

Faces of 3000 Golfers Help Hawkins Sell

By CHARLES BOWER

ULMER HAWKINS has the most interesting pro shop in the world.

That's covering a lot of territory and making a big claim for the shop the veteran Hawkins has at St. Petersburg's Pasadena Golf Course. But what is more interesting than people. And on the walls of Ulmer's shop are photographs of more than 3,000 golfers from all parts of this nation. Seldom can a visitor come into the Hawkins shop and not find one or more of his friends shown in the gallery on the walls.

Many of the photographs are historic

items. That's fitting because the Pasadena course was the one at which Hagen was pro, at \$30,000 a year, in the days of the Golden Bubble in Florida. Walter designed the course and on it played one round of his famous 72-hole match with Bob Jones, in which Walter was the victor, 11 and 10.

Other clubs are famous, too. More so than the Pasadena layout. But their historic items are displayed in the grill room or lounge. That's nice but it doesn't bring people into the pro shop.

There's where Hawkins shows himself

A corner of Ulmer Hawkins' unique pro shop at Pasadena G.C., St. Petersburg, Fla., showing a portion of the photographic collection that decorates its walls.





Another view of Hawkins' pro shop showing attractive display of merchandise. The shop visitors find it easy to get their hands on the clubs. Sales follow.

the brainy businessman, Johnny Roberts, a first class pro businessman himself, makes the pertinent observation that never a day passes without somebody coming into the Hawkins shop for a look-around, attracted by the reputation of the place. At most clubs the lounge, the grill or the locker-room are the most attractive and most discussed features. Pasadena's well up to par in this respect, but the pro shop is the chief center of interest in the clubhouse.

That's something for pros to bear in mind as they study their own shop arrangements and usually, when they do modernize their shops, make them on the order of golf departments in stores. Hawkins hasn't done that. He has put a distinctive atmosphere of pro authority into his shop layout. He has given a tip to pros that their shop display, layout and character problem is decidedly different from that of the stores.

The great trouble with pro shops begins right at the beginning of the clubhouse planning. Not one golf clubhouse architect out of hundreds knows the first thing about pro shop function and planning. The club officials don't know much more. Then, unless the pro is smart, studious and energetic enough to look around and get ideas that he can present to the architect and officials he winds up

with a shop that can be made right for profitable business service to the club, only by expensive revision.

Hawkins Makes His Shop

Hawkins did all the altering of this shop himself. He took down swinging doors and cut them up for display shelf trimming and a frame for a 6 ft. mirror that is in the front room of the shop, among other jobs of carpentry, painting, design and trimming he did in making this shop a great showplace of pro business.

When you walk into the shop you are on rugs that cost more than \$300. The rug in the main room is sand colored. That \$300 is quite an investment to make when the customers wear spiked shoes and the pro pays for the rugs. Nevertheless it is one of those items that promote the spending urge. But, you might ask, what's the idea of developing a spending urge when you can't get merchandise? Ulmer manages to get a fair amount of what golfers can buy, even though he hasn't been able to get all the clubs, balls and bags he could sell. He shops around and gets smart accessories and dress items that the winter golfer can take back north with him as a preview of what the players will be wearing on the home course. He also gets plenty for the home territory players.

Hawkins has a wall case for hats and

Golfdom

caps and two showcases for balls and accessories in the main room of his shop. The walls are of cypress. Venetian blinds are on 6 of the 9 windows in the shop. In the main room there is the display of the higher priced golf merchandise. Austin Murray rental carts are along one wall.

In an adjoining room bags and lower priced golf merchandise are displayed. The walls are in pastel green with green, white and orange awnings giving the room an outdoor look. This second room, which now is a fine producer of revenue, previously was used as a work-room or for storage of any of the apray that could be found around a pro shop. The rug in this room is black and orange.

There are no chairs in the pro shop to park loafers. Bright colored hassocks are placed around for players who want to sit and change their shoes.

Advertises With Service

Hawkins put his work shop into the club storage room where again he could show smart advertising and merchandising. During the war club-cleaning care hasn't been up to prewar standard as competent club repairmen and cleaners were difficult to get. So when a visitor's clubs are serv-

iced at the Pasadena shop there is impressive evidence of the highest grade of expert attention. That, too, makes the player feel that he is in one of the top merchandising establishments of pro golf.

Every bag that comes into Hawkins' shop has a palm-shaped tag bearing the owner's name, placed on it. The palm device makes excellent advertising for the Pasadena course and Hawkins, and for the city of St. Petersburg. The Pasadena course is municipally owned. Not often would you expect that a municipal course pro shop would be any sort of a standout, even at the courses in Florida cities when some city administrations are aware of the civic advertising value of a pro shop run by a man with a bright promotion mind. Generally the munny course pro deals all over the country are not such that they encourage a pro to present conspicuously high grade merchandising. In the case of Hawkins' shop it definitely is something that favorably ballyhoos St. Petersburg's class and golf all over the country.

Hawkins does an astonishing volume of business. Some say he does more than all

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There's an atmosphere about the Hawkins' shop that lures 'em in and stimulates the urge to buy. Here Hawkins is shown, right, with two of his customers.



Faces Help Hawkins Sell

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other courses in that section of Florida combined. Beyond any doubt his pro shop is a reason why the play at the Pasadena course is heavy. It may surprise a lot of pros to hear that a pro shop is an attraction for play at a course, but you talk to a bunch of pros who know what the score is in Florida Golf, and they'll tell you that the Hawkins shop is a business-getter for the course.

Shops Draw Business

This instance is not the first one of Hawkins demonstrating that a pro shop can—and should be—a powerful factor in drawing players to a course. Ulmer did the same thing in jobs preceding his Pasadena location. When he was at Bower Park, Dubsdred, the Hutcheson club at Lakeland and at Lakewood in St. Petersburg, he pepped up pro shops.

Ulmer has made the most of his years looking around with studious eyes at pro shops. He is no kid, this Hawkins, although he is one of the liveliest, most progressive fellows in pro merchandising. He was in the Marines during World War I and was a casualty in that conflict. He was one of the oldest infantrymen to be hauled into World War 2.

After his infantry training he was transferred to AATAC at Orlando as golf pro. When he got out of the army he worked at Miami Springs, West Flagler and Indian Creek at assistant job, getting back into stride.

Hawkins naturally takes a lot of pride in his shop at Pasadena but the pay-off is not in pride, but in volume of business and profits. Many pros from the north are astonished at seeing what business has been produced by this notable shop and say that it's going to be an influence in brightening up and drastically modernizing shops of every thoughtful and vigorous pro businessman who sees it.

New Fields for Pros

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much of golf's attention to the big people that there could be developing a danger of forgetting that golf is the most popular participating sport and participation means that the little man's needs must be considered primarily.

Both in the United States and Britain the little golfer is receptive to guidance by the big names in golf and while this attitude prevails the golfing stars could capitalize on it for their own good and the good of the game. The instruction films

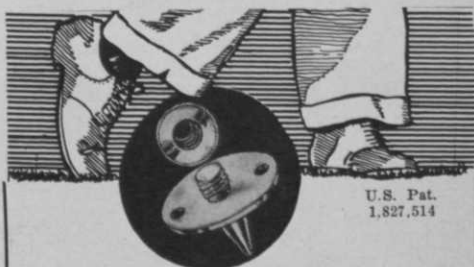
and books are easy ways for the stars to get to the public, but the approach must be more intimate.

The lecture and demonstration tours are going to come. The radio and phonograph records are going to be planned to make more effective use of the ear as a medium of golf instruction, with an opportunity of practicing while listening.

The pro who now may think his high standing as a public character depends solely on his tournament performances, is going to have a future in which his public contacts and earning possibilities are greatly increased, both in this country and here and abroad.

DDT Ends Player Bother by Black Flies

"In the Upper Peninsula of Michigan, Ray Hutson reports that golf players were protected from the black fly *Simulium Vennustum* through the application of dusts containing 1 per cent of DDT. The material was applied with a hand dust gun to greens and tees at the rate of about 15 pounds per acre. Bushes and shrubs were also dusted liberally. The premises were kept practically free from flies for approximately a week."—USDA



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