

Teaching, Merchandising Sessions Help Pros Improve Techniques, Increase Profits

**Great Array of Talent at PGA's Annual Meeting
Covers Wide Range of Pertinent Subjects**

BUSINESS Operations and Instruction programs on the first two days of the PGA's 41st annual meeting were declared by those who have attended many of these valuable yearly conferences to have been the most useful of all such programs.

This part of the proceedings alone justified the high praise PGA delegates officially gave the Southern California host section and George Lake, chmn., program committee. The other well planned phases of the meeting were a bonus. They concerned administrative problems of the organization. The teaching and merchandising sessions were directed at helping the individual pro to increase earnings and extend and improve his service to the golfing public.

There's one practical difficulty about merchandising sessions and that is the small size of audiences. This isn't inclined to warrant or reward the presence of authorities whose successful operations involved millions of dollars in buying, selling and profits each year.

An interesting feature of the PGA merchandising sessions was that several of the speakers have the professionals as retailing competitors. Nevertheless they spoke frankly and with practical help to the pros.

A panel discussion on buying, display, selling and general merchandising policy in the pro shop was arranged by Kip Bowen, Joyce golf shoe manufacturer. It brought before the pros an array of famed merchandising talent that would have been an all star attraction at any national convention of retailers.

Charles Congdon, Tacoma G&CC, the PGA educational committee chairman, presided at the Monday sessions, highlights of which appear in this issue of *Golfdom*. Speakers and their topics follow.

What I've Learned About Winning

Dick Mayer, 1957 National Open Champion, 1957 World's Champion, 1957 PGA "Pro Golfer of the Year"

Variations in methods and explanations reflect the individualities of golfers.

Harry Vardon would turn over in his grave to see the deviations from his methods that Bob Rosburg and Art Wall successfully employ.

Problems of thinking determine the differences between tournament circuit golfers. Many are about the same in technical proficiency.

In competition each shot problem must be solved by correct mental attitude.

I found out that to think what shots to play and to know that you can play them is what you need (plus luck) to win tournaments.

The selection of the correct club is a delicate job. I play my own game and use more or less different clubs than those with whom I'm paired. In pro-amateur tournaments I notice most amateurs try to play their shots with the same club the pro uses.

I never become courageous in shotmaking unless the odds are heavy in my favor. I played conservatively in winning the Open at Inverness. Hence, I was in less trouble and winning was less work and worry.

If the pin is set to the right, for example, and I know what club to use and am confident I can play the shot, still I will go for the middle of the green. I have made too many mistakes going for the pin when I shouldn't.

I size up the situation and try to make the shot problem simple and specific.

I think of how I would be in bad shape if I missed the shot.

I always try to allow the widest margin of error.

Maybe Hogan can concentrate for four hours. If I can concentrate for two hours I am doing great.

Get in the habit of having a sag in your concentration to remind you to get thinking again.

For the first year or two some younger players look like they are going to be world-beaters but they forget to bring their heads to the course and you don't hear much of them any more.

My left heel used to lift and turn into the wrong position. I cured that by attaching a



cord to two nails and using that gimmick to keep my left foot close to the ground.

The waggle is important in banishing tension. It is the beginning of my swing. I waggle on the path over which I am going to take the club back.

One of my main problems was the flying right elbow. Practice with an elastic belt around

my elbows cured that fault.

I changed my foot position from having both feet at right angles to the line of flight to keeping the right foot in the right angle position and having the left toe point outward.

The inside of my heels are shoulder wide for full shots.

At the top of my backswing I figure that about 60 per cent of my weight is on my right foot and 40 per cent on my left. I have the sensation of my legs being props rather than bearing weight. I want to have springy action in my legs.

During my backswing I feel pressure on the inside edges of my feet.

I have made a change in my game by changing from an upright swing to one that is a little flatter. Now my hands start working early and my wrists are pretty well cocked by the time they are waist-high in the backswing.

One of my problems was to get the left side out of the way and set up strong in the downswing. I learned how to do this by watching Craig Wood and Claude Harmon start their downswings with a lateral hip movement.

I have a forward press of right hip action.

How Positive Thinking Helps in Teaching

Olin Dutra, Pro, El Rancho Verde CC, Rialto, Calif.

Instructor should establish a mood and a policy of showing the pupil how to learn rather than allowing the pupil to expect to be taught without exercise of much of the pupil's effort.

The effective pro instructor combines mental, physical and emotional elements to increase the pupil's understanding and response.

Negative thinking interferes with the conversion of an idea in the mind to a performance by muscles.

I blew the 1932 National Open when I had the lead because I let my thoughts stray to dreams of glory instead of thinking about shots.

I start from the bottom (where the ball is hit) and work back in teaching the woods. Show the pupil photographs of the way the ball takes off from the club. Then the pupil gets a clear idea of distance being governed by speed of the club and the compression of the ball.

The more you "coil" the back and leg muscles the more spring and power you can bring out of your body and make useful in the clubhead.

The instructor must make sure that he is "getting through" to the pupil. The pro ought to ask the pupil plenty of questions.

Conscious control of the reflexes is difficult if not impossible. The pro must endeavor to get the pupil in positions and tempo so the proper reflexes are natural.

The toughest course to play is that one between the ears.

Armour popularized closed stance for drives which is now standard with the best and most consistent drivers.

The clubface is directly across line of flight only for 3 or 4 inches at the bottom of the arc of the swing.

Most star golfers have the shaft above the inside end of the shoulder at the top of the backswing.

There have been better golfers but no better competitors than Jones.

The left hip moving laterally with weight beginning to transfer from right to left leg, starts the downswing. After this lateral action the hips swing around.

Panic gets you and you choke when you ease up in positive thinking. Negative thinking,



too much caution, and worry about "don'ts" paralyse your golf brains and muscles.

The safe, simple way to start a smooth backswing is with a forward press which is merely a slight forward turn of the right hip. This overcomes inertia and ties all the parts together for an easy swing.

A steady head is best assurance of a good swing. When you get the pupil learning to hit past his chin the rest will be not too difficult. If you dropped a plumb-bob from your chin you would learn that the good shots are made when your chin is ahead of the ball.

How Pro Merchants Can Boost Profit

E. W. Elliott, Buyer, Boys' Wear, May Co. of Southern Calif.

Business anywhere is as good as you make it. Some fellows will make money under conditions that have other men losing it.

Pro, as a general thing, ought to be able to turn over his shop investment four times a year.

Always consider and weigh complaints. People don't complain without reason. Far more costly than complainers are the customers who don't voice their complaints but just stop buying, or who never begin buying.

Complaints about pro merchandising that must be considered by any pro are:

Manufacturers' complaints about pro credit. These complaints mean every pro has to share the cost of manufacturers carrying the pro whose credit is poor.

Customers' complaints that pro prices are too high, shops are old-fashioned, dirty, poorly lit and that pro shop stocks are short.

Profit is not made until the goods are sold.

Pros may be able to justify slightly higher price on account of buying convenience, but as a general thing they should beware of selling at a higher price than the stores, any merchandise of the same label.

Pros usually should avoid lines that are competitive with stores.

The pro, if he is going into any private brand golf merchandise to compete with a market built up by long, astute merchandising and consumer acceptance of the golf goods of leading manufacturers, should have his own name label on this goods somewhat in the same way that he labels caps and hats with club insignia.

The nature of the club and pro shop dictates buying, display and selling practices.

The limitations of a pro's market, although a handicap in some respects, gives him a better setup for market study and analysis than the store has.

Pro should know his competitors to know how to price pro shop stocks.

Shirts, underwear, sweaters, in cellophane wrappers increase sales because they're always clean and it's easy to tell size, price, color and material.

In men's wear shops 80 per cent of the business often is done on 20 per cent of the stock.

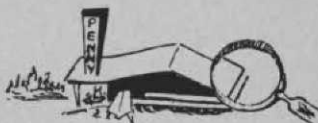
A good simple inventory kept up to date is essential. If this isn't done the pro won't know what his model stock should be or know

what to replace as it is sold. Without inventory control he will add unnecessarily to rush shipping costs and allow his customers to get the idea that he often is out of basic items. In that case they will get in the habit of buying elsewhere.

Don't be a "price" shop and make too much of a point of cheap goods. That doesn't go with the type of merchandise people expect from pro shops.

Have "end of season" sales and don't worry about persons who have bought at regular prices getting annoyed by lower prices. They have used the stuff during the season and have been a season ahead on style, too. Worry about the guys who haven't bought. But don't have "clearance" sales too soon!

Pros might study J. C. Penny chain stores as examples of shops that are spotless, well



lit, have merchandise well arranged and well stacked, and that have excellent fixtures for customer self-selection.

Golfers don't buy clubs often enough because pros haven't taken advantage of opportunities to show potential buyers they really need new clubs.

Sales women in pro shops makes good sense. Saleswomen usually are less expensive than men, are more helpful on selling male items to golfers, have the knack of reminding people to buy for gifts, etc., without appearing to be "pushing," and know style and color.

Where there is a pro's wife taking an active part (in the shop or "back stage") in pro merchandising the job probably is being better done as a service to members and thrifter as a business operation.

Don't get carried away by "requests" for something special from a possible customer now and then. He may be the only one who might buy the requested item.

Pros' sales resistance is low. So to buy wisely, they had better deal with companies that have well advertised merchandise that moves quickly. They should also favor manufacturers and sales reps who don't try to oversell them.

Ask For Money; You Earned It

Renaldo Spagnoletti, (Spag) Freeman McKenzie, Inc., Long Beach, Calif.

"Spag," a personable and dynamic salesman of used cars, was the most entertaining, direct and strenuous speaker in the PGA sessions. He is not an apostle of finesse as he is not in a business where delicate, low pressure

practices make sales.

Pros thought the methods "Spag" used might be good on some public and semi-public jobs but would get a pro kicked out of a private club.—Editor.

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.

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 ain'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.

How I Teach Putting and Chipping

Paul Runyan, 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.

"Never up, never in," is dangerous policy if you are over 10 feet from the cup. Lag the putts when they are 10 feet or longer.

Lloyd Mangrum locked his knees and kept his body firmer for putting with his knock-kneed stance.

Chip shots are just like putts except the ball is in the middle of the stance.

Keep elbows close to the sides but not locked and chip with the arms rather than the wrists.

I don't care much whether the grip for the chip shots is interlock, overlap or reverse overlap.

About 60 per cent of my weight is on my left foot when I am putting or chipping.

My putting grip with the hands separated for shorter putts (less than 10 feet) was adopted after careful check of 2000 putts.

My method for the shorter putts is to hold the putter with the left hand against the body as the connection of the pendulum. My right hand is down about at the bottom end of the leather.

If Snead had used this grip for shorter putts he would have been unbeatable.

Rod Munday some years ago had a hot spell putting crosshanded. I will try that if I again have trouble with the longer putts as the cross-handed method is fine for touch.

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 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-

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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 — To manage golf division of public park system in midwestern city. Responsible for maintenance of three courses (36 holes). Rebuilding and renovation program needed. Permanent job. Retirement and other benefits. House. Concession available. Salary open. Address Ad 106, c/o Golfdom.

Wanted — Commission salesman for exclusive line of imported knitwear. 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 Ad 108, c/o GOLFDOM.

ASSISTANT WANTED — P.G.A. professional at large active Midwestern club desires a young ambitious assistant by March 15th. Must be clean cut and have clean habits. Willing to do golf shop duties or willing to learn. Address Ad 111, c/o Golfdom.

MISCELLANEOUS

FOR SALE or LEASE OPTION — 9 HOLE GOLF COURSE — NORTHERN CALIFORNIA. ADDRESS Ad 109, c/o GOLFDOM.

Sam Sneed Apisto-Matic Golf Club loft and lie setting machine — \$395.00; original cost \$795.00. Also 4 "Champ" Electric Golf Carts with chargers \$495.00 each. The carts are less than one year old and are in excellent condition. The above prices are F.O.B. Contact — Darrell Napier, Country Club of Virginia, Richmond 26, Virginia.

AVAILABLE — Southwestern location for nine hole course. Heavily populated section of 250,000. Ideal climate for year-round play. Long term lease. Address Ad 110, c/o Golfdom.

I wish to sell or rent a golf driving range and an eighteen hole miniature course that is located on Route 41, Fort Myers, Florida. Contact Charles Libby at 1746 Hanson St., Fort Meyers, Fla. Tel. No. Edison 5-3861.

WANTED: Golf Range Equipment, lights, mats, ball picker-uppers, etc. Establishing new golf range. ROMEO GOLF & ATHLETIC CLUB, 14550 Thirty-two Mile Road, Romeo, Michigan.

WANTED FOR CASH

Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.

Cuts and bumpy36 per doz.

Off brands & synthetic, or slightly nicked 1.59 per doz.

Round & Perfect 1.25 brands for

refinishing240 per doz.

Like new top grade for rewashing3.60 per doz.

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 Baletta cover, new snow white enamel, imprinted with distance, trade name and number. We accept your mixed compression cores and return only high compression (no shrinkage) at no additional charge. A fast seller at 50c to 65c each. Bulk—your cost on exchange \$3.65 per dozen. Also nation-wide distributors of the best in golf range & miniature course equipment—Balls, clubs, mats, and etc. Send for catalog.

NORTHERN GOLF BALL CO.

2850 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

WANTED

BY GOLF PROFESSIONALS, INC.

BOX 1138 DERBY, KANSAS
SALES REPRESENTATIVES IN ALMOST ALL PARTS OF UNITED STATES, CANADA AND OLD MEXICO

GOLF PROFESSIONALS, INC., MANUFACTURERS
SALES AGENTS, SELLING ONLY PRO LINE MERCHANDISE TO PRO SHOPS OPERATED BY GOLF PROFESSIONALS. REPRESENTING THE AMAZING NEW LINE OF COLT BALLS, PROVEN THE MOST ACCURATE, MOST CONSISTENT AND LONGEST BALL. ALSO REPRESENTING OTHER FINE LINES OF PRO SHOP MERCHANDISE.

PREFER APPLICANTS TO BE EXPERIENCED OR GOLF PROFESSIONALS.

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 dry county 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, third down, balance to suit purchaser. Contact John W. Pennell, P. O. Box 451, Telephone Elgin 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 following with Pro shops. Must have car. Liberal commissions on Sportswear, Golf Supplies. Write or wire Scoggins Golf Supply, Dunedin, Florida.

PGA Educational Sessions

(Continued from page 32)

tions asked him by spectators 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.