How to Serve Players Better; Theme of Pro Meets

By HERB GRAFFIS

PGA sectional meetings this spring continued to show keen attention to problems pros have in trying to improve their earnings by giving more helpful service to the players at their clubs.

The informal sessions with the manufacturers' salesmen now are strictly at the point of discussing "how can we sell more stuff?" After a couple of particularly good years sales are getting to what people are inclined to call "normal." But "normal" is never a contenting condition for the good businessman. He wants to sell an abnormally good volume.

Meetings this spring generally brought forth pro opinion that golf interest never was greater and, weather permitting, play was heavier than usual. But, outside of men's and women's apparel, sales aren't keeping on a par with volume of play.

Some smart pro businessmen say that the next thing to give club sales a big boost will be radical changes in wood club design. The changes in iron head design pushed up iron sales for the past few years, although possibly not as disproportionately as some pros are inclined to believe. The woods, being sold in sets of four, in a large percentage of the sales, gross up well alongside iron sales.

Massachusetts Has Berg

The Massachusetts PGA showed canny judgment in having Patty Berg as the clinic star of a long program. The women's club business is beginning to climb up, following the lesson business. When the pros get women's purchases at the shops about to the per capita dollar figure of men's business, it'll be a happy day.

Patty, the first of the girls to be featured at a Bay State PGA clinic, scored very well with the pros in showing what she'd discovered going around to innumera-
The display begins to take form. Care is given to colors but the display experts are not especially worried about the colors clashing as long as the color clash isn't a bilious conflict that indicates complete color-blindness.

And here's the finished display that the men's store display authorities say a good pro merchant can learn, without too much trouble, to put in his shop. It shows shirts, a sweater, slacks, shoes, belts, gloves, headwear and clubs.
able sessions with women at golf clubs
and at schools. It was interesting, too, to
them to see in the Berg demonstration
evidence of the development of women's
pro golf and its international appeal.

Indiana Taught Display

Horton Smith, telling what the score
is with the national PGA and in an illumina-
ting instruction demonstration, head-
lined the Indiana PGA spring meeting.
Ewing Stumm of the National Cash Reg-
ister Co. talked on pro business manage-
ment methods and Edward J. Riley filled
the boys in on PGA insurance.

The unique and highly profitable fea-
ture of the Indiana meeting was a dem-
onstration of how to make display in pro
shops. Coleman Clark, display expert of
Wm. H. Bloch Co., a leading Indianapolis
store, and his team-mate Richard Wassell,
took simple display fixtures that pros can
buy from fixture stores, and made ar-
rangements of apparel, clubs, shoes,
gloves and other accessories that would
stand out and sell in a pro shop.

Clark suggested that pros change their
shop displays once a week as people get
numb looking at the same stuff in the
same places. They showed how to pin up
shirts on forms and pointed out that
there are two types of forms—one on
which to display shirts and jackets and
the other for display of jerseys or other
form-fitting apparel.

The grass mat foundation, available
from display material houses, doesn't pre-
sent any problem in color combinations,
Clark said. The accent on color now has
brought display away from worried con-
sideration of delicate harmony of colors.
The purchaser is thinking "what'll look
good on me?" rather than about blending
his color scheme so the ensemble would
make an interior decorator yell "yoo hoo.

Clark advised featuring the cooler colors
in hot weather.

There's no need of going nutty about
having every display item in perfect bal-
ce, either, Clark remarked. Just get it
so it doesn't look awkward.

Clark stressed lighting and said that
one of the essentials of good display was
getting it spotlighted properly.

To see what Clark and Wassell did with
simple display fixtures, a few long, thin
tacks and some thin wire, gave pros a
new idea of how to put more sales power
in shop displays.

The demonstration of the Bloch ex-
erts was a return engagement, their pre-
vious showing at an Indiana PGA spring
meeting having been so definitely educa-
tional Hoosier pros' sales have been in-
creased by applying the previous lesson.

It's evident from the Indiana pros' ex-
perience that any PGA spring business
meeting that doesn't have display experts
who are golfers show pros how to display
merchandise is missing a big bet.

Horton Smith, Bob Harlow and Herb
Graffis talked at the merry informal din-
er which concluded the day's work.

Illinois Features Teaching

Illinois PGA at its spring meeting paid
considerable attention to how to improve
the golfers' scores. The instruction clinic
had John Revolta, George Smith, Ed
Vines, Jackson Bradley, Joe Jemsek, Bill
Gordon, Jackson Bradley and Dale An-
dreason working. They discussed the
games and the swing problems of pupils
rather than their own playing techniques.

Minnesota Strictly Business

Minnesota PGA contended with the
problems of teaching rather than of play-
ing. Les Bolstad, Stan Larson, Jock Hen-
dry and Wallie Ulrich collaborated in the
teaching clinic.

Harold Clasen was moderator of the
morning session which was concerned
with pro operating problems. Len Matt-
son told of procurement and training of
caddies. Willie Kidd gave the fellows a
very profitable close-up on his successful
experience in training assistants and get-
ting the lads started right by explaining
their duties to them.

Gordon Haberkorn gave the pros high-
lights on course conditioning work.
Clasen gave details of arranging and con-
ducting club events to get extensive par-
ticipation.

The new rules came in for discussion
with Jock Hendry clarifying changes in
the code.

George McCarthy showed U. S. Rubber
golf ball manufacturing pictures at lunch.

Tot Heffelfinger, USGA pres.; Minne-
sota's Governor E. Elmer Anderson; B. H.
Ridder, PGA Advisory committee mem-
ber; Wes Fesler, Minn. football coach, and
Stu McPherson were banquet speakers.

Detroit District Honors

Horton Smith, May 16

Detroit District Golf Assn. will honor
Horton Smith as PGA president with a
golf and dinner party at the Detroit GC,
May 16.

In addition to large attendance of golf-
ers in the Detroit area there will be many
attending from out of town as a tribute
to Horton, who has distinguished himself
as a home club pro, tournament pro, PGA
official and is a high credit to golf as
typical of its highest class of gentleman
sportsman.

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