before a huge gallery. Miller Brewing Co. of Milwaukee is again one of the sponsors of the show.

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