

PGA Convention Studies

Selling and Teaching

Continued progress of the Teaching and Educational committees of the PGA found those departments of the association up against a tough handicap of time at the annual PGA meeting. The committees, headed by Harold Sargent and George Lake, tried to get into one day full treatment of major instruction, other business and operating policy problems on the pro job and although a compact and comprehensive program of high value was presented lack of time made it impossible to do more than attend to the highlights.

Departure of some delegates who had to get back on their jobs also limited the scope of the sessions.

Lake and Sargent did very well in setting up a PGA pro instruction program to compare favorably with the programs the Golf Course superintendents' national and local associations conduct for benefit of their members and members' clubs.

Lou Bola, of the Indiana section, applied this policy in telling how the Indiana PGA conducts its annual meeting for the business education of pros and assistants. The Indiana meeting which features specialists in various phases of business — specialists who are golf enthusiasts and who happen to have acquainted themselves with pro problems from the amateur golfer's viewpoint — is a meeting that veteran and younger pros alike have found really means money to them.

Bola told that programming such a meeting means not only making careful selection of outside speakers well in advance but having preliminary discussions with the speakers and briefing them so they'll handle the specific problems of listening pros.

Noer Tells Course Problems

The widely-travelled O. J. Noer of the Milwaukee Sewerage Commission, outstanding practical authority on course maintenance, gave the pros highlights of what they ought to know about current conditions in course maintenance. Noer not only gave informative close-ups to help pros who combine course maintenance and pro job responsibilities but showed how and why pros would have to be acquainted with the superintendents' problems to be in position to cooperate

for the good of the club. Watering and mowing practices which pros and other players may prefer but which are injurious and expensive were cited by Noer as examples of where a pro, without realizing it, may prevent attainment of first class course condition throughout the playing season, thus reducing his income because of less play.

Joe Dey, Jr., USGA Executive Director, gave a most instructive and interesting talk on the rules. Lack of time prevented the discussion and questions most pros would have liked after Dey's talk.

Herb Graffis spoke on the work of the National Golf Foundation and discussed some charts which Rex McMorris, Director of the NGF, had prepared showing the status of golf courses and golf equipment sales. Graffis said that although there was a promising increase in the number of courses the shortage still was serious and was restricting pro earnings. He also referred to extensive possibilities for development of industrial golf to the profit of pros and all others in the golf business.

Howard Schram of Custom Exhibits, Inc. gave a demonstration of display using a peg board display fixture that provided the background for attractive arrangements of pro shop merchandise. Schram urged that pros give more attention to shop lighting for centering attention and showing colors properly. He also advised against scattering merchandise show in pro shop and said that pros should study groups of what they want to sell.

Points Out Profit Leaks

A. W. Dubbs of National Cash Register Co. gave an intensely helpful talk, with illustrations, on pro shop accounting methods. He detailed the leaks in profits and told how to prevent most of them.

Charles B. Cannon, Chicago attorney, spoke on "The Laws Regulating Unfair Competition," a field of law in which he specializes. Cannon told of the fair trade acts and of laws that protect pros and other retailers against unfair price discrimination. He also mentioned circumstances under which pros might unwittingly violate law in getting together on

marketing arrangements. He stressed the wisdom of pro organizations receiving competent legal advice before entering into trade deals.

Teaching the Teachers

The teaching session got to the business of teaching pros to improve their teaching and did a fine job. Excellent teachers discussed their methods and other excellent teachers listened. It was the sort of a session that needs to be made available for the younger pros.

Julius Boros gave demonstrations of his shotmaking, hitting balls into an Ederer practice net. Boros told of making slight alterations in his grip until he got the placement that he now uses. He said that he never tries to hit a shot hard.

Marilyn Smith gave a pleasing exhibition of women's methods and of her procedure at women's clinics. She said that the only big difference between women's and men's instruction that she'd noticed was that teachers of women had to bear in mind that women were weaker and needed more interest developed in their short game.

Freddie Haas told of experiments in determining the master eye of the player and the importance of correctly sighting the club. He said that 80 per cent of golfers are right eye sighters and from

his own experience the master eye was a major factor in golf instruction and play although very little study had been given to the subject.

Carrying the instruction to the pupils and getting them to take more of it was detailed by Bill Gordon, Illinois PGA pres., who spoke on "Selling Golf Lessons." Gordon advised that the sales campaign for lessons should be constantly maintained and much thought should be given to having the assistant teach in the same pattern as the head pro so a large volume of business could be properly handled. He advocated plenty of "tips" as propaganda to get members lesson-minded.

Panel on Instruction Details

The panel of Al Houghton, George Lake, Joe Novak and Graham Ross covered lessons to beginners, groups, common errors of pupil and instructor, teaching the more proficient players and giving playing lessons.

Novak told of his group classes at UCLA. He divides his classes so one group watches while another group takes a lesson. In this way, Joe says, each group can make helpful comparisons and learn from the mistakes and good performances of others.

Houghton said that instruction of the



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**Golfer's Gopher,
Davie Divot.....**

good players must take into account advice on concentration, suggestions of playing tactics, half and three-quarter shots, and controlled slices, hooks and other shots for special conditions and trouble shots. The finesse of controlling the club-head must be taught also, he said. He remarked that unless a good player learns a lot about how to use his hands he won't become great.

Houghton also advised that pros take groups Sunday afternoons and teach them trouble shots from traps, rough and near trees. He said these classes make a great hit with members and give them pro instruction about what to do at the places where they most often find the ball they're playing.

Biggest Junior Plan Described

Lake told of the junior program at his Long Beach, Calif., Recreation Park course which probably is the largest and most successful junior program in the world. He also told of handling adult instruction at a public course, saying that the problem is greatly simplified when the pro unsells the pupil on golf being "a rich man's game." He does big business in beginners' sets, new and used.

Graham Ross said that the most common mistake of pupils are breaking the wrists too soon on the downswing. This, he said, is one of the main reasons for lifting the head although it's seldom recognized as such. Ross expressed the conviction that unnatural positions of pupils in holding the club were primary mistakes that make it impossible to swing correctly. He maintained that the natural hang of the arms, especially the position of the forearms, determines the grip that fits the individual and he illustrated this point by calling attention to the natural forearm position of pros who were his collaborators in the instruction session.

Ross also gave an interesting demonstration of hitting a medicine ball instead of a golf ball as an instruction aid that taught pupils how to get in strongest hitting position.

National Golf Fund Votes Additional Payments

National Golf Fund, Inc., has voted to pay \$20,000 in addition to payment of \$40,000 to USO from the \$80,400 received as entry fees in the "Beat Ben Hogan" competition of National Golf Day. The May 31, 1952 event, sponsored by Life Magazine and the PGA, had all expenses paid by Life magazine.

Payments authorized recently are: PGA Benevolent Fund, \$1000; PGA Relief Fund, \$4000; PGA Educational Fund, \$2000; National Caddie Assn. championship (co-sponsored by PGA), \$1500; caddie scholarship funds of Western, Massachusetts, Rhode Island, Michigan, Wisconsin and Pacific Northwest associations, each \$250; Turf fellowship for USGA Green Section, \$3000; US Junior Chamber of Commerce for promotion of Jaycee National Junior championship, \$3000; and to American Women's Volunteer Services for conducting Swing Clubs at veterans' hospitals, \$3000.

Ladies' PGA Played for \$85,000 in 1952

Fred Corcoran reports continued increase in interest and purses for women pros' events. His summary for 1952 tournaments of the Ladies PGA shows that as Tournament Director of the association he got 21 open tournaments and four more in which the Ladies PGA was co-sponsor, for a total of \$85,000 prize money.

The girls working hard in putting on clinics at clubs, luncheon promotion engagements and in highly successful exhibitions at golf ranges at night as tournament and general golf business promotion.

Mrs. George Zaharias is pres. of the organization. It has about \$2000 in its treasury.

The girls set standard distribution of prize money. Usual purses are \$1,500 for 18 hole events, \$3,000 for 36, \$3,500 for 54 and \$5,000 for 72. The Women's National Open in 1952 had a \$7,500 purse, sponsored by Philadelphia Inquirer Charities, Inc.

Salas, Mexican Golf Editor, Dies After Motor Crash

Edmundo Salas Portugal, editor and publisher of *El Golfista Mexicano*, died following an automobile accident while he was en route from the Guadalajara amateur invitation tournament to Durango where he was assisting in planning a new club.

Salas was well known in the United States for his energetic work in furthering Mexican-American golf relations, and did a splendid job in developing Mexican golf with his magazine. He was an enthusiastic and indefatigable worker who persisted cheerfully despite numerous obstacles.