



### YANKS AND MEXICANS IN FIRST TEAM EVENT

Winning American team headed by Capt. Fred Moseley and Lennie Wendland, and Mexican team headed by Oscar Casso and Syl Polak, assemble at Casa Blanca CC, Laredo, Tex., at conclusion of first International medal play championship. Pro "Lefty" Stackhouse of Casa Blanca who engineered the historic debut of another friendly international golf competition is behind trophy.

merchandise in their hands for inspection. Then the customers sell themselves.

#### Distribution of Area

If there is enough space available there should be a main sales room for the display and sale of merchandise. There also should be space where a potential customer could swing a club, and where customers could be fitted for shoes and apparel.

The pro's office space, storage of merchandise, bag and cart storage, club cleaning and repair facilities, and in some cases, caddy supervision, also require thoughtful arrangement of space and, usually, more space than the architect provides.

There is a lot of room for improvement in club storage at most clubs. In the first place, there could be better rack construction, preferably with rounded front support (possibly piping) to keep from injuring bags.

The floors of the pro shop are very important. A rug gives the shop an air of luxury and brightness and adds to the homey look that most pro shops should have. The pro shop that is best for the members and the pros sells without any air of sales pressure but because it has the charm of a place that exists only to add to the player's enjoyment of the club.

The rug will need to be vacuum-cleaned or swept perhaps just often enough to have the assistants inclined to be careless, but you'll notice that a clean rug is a rather accurate indication of the way the shop staff is on the job in all other details.

Like most other pros, my ideas of the ideal shop for my members are mostly a dream for—and again, like most other

pros, my shop at Burning Tree is limited in space and in making the best of its possibilities I'm stopped short of what I'd like to have for my members. But each year I try to make some change and improvement to give it a freshened look and subtly get across to the members I'm always wondering what I can do to make the place better for them.

### Midwest Shade Tree Conference to Be Held in Chicago

The sixth annual meeting of the Midwestern Chapter of the National Shade Tree Conference will be held Feb. 14-16, 1951, at the LaSalle Hotel, Chicago, Ill. More than 300 persons interested in the maintenance and preservation of trees and shrubs are expected to attend the meeting which opens at 9:00 a.m. Wednesday, Feb. 14.

Included among the papers to be presented on the conference educational program will be the following: "Mosquito and Fly Control with Chemicals," by Thomas J. Lynch, Arborist, 526 Greenbay Road, Winnetka, Ill.; "Turf Management in Tree Areas," by William H. Daniel, Dept. of Agronomy, Purdue Univ., LaFayette, Ind.; "Dutch Elm Disease and Control Measures," by Roger U. Swingle, Div. of Forest Pathology, USDA, Columbus, Ohio; "Liquid Feeding of Trees," by S. W. Parmenter, Arborist, Kent, Ohio; and "Scale Insects and Control Methods," by J. E. Busart, Entomologist, Velsicol Corp., 330 E. Grand Ave., Chicago, Ill.