

The "Homey Air" Warms Buyers

Morrie Talman has been pro at Whitemarsh Valley CC for 34 years. He's a home-town boy in the Philadelphia district, having started as a caddy at the old Belmont Cricket Club, predecessor of the Aronimink GC.

Morrie doesn't believe in getting old or in letting a shop get old. He averages about 800 lessons a year at Whitemarsh Valley and keeps lively notwithstanding that grind. Morrie believes that the lesson tee is the ideal place for studying the members' needs. Nobody else can get the close-up the teacher gets on what the pupil really needs to play his best and most enjoyable golf.

Morrie maintains that the shop must have an enjoyable, homey air about it so the customers feel the reason the shop is there is to conveniently supply them with what they ought to have for the most fun out of golf rather than being there to sell them something.

"Keep the place as bright and clean and inviting as you'd want a place in your home to be," Talman advises about a pro shop. "You can go too far at some clubs

in making the pro shop look like a store. In the old days a pro shop was a shop with the clubs being manufactured and it had an atmosphere of expert workmanship and authority about it that put the pros in business. Now we can't show the customers how much we know about clubs as men whose job it was to make the best clubs. But what we can do now is to preserve that same feeling of intimacy and expert interest in the player's satisfaction.

"Have your displays so people won't think everything is supposed to stay in exactly the same place. Give them the idea it's O.K. for them to pick out any club and feel it and swing it if they can do it without taking somebody's ear off with the backswing. The easier and more inviting it is for the customers to get some merchandise in their hands the more is bought.

"Make the place so bright and clean and comfortable that people buy without realizing the pro made it so attractive for them to sell themselves."

Plenty of Balls, McCarthy Tells Illinois PGA

Spring Meeting of Illinois PGA at Chicago, April 9, was highlighted by manufacturers giving pros a close-up on the golf business situation as it appears to club and ball makers. George McCarthy, U.S. Rubber Co. golf ball sales mgr., told pros that as near as ball makers figure 30% of a normal year's production of golf balls now is in consumers' hands. George said that 700,000 doz. more balls were made in 1950 than in 1951 and at rate manufacturers had been producing balls there'd be an average of 600 doz. for every golf course in the country. McCarthy showed the new 3-dimension pictures of the U.S. ball manufacturing processes; a really astonishing pictorial education presentation.

Fred Bowman, Wilson pres., told the Illinois pros that manufacturers' plans are made so far ahead there'll be no shortage of clubs this year and that the pros had better be thinking about selling this year instead of worrying about 1952 stocks. He advised the pros not to get hysterical and overload on inventories and if a pro found himself over-inventoried to discuss his situation with manufacturers before he got too far out on a credit limb.

Emil Coene, Jr. of Spalding's said manufacturers were relying on pros on

the firing line of retail golf selling to keep the manufacturers closely and accurately advised of selling conditions and that this close cooperation would keep the golf market stable.

John D. Ames, USGA vp said Oakland Hills for this year's National Open was trapped tighter than ever before and had a par of 70 for its 6800 yds. John remarked that Oakland Hills was slightly more open than Merion's 6700 yds. but the rough would be scaled to increasing height from the fairway and the boys who didn't learn at Merion that rough is an essential of a championship course would get another chance to learn when they played at Oakland Hills. He also told of the probability of the USGA and R&A making agreements and changes in the rules at a meeting in Britain during May.

Stanley Van Dyke, pres., Chicago District GA, lauded the Illinois pros for the way they cooperated with the amateur associations. He said the Illinois PGA action in raising more than \$10,000 through the Vets hospital day blind bogey was one of the most resultful and unselfish performances in sports.

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