

Mac Shows the Master's Hand In Pro Shop Operation

Carroll T. MacMaster is in his 17th year as pro at Woodholme CC, Pikesville, Md. Mac's been in pro golf in Maryland 27 years and was active in the development of golfing talent at White Plains, N.Y. for several years. When a young man can say that he worked for Mac and got the Old MacMaster's O.K. you may be sure the lad is good for Mac at 53 is one of the stars in combining mature experience with the newest ideas in serving members.

His shop is 10 years old; cinder block construction with shingle roof. It's location is fine, with No. 1 tee, 18th green and the No. 12 tee which is used as a starting tee on week-ends, all about 40 yards from the shop.

The shop is 20 by 55 feet with full size basement. The showroom is 20 by 25 feet with the remainder of the first floor being rack space. There are 400 racks on the first floor and 150 racks in the basement. The basement also has the pro office, rest rooms for men and women, an oil burning, forced hot air furnace and soft drink cabinets. Soft drinks are sold from a window in the rear of the first floor.

Mac says the shop would be more convenient if all on one floor and that the chimney in the center of the building takes up space and prevents completely satisfactory arrangement of shop stock. The basement is damp in the summer when the furnace isn't operating.

The shop floor is hardwood, covered with masonite upside down which has been satisfactory.

Mac rearranges the shop each year and repaints every winter.

The shop is very well stocked with golf, tennis and swimming items, with display made to attract close inspection and handling.

MacMaster believes in keeping his members reminded that the shop is a complete service station for the member. One of his spring letters reads:

Dear Member:

Just a wee line to let you know of the golf shop changes for 1950. We have remodeled the place—complete with a new paint job and there is a brand new supply of clubs, bags and all other necessities. You will find golf clubs in all price ranges, from \$4.00 a club, to \$85.00 a set for the top grade irons. Bags in all price ranges and materials, bright colored nylons, canvas and leather. All the leading lines of balls priced from \$.55 to \$.95 may be purchased. Also on supply are the accessories, such as golf gloves, sweaters, windbreakers, caps, hats, hose, golf umbrellas, tennis balls, head covers, golf shoes with spikes or rubber lug soles.

On hand to serve you at all times, will be Tommy Sullivan, Charles Mannion, Bobby Miller and I. The Golf Shop is open seven days a week. Tommy and I will be available for lessons on Tuesday, Wednesday, Thursday and Friday. Just call Pikesville 501 for an appointment.

Any time you do not have a game but wish one, just call the shop and one will be arranged for you, wherever possible. The blackboard still remains in the shop where we post all messages. Also, the handicap racks are in the shop, please put down all scores, so we can arrange correct handicaps for all.

I want to thank you for your patronage during the past year, and hope it will continue for many years to come.

Sincerely,

Mac

Your Golf Pro

P.S. One Golf lesson in the spring will do more good than two in the fall.

Top—Even the pup "Duke" welcomes Woodholme members at MacMaster's shop. The Old MacMaster is flanked by caddie-master Charles Mannion at the left and ass't. Tommy Sullivan at Mac's right. Bottom—A lot of stock attractively displayed without having a crowded, disorganized appearance, makes profitable use of compact space in MacMaster's shop. The lighting fixtures bring sunshiny look inside.

