

# Neighborhood Store Becomes A Town Leader in 12 Years

## "Pinehurst" Has Grown from Small Sectional Store to Largest Service Meat and Grocery House in Manchester.

Walter P. Gorman's meat and grocery store, known to all who buy "good things to eat" as "Pinehurst" is today observing its 12th anniversary. This anniversary means more to "Pinehurst" than a mere marking of 12 years in business. It means to Mr. Gorman and his employees the triumph of the neighborhood store in Manchester. Twelve years ago when Walter Gorman entered into a partnership to give the Pinehurst and Middle Turnpike section of Manchester a grocery store and meat market it was with the idea that this particular section was growing rapidly and could support such a business.

### Largest in Line

Today "Pinehurst" is the largest service meat and groceries store in Manchester. What was originally intended to be a sectional, or neighborhood service market, has developed into an imposing business with its trade area extending as far as the limits of the town itself. The Middle Turnpike or Pinehurst area long ago proved too small for the type of service "Pinehurst" rendered. Walter Gorman's ideas coincided admirably with the type of service Manchester as a whole demanded.

Patrons of Pinehurst like to order their eatables by telephone. Mr. Gorman estimates that 70 per cent of his business is via telephone. This branch of the service has been growing gradually since "Pinehurst" was opened to Manchester just a dozen years ago. The modern housewife cannot afford the time to go to market to buy a loaf of bread, a pound of sugar or a steak. She must trust to the telephone, and when she trusts to telephoning 4151 she knows nowadays that her most exacting wishes will be carried out. The "Pinehurst" advertisements in The Herald urge the housewife to use the 'phone and figures prove she does.

### Efficient Clerks

The ability to give just as good service by telephone as by personal shopping is attributed by Mr. Gorman to the efficiency of his employees. His order clerks know exactly what "Pinehurst" has to offer, they know the prices of the day and they have become accustomed through experience to know what the particular customers desire in the way of eatables. Mr. Gorman prefers to employ one efficient workman to two or three less experienced, and therefore, cheaper

employees. He has found that efficiency in service goes hand-in-hand with increased patronage.

"Pinehurst" was opened just 12 years ago by Walter P. Gorman and P. Richard Brannick. Walter Gorman had chosen the insurance business as his field, but after completing the Travelers' training course he felt reluctant about leaving the vicinity of Manchester as would have been necessary had he remained in Travelers' employ. He came across "Dick" Brannick, who was anxious to start in business in Manchester. Brannick was an excellent meat-cutter and seemed confident that the Middle Turnpike area of Manchester would support a store.

### Purchase Site

Studying the situation Walter Gorman agreed with Mr. Brannick and together they opened the Pinehurst Grocery store. They purchased the already established business from James Rohan, who at the time was conducting a small grocery and soda shop at the site of the present "Pinehurst" store. At the time of purchase the Pinehurst building was the principal building in that area. Today it is the center of a thriving business section. John Hand conducted a store at the time just to the south of the Pinehurst building.

Shortly after opening the store it was seen that the residential section being served demanded even greater facilities. The meat department was enlarged and various other lines were added. Three men, Walter P. Gorman, Richard Brannick and Arthur McCann, constituted "Pinehurst's" working force. For the first couple of years this force was sufficient to care for the business the store attracted.

### Buy Building

In 1921 the building in which the store is located was purchased from the late John Cairns, who had decided to move to California. Shortly afterwards Mr. Brannick was forced to leave the partnership because ill health forbade his working with the firm longer. His withdrawal from the partnership left Walter P. Gorman sole owner of "Pinehurst". He has continued as sole owner since that time.

The business of the store soon began to prove that Mr. Gorman's judgment was good in selecting the Middle Turnpike area for a store. It increased rapidly, not due alone to

the growth of the section served, but to a great extent due to the type service Mr. Gorman instituted at the store. In 1925 alterations in the building were made which doubled the establishment's floor space. New equipment was installed throughout and "Pinehurst" was made the most up-to-date store, as far as equipment is concerned, that Manchester offers the buying public.

### Modern Equipment

Automatic refrigeration was one of the big improvements made at this time. "Pinehurst" was one of the first markets in this section to install electric refrigeration and, in keeping with that forward move, this store has continued to be one of the most modernly equipped markets in Manchester. Mr. Gorman believes that few food stores in Connecticut possess equipment as good.

The type of service "Pinehurst" renders demands a large and efficient sales force. This store employs 10 persons every day in the execution of patrons orders. Three closed delivery automobile trucks are owned by the firm and the enterprise of the owner can be attested to by the fact that he was the first to employ a midget automobile here for delivery duty. "Pinehurst" automobiles are seen on the streets of Manchester every minute of the business day and frequently far into the night when orders demand prompt service, no matter what the hour.

### Good Advertising

Mr. Gorman has been a booster of Herald advertising columns almost from the institution of the store. At the present time practically 100 per cent of the store's advertising appropriation is expended in the columns of The Herald. He is a thorough believer in honest advertising. If he makes a mistake in his advertisements he always corrects it the next insertion. His type of advertising—that of taking his readers into his confidence and telling him the why and wherefores of market changes has won him much patronage. Herald readers have taken to the home-like familiarity the "Pinehurst" advertisements contain and they have learned that the same atmosphere exists at the store. Having read the advertisements and tried the store, hosts of them have become regular and faithful customers.

Although "Pinehurst" can furnish the most fastidious customer with his or her most exacting order regarding foodstuffs, yet "Pinehurst" does not cater to that type of trade exclusively. Residents of the section in which the store is located find that they can drop into "Pinehurst" and get just as good prices

on staple goods as they can in the chain stores. More than that, they can telephone "Pinehurst" and have their goods delivered at just as reasonable prices as any other store offers.

### Builds Clientele

As stated previously this telephone service has meant much to the business of "Pinehurst". Careful telephone solicitation of orders and dependable delivery have accounted for much of the increased patronage of the store. These factors plus fair and honest merchandising and good advertising have built up the "Pinehurst" clientele—a trade that alone assures success for any store.

One factor that has attracted the patronage to "Pinehurst" is the completeness of stock the store offers. New residents in Manchester have quickly found that the most unusual type of food products they may ask for can be found at "Pinehurst." No matter how unusual the particular item "Pinehurst" generally has it in stock. For example, one of the most difficult items to purchase in the ordinary store is cheese sticks. Other customers have been surprised to find Mr. Gorman can supply whole cracked oats, cereal meal and the Battle Creek health food products without sending out of town to fill the order.

### Old Fashioned Staples

One of the "Pinehurst" policies has been to keep in stock some of the old-fashioned staples that customers want but have come to forget because they have become "canned good conscious." For example, one woman was surprised the other day to learn that "Pinehurst" could supply bulk molasses. Some housewives prefer bulk molasses to the package product and are delighted when they find it available. A fine Vermont cheese product of the old general store type is also available at "Pinehurst" and is in big demand among its customers.

Although able to please the more particular type of foodstuffs purchasers "Pinehurst" doesn't let the more economical customer feel that this is not his store. The seeker of foodstuff bargains is just as welcome in "Pinehurst" as the purchaser of imported delicacies. The store is truly cosmopolitan.

### The Owner

Since "Pinehurst" has proved such an outstanding success in the merchandising field of Manchester it might be well to tell a bit about the store's owner. Walter Gorman graduated from the high school here in the class of 1913. He little dreamed at that time he would enter the grocery or meat business. The Franklin Electric Company had a clerical position open and Walter accepted it. He remained with this Hartford concern until the war broke out. Then he enlisted in Officers' Training school and was sent to Camp Gordon, Georgia.

Returning from his war service Mr. Gorman entered the Travelers Insurance Company training school. He completed the course offered there and was about to be assigned

to a post in the Middle West. He didn't much like the idea of being sent so far away from Manchester and didn't accept the offer. Just about this time the "Pinehurst" possibility developed. Mr. Gorman didn't hesitate, once he investigated this possibility, and today on his store's 12th birthday he is happy that his judgment and quick decision brought him into the meats, groceries, fish, fresh fruits, and vegetables business. The many felicitations he is receiving today prove to him that his success has been more than a business-success—it has been customer-building and he feels that he has a faithful clientele that would take another dozen years to find if he were to choose to open another store in another locality.