

Top Attendance at Florida PGA Business School

By HERB GRAFFIS

PGA business school classes in Florida and California this year drew their highest attendance since the projects were started. There were 271 registered at the PGA's first school, held again at Hotel Fort Harrison, Clearwater, Jan. 23-28, and 132 were enrolled at the PGA school at the Ambassador hotel, Los Angeles, Feb. 14-17.

Most of those attending classes were assistants selected by master professionals. A number were Class A professionals getting refresher courses. They found the organized study, review and discussion stimulating and valuable. Several attending were assistants or professionals recommended by club presidents.

Beck Is School Director

Emil Beck, pro at Black River CC, Port Huron, Mich., dir. of the original school, continued in that capacity for the school's fourth annual session. With him on the staff were Horton Smith lecturing on the pro's obligations to his employers and members, duties at the club and instruction policy and methods; Bill Hardy on club repairs and club fitting; George Aulbach on pro shop merchandising; and John Budd on public relations and financial management.

The instruction sessions had Smith telling "How to Give a Lesson," Bill Hook on "Golf Fundamentals," John Watson on "How to Be A Good Teacher," and Don Fischesser, chmn., PGA vp, on "How the Assistant Can Develop His Own Game." Beck lectured on club and pro dept. economics and purchasing, and told of operations of the National Golf Foundation and National Golf Week. Charles Johnson, Indianapolis club pres. and prominent business executive, talked on "What A Club Expects from a Professional and His Assistants."

Herb Graffis, Golfdom editor, substituting for George Dawson of Spalding,

who was ill, talked on "What to Expect from Members and How to Make Them Happy."

Diplomas Awarded

The Clearwater school concluded, as usual, with diplomas being awarded at a banquet at which Bill Junker of Golf Pride Grip was host.

Tommy Armour and Al Watrous were scheduled to teach at Clearwater but both were kept away by the illness of their wives.

About two-thirds of those enrolled at the Clearwater school are employed at private clubs; the others are at daily fee or public courses. Fourteen of the students are sons of professionals. Four students came from Canada.

Strong Increase in Play

Querying the students on their estimates of women's play at their courses, Beck was informed that the number of women golfers increased about 7 per cent in 1960 and that there was about a 12 per cent increase in rounds played by women last year. At some private clubs, women accounted for about 40 per cent of the rounds played in 1960.

At a few courses women's play was reported to have dropped last year. These courses with two exceptions, were public courses and the assistants thought that men players virtually ran the women off the courses. Women are going to protest against this treatment in a way that will force revision of operating practice at public courses, so the young men at Clearwater forecast.

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