



SCHORR'S SHOP BRINGS THEM IN

I. C. (Rocky) Schorr, now in his 25th year as pro at Bluefield (W. Va.) CC, solved the problem of bad location of a pro shop by making the shop a magnetic spot and a valuable service station for members. Schorr's shop is 50 yards from the clubhouse locker-room. He gets members to come into the shop to secure caddies and when they get in there they see, attractively displayed, a complete stock of golf equipment in a bright golfing atmosphere. Schorr has hundreds of pictures of local golfers and major national figures on the walls. Members appreciate having this shop as one of the finest of 9-hole club shops and about 95% of all golf purchases by Bluefield members are made in Schorr's shop. "Rocky" believes the club is the liveliest 9-hole club in the U.S. It has 190 active men golfers and 74 women golfers. The Bluefield women have won A and B class championships in the Southwest W. Virginia league the past two years. Schorr conducts the club tournaments from his shop and says alert and hustling men's and women's tournament committees teamed with a pro who is on the job, increase golf play and enjoyment, clubhouse and pro shop business to the extent the club is bound to be attractive and successful.

