

larly wearing apparel. Women always want to shop around, feel and examine golf apparel, whether or not they buy. Men are less inclined to be careful, but you have to get the men by displaying the merchandise so prominently they can't miss it.

This open display, changed for ladies' days, and for weather, especially on days that are wet underfoot or threaten rain, should be in the center of the pro sales room.

Stock storage space should be provided convenient to the merchandise displayed so if the size desired isn't on display it can be almost immediately brought forth. That's the kind of service a first class club member has the right to expect for what he's paying to belong to the club. He may be on his way to spend three or four hours leisurely playing golf but when he's on his way to the first tee he wants action lightning fast in the pro shop.

Often the architects have seemed to forget entirely that the pro is in a business and must handle a lot of paperwork, such as tournament scores, business records and correspondence, to do a thoroughly good job for the club. This calls for some sort of office space, located where the pro could see the shop, the first tee, and if possible the doors of the shop, but still have some privacy.

Light is Important

Light is a very important factor in the pro shop. Golf goods are for outdoor use and the bright outdoor appearance should be maintained as far as possible in the pro shop, preferably by large windows but, as a substitute, with well designed artificial lighting. The windows must have burglar-proof screening on the inside.

The location of the ball case, the sales counter, the club racks, the caddy department, the caddy quarters and now the cart storage space, all have to be carefully considered in planning the pro shop. Another thing that I believe could have much more thought is the location of the handicap card rack where members will be encouraged to post their scores and see the scores and handicaps of other members. This rack has great possibilities for increasing the number of lessons the pro and his assistant give and bettering the standard of play by all members.

When the architect understands the functions of the pro department and its problems in trying to be of utmost service and satisfaction to members, he should be very helpful in coming up with something much nearer to the perfect pro shop than any of us ever have seen. However, the case usually is that the architect never gets full information on what the pro shop is supposed to be until it's too late and about the best that can be expected in most cases is a remodeling job which is bound to be an improvement.

Wm. Johnson Heads S. Calif. Supts.

By ED ROACH

The scene was the dining room of the fashionable Los Angeles CC. The green-keeping supts. had finished a morning round of golf over the tailored and tough north course, had enjoyed a sumptuous lunch, and were about to elect their officers for the new year. Bill Stewart, the association's first president from way back in 1926, then pulled out yellowed newspaper clippings reporting the contrasting first meeting of the local supts. The accounts told that the meeting had been held in the barn of the Brentwood CC. One report related that the eight men in working clothes gathered in that barn would accomplish great things for the future of golf in Southern California. How correct that reporter was is indicated by the high perfection of local courses and by present scope of association activities.

Following officers were elected for 1950:

Wm. Johnson (Supt., L. A. Mundy courses), Pres.

Wm. Malcolm (Supt., Annandale), VP.

Alan MacDonald (Supt., Rancho), Sec.-Treas.

In taking office Bill Johnson reviewed some of the accomplishments of the association during the last three years under the presidency of Bill Beresford. Beresford was highly praised for his cooperative work with C. C. Simpson of the Southern Calif. Golfers Ass'n, in promoting and financing the Turf Research Foundation at U.C.L.A. which is already showing valuable results under the direction of Dr. V. T. Stoutemyer. Bill was also commended highly for his part in bringing the National Conference to Los Angeles in 1949 and for running a ship shape organization during his tenure of office.

At the meeting, Dr. Miller, U.C.L.A. plant pathologist, discussed turf fungicide trials, and Dr. Hallowell, Penn. State turf specialist, spoke on his continuing survey of Calif. golf courses.

Wm. P. Bell, golf architect, was present and accepted an honorary life membership in the association.

Park Executives' Annual Meet in Dallas, Sept. 25-28

The annual convention of the American Institute of Park Executives will be held at the Baker Hotel, Dallas, Texas, Sept. 25-28, inclusive. In conjunction will be held annual sessions of the Institute's affiliate, the American Association of Zoological Parks and Aquariums. For details, write Frank L. Brunckhorst, Executive Secretary, American Institute of Park Exec., 30 North LaSalle St., Chicago 2, Ill.