



Part of the large group of assistant pros who attended the PGA School is shown at the annual banquet.

PGA's Fourth Business School Attended by Record 239

By HERB GRAFFIS

A record number of 239 persons attended the PGA's Fourth Annual Business School for Assistants held at Ft. Harrison Hotel, Clearwater, Fla., Jan. 10-15. Of these, 229 were present at all class sessions and were awarded diplomas at the banquet at which William Junker of Fawick Flexi-Grip Co. was host as he had been for the three previous classes.

The students went to class at 8:15 a.m. and were in session indoors until after 4 p.m. Two afternoon sessions on instruction and practice technique were held outside.

There were 267 who applied for admission to the school. Some, due to geographical considerations, were advised to attend the PGA West Coast school which is to be held at Ambassador Hotel, Los Angeles, in February.

Successful veteran professionals visiting

Clearwater were stronger than ever in their conviction that the Business School is the PGA's most valuable function. They admit they weren't very enthusiastic about the school idea at first, but after the brains and energy of Emil Beck got it organized and operating it became one of the answers to the master pros' serious problems.

Little Time For Training

The master pro doesn't have much time to devote to the training of assistants although this expense is the heaviest item in his cost of doing business.

Selection of assistants is another serious problem. Numerous applicants for the assistant jobs are more interested in playing golf than working at it. The PGA school attracts the most desirable assistant material.

The young men who attend are excellent exhibits of tasteful sports grooming at the class sessions and of business wear at the annual banquet.

No wonder that a total of 12 of them



Those who sat at the speakers' table at the PGA banquet were (l to r): Tom Crane, John Budd, Leo O'Grady, Herb Graffis, Emil Beck, Horton Smith, George Aulbach, Bill Hardy and Bill Hook.

were hired, before they left Clearwater, by master pros for jobs that will lead to advancement.

Beck made a survey of the students that revealed:

169 are employed by PGA members;

29 now are holding master pro positions;

101 attended college. 33 graduated. Of

these, 27 majored in Business Administration, four in engineering and two in Liberal Arts.

All students at the PGA school attended high school.

221 graduated from high school.

201 started in golf as caddies.

The school had 94 PGA members enrolled, 42 of them being Class A or D members and 52, Class H members.

School Faculty

The faculty of the school and subjects covered:

Horton Smith — Conduct. Personal and business relations between the assistant, his professional employer, the club and its

PGA Postgraduate Courses

Post-graduate courses for veteran pros will be held at the PGA National GC, Dunedin, Fla., on four separate dates in February. On the 1st, John Budd will lecture on bookkeeping and William Schaffner, on the PGA Merchandising program. On the 8th, Charlie Johnson and Bill Nugent will discuss what the club expects of a pro and Tommy Shannon, Horton Smith and Cliff Good will examine the game's rules.

On the 22nd, Al Huske, Ed Tabor and Bill Hook will go into all ramifications of junior golf and on the 29th, George Meyers, Eddie Axtell, Alex Leiper, Eddie Williams and Frank Sprogell will conduct an open discussion on old and new teaching techniques. Sessions will be held in the morning.

members. Assistant's detailed and general usefulness on the job.

John Budd — Public relations. Book-keeping. Accounting. Other records and notes of use in pro dept. and club business.

Leo O'Grady and Bill Hook — The approach to the problems of giving lessons. The assistant's study of teaching.

Bill Hardy — Club repairing, altering and fitting.

George Aulbach — Merchandising: buying, display, advertising and sales promotion and selling policies and practices.

General Information Sources

Emil Beck — Where the assistant can get information and aid for the business of his professional and the club. Function and aids of the National Golf Foundation. Revenue of National Golf Day and its allotment. USGA rules and handicap services. General information that assistant should know about the golf business. Golf course supts. and Club Managers associations and the professional department's use of information from these sources.

The faculty represented 225 years of golf business experience. Hardy has been in the business 39 years; Beck, 36; Aulbach, 36; Smith, 34; Budd, 30; O'Grady, 30; and Hook, 20.

Casper Meets Rosburg in Golf Day Round

National Golf Day, scheduled for June 11, will see Bill Casper, Jr., National Open winner, and Bob Rosburg, PGA titleholder, pitted against one another to determine the score which the nation's golfers will have to shoot at to win "I Beat the Champ" awards. Casper and Rosburg will play at Firestone CC, Akron, O. Golfers will be permitted to get in their rounds between June 5th and 11th, playing as many as they care to between these dates. A \$1 fee must accompany each round.