

MID-SEASON LEADERS IN PRO SHOP SALES

TWO-TONED BEAUTY in GOLF JACKETS ...New Featherweight Reversible IN WATER REPELLENT POPLIN

Smartly styled for free-swinging comfort and all-weather protection. Two color combinations—Tan-Forest Green, Tan-Cream. Priced to retail about \$13 to \$16.

The House of Featherweight Rainwear

Rialto FINE SHIRTS FOR MEN

#5009. Fine White Broadcloth Shirts, made with soft built-up collars (stays). **\$5.50**
#x141. Collar-button-down White Oxford Shirts. **\$5.00**

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shops measure up to the rest of the club building. Some of the private clubs I've visited have beautiful locker rooms, bars and restaurants, but the pro shops look more like run-down caddy houses.

At the beginning of this season I had my shop, which is ideally located between the first and tenth tees, redecorated. Stained asbestos shingles cover the walls halfway up. Above them are handpainted green silhouettes of palm trees, a beach, mountains. There are nautical lights and a gamboo shade to separate the repair bench from the main shop and show cases. The shop boy is told that dust must not settle on any of the merchandise at any time.

My shop is in the basement, but the modern decor gives it a light, breezy air and the golfers like it, judging from their comments.

The public links golfers deserve any good the pro can do for them. I have found time and time again they will remember you for any favor you do them and they will patronize your shop as much as they possibly can.

Managers Association Names Vice-Presidents

John J. Pomeroy, pres., Club Managers Assn. of America and mgr., Red Run GC, Royal Oak, Mich., announces appointments of following regional vps of the CMA.

Harry C. Andrews
Oakley Country Club
Watertown, Mass.
C. Mac Arrowsmith
Colonial Country Club
Memphis 11, Tenn.
Arthur H. Craig
Alderwood Country Club
Portland 11, Oregon
Page Curran
River Crest Country Club
Fort Worth 7, Texas
Frank Dowie
Des Moines Club
Des Moines, Iowa
Al A. Feyerabend
Spokane Press Club
Spokane, Washington
C. W. Gelwick
Myers Park Club, Inc.
Charlotte 7, N.C.
Carl J. Jehlen
Glen Ridge Country Club
Glen Ridge, N.J.
George A. Jobe
Athens Athletic Club
Oakland, Calif.

Harry Masterson
Binghamton Club
Binghamton, N.Y.
James B. Montfort
National Press Club
Washington 4, D.C.
James J. O'Connor
Edgewood Country Club
Charleston 26, W. Va.
Marcel G. Pontillon
Indian Creek C.C. Inc.
Miami Beach 41, Florida
Raymond Riede
Elks Club No. 17
Denver, Colorado
William F. Roulo
Metairie Country Club
New Orleans 20, La.
William H. Slaughter, Jr.
Union League of Phila.
Philadelphia, Penn.
W. L. Stewart
Alta Club
Salt Lake City, Utah
E. A. Vetter
Portage Country Club
Akron, Ohio

J. P. Tonetti, mgr., New Haven (Conn.) CC, has been appointed chmn., CMA Public Relations committee. Regional vps are members of this committee which is to promote club managers publicity and develop public and trade understanding of managers' problems and plans.

CMA will hold its 1949 convention at Hotel Statler, Detroit, February 6-9.