Some fellows who are expected to sell act as though there's something disgusting about money.

I ask for money. That's the thing I want. The rest you can keep. I sell from 250 to 300 cars a month.

The man who comes into a pro shop hopes that something will rub off that will give him a better game. The pro is supposed to have some magic and he should capitalize on it.

Don't kid yourself that you aren't expected to be a good businessman. Anytime your shop sales and other revenue, except lessons, go over 50 per cent of your total income you are more of a huckster than you are a pro.

You are doing a man a favor when you sell him golf equipment. You are getting him out of a bar and letting him get healthy and happy.

How I Teach Putting and Chipping
Paul Runyon, Professional, La Jolla (Calif.) CC

Putting is a science rather than an art. The closer you can come to sound mechanics in putting method the more putts you hole.

Horton Smith, Johnny Revolta, Denny Shute and Mac Smith were the best putters I have seen.

My putting has stood up. I have checked with doctors in striving to get the anatomy of my putting basically sound.

Rhythm and power (touch) can go bad in putting unless your method is organized and you are constantly careful.

I have had only 5 putters. The only time to change putters is when you are putting well, then you can make an intelligent change.

My putting and chipping grip has my hands opposed with the palms about facing skyward. In this way the wrists won't roll.

The "croquet" style of putting has binocular vision to recommend it; you can see the line to the hole better but you don't have the touch.

My putting and chipping stance is square. Weight is balanced on both feet. The shaft of the putter is in a vertical plane. The face of the putter is squarely across the line of the putt. The ball is even with the inside edge of my left shoe.

There is as little wrist action as possible. I'd much rather see them putt with shoulders than with wrists.

Pro fitting gives the customer something "for free" that he can't get elsewhere.

Don't expect that you are going to be able to sell unless you give selling a lot of study and effort. The automat has pie in the slot but until you put a dime in you aren't eating.

Trade-ins take away from your profit. In taking trade-ins too many of us allow the other guy to sell us more than we sell him.

You haven't made a penny until you've paid all the bills you owe to the guys you bought the stuff from.

Don't waste time trying to get a fellow to buy what he hasn't got the money to pay for. Keep thinking and looking for the live ones with money that you ought to have in return for doing them the favor of improving their golf.

Hahn, "Traveling Salesman for Pros," Suggests Plain Talk

Paul Hahn returned from an exhibition tour to Australia, India, Siam, Hong Kong and other South Pacific points only a few hours before his appearance at the PGA annual meeting. The colored motion pictures he planned to show were held in Melbourne on an export technicality.

The Hahn picture when it does arrive will be made available for PGA sectional meetings. It is a 1200 ft. color sound film.

In the absence of the South Pacific golf travel film, Hahn showed the interesting and instructive "Tee Topnotchers" picture Columbia Pictures made at Desert Inn, Las Vegas, Nev. Wilbur Clark and Howard Capps cooperated on the film. Incidentally, the film clearly shows in slow motion a number of instruction points that pros want their pupils to understand.

In his talk at the PGA teaching session, Hahn, who does strong and discreet public relations work for pros during his exhibitions, says ques-

(Continued on page 78)
Assistant pro wanted for large northern Ohio club. Please give details of experience. For full particulars write Ad 126, c/o Golfdom.

WANTED: GOLF COURSE SUPERINTENDENT

Wanted - Commission salesman for exclusive line of imported kniitwear, Alpaca, Wool, etc. Territories open West Coast, Midwest. Address Ad 107. c/o Golfdom.

Salesmen for the DUNNER patented golf shirts for men and ladies. All territories except the West Coast. For golf shops and country clubs. Dunner of New York, 137 Fifth Ave., N. Y. C.

SALESMEN WITH ESTABLISHED TERRITORIES TO SELL A UNIQUE LIQUID FERTILIZER. TEST PROVEN. BIG REPEATS. COMMISSION FROM 30%. CAN BE HANDLED AS SIDE LINE. ADDRESS ANYTIPS, c/o GOLFDOM, MISSION 5100. CAN BE HANDLED AS TERRITORIES TO SELL AMERICAN LIQUID FERTILIZER.

FOR SALE OR LEASE OPTION — 9 HOLE GOLF COURSE — NORTHERN CALIFORNIA. ADDRESS AD 109. c/o GOLFDOM.

Sam Snead Apisto-Matic Golf Club loft and lie setting machine — $950.00; original cost $795.00. Ad 110. c/o Golfdom.

FOR SALE or LEASE OPTION — 9 HOLE GOLF COURSE in the Chicago area. Contact — Darrell Napier, F.O. No. 451, Golfdom.

MISCELLANEOUS

GOLF BALLS FOR RETAIL SALES ONLY

- Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.
- Cuts and bumped ................................... .30 per dozen
- Off brands & synthetic, or slightly nicked .59 per dozen
- Round & Perfect 1.25 brands for refinishing ....... 2.40 per dozen
- Like new, not used, condition .................. 3.60 per dozen
- NOTE—Golf range balls, picked over lots, and cut deep into the rubber types wanted, but not acceptable at above figures.

Send for shipping tags and instructions.

GOLF BALLS FOR RETAIL SALES ONLY

- Reprocessed with 100% brand new Baleta cover, new snow white enamel, Imprinted with distance, trade name and pro name on back. 26 composition cores and return only high compression (no shrinkage) at no Concessional charge. A fast seller at 50c. 65c each. Bulk—your cost on exchange $3.65 per dozen.
- Also pack-o-white distributors of the best in golf range & Nine Iron equipment—Balls, clubs, mats, etc. Send for catalog.

NORTHERN GOLF BALL CO.
2359 W. Roscoe Street
Chicago 18, Illinois

WANTED: — To lease or buy — 9 hole golf course that is in need of attention and reconditioning. Address Ad 117, c/o Golfdom.

For Sale: 9 hole golf course located 8 miles from Decatur, Alabama. We advertised this course in this magazine in 1956, but it is in much better shape as we have made quite a few improvements. Three new greens are under construction. Course located on about 70 acres of land; have complete small clubhouse; small 4-room house with bath, work shop and storage house; tool and tractor shed; plenty of equipment all in good condition. Ideal set-up for man and wife as club in constant demand for parties. We are in division and have no beverage license. We have many large manufacturers here and more moving in. Private clubs have closed play to members only. Priced for quick sale $18,000, three down and balance to suit purchaser. Contact John W. Pennell, P. O. Box 451, Telephone Eising 3-9800, Decatur, Alabama.

WANTED: GOLF COURSE SUPERINTENDENT

- Private clubs have closed play to members only. Priced for quick sale $18,000, three down and balance to suit purchaser. Contact John W. Pennell, P. O. Box 451, Telephone Eising 3-9800, Decatur, Alabama.

SALES REPRESENTATIVES: Several territories open for coverage now and early Spring. Particularly Pacific and Mountain States, Kansas, Missouri area, Eastern coast states, also southern states including Florida. Prefer experienced fellows with good sales acumen, and have a car. Liberal commissions on Sportswear, Golf Supplies, Write for wire Scoggins Golf Supply, Dunedin, Florida.

PGA Educational Sessions

(Continued from page 32)

instructions asked him at his exhibitions disclose a startling lack of understanding of terms frequently used by professionals when they are teaching.

Such terms as “stay with the shot,” “stay down to the ball,” “delayed hit,” “open” and “shut” with reference to position of clubface, “cocking of the wrists (and uncocking),” and numerous others are foggy to many more golfers than professionals may be inclined to realize.

Hahn says the ordinary golfer hesitates to admit ignorance of terms a pro may use so casually. The pro may be disturbed about the difficulty in getting the lesson across. The failure of pupil and pro to connect through mutually understandable terms suggests that a lot more attention be given to the semantics of golf instruction, semantics being the study of the meaning of words.

He made a number of revisions in the script of his trick shot, demonstration and clinic program. Hahn told pros at Long Beach that research has convinced him there are at least 50 words or phrases commonly used in golf instruction that are foggy to many pupils.

Other instruction and merchandising speeches heard at the PGA meeting will appear in February GOLFDOM.