





## It's Easy to Get What You Want from Jerry's Shop

By JAMES MCGUIRE

The Pennsylvania Dutch country around Reading, Rheinholds Station, and Wernersville in Berks county has been the training ground for many fine additions to the professional golfing ranks.

While the pros developed in the shops of such old timers in that section as Henry Williams, Joe Higgins, Bob Middleton, and Al Heron are all good golfers they are better known in the professional game as stay-at-home pros. Some of the boys getting their start in the central Pennsylvania district are Ralph Ebling, an outstanding one-armed golfer, Henry and John Moyer, Harry Markel, Dick Hinkle, and Jerry Diefenderfer.

Jerry Diefenderfer, the freshman of this group, has been in the Buffalo district at the Lancaster (N.Y.) CC for the past 11 years, and from all indications will be there for many years to come.

Diefenderfer started as a caddie under pro Joe Higgins at the Berkshire CC, and later caddied at Galen Hall when Higgins moved to the Wernersville resort. He returned to Berkshire CC as a caddie and in the fall of 1930 he moved to Radium Springs, the Barron Collier resort at Albany, as assistant to George Muir when the latter succeeded Joe Kirkwood as pro. When Muir passed away in 1931, Jerry took over the professional duties. Since that time with the exception of two years in which he served with the 30th Infantry division in World War II, he has had a pro shop of his own and devoted his full time to seeing that his members enjoy their golf.

It is Jerry's proud boast in catering to the needs of his 425 members that he sees every one of them going or coming on any day they visit the club for a round

of golf, and on the busy days he is usually found on the first tee directing the traffic.

The Diefenderfer shop at the Lancaster club is one of those very well-stocked, attractive establishments that in itself would draw business, but Jerry doesn't wait for business to come in. He goes after it. He keeps reminding his members of his availability for excellent service to them and frequently, and diplomatically, reminds them by printed advertising, by advertising novelties at Christmas, and by word of mouth that he's at the club for the one big reason of seeing that they get just what they need and want for utmost enjoyment of golf.

There are no displays behind glass in the Dutchman's shop. The open display invites close inspection of the merchandise. His assistants, the Mosack boys, keep the shop in perfect order by replacing anything that a prospective buyer happens to leave out of arrangement. They have a routine of cleaning and dusting that keeps the shop and merchandise immaculate.

The non-skid matting on the floor is rolled up after each day's business and the mats and floors thoroughly cleaned. This makes somewhat more work than is necessary with customary flooring in pro shops, but Jerry and his boys consider the matting worth the effort as it protects

against skidding spikes and wears very toughly.

The photograph doesn't do the unusual ball display justice as the colorful 3-ball packaging strikes the shop visitor's eye. Not many pros would want to take a chance by taking the balls out of the dozen boxes because of their conviction that the balls in this arrangement get customers to buy a dozen balls at a time. Diefenderfer admits there's something to that reasoning but this display has sold very well for him and there isn't much out-of-the-shop buying of balls by his members.

He keeps almost all the club stock that he displays in manufacturers' boxes after experimenting and learning that members are not at all shy about removing from the boxes any clubs that happen to interest them.

Some stock he keeps in bags on the sales floor, and with those arrangements are bag carts and head covers and umbrellas so the shop traffic gets the idea of the "whole works". A sound merchandiser, like most of the Pennsylvania Dutch, Jerry knows that selling psychology favors the integrated display of clubs, bags, carts and covers. When anyone buys any unit of the display they have the subconscious feeling of having saved money by not buying the entire outfit.

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## CLASSES AT UNIV. OF MINN. KEEP GOLF GYM BUSY



The golf gym at the University of Minnesota located under the seats of the football stadium, provide indoor instruction and/or practice facilities for ten students. An average enrollment of 892 students in physical education and extension classes over the last five years attests to popularity of the game at Minnesota and accounts for busy schedule of golf instructor and varsity coach Les Bolstad shown above helping one of his many students.