



Here is Wilshire's new pro-shop, as it looks from the adjacent parking space. Notice the unique bag-racks around the trees.

## SERVICE IS KEYNOTE OF NEW SHOP

**R**EAIZING that the properly placed, equipped and operated pro-shop is a highly important service feature of the first class club, officials lately have been considering a general modernization of pro-shop facilities with new buildings and new locations to enable members to make convenient use of the shop as a service station. This interest is welcome to pros who have been handicapped in their efforts to conduct their departmental operation with profit and satisfaction to the members and to themselves.

The new pro-shop at Wilshire CC (Los Angeles district), where Olin Dutra holds forth in discarding a tournament and exhibition career crowned with the National Open and P.G.A. championships, is one of the model shops of the country. It is light and attractive, outside and in, and is located conveniently to the parking area and the first tee.

Dutra has about a \$3,000 inventory in clubs, balls, bags, apparel and accessories.

A well-balanced stock of leading lines is carried throughout the year. Among items of shop equipment is a full array of club weighing, measuring and testing equipment so Dutra can check and record the specifications of each club that he fits to the individual buyer.

To the left of the bright display room is a well-equipped shop for clubmaking and repairing. At the rear is the club cleaning and storage room.

Interesting bag storage facilities are furnished by the ornamental ironwork shown around the trees in front of the pro-shop. These bag holders are in the path from the parking space to the locker-room. Players drop their bags at these holders



Plenty of room, pleasing display and ample light are features of Dutra's new shop at Wilshire that contribute to proper member service.

from which they are picked up and allotted to caddies. After the round, bags of guests are left in these holders for convenience in locating them when the guest starts homeward. When a member whose clubs are among the 400 sets in Dutra's shop storage comes out to the club, the caddie-master or his assistant promptly sees to it that the member's clubs are taken from storage and placed in the holders around the tree, where the bags are picked up by the caddies assigned to the players.

There are bag holders at the first tees on most first class clubs, but the arrangement at Wilshire's pro-shop for stacking bags handy to the parking space and pro-shop is rare.

For the assistance of club officials and pros who are planning new shops, GOLF-DOM presents a list of the major features to be considered.

**LOCATION . . .** Consider convenience to first tee, men's and women's locker-rooms and parking space. Many shops are in locations adjoining men's locker-rooms but far off the line the women players find convenient, or want to walk. Also consider burglar protection both in location and construction. Floodlighting of a shop properly located sharply reduces theft risk. Shop should be located so caddies can be checked in and out and bags easily handled with respect to cleaning and storage. The basement of a clubhouse is generally a bad place for a pro-shop; moisture will depreciate shop stock, darkness will prevent attractive display of

merchandise, and there is always the danger of players slipping with spiked shoes on basement stairs.

**FLOOR PLAN . . .** Thought must be given to fairly steady play at public and fee courses and the intermittent rush at private clubs. If private shop layout is such that pro or assistant cannot handle rush business around Saturday noon or holiday mornings, members are dissatisfied or in their rush to get to the tee grab some merchandise and forget to sign charge slip.

A porch around a pro-shop to provide a lounging space for players awaiting their turns at first tee is almost invariably a good idea at private clubs. At public courses, the porch may become a parking place for loafers.

**INTERIOR . . .** Should be at least as attractive as interior of clubhouse and should be designed to encourage cleaning. Heavy traffic of muddy feet and dust from club cleaning make it hard enough to keep counters, furnishings and clubs in display racks, clean. Club cleaning room should be arranged or equipped so dust won't spread.

Club storage room should be laid out so caddie handling of bags can be done with speed and caddie-master and pro are able to keep in close communication.

**OFFICE . . .** It is advisable to have a small separate room as the pro's business office, with a desk and filing facilities for his records, and with secure, locked storage where surplus stocks of merchandise can be kept. Where the pro or an assistant

sleeps at the club, the office and surplus stock facilities are best located in the sleeping room.

Ample wall space for club displays should be provided, but not at the expense of adequate window lighting. Space also should be sufficient for a display case for balls, accessories and apparel.

It is often desirable to have the handicap racks for men and women players in the pro-shop, especially when the shop is nearer the first tee and last green than are the men's and women's locker-rooms.

In painting pro-shop interiors, dead white is not desirable although it does look neat at first. Preferably employ light yellow or green which stays clean-looking longer, has a bright effect and shows up pro-shop merchandise in a livelier light.

### Jock Hutchison Wins in First Annual PGA Seniors Tourney

ALMOST fifty pro kids, masquerading as seniors of 50 years or more, launched the first annual PGA Seniors' tournament at Augusta (Ga.) National Golf Club and put such youthful zip into the proceedings it was plainly evident the veterans' event is destined to become one of the standout items on the year's sports calendar.

Jock Hutchison, 54-year-old former British Open champion and winner of numerous other titles, finished with the only par-72 of the show to mark up a total of 223 and lead the field. He led George Gordon by 8 strokes. Jim West was third with 233.

Dave Ogilvie, Sr. and Freddie McLeod tied at 234 for the 55-to-59 division title; Dave turning in 76 against Freddie's 78 in the playoff. Alex (Nipper) Campbell's 246 headed the boys in the 60-and-over age class.

Jock won first cut at the \$2,000 prize money and a year's possession of the Alfred K. Bourne trophy. Bourne was among those who took part in the playing of the lively veterans.

This event, a marvelous demonstration of golf's beneficial effect on men who have been at it for years, deserves a great build-up. Many of the fellows in the field looked young enough to be ringers.

The scores: Jock Hutchison, Golf, Ill., 223; George Gordon, Rumford, R. I., 231; Jim West, Cedarhurst, L. I., 233; Dave Ogilvie, Sr., Cleveland, 234; Fred McLeod, Chevy Chase, Md., 234; Charles Mayo, Sr., Long Beach, L. I., 236; Tom

Boyd, Brooklyn, 237; Mike Brady, Mamaroneck, N. Y., 239; Jack Campbell, Jenkintown, Pa., 242; Frank Coltart, Philadelphia, 242; Archie Sanderson, Scarborough-on-Hudson, N. Y., 242.

George Sayers, Ardmore, Pa., 245; John Inglis, Aiken and New York, 246; Jock Hobens, Tenafly, N. J., 248; George Low, Abington, Pa., 248; Jack Jolly, Newark, N. J., 257; Peter Robertson, New Hartford, 261; William Entwistle, Syracuse, 263; Val Flood, New Britain, Conn., 275; Alex Duncan, Philadelphia, Withdrew.

### Fauntleroy to Head Western Golf A'ssn; 1938 Tourney Dates Announced

GORTON FAUNTLEROY of the Chicago Golf club, Wheaton, Ill., was re-elected president of the Western Golf Association at the organization's annual meeting, December 17. With Fauntleroy at the helm, the WGA in 1937 had one of the best years in its recent history and completed a healthy rebound from the thuds of the depression. Leslie Cooke and James L. Garard, veteran officials of the association, were re-elected as vice-presidents. T. C. Butz of Bob O' Link GC was elected treasurer.

John E. Eddy of the Hinsdale (Ill.) GC, once famed as a Princeton football star, was elected secretary succeeding J. Harvey Irwin of the Eastlake CC who became a member of the directorate. Other directors elected: E. B. Babcock, Los Angeles CC; W. F. Nicholson, Broadmoor (Colo.) CC; Ben Ames, Oklahoma City CC; E. B. Roberts, Canterbury (O.) GC.

Awards of WGA 1938 tournaments have been announced by officials of the association. The 1938 Western Open will be played on the Westwood CC course in St. Louis, June 14-16. The Western Amateur will be held the week following Independence Day at the Chain O' Lakes course at South Bend, Ind.

**Jolly Visits Scotland**—The Alex Jollys returned to the scene of their childhood days, St. Andrews, during the holidays, Alex spending a good many happy hours of reunion with his father, who is 92 years old, and Mrs. Jolly lived over earlier days with her mother, 91 years old. Of the Jolly family, Dave, Jack, Bob, Alex, Elizabeth and Madge, all are employed in the United States except Bob, now with a Canadian golf club.