

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 bumped36 per doz.

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

Round & Perfect 1.25 brands for

refinishing 2.40 per doz.

Like new top grade for rewashing 3.60 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.