

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.