

The Real "Secret" Is in the Head

THE PGA's Educational and Teaching programs continued to show substantial progress in the addresses at the association's 39th annual meeting.

Teaching committee chmn. and the PGA's sec. Harold Sargent, Educational committee chmn. Charles Congdon and Annual Meeting Program chmn. Leo Fraser collaborated in presenting a line-up of speakers who talked about practical advances in the pros' handling of their jobs.

PGA vp Charles Congdon, presiding over the first of the Educational conferences, Dec. 5, a. m., brought Herb Graffis, GOLFDOM and GOLFING editor, who talked on "Ethical Practices, Professional Conduct and Professional Services."

Graffis, outlined the history of the formulation of the PGA Code of Ethics. He said reference to the pro's integrity, fidelity and responsibility being above "thought of material gain in the motives of the true professional golfer," was written into the code after much study of the policies and practices of the most successful pros.

Stresses Service to Golfer

Graffis remarked that primary stress by the professional on service to the golfer rather than the pro putting his own profit ahead of any other element, was the surest way of the pro making money. He cited experiences of many successful professionals and the observations of his brother Joe, Golfdom's publisher, and himself, in showing how pros get, handle and hold first class jobs.

He mentioned details of marked improvement in the general standard of professional golfer conduct. He said that in the great many instances each year when GOLFDOM is consulted about pro qualifications for job vacancies club officials ask "Is the pro a gentleman" more than any other one question.

On the subject of professional services Graffis said that there'd better be a great deal more training of pros in club fitting or the pros would be risking loss of a great advantage as club suppliers.

Graffis declared that a lot of club members might well have something of a code of ethics governing their relations with pros. He remarked that many club members didn't have the slightest idea that they were supposed to patronize the pro so the pro could be available for the many expert services and conveniences he provides free to members. Too many pro jobs are over-sold to trusting pros, Graffis stated. He told briefly of a campaign GOLFDOM is preparing to educate golfers in the use of professional department services.

Maintenance Problems Outlined

Alexander Radko of the USGA Green Section, gave the pros a most useful fill-in on the high points of modern methods in course maintenance. Radko, illustrating his story with slides, explained work being done with new grasses, machinery, chemicals and operating procedures. He told of problems involving turf diseases, weather conditions and construction and related how superintendents and turf research men are contending with factors that injure golf turf.

Radko showed very interesting views of sand layers of greens near bunkers, watering troubles, chemical control of crabgrass and clover and maintenance of aprons and tees. He noted that many tees are too small, even if turfed with a tough grass.

Displays Reach for Sales

Dick Neal of Sports Illustrated gave the pros suggestions for displays to get the most from traffic in pro shops. Neal said that sports' impact on business has been so strong that pros could count on a natural increase in shop traffic but couldn't be sure of reaching or maintaining a reasonably good sales volume per shop visitor unless the merchandise is shown so it reaches out and hooks the attention of a prospective buyer.

Neal showed attractive sketches of display ideas and presented some survey findings showing the importance of golf clothing sales revenue in the pro shops. Among other data Neal presented as coming from a Sports Illustrated survey was the division

of gross income of the answering pros as: 32 per cent from club cleaning, storage and salary; 14 per cent from lessons and 54 from sale of merchandise.

Jay Scott of the Sonnenberg publicity organization of New York City advised the pros never to forget that they are in the public eye, whether in the playing show or the service business department of the game, and to conduct themselves accordingly.

Scott recited instances of the press agent and the pro being about even in their close association with celebrated people. The pro often is in position to profit from such contacts but always is exposed to judgment of not only the famous ones but of the hosts of ordinary golfers whose verdicts on pro commonsense, tact, responsibility and personality determine pro profits and job security.

Dey Explains New Rules

Joseph C. Dey, Jr., Executive director, USGA, spoke on the rules changes, only two of which (detailed in Oct. 1955 GOLFDOM) are of major importance. He said suggestions from professionals often are accountable for rules changes or clarifications. Dey remarked the procedure in considering rules changes was through the USGA Rules committee, then to the USGA Executive committee, to the R&A Rules committee—with study and conferences requiring three or four years—then the recommendations of the two Rules committees being submitted to the Executive committee of the USGA and the R&A entire membership for O.K.

Joe said that Jack Burke's suggestion for standardizing height of the flagpole has been favorably received, with the flagstick to be 8 ft. above the cup and $\frac{3}{4}$ in. diameter from 3 in. above ground to the bottom of the cup.

Horton Smith's suggestion that violation of the 14 club rule be eased from disqualification was accepted.

Joe Dey said that golf was primarily an amateur game and that a pro in making himself invaluable as an authority and constructive element in golf thinks first of the basically amateur nature of the game.

Calcutta Problem Examined

Dey asserted that the USGA campaign against organized gambling wasn't an effort to tangle with the individual betting common in golf. Dey said the Black Calcutta scandal in the New York district was not surprising as nothing had been done to prevent the development. He called

attention to other professional sports taking more emphatic action against organized gambling than the PGA which has confined itself to a mild statement of disapproval.

The PGA position on Calcuttas is unavoidably uncomfortable. Tournament professionals get considerable income as rewards from amateurs they serve in winning Calcutta cash. This addition to announced prize money income is revenue the PGA doesn't want to shut off. The pro-am Calcuttas are organized and conducted by amateur golfers, not by the pros, and if an amateur should happen to lead a pro into temptation, as it is possible in this naughty world, the PGA can only hope that the public will hold the erring pro guiltless.

Dey made some references to the tax angles of Calcuttas, involving individuals and clubs.

The USGA campaign already has resulted in Bing Crosby announcing that there'll be no Calcutta at his big annual tournament and in La Gorce tightening its Calcutta handicap regulations so the pool slumped decidedly.

More Profit From Shop

Jack Lust, sales executive of Squire Slacks, gave what numerous pro hearers said was the most practical talk they've heard on pro shop merchandising.

Lust said a pro to operate his shop business profitably must carefully consider what to sell, when and how to buy, and how to sell.

Wise use of capital in stocking a pro shop comes to the majority of pros with experience and with learning how to make intelligent use of records in knowing what, how much and when to order. A lot of pros spread their shop stocks too thin, Lust observed. He spoke about the necessity of being quick to recognize fashion trends. He said that charcoal gray was the big color in 1954 slack sales, pink got a lot of business in 1955 and this year it begins to seem that olive green will be most in demand.

Jack remarked that he's seen many small shops in which big business was done because of smart stocking and display. He emphasized that pros must make the utmost use of display areas and fixtures so golfers in the shop will buy of their own initiative. This is essential because the pro can't high-pressure customers.

"Study your shop with your customers"

eyes" Lust urged and told about walking into pro shops where his vision was met first by a calendar. As the pro doesn't sell calendars such use of valuable space obviously isn't good business.

"Ladies Days" In Pro Shops

"Every day is ladies' day in the pro shop," Lust declared. "Many women who don't play golf buy for golfers and the pro shop with its convenience, easy parking, charge accounts, good stocks of sportswear for adults and youngsters, and attractive display, has vast sales opportunities."

Tribute was paid by Jack to pros' wives as having pioneered in developing the modern pro shop and today accounting for much of the smartest operation of pro shops.

Lust advocated frequent and thoughtful experimenting with shop arrangements and displays and with colors. He noted that lighting is bad in quite a few pro shops—everything in these shops looks gray or dull green.

Gives Buying Tips

He gave the pros practical suggestions on buying, telling them to buy with the head and not with the heart and to anticipate at least 50 per cent of shop stock needs by ordering based on the previous year. Lust reminded the pros that manufacturers have to plan far ahead, order materials, finance and manufacture far ahead of delivery. This requires that the retailer plan and buy well in advance.

"If the pro or his assistant doesn't know much about display he should ask the manufacturers' salesmen to help him," Lust advised. He also advised that the pro get a simple system of inventory control or the pro never will know where he stands or how to order properly.

The Educational sessions concluded with presentation of insurance plans on sickness, accident and hospitalization insurance by John H. Rader of Joseph K. Dennis Co., Chicago; and on all-risk coverage of stock and equipment by Wm. F. Harity, Jr., Wynnewood, Pa.

Club Managers Convene in Los Angeles, Jan. 18-21

Edward M. Grenard, pres., Club Managers Assn. of America, will lead his organization into Los Angeles for the CMAA's 29th annual convention, Jan. 18-21.

Attendance of more than 600 club managers is expected with the country and city clubs being evenly represented.

The Southern California chapter of the CMAA has made extensive plans for staging the managers' affair which always is featured by a series of luncheons, dinners and other entertainment.

Business sessions of the CMAA gathering will be held in Hotel Ambassador, the convention headquarters. Managers have been asked, in a nation-wide questionnaire, what problems they consider most important and urgent in club operation. The replies dictated the program.

Country club managers will have their round table session Friday p.m., Jan. 20.

Nominates Tufts to Head USGA

Richard S. Tufts, Pinchurst, N. C., has been nominated to be president of the USGA for 1956. The report of the nominations committee, headed by Totton P. Hefelfinger, Minneapolis, Minn., will be voted upon Jan. 28 at the USGA's 62nd annual meeting in the Vanderbilt Hotel, New York. Nomination assures election.

Other officers nominated for the 1956 term include: vice presidents, John D. Ames, Chicago, and John G. Clock, Long Beach, Cal.; secretary, Charles L. Pierson, Boston; treasurer, J. Frederick Byers, Jr., Pittsburgh, Pa.; executive committee, C. W. Benedict, White Plains, N. Y. and Richmond Gray, Richmond, Va.

Tufts, a member of USGA executive committee since 1946, served as secretary of the organization in 1950-51 and has been a vice president since 1952. He is present chairman of the Rules of Golf and Senior Championship committees. In 1951 and again last year, Tufts was a member of negotiating committees that met with representatives of the Royal and Ancient GC of St. Andrews, Scotland, to develop a uniform code of rules.

The new presidential nominee was graduated from Harvard in 1917 and has lived in Pinchurst for many years where he is president of Pinchurst, Inc. He is a member of Pinchurst CC, Royal and Ancient GC of St. Andrews, USGA and American, Southern and Western Golf Assns.

Retiring president of USGA is Isaac B. Grainger, New York who headed the association in 1954 and 1955.

IMPORTANT NOTICE

Turn to page 77 — and make sure your active operating heads receive **GOLFDOM** in 1956.