

Sargent, New PGA Head, Is Son of Third President



Harold Sargent

Pros Praise Instruction and Merchandising Programs at Long Beach Conference

By HERB GRAFFIS

THE second generation of the fine type of men who made professional golf a big, honored and influential business in the United States is having its chance to make golf history.

Harold Sargent, 44-year-old son of George, 1909 National Open champion and third president of the PGA (1921-1926), was elected No. 1 man of the PGA at its 1957 annual meeting.

Election of Sargent by the delegates at the Long Beach, Calif., conference was pretty much of a formality. He is highly regarded as a successful pro businessman of sound judgment, foresight and the capacity to accurately appraise situations that may contain profit or peril for pro golf.

Harold Sargent does a masterly job in one of the best pro positions in the country. He is pro at East Lake CC, Atlanta, made famous by its member, Bob Jones. Harold succeeded his father as East Lake pro in 1947.

J. M. (Mick) Riley of Meadowbrook

CC, Salt Lake City, withdrew as a candidate for PGA presidency. Leo Fraser, Atlantic City CC, was nominated from the floor. Sargent got 62 of the 76 votes cast.

Harry Pezzullo, Mission Hills GC, Northbrook, Ill., was elected vp.

Lou Strong, Tam O'Shanter CC, Niles, Ill., was voted in as secy. on the second ballot. Following him in the balloting was Wally Mund, Midland Hill CC, Minneapolis, who was retiring as the association's treas., and Warren Orlick, Tam O'Shanter CC, Orchard Lake, Mich.

Warren Cantrell, pro at Meadow Brook GC, Lubbock, Tex., golf coach of Texas Tech University and architect and builder of several fine courses in the Southwest, was nominated from the floor for the treasurer's position. He was elected to the office over Emil Beck, Black River CC, Port Huron, Mich.

New vps and their districts include: Dist. 4, Paul Erath, Fox Chapel CC, Pittsburgh, Pa.; Dist. 8, Al Beister, Fremont (Neb.) CC; Dist. 9, Max Mac-

Murray, Alameda (Calif.) Municipal; and Dist. 6, Harry Pezzullo.

Robert White, first pres. of the PGA in 1916, now residing in Myrtle Beach, S. C., and William Kerr, Beaconsfield GC, Montreal, Canadian PGA pres., were elected PGA honorary members.

The instruction and merchandising two days were judged by attending professionals the most interesting and valuable of any such programs at a PGA annual meeting. Considerable credit is due George Lake, pro at Recreation Park, Long Beach, and associates of the South-

The PGA decided to go on a program of having the next three annual meetings in the vicinity of its national headquarters at Dunedin, Fla., and each fourth annual meeting in another section of the country.

PGA members on the Pacific coast asked that the association conduct an assistants' school on the order of the one inaugurated at Dunedin last winter. Decision on this request is expected soon from the PGA executive committee. The Assistants' School, for which GOLFDOM successfully campaigned, has proved to



PGA Tournament Committee includes from left: Harold Sargent, Bo Winger, Ed Carter, Jay Hebert, Jack Fleck, Jackson Bradley and Harry Moffitt.

Tournament advisory committee includes from left: Glenn Sisler, George S. May, Tommy McMahon, Bob Goldwater, Harry Radix, Bob Leacox. Joe Novak (at right) is a PGA vp.

Jasper Nutter photo



ern Calif. section for planning exceptionally good programs and lining up all star talent.

These sessions are covered elsewhere in this issue of GOLFDOM.

Club Pro Again Is "Orphan"

Unfortunately this annual meeting of the PGA almost completely failed to score in publicity for the club professionals and their unique service in sports. Again the chance was missed to get across to the golfing public the work done for them and the game in general by professionals at private and public courses.

The Bob Harlow memorial award to the club pro of the year went to Dugan Aycock, Lexington (N. C.) CC pro for outstanding performance in work where many professionals star. National Open and World's champion, Dick Mayer, was an easy winner of the Pro Golfer of the Year award. Denny Shute was voted in as the new member of the PGA Hall of Fame. Aycock, Mayer and Shute were officially presented their awards at the President's dinner at which George Lake capably presided as master of ceremonies.

be the PGA'S most practical educational activity.

PGA to Have 2 Title Events?

The sectional delegates approved an Advisory Committee proposal and executive committee decision to change the PGA Championship from the match play event it has had since it was first played in 1916 to a four-day, 72-hole stroke play event. It will be played at Llanerch CC (Philadelphia dist.) July 17-20.

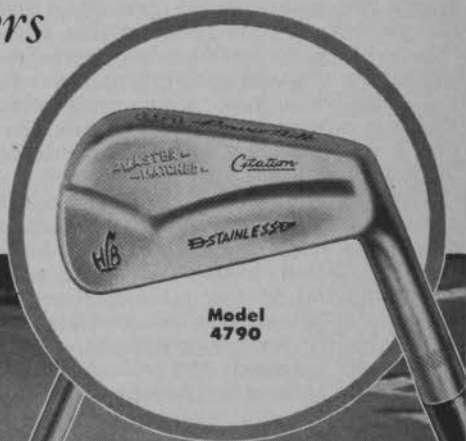
The marathon match play of PGA championship was losing public interest, and money for the PGA. Cary Middlecoff's refusal to play in it and his consequent ineligibility for the Ryder Cup team indicated that the PGA championship had lost prestige and become merely another one of the tournaments for which credit in the statistics was given for attendance.

Probably a PGA match play championship limited to the winner and runner-up of the 32 sectional PGA championships

(Continued on page 68)

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Congressional Adopts New Plan for Membership

Congressional CC of Washington, D.C., which like many private golf clubs has had to depend upon revenues that come from renting its facilities to outside organizations to avoid operating at a deficit, has adopted a new membership plan which is expected to make the club completely self sustaining without dependence upon rental income.

The plan, introduced by W. Theodore Pierson, club treas., retains the minimum charge but keeps it on a voluntary basis so that it is not taxable. When the plan was submitted to the Internal Revenue Service for an opinion on possible tax provisions, the tax ruling division of that department assured the Congressional board that as long as members are not required to spend a minimum amount at the club each year for food, liquor, etc., as a condition of membership, the customary 20 per cent Federal dues tax does not apply.

Becomes Effective Nov. 1

The new plan was adopted in December by Congressional members but will not go into effect until next Nov. 1.

Here is how it works:

A member who, for example, spends \$540 a year for food, liquor, golf and tennis equipment and accessories and other items, in addition to regular dues of \$260 (total \$800) is classed as a resident member and is not subject to an increased amount of dues. (The \$800 figure, Congressional officials point out, is not an arbitrary one. If an average total of \$700 were paid in during the year by the member and no operating deficit was incurred by the club, no additional dues would be charged.)

If, however, a member spends less than \$540, which is necessary according to estimates, to profitably operate all Club facilities, plus dues of \$260, for a total of less than \$800, he is classified as a resident member-sustaining and is subject to increased dues if the club incurs a deficit.

Total dues in the latter case would be

not less than \$300 nor more than \$420 per year, or an additional dues charge of from \$40 to \$160 over the established figure.

Acceptance Must Be Voluntary

The Internal Revenue Service ruling made it very plain that a club cannot arbitrarily charge a member a flat minimum without expecting to pay a 20 per cent tax on the total charge. If Congressional, for example, were to insist that a member spend at least \$540 a year in addition to dues, the government could legally collect \$108 in taxes. This, of course, would be in addition to the \$52 tax on the regular dues of \$260. The entire crux of the matter, so far as the government is concerned, is that the minimum charge must be kept on a voluntary basis.

The Pierson plan was conceived because Congressional has had to depend upon outside revenues, such as are realized from renting its facilities to outsiders for parties, banquets, golf outings, etc., to pay its way. Members and club directors were long agreed that the privacy and exclusive features that are desirable in private club operation were lacking in an arrangement of this kind, but it was only in the last year or so that serious thought was given to changing it.

Regular Patrons Exempted

During the time the situation was being studied it became apparent that it would be unfair to levy added assessments against persons whose patronage of the club was equal to or above the level that each member should maintain in order to keep all facilities operating profitably.

The only alternative was to assess members who made only occasional use of the club and, in effect, did not contribute enough to pay for the stand-by facilities that are constantly kept ready for them.

When the new plan goes into effect in November, Congressional CC will set up its accounting procedures so that at the end of every quarter members will know whether they are being billed at a rate of \$800 a year. Thus, members will know far in advance of the end of the year whether they may have to pay additional dues and can step up their spending accordingly to avoid doing so.

Don't Forget These Dates

February 2-7

GCSA National Convention

Ames Slated to Be USGA President in 1958

John D. Ames of Chicago has been nominated to be pres. of the USGA for 1958, according to the report of the nominating committee headed by Isaac B. Grainger. Election of Ames to the office will take place on Jan. 25 when the USGA will hold its 64th annual meeting at the Drake Hotel in Chicago.

Ames, a partner in a Chicago investment firm, has been a USGA executive comm. member since 1946. In 1950-51 he was treas. of the assoc., secy. in 1952-53 and a vp since that time.

Nominees for vp include John G. Clock, Long Beach, Calif., and Charles L. Peirson of Boston. Slated for secy. is John M. Winters, Jr. Tulsa, Okla., and for treas., J. Frederic Byers, Jr., of Pittsburgh, Pa.

Hord W. Hardin of St. Louis and Bernard H. Ridder, Jr., of Duluth, Minn. have been nominated to the executive comm. to succeed Richard S. Tufts, Pinehurst, N. C., incumbent pres., and John W. Fischer of Cincinnati.

The USGA's 1959 nominating comm. is slated to include Totton P. Heffelfinger, Minneapolis, Charles R. Coe, Oklahoma City, John W. Goodrich, Boston, Corydon Wagner, Tacoma, Wash., and Charles R. Yates, Atlanta.

The present nominating comm. is made up of, in addition to Grainger, the following: Edwin C. Hoyt, Darien, Conn., Charles D. Hunter, Jr., Tacoma, Lynford Lardner, Jr., Milwaukee and William H. Zimmerman, Columbus, Ga.

On Friday, the 24th, the USGA Green Section will hold a one-day educational program for supts. and green chmn. on how to meet the rising costs of course maintenance. This meeting is also scheduled to be held at the Drake Hotel.

Shute Won PGA Championship Two Years In A Row

Denny Shute, who was selected this year to join golf's immortals in the PGA Hall of Fame, is the last man to have won two consecutive PGA Championships, having turned the trick in 1936 and 1937. Now pro at Portage CC in Arkon, O., Shute won the British Open in 1933 and in 1941 was runnerup for the USGA Open. He also was a member of four Ryder Cup teams.

In the balloting for the Hall of Fame, Shute got 100 votes. Jock Hutchison,

Sr., his closest rival, got 86. Others who received votes were Johnny Farrell, 75, Olin Dutra, 49, Fred McLeod, 27, and Tom Kerrigan, 9.

Schedule Set for PGA's Second Assistants Training School

Chairman Emil Beck and a faculty consisting of Joe Devany, Eddie Duino, George Aulbach, Willie Ogg and Bill Hardy, which made such a sparkling debut in the education field in 1957 when they conducted the PGA's first Training School for Assistant Pros, again will take over the teaching chores when assistants come to Dunedin, Fla., Jan. 12-18 for the second annual five-day training course.

Registration for the school is scheduled for Sunday, Jan. 12, with applicants signing up at the PGA National GC. Housing is available at the Hotel Ft. Harrison in Clearwater with students being expected to arrange their own transportation between their residences and the school. Attendance at all teaching sessions is compulsory with attendance and other records being available to employers upon request.

The Training School will conduct morning and evening sessions from Monday through Wednesday with afternoons of these days being free for golf. Students who aren't members of the PGA will be permitted to play the National course upon payment of a small fee. Classes on Thursday and Friday will be held only in the mornings. A banquet at 6:30 p.m. on Friday evening will climax the five-day course.

Black Joins Tour Bureau

Joe Ed Black, formerly asst. to Pro Vern Farquhar at Roff Rogers GC, Amarillo, Tex., has been named asst. PGA tournament supervisor. He will work under Harvey Raynor. A former Hardin-Simmons University golfer, Black finished in the money in the 1956 Western Open and was only four strokes off the winner's pace in the 1957 Texas Open. Other members of the PGA tournament bureau staff include Ed Carter, mgr., Tony Anthony, Ken Everett and Jim Gaquin.

Golf Architects Meet

American Society of Golf Architects will hold its 12th annual membership meeting at the Beach Club Hotel, Naples, Fla., Jan. 27-31.

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.

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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.