

Guest Lecturers Lend A Hand at Business School

By Herb Graffis

To the usual training courses at the PGA's 6th business school at Clearwater, Fla., there were added lectures on instruction by Tommy Armour on the young pro's job by Don Padgett, the PGA's "Club Pro of the Year," and by Charles Johnson, pres., Highland G&CC, Indianapolis, on what club members and officials expect of a pro.

Emil Beck again worked out the program that has provided so effective that it is now a model for other PGA business schools in Texas and California. Associated with Beck as the faculty at Clearwater were Horton Smith, who came out of a hospital to handle a strenuous schedule at the school, Bill Hardy, George Aulbach and John Budd.

Financial Assistance

Of the 213 students, 56 were head pros and 21 were sons of pros. Financial help in attending the school was received from employers by 32 assistants at the school, and from employing clubs by 20 persons attending the Clearwater classes. Of the pros and assistants at the school, 138 had played high school golf, 51 had played on college teams and 57 had acquired their skills in a pro shop. Of the school's enrollment(129 had attended college and 31 had been graduated. There were 10 assistants and four head pros from Canada.

Armour Teaches the Teachers

Tommy Armour said that the development of a golf instructor has to begin with the potential teacher learning how to acquire something every round he plays. Effective instruction, he said, often means that the teacher has to take a physical and mental beating. A reputation as a player backs up the statements an instructor makes, but the latter shouldn't try to teach the pupil to play as the pro teacher does because pro golf and member golf are two different things.

The first thing in doing a good job of teaching is to get a clear idea of the pupil's



Jim Stamps (l), Dalton, Ga., got a check for \$1100 for winning the PGA National Golf Club championship, played at Dunedin, Fla., in Jan. Jack Harkins (r) makes the presentation as Lou Strong, PGA pres., and Tom McMahon, tournament committee chairman, look on.



The PGA Quarter Century champion is Herman Barron of White Plains, N.Y. He is shown stashing his winnings in the bowl as Lou Strong tells the gallery what a fine golfer he is.

physical and temperamental characteristics, sports and occupational backgrounds, age, etc., that enables the pro to rate the pupil's possibilities. The idea of expecting a man or woman who is a 95-shooter to shoot 75 is utterly illogical. This is the reason why the 95-shooter scores more times over than under 100, according to the Silver Scot.

In beginning the lesson, Armour said, put the pupil mentally and physically at ease. Then the student should be made to understand that the teacher is the man in charge and must be given a chance to help the pupil by having his cooperation.

The importance of equipment in giving

the lesson was stressed by Armour. "No game needs better equipment than golf demands," he said. "The equipment has to fit or there isn't much chance for the player. Golf clubs are almost pieces of jewelry now. It is a delicate job to suggest that the pupil buy new clubs that will fit. But when the pro really knows how to fit clubs his knowledge is of great value to the golfer." A lesson with a correct club loaned by the professional may subtly get across the idea, Armour added.

Concentrate on Movements

On the subject of equipment, Armour further said that he always gave lessons with clean, new balls. He starts by watching the pupil hit 20 balls and doesn't say a word until exactly 20 balls have been hit and he's had a chance to study the pupil's style. He says nobody has taken lessons from him on "golf" but always on a certain department of the game. He prefers to start the player with an 8-iron. He gave only one-hour lessons when he was instructing at Boca Raton.

Armour advised watching the pupil's movements, rather than the ball. The teacher should know, from the pupil's action, where the ball goes. He observed that 95 per cent of golfers hit with their bodies. The top five per cent hit with their hands. When the head is kept steady the golfer has to hit with his hands. Armour added.

How Young Pro Makes Good

Don Padgett, pro at Green Hills G&CC, Muncie, Ind., the PGA Pro-of-1961, told pros at the Clearwater school that combination jobs (pro-supt. or pro-supt.-mgr.) are in the majority because clubs can't afford to get good men for such jobs. The fellow who does exceptionally well at one of these jobs distinguishes himself as one who can progress and make good in a pro job at a larger club. He recommended that the young pro or assistant go to district course supt. meetings and schools to learn something about how a course should be maintained, and to be able to work with the supt. Padgett suggested also that an ambitious young man in golf club business learn something about house management. Padgett added that he took a correspondence course in hotel and club-house management.

Make Them Feel At Home

The Muncie shopmaster said it looks to him as though major clubs eventually will be run by executives who are capable in the major departments of golf clubs.

A number of people are moving up



Jim Stamps of Dalton, Ga. won the PGA National GC championship, played in Dunedin, Fla., in Jan., but the big winner in that event was Jim Fisher of Belmont, Mass., (shown in photo with his wife) who collected \$50,000 for a hole-in-one that he shot in the first round. Since he was using a First Flight ball, the Chattanooga company cheerfully doled out that sum to him. But in a sense, First Flight was keeping the money in the family since Jim sells its equipment in the New England states. Before the tournament started, Fisher and Pete Manning, Lexington, Mass., and Bill Jelliffe, Lakewood, Colo., made a pact to split any bonus money for holes-in-one, and so Jim turned over two-thirds of his prize to this pair.

socially and financially and don't know what is expected of club members, Padgett continued. The pro should make the new member feel at home and introduce him to lockerroom men, the manager, pro shop staff, supt. and others in key spots.

The pro always should clam up when asked by members about the capabilities of other department heads, Padgett remarked. A pro has enough to do in mind-ing his own job. Padgett went into some detail about the importance of the pro's making arrangements with newspaper, radio and TV sports staffs for club publicity, about being on the job in the women and Junior golf programs, being a competent and aggressive merchandiser and most certainly a competent instructor.

Charles Johnson, Highland G&CC, Indianapolis, pres., and prominent in In-

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diana business and Senior golf, said that members expect the pro to know all the answers and, although it's impossible to please everyone, he should give it the professional try.

"Agree with the members — cheerfully say 'yes' and gently add a 'but' that will leave the way open for a diplomatic presentation of the facts," Johnson advised. He said that unless a pro is clean and neat, dressed in good taste and has an attractive appearance he has no place at a good private club or a semi-private course. He said the pro is supposed to be Exhibit A of good manners, good sportsmanship, good stock and good salesmanship in the pro shop and elsewhere around the club.

In Johnson's judgment a number of pro shops miss serving members because there aren't enough range of sizes and good assortment of merchandise are lacking. He gave a good tip to car manufacturers in remarking that he thought some cars are designed to give bags unduly severe wear.

He also said that shop storage racks cause more damage than they should in some instances.

Johnson in pointing out that the pro is held responsible for everything that happens in his dept., even to cleaning the clubs, said, "It doesn't take intelligence to clean golf clubs, but I'm surprised how many careless jobs of cleaning are done. The pro is blamed — and he should be — if he doesn't check on cleaning and every other small job around the shop," Johnson noted.

Honor Caddie Bill Sponsor

Morton H. Fetteroff, Jr., co-sponsor of a bill in the Pennsylvania state legislature to reduce the minimum age for caddies from 14 to 12, will be honored by the Philadelphia PGA for "an outstanding contribution to golf" at its annual show in the Sheraton Hotel on April 11. The bill was signed into law by Governor David Lawrence and became effective last Sept. 1. It permits 12 and 13-year-old boys to carry one golf bag for 18 holes a day.



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