

EDDIE BURKE TAKES A BRIDE



Eddie Burke and his bride, nee Doris Muriel Haufman of Port Chester, N.Y., hit the honeymoon fairway after being married at Sacred Heart rectory, Lake Worth, Fla., March 28. Eddie is asst. to Tommy Armour at Boca Raton in the winter. This summer he's at Woodbridge CC, New Haven, Conn., where Mrs. Burke will learn, as other pros' wives have, how it is to keep dinner hot while The Dear Boy is kept late on the lesson tee.

—Photo, Lou Koch Service

PROS STUDY BUSINESS

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progress being made at the PGA National course at Dunedin, Fla.

In the afternoon George Dawson of Spalding's opened the program with a very profitable talk on merchandising. Dawson pointed out that dissimilar conditions at clubs made each pro's stocking, selling and inventory control problem an individual one but that same basic principles of attractive shop, pleasant personality, business savvy and thoughtful financial operation governed.

Box Display Helps Selling

Dawson advocated keeping clubs displayed in handsome boxes. The clubs don't get knocked around and the selling magnetism of the boxes helps bring eyes to the clubs. He endorsed displaying clubheads as near as possible to eye level. He was strong for having prices displayed on all merchandise and said that brief information about the merchandise on tags attached to the goods helped sales a lot.

George said pros are making a lot of trouble for themselves and not helping sales when they talk too much about swinging weights and shaft deflections. Thus they often get customers confused and demanding clubs to specifications that only pro experts with the most delicate touch would request. Dawson also referred to the difficulties manufacturers have in repair and special order work. In this he was backed up by Harrington of Wilson, Bill Kaiser of Hillerich and

Hillerich and Bradsby and Bob Rickey and Stan Clark of MacGregor Golf.

The manufacturers' men agreed that much time, trouble and expense could be saved if pros would write full details in their first letter about repair jobs to be done and pack and address the clubs carefully.

Harrington repeated, in part, some of his Minnesota talk, but mainly spoke of factory manufacturing and repair work, going into detail about new construction ideas.

Kaiser emphasized that the manufacturers' salesmen are trying to help the pros because the pros are, in effect, the manufacturers' representatives to the ultimate consumer. For that reason, Bill said, the salesman is eager to have the pro know all that the salesman can tell him about the design and construction of the merchandise.

Close-up on Pro Credit

Rickey spoke of the manufacturers' problems in preparing and presenting a new line. Clark told of clubs being more interested than ever before in pro credit. Stan said that as he got around among credit men in other businesses he was able to brag about the credit of pros as retailers. He reminded the pros that when the credit manager extends credit he is loaning the pros the stockholders' money and if anyone thinks that's a casual matter let him try to borrow the same amount of money from any individual. Clark remarked that most of the credit difficulties pros have is the result of not answering letters and telling just what the situation happens to be. He said there are two parts of the sales dollar; the profit which is the pro's after he pays his operating cost, and the cost of the goods which belongs to the manufacturer.

Keith Muller of U. S. Rubber, who's been 20 years in Indiana as the U. S. representative, gave the pros pointers on ball merchandising. He told them to balance their inventories so they could turn their capital over often. He said the golf ball inventory should be turned over four or five times a season.

Keith said that in comparing the rapid advance in earning power in pro golf with that of young men in other businesses he thought the pro business was one of the best for an alert, diligent and bright young man. However he warned that it's no business in which anyone could expect to have a profit pushed into his hands. Now with a buyer's market returning the pro has to be on his toes as a businessman every minute.

Indiana Pros in Teamwork

Stanley Graves, pres., Indiana Greenkeepers Assn., talked on teamwork be-