



Downey Studio photos

Richard Wassel (L) and Coleman Clark (R) with imitation grass, a shirt form, a few big pins, some thin wire for holding clubs together as a display fixture, begin to show Indiana PGA meeting how to arrange an attractive display of pro shop merchandise.

How to Serve Players Better; Theme of Pro Meets

By **HERB GRAFFIS**

PGA sectional meetings this spring continued to show keen attention to problems pros have in trying to improve their earnings by giving more helpful service to the players at their clubs.

The informal sessions with the manufacturers' salesmen now are strictly at the point of discussing "how can we sell more stuff?" After a couple of particularly good years sales are getting to what people are inclined to call "normal." But "normal" is never a contenting condition for the good businessman. He wants to sell an abnormally good volume.

Meetings this spring generally brought forth pro opinion that golf interest never was greater and, weather permitting, play was heavier than usual. But, outside of men's and women's apparel, sales aren't keeping on a par with volume of play.

Some smart pro businessmen say that the next thing to give club sales a big

boost will be radical changes in wood club design. The changes in iron head design pushed up iron sales for the past few years, although possibly not as disproportionately as some pros are inclined to believe. The woods, being sold in sets of four, in a large percentage of the sales, gross up well alongside iron sales.

Massachusetts Has Berg

The Massachusetts PGA showed canny judgment in having Patty Berg as the clinic star of a long program. The women's club business is beginning to climb up, following the lesson business. When the pros get women's purchases at the shops about to the per capita dollar figure of men's business, it'll be a happy day.

Patty, the first of the girls to be featured at a Bay State PGA clinic, scored very well with the pros in showing what she'd discovered going around to innumer-



The display begins to take form. Care is given to colors but the display experts are not especially worried about the colors clashing as long as the color clash isn't a bilious conflict that indicates complete color-blindness.

And here's the finished display that the men's store display authorities say a good pro merchant can learn, without too much trouble, to put in his shop. It shows shirts, a sweater, slacks, shoes, belts, gloves, headwear and clubs.



able sessions with women at golf clubs and at schools. It was interesting, too, to them to see in the Berg demonstration evidence of the development of women's pro golf and its international appeal.

Indiana Taught Display

Horton Smith, telling what the score is with the national PGA and in an illuminating instruction demonstration, headlined the Indiana PGA spring meeting. Ewing Stumm of the National Cash Register Co. talked on pro business management methods and Edward J. Riley filled the boys in on PGA insurance.

The unique and highly profitable feature of the Indiana meeting was a demonstration of how to make display in pro shops. Coleman Clark, display expert of Wm. H. Bloch Co., a leading Indianapolis store, and his team-mate Richard Wassell, took simple display fixtures that pros can buy from fixture stores, and made arrangements of apparel, clubs, shoes, gloves and other accessories that would stand out and sell in a pro shop.

Clark suggested that pros change their shop displays once a week as people get numb looking at the same stuff in the same places. They showed how to pin up shirts on forms and pointed out that there are two types of forms—one on which to display shirts and jackets and the other for display of jerseys or other form-fitting apparel.

The grass mat foundation, available from display material houses, doesn't present any problem in color combinations, Clark said. The accent on color now has brought display away from worried consideration of delicate harmony of colors. The purchaser is thinking "what'll look good on me?" rather than about blending his color scheme so the ensemble would make an interior decorator yell "yoo hoo." Clark advised featuring the cooler colors in hot weather.

There's no need of going nutty about having every display item in perfect balance, either, Clark remarked. Just get it so it doesn't look awkward.

Clark stressed lighting and said that one of the essentials of good display was getting it spotlighted properly.

To see what Clark and Wassell did with simple display fixtures, a few long, thin tacks and some thin wire, gave pros a new idea of how to put more sales power in shop displays.

The demonstration of the Bloch experts was a return engagement, their previous showing at an Indiana PGA spring meeting having been so definitely educational. Hoosier pros' sales have been increased by applying the previous lesson.

It's evident from the Indiana pros' experience that any PGA spring business meeting that doesn't have display experts

who are golfers show pros how to display merchandise is missing a big bet.

Horton Smith, Bob Harlow and Herb Graffis talked at the merry informal dinner which concluded the day's work.

Illinois Features Teaching

Illinois PGA at its spring meeting paid considerable attention to how to improve the golfers' scores. The instruction clinic had John Revolta, George Smith, Ed Vines, Jackson Bradley, Joe Jemsek, Bill Gordon, Jackson Bradley and Dale Andreason working. They discussed the games and the swing problems of pupils rather than their own playing techniques.

Minnesota Strictly Business

Minnesota PGA contended with the problems of teaching rather than of playing. Les Bolstad, Stan Larson, Jock Hendry and Wallie Ulrich collaborated in the teaching clinic.

Harold Clasen was moderator of the morning session which was concerned with pro operating problems. Len Mattson told of procurement and training of caddies. Willie Kidd gave the fellows a very profitable close-up on his successful experience in training assistants and getting the lads started right by explaining their duties to them.

Gordon Haberkorn gave the pros highlights on course conditioning work. Clasen gave details of arranging and conducting club events to get extensive participation.

The new rules came in for discussion with Jock Hendry clarifying changes in the code.

George McCarthy showed U. S. Rubber golf ball manufacturing pictures at lunch.

Tot Heffelfinger, USGA pres.; Minnesota's Governor E. Elmer Anderson; B. H. Ridder, PGA Advisory committee member; Wes Fesler, Minn. football coach, and Stu McPherson were banquet speakers.

Detroit District Honors Horton Smith, May 16

Detroit District Golf Assn. will honor Horton Smith as PGA president with a golf and dinner party at the Detroit GC, May 16.

In addition to large attendance of golfers in the Detroit area there will be many attending from out of town as a tribute to Horton, who has distinguished himself as a home club pro, tournament pro, PGA official and is a high credit to golf as typical of its highest class of gentleman sportsman.

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