



Small size of Paul Hahn's shop is turned into asset by displaying stock where shoppers can get at it.

Hahn's Shop Display Motto: "Keep It Clean and Neat"

Paul Hahn's shop at Kings County CC, Hanford, Calif., does a big volume considering the size of the club and the main reason is that Paul has his stock displayed where shoppers can get their hands on what's for sale. They can inspect it close-up without having to ask.

Only the balls and small accessories are in showcases.

This sort of display takes some time of Paul and his assistants in keeping stock clean and fresh-looking and in rearranging displays that might be messed around a bit by shoppers. But Hahn says time is one of the big things he has to sell and when he can convert it into cash, he makes no complaint.

Small size of the shop ruled Hahn out of display and storage space he'd like to have but he says a virtue has been made of a necessity and by having the appearance of a tremendous amount of stock in a small shop he gets across the idea that he can supply every need.

"Keep it neat and keep it light" are Hahn's main points of shop display. He

believes that there is a happy medium between the formal store-type display and the intimacy and haphazard arrangement of the old-time pro shop. He thinks that a compromise that encourages the visitors to do their own shopping rather than depend on salesmen having to push merchandise into the prospective buyers' hands is the best way for making golfers feel at home buying in the pro shop.

A comfortable spot where shoppers can sit down.



Paul also is strong for changing the location of the table displays so everything in the shop comes into view and has a fresh impact on the people who come into the shop.

Another feature that Hahn emphasizes is a few comfortable spots where the prospective buyers can sit down and relax in a golf atmosphere. He thinks that it's a good idea to keep changing location of the furniture so once in a while those who are resting may have the wandering gaze rest upon something they can buy for more enjoyment of their golf.

He strongly advocates pros making frequent changes in location of displays and closely studying the effect the various locations may have on sales. These switches also keep the customers from thinking the shop just shows the same things from the season's beginning until its end, Hahn observes.

Hogan Makes Movie A Pro "Documentary"

Ben Hogan put good, interesting pro propaganda into his "Follow the Sun" movie 20th Century-Fox soon will release when he over-ruled suggestions to hoke-up the tournament locker-room scenes. There was a Hollywood hunch to make the circuit golfers more actors than golfers and Ben knocked that one out of bounds. Sid Lanfield, who got the director assignment for the film because of his extensive acquaintance with tournament golfers and his close-up knowledge of Ben's career backed up Ben in making the locker-room continuities legitimate but lively so back-stage of tournament golf would be shown in its best light.

"I wanted to be sure this was a pro-build-up," said Ben, "and the pros use the good English and good businesslike manners that are true reflections of tournament circuit life, instead of flip talk and horse-play. I think it'll help the public get the right picture of the fellows."

Hogan also told GOLFDOM he had no idea a picture would take so long to make. "It takes forever," said Ben, "with so many people trying to do everything right. And it's all got to be fitted together." The picture took about four months and considerable time was spent because of Ben's insistence upon exact details, even to patching the tires of a car such as the one he and Valerie rode when they made their first tournament swing to the West Coast. The car had to be correctly dirtied too, before Ben would O.K. the shooting.

Ben said that Glenn Ford, who plays the Hogan part in "Follow the Sun" hadn't played before going to work on the picture but probably had batted balls on a range. Ben got Ford so the actor "swings

like a pro" but had a very tough time trying to teach Ford so he wouldn't look like a beginner addressing the ball. Ford, between Hogan lessons and working on the picture, kept practicing in a net. Ben believes Ford will become a good golfer if he keeps at it and takes his time



Glenn Ford who plays the part of Ben Hogan in the Twentieth Century-Fox production, "Follow the Sun," gets some expert advice from Ben and Sam Snead in preparation for filming of scenes on the outdoors location.

instead of trying to play at irregular intervals.

Hogan appears in many of the shots of the picture wearing a rubber mask that makes him look like Ford.

Ben weighed about 160 while the picture was being made; about 15 to 20 pounds over his weight during most of his competitive play. He suffered a stomach illness at the Phoenix Open and had to return to his home in Ft. Worth to recover. He lost about 20 pounds during that illness.

Hogan made a flying trip in February to New Orleans to be at an affair for the Ochsner Foundation of the New Orleans Medical Center. Ben is honorary chairman of the Foundation named in honor of the doctor who performed the successful operation on him when Hogan appeared to be on the way out after the automobile crash. Ben will return to competition in the Seminole CC pro-amateur at Palm Beach, Fla., March 12-14.

Maybe the fault-finder is a crank. And again, maybe he has put his finger on a flaw in the operation of the club.

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In the club business, those who move slowly, move so slowly to the top that they never get there.