



Above is an overall view of Abe Beckman's shop 'n Midland, Tex. The way in which stock is stored under the picture window is shown in the closeup at left.



Ranchland Hill Shop Mirrors the Texas Tradition

The Southwest's largest pro outlet brings players in from far and near

"The professional's shop has to be every bit as attractive in appearance and service as every other sector of the clubhouse or the club loses an opportunity to register a pleasant impact on every golfer who visits the club" says Abe Beckman, widely known pro at the Ranchland Hill club in Midland, Tex.

"A golf club must have personality; if it doesn't it is only building material and plumbing and furnishings. It has to be alive and cheerful — a place of escape from worry and care, or it doesn't deserve to be called a country club. Its pro shop, the link between clubhouse and the golf course, is the place where club's character must be expressed," adds Beckman.

Ranchland Hill is a club with personality of the traditional Texas type: big, friendly and rich. It is owned by H. L. Winkler and Walter Thompson. The first

nine was built in 1947 by Warren Cantrell; the second the next year by Ralph Plummer.

The club has a rambling ranch style clubhouse that cost around a million dollars. The pro shop is located close to the first tee. Windows on one wall of the shop open onto a delightful view of the first tee and the home green area with lawn tables, umbrellas and chairs for the ease of waiting golfers, bulletin boards in the shade of a huge, spreading tree, and altogether a pastoral panorama of west Texas.



Here's another view of Ranchland Hill's fine shop, looking away from the picture window. Jack Walker, assistant pro, and Abe Beckman are seen in the inset.

The shop's picture window is a fine exhibit of the combination of the practical and the beautiful that is seen in the shop Abe Beckman designed. It is high enough from the floor so there is room for storage of shoes (five boxes deep), shirts, sweaters and other apparel underneath it.

Chairs in a corner by the window make shoe-fitting and buying very comfortable. Or, if a golfer is sitting and waiting in the air-conditioned shop until his playing companions show, there is a lot of good looking golf merchandise, clubs, bags, apparel and accessories right before his eyes inviting closer inspection.

Not Fenced In

The shop is 68 feet long by 28 feet wide. It is smartly departmentalized. That makes shopping easy and gives the place the air of a large, de luxe department store. In general, the divisions of the shop are the ball, glove, head-cover and small accessories counter, cases and shelves; the woods and iron sets, the bags and bag carts, men's apparel. Women's apparel,

shoes; putters, wedges and special clubs; and headwear (men's and women's in separate displays).

Shirts are displayed on inclined tops of open storage compartments that make the presentation of a large variety of colors, styles and sizes very convenient.

Look at This Women's Business!

Ladies' shorts and slacks are displayed in the center of the shop. Beckman sells more than 600 pairs of women's shorts and slacks annually. He does about as well on men's shorts and slacks. He does a great deal of business with golfers from small clubs in West Texas where there are no pro shops. These people come considerable distances to get exactly what they want in the largest pro shop in the Southwest.

"Honest Abe" as the Texans call him, and his assistant, Jack Walker, make wise use of color in their displays. The shop's artificial lighting, its specially woven car-

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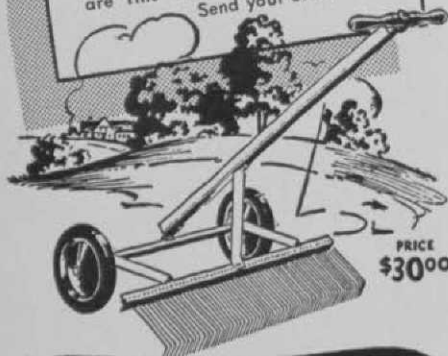
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Keeping in Touch at Tucson

(Continued from page 52)

rade officials. Even safecrackers find use for them.

Allied estimates that 25 per cent of the million Citizens Band transceivers in use are portable walkie-talkie rigs. The type used at Tucson National has a 1-watt input rating and an effective range of up to 5 miles in flat, open country. The units used at Tucson National adequately cover the extreme distance between any two points on the course, according to William Nanini, developer of the club.

Exam Not Necessary

For the Knight-Kit KG-4000, a Federal Communications Commission license is required, but there is no examination needed. An application for a permit to operate comes with each kit. The FCC has already issued more than 400,000 CB licenses and is processing about 22,500 each month.

The units used at Tucson National employ nine transistors. They have telescopic antennae, local-distance call switches and provision for connecting an earphone or external speaker. A squelch circuit eliminates background noise when no signals are being received. Power is supplied by flashlight batteries or a rechargeable nickel cadmium cell.

In the Texas Tradition

(Continued from page 30)

peting, the furniture and, of course, the merchandise are shrewdly combined to demonstrate Abe's sales theories:

(1) Golf is a game for sunshine, so gay, colorful displays fit perfectly into the staging of golf merchandise sales;

(2) There is something about lively colors that stirs buying impulses.

The Ranchland Hill pro shop is definitely one of the big attractions of the club; so distinctive, in fact, that golfers for hundreds of miles around Midland talk about what they have bought and what they are planning to buy at Honest Abe's shop. The personality of the shop, its big stocks of fine quality golf merchandise and the friendly service of Beckman and Walker put a premium in the buyers' minds on what is bought at Ranchland Hill.

Look for it! **Golfdom's**
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