

similar display flanking the locker-room door.

Dean and Fessenden maintain that the profitable discovery made in fitting the shop into small space was that traffic can be directed so it comes smack up against the merchandise and with that done selling is speeded. Too much pro shop display, they believe, is actually out of the way of possible customers.

One incident of how having traffic bump into display is an almost historic case of pro shop buying. A wealthy member had seven guests one day, some of whom walked into the pro shop while the others were getting dressed in the locker-room adjoining. The pro shop visitors were favorably commenting on the clubs that obviously were displayed to invite handling. The host observed the interest of these guests and the result was that he made gifts of seven bags, seven sets of irons and seven sets of woods.

Right after the new shop was installed Fessenden as a president eager to have his judgment confirmed, and being a guy of cheery and vigorous fluency of expression, spoke freely to some of his constituents, informing them that the ancient equipment with which they were playing made the new pro shop look bad, so if they didn't buy new stuff he would buy it, sign their names and shove it into the bags . . . or otherwise dispose of it so it would be their personal property. The buying boom in the new shop was started and it's never let down.

Promotion of Golf's Appeal Is Building Market

By JACK JOLLY
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Congratulations to GOLFDOM on completing its 25th year. The first 25 years are the hardest, as the records of extinct golf magazines show. With GOLFDOM having survived and grown and strengthened in its work of helping to build the business back of the game I hope it will, like Tennyson's brook, go on forever.

There can be no doubt of the continued growth of the game as its appeal and merit are so basically sound that the market is certain to steadily increase although marketing conditions, affected by general business factors, may present temporary problems testing the judgment and fitness to survive of those in the business of golf.

The fundamental value of the game as a physical and mental conditioner for players within a wide range of age, and for those whose recreation is limited by physical handicaps, give golf the liveliest marketing opportunities of any game. The market promotion begun by the enthusiasm of the amateur and professional pioneers of golf in the United States now has developed into market expansion work that has bright promise of happiness and health for millions who are not yet playing and a vastly enlarged market for those in golf business.

Club Managers Association Is 25 Years Old

GOLFDOM'S first issue, February, 1927, carried a piece on the first convention of the recently organized Club Managers Association of America. The association, organized mainly through the efforts of the late Col. C. G. Holden, then gen. mgr., of Olympia Fields CC (Chicago dist.), elected Holden its first president in a session held at Hotel Sherman, Chicago.

Frank H. Murray, then of Ravistoe CC (Chicago dist.) was elected sec., and Wm. Bohnhoff, then of Bryn Mawr (Chicago dist.) was elected treas. Vice presidents elected were J. W. Palise, T. J. Jones, H. J. Foerster, C. L. Whitman and F. L. Woods.

The organization has grown tremendously in service and influence and now includes as members, managers of the great majority of country and city clubs. It has 34 section chapters and is giving especially valuable help to clubs now with its activities in club finances, operating

surveys and its legislative work.

Wm. B. Bangs, Jr., of a family famed in club management, is pres. of the CMAA. He left the Exmoor CC (Chicago dist.) several years ago to become mgr. of the University Club of Chicago. At present he is recuperating from the effects of overwork. His CMAA duties are being handled by the association vp, Page Curran, mgr., River Crest CC, Ft. Worth, Tex.

The Club Managers Assn. will have its 25th anniversary convention at Edgewater Beach hotel, Chicago, Feb. 10-13, 1952. Convention chmn. is H. W. Womeldorf, mgr., Medinah (Ill.) CC. Asst. convention chmn. is Jack Fina, Elmhurst (Ill.) CC. Convention sec. is Wm. A. Buescher, Knollwood CC (Chicago dist.) and convention treas. is Jack Febel, mgr., Bryn Mawr CC (Chicago dist.). Chmn. of the Educational conference is Wayne Miller, recently signed as mgr. by the Northmoor CC (Chicago dist.).