

the standard of pro shop service, for pros, like other sellers, wouldn't be inclined to steam-up during a sellers' market. But when the pros had to make a living on apparel, accessories and other items they could get when clubs, balls and bags weren't available, they learned plenty about buying, display, inventories, advertising and merchandising in general.

Now, prospects are that the vast increase in the postwar count of golfers over the prewar period and much larger manufacturing facilities may bring on another marketing free-for-all such as gave everybody in the golf playing equipment business headaches during bygone years.

However, as long as competition is normal to humans and is just as much to be expected in selling golf merchandise as in playing the game, the pros haven't any worries about the future that are uncommon to retail merchants.

Pros in 1948 continued to improve their shops at private and public courses. They lightened up the places with clean, neatly displayed stocks and made better use of color. Those who saw Willie Hunter's shop at Riviera during the National Open saw a typical example of a pro shop in which light, color and a large and enticing display of golf merchandise presented a valuable service to club members and a departmental operation reflecting lively character of the club.

#### Pros Score with Promotion

Never before have pros done a promotion job equal to that they have done this year. Particularly have they accented junior golfer development.

The PGA finally got organized on a national basis for junior promotion under the able leadership of George Lake. Lake's job in junior promotion at the Long Beach (Calif.) municipal course has been outstanding among many fine achievements by pros in attracting youngsters to the game.

The USGA's first national junior championship, record fields in the national Junior Chamber of Commerce annual junior championship, National Caddy Assn., Hearst newspapers' national junior championships and the long established Western Golf Assn. annual junior championship, together with the highly successful nation-wide high school promotion campaign conducted by the National Golf Foundation in association with the Athletic Journal, showed the juniors as sound insurance for the future of golf.

Probability is that in 1949 the Women's Western junior championship will be revived. Patty Berg returned to the Women's Western the \$500 the WWGA Open championship first prize, telling the association to use that money for promoting golf among younger girls. Patty's been doing a great job in this field herself for several years at clubs and schools.

#### Women's Market Brightens

Pros are getting stronger in the women's market, having definitely overcome the old handicap of being ruled out by many women who thought that pro prices for clubs were too high and quality of accessories too uncertain.

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### After the Battle at Gettysburg



Where the Blue and the Gray met at Gettysburg, Pa., in one of history's decisive battles there's recently been opened one of the most attractive 9-hole clubs in the United States.

Gettysburg CC acquired ground and buildings for \$45,000 and spent \$5,000 in renovating and furnishing the buildings as clubhouse and pro shop. Nine hole course with fairway watering, and large

practice putting greens were built for \$45,000. A member in the road building business loaned the club earth moving equipment which reduced costs on the course construction job. Course is 3080 yds., with 35 par.

Advice of Dr. Al Cooper of Penn State college, helped club get greens, fairway and tee turf in excellent condition for a new course.