



Officers of the Texas PGA are shown with Ben Hogan at a recent education and teaching program held at the Hotel Adolphus, Dallas. They are (from left): Lafayette Franks, Glen Lakes CC, Dallas (secy-treas.); Hogan; Bob Morris, Dallas CC (pres.); Ross Collins, Lakewood CC, Dallas (education chmn.); and Frank Baker, Lubbock CC (vp).

Texas PGA Hears Hogan, Nelson at Winter Meeting

By **BOB MORRIS**
Professional, Dallas CC

An overflow crowd of professionals and persons representing the golf manufacturing industry were at the two-day education and teaching program sponsored by the Texas PGA in January. It was held in the Hotel Adolphus in Dallas.

Speakers included Texas' two great contributions to the playing side of the game, Ben Hogan and Byron Nelson, a newspaper editor, officials of manufacturing concerns, a course supt. and home professionals.

First to be introduced was Felix McKnight, executive editor and vp of the Dallas Times-Herald, who said that the best public relations gesture for the pro that he could think of is to write a weekly, newsy letter to the local paper's golf writer. "Newspapers," he said, "are hungry for golf news, and while everything that is written by the pro won't be published, much of it will." McKnight said that the main thing that should be kept in mind is that the name of the person, about whom the pro writes, is spelled correctly. He added that holes-in-one are still news, and so are tournament results along with unusual happenings.

Byron Nelson, in addition to telling

many stories about his experiences as a player and teacher, said that one of the most deplorable things about golf today is that many home pros are letting their games slip. "You may be the world's best merchandiser," said Nelson, "and you may not have an equal as a teacher, but if you aren't the best player at your club you lose a lot of prestige."

Hogan's Remarks on the Swing

Ben Hogan, in summing up his remarks about the golf swing, declared that it is one of the world's truly controversial subjects. But he added that it has been analyzed from so many different angles that there is no reason why everybody who plays golf shouldn't shoot a fairly decent score. The reason they don't, Ben said, undoubtedly is due to lack of application.

Other Hogan observations and advice:

It doesn't matter what kind of grip is used as long as the player can transmit clubhead speed through his hands;

It's an accident when a player hits a straight ball;

In preparing for a shot, the player should try to get a mental picture of what he wants to do. Off the tee, he shouldn't aim at the whole fairway but at a definite spot on the fairway;

To get more distance, he should step up the tempo of his waggle, backswing and downswing and hope that the clubhead travels a little faster than usual.

Joe Wolfe, dir. of the golf div. of Wilson Sporting Goods Co., talked on clubs and their construction, using models to demonstrate everything from the raw block or

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How did your greens come through the winter of 1958-59?

Admittedly, the toughest winter for bent greens was the winter of 1958-59. Hundreds of golf courses had some, if not practically all, of their greens heavily damaged by so-called "winter kill."

With over 400 golf courses having from one, to all greens, planted to **Old Orchard** C-52, we are trying to find out if any of these greens were damaged. We invite any golf course superintendents with **Old Orchard** C-52 greens that suffered damage during the 1958-59 winter, to write us.

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THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

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raw iron stage to the finished product. He also explained the shaft making process.

Sell Shoes Out of Stock

Dick Tarlow, Brockton Footwear's executive vp, told pros how to take the gamble out of handling shoes. He advised stocking at least 12 different sizes and said that 27 different sizes will fit more than 80 per cent of the membership. H cautioned against trying to sell shoes by using samples, saying that successful shoemen sell out of their stock and then re-order to replenish it. Trying to handle too many brands, Tarlow concluded, is a sure way of getting into trouble.

A Tarlow confidential: When a customer sits down and says he's interested in a pair of shoes, the first thing to do is remove one of his shoes. Then he can't get away until you've had a chance to sell him.

The remarks of Ernie Sabayrac, pres. of Ernie Sabayrac, Inc., can be summarized in this manner:

1. Stick to quality merchandise;

2. Casual conversation can give you a very good idea of what your customers want in the way of merchandise;

3. Put 80 per cent of your money in basic items;

4. Give more thought to what women golfers want and buy;

5. Wear the same kind of merchandise you are trying to sell.

Can't Remain Isolated

Speaking of the supt.-pro relationship, John Henry of Brook Hollow, Dallas, said that the work of the two men is so closely interrelated that they no longer can afford to be isolated from one another. The supt. must, and he emphasized this word, be informed of all tournaments and special events in order to have the course clear for large scale play. The earlier he receives such information, Henry added, the better it is because of the extra work entailed in getting things ready for other than ordinary play.

The final speaker at the two-day conference was Harvey Penick, the well known teaching pro at Austin CC. Harvey gave a very thorough explanation of the teaching methods that have worked so successfully for him, stopping to demonstrate any

point about which he thought there might be some doubt. His speech was so well received that he was given a standing ovation when it was completed.

In conjunction with the program, pro golf salesmen and manufacturers displayed their merchandise in one of the hotel's exhibition rooms.

Spectacular DeAnza

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desert air. The course suffers somewhat in the July and August heat, of course, but that's the case both on the desert and off."

The brilliant trap sand was mined near Oceanside on the coast north of San Diego, and trucked to the valley. The sand is a sparkling color contrast to the fairways and greens. Its heavy texture exacts a special penalty for golfers who knock balls into it.

Nine-Man Crew

Stanley, aided by a crew of nine men, maintains the course year-round. Fairways are mowed twice weekly, the greens six or seven times a week. The course is watered every night. The center-line

watering system was put into the front nine but a three-line system is used on the back nine. Quick coupling valve systems are used throughout the links.

Fairway divots are re-seeded and, as a special touch of grooming, divots on the greens are replaced with two-inch pluggers from the nursery.

As Billy Casper said, "it's a shame to take a divot out of this place."

May Makes Slight Change in Tam Golf Car-Caddie Setup

There has been a slight change in George S. May's decision to dispense with caddies in favor of exclusive use of golf cars at his Tam O'Shanter CC, Niles, Ill. (Golfdom, Feb., p. 25). At the request of members, May is going to allow his golfers to directly hire their own caddies. The new plan is to allow a caddie to accompany a foursome in two cars. His fee will be paid to him at the conclusion of the round and not charged through the club. Members who employ caddies also will be required to sign forms releasing the club from liability for any personal injuries that a caddie may incur.

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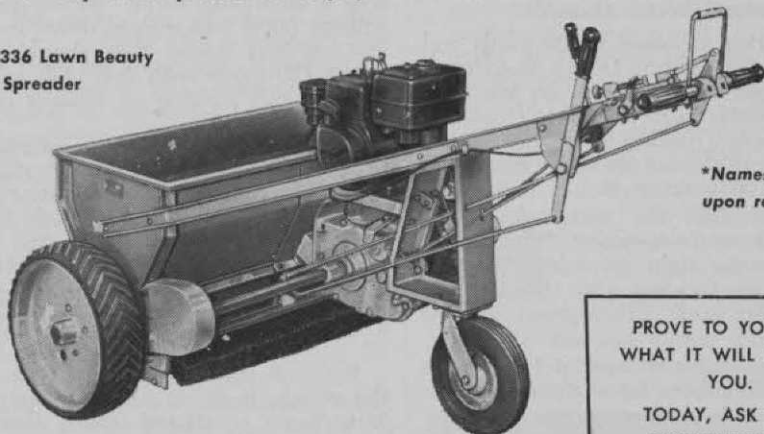
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