

West Coast PGA Conducts Four-Day Business School

The PGA's West Coast Business School, held Feb. 9-12, at the Ambassador Hotel, Los Angeles, scored another big hit in its second year of operation. Assistant pros who came from all the West Coast states to attend the school were given extensive briefings in every phase of pro shop management, with subjects ranging from telephone manners to a discussion of legal contracts.

George Lake of Recreation Park GC, Long Beach, and Joe Robinson, Virginia CC, also in Long Beach, co-chairmen, with the aid of several other Pacific coast pros, did an excellent job of conducting the fee-free school. Completion of 95 per cent of the course counted as one year of apprenticeship toward a Class A PGA rating for the assistants.

Junker Host at Banquet

At the conclusion of the four day session, William A. Junker of Fawick Flexi-Grip Co., Akron, O., was host at a banquet in the hotel's Venetian Room. Following the banquet, John G. Clock, new pres. of the USGA, presented diplomas to the young men who completed the Business School course.

Speakers and their subjects:

Joe Novak, pro, Bel Air CC, L. A. — "What the PGA Has Done for You and Golf."

Milton B. Arthur, Recreation Commission, County of L. A. — "Reciprocal Obligation of Pros and Members."

W. A. Harrington, mgr., Bethlehem Pacific Coast Steel — "Golf Shop Public Relations."

Bill Reynolds, pro, Santa Anita Public GC, Arcadia, Calif. — "Golf Car Operation and Maintenance."

Superintendent Speaks

Elmer Border, supt. Las Posas CC, Camarillo, Calif. — "What the Pro Should Know About Maintenance."

Len Kennett, pro, San Gabriel (Calif.) CC — "Private & Public Course Practice Fairway Operation."

Dick O'Brien, sales mgr., Chas. A. Eaton Co. — "The Manufacturers' Approach to Golf Shop Selling."

William H. Sherman, field rep, National Golf Foundation — "How the Foundation Helps You."

Narration of golf shop film tour by Joe Robinson and George Lake.



Jim Hearn, former Giant and Philly pitcher, won the 1960 Baseball Players' tournament in Miami. He edged Al Dark, now of the Phillies, by one stroke, 301 to 302.

Guy Bellitt, pro, Whittier Narrows GC, S. San Gabriel — "Group Instruction."

Mrs. B. Finney, Pacific T & T Co. — "Telephone Manners."

Bud Oakley, pro, Palos Verdes CC — "Shop Management."

Kip Bowen, Bowen, Inc., Pasadena — "How to Fit, Stock and Sell Golf Shoes."

Stan Thompson, owner, Stan Thompson Golf Club Co., Culver City — "Minor Club Repairs in the Golf Shop."

Kenneth Lake, C.P.A., Long Beach — "Inventory Control, Tax Problems, General Accounting and Value of Credits and Discounts."

MacGregor Hunter, co pro, Riviera CC, Pacific Palisades — "Modern Merchandising."

Ted Woolley, pres., Golfcraft, Inc., Escondido — "Mutual Obligations of Pros and Manufacturers."

Olin Dutra, Palm Springs — "How I Teach Golf."

Paul Runyan, pro, La Jolla (Calif.) CC — "How I Teach Putting and Chipping."

John G. Clock, USGA pres. — "The Value of a Contract to the Pro" and "The Rules of Golf."

During one break in the classroom sessions, assistants were taken to the factory of Golfcraft, Inc., where they viewed the firm's club making. Following this they were guests of Ted Woolley, Golfcraft pres., at a dinner.