





This Shop Smiles at Shoppers

Here's a pro shop that smiles at the prospective buyer. It's the shop of H. H. (Babe) Moore, pro-supt. at Ellinor Village CC, Ormond Beach, Fla. The club formerly was known as the Ormond Beach CC.

Moore and his wife (she's the smiling woman behind the counter with her husband) have the basic merchandising policy that every player at a resort course is there for having the most fun in the easiest possible way. So they make buying pleasant and easy.

Notice how easy it is to get at anything the player might possibly want to buy. The open umbrellas not only add color to a bright and colorful shop, but they increase sales. Those Florida showers usually don't last long but when they do come they make an umbrella valuable equipment.

Mrs. Moore does most of the buying of the apparel and does the arranging of the stock. Her husband says the feminine instinct and observation of what makes effective selling display pays off. Other smart pros have found that their wives

have remarkably sound judgment on men's style trends as well as on value in materials and workmanship and provide pro buying guidance that protects against getting stuck with slow-moving apparel items.

The display merchandise always is kept neatly arranged in the Moore shop. After it's dis-arranged by shoppers it's promptly put back in place and the Moores are glad to have the chance to do that extra work for it means that when shop visitors begin handling the displayed stock the sale is on its way.

The clubs and bags are arranged neatly and easily accessible for shoppers' inspection. At the end of each day the stock is looked over, arranged perfectly and dusted so the instant the door opens the next morning the shop is attractive to customers.

The Moores are great believers in changing the stock and fixtures around to present different views to the golfing shoppers. They discovered early that when stock is left in the same place indefinitely the customers take it for

granted the shop is showing exactly the same merchandise they've seen before and there's no inducement to look around and see what might be new that they want and need.

Moore says he is inclined to believe that changing shop arrangement a couple of times a season for some pros would have the same stimulating effect as a bargain sale. He adds that he rotates merchandise in his shop like farmers rotate their crops.

The shop is located between the locker-room and the first tee.

Gordon Kummer Elected Pres., Western Golf Assn.

Gordon Kummer, Milwaukee CC, was elected pres., Western Golf Assn. at the 53rd annual meeting of the second oldest golf group in the United States.

A past president of the Wisconsin State Golf Assn. and a top-flight amateur player, Kummer succeeds Jerome B. Bowes, Jr., Chicago insurance executive, as head of WGA.

The University of Minnesota was awarded the 35th Western Junior Championship, oldest of the nation's teen-aged competition. It will be held from June 17 to 20, 1952. Dates and sites of the 50th Western Amateur and 49th Western Open championships will be announced within the next 30 days, Kummer stated.

Two Chicagoans—Harold A. Moore of Exmoor and James L. O'Keefe of Evanston—were added to the 1952 slate of WGA officers, Moore as treasurer and O'Keefe as general counsel.

Other officers are: vps, Cameron Eddy, Chicago; Lewis F. Rodgers, Dallas; Roy W. Walholm, Colorado Springs, and Robert R. Walker, South Bend; Honorary vps, Bing Crosby, Hollywood; Bob Hope, Hollywood; Charles Evans, Jr., Chicago, and J. Leslie Rollins, Cambridge, Mass.; Secretary, Hiram A. Lewis, Kansas City.

New directors elected include: Phil Atwood, Chicago; Walter W. Cruttenden, Chicago; William H. Fobes, Jr., St. Paul; Marshal I. McMahon, Chicago; Stanley McGiveran, Toledo; C. L. "Bud" Miller, Detroit; Stanley Van Dyk, Chicago, and Arthur Wood, Chicago.

Holdover directors are: one-year term—Edward P. Allis, Milwaukee; George Coleman, Miami, Okla.; Joseph I. Cummings, Indianapolis; Harry L. Givan, Seattle; David J. Griffith, Detroit; J. Cleve Helfereich, Detroit; Hunter Hicks, Chicago; Robert A. Hudson, Portland, Ore.; Maurice Luxford, North Hollywood, Calif.; Roy D. Moore, Memphis, and Mahlon Rucker, Spokane.

Two-year term—Charles S. Connell, Chicago; Antonio Correa, Mexico City; Robert W. Goldwater, Phoenix; Hord Hardin, St. Louis; Paul H. Hyde, Buffalo;

Walter Mullady, Chicago; Harry L. Robinson, Jr., Minneapolis, and Murray Whitfield, Chicago.

Three-year term—Charles Evans, Jr., Leon Kranz, Stuart Smithson, Richard L. Snideman and Gardner Stern, Chicago.

Heffelfinger Is USGA New President

Totton P. Heffelfinger will succeed James D. Standish, Jr., as USGA pres., at the association's annual meeting, Princeton Club, New York, Jan. 26.

Heffelfinger was a letterman in track at Yale, in the Navy in World War I and back as a retread in II. He was pres., Minnesota GA, and a director of the Western GA. He's been on the USGA Executive committee since 1942, and has been chmn. of its Public Links and Sectional Affairs committees. He is past commander of the American Legion Dept. of Canada. He is a grain merchant. Even the office boys around the place call him "Tot." He is one of a family famed and durable in American sports.

Isaac B. Grainer will be re-elected to a vice presidency. The other vp will be Richard S. Tufts to succeed Heffelfinger. Tufts has been USGA sec., to which post John D. Ames of Chicago will be elected. James W. Walker of Westbury, L. I. will succeed Ames as treas.

John W. Fischer, Cincinnati, 1936 National Amateur champion, will succeed Standish on the USGA executive committee.

Fraser M. Horn, National Golf Links, Southampton, L. I., is the USGA general counsel.

Executive committee:

John D. Ames, Old Elm Club.
J. Frederic Byers, Jr., Allegheny CC.
William P. Castleman, Jr., Brook Hollow GC.

John G. Clock, Virginia CC.
Frederick L. Dold, Wichita CC.
John W. Fischer, Western Hills CC.
T. R. Garlington, Atlanta Athletic Club
Charles B. Grace, Gulph Mills GC.
Isaac B. Grainger, Montclair GC.
Totton P. Heffelfinger, Minikahda Club
Lewis A. Lapham, San Francisco CC.
Charles L. Peirson, The Country Club, Brookline, Mass.

Richard S. Tufts, Pinehurst CC.
Corydon Wagner, Tacoma C & GC.
James W. Walker, Meadow Brook Club, Westbury, N. Y.

1953 Nominating Committee:

John G. Jackson, Chmn., National Golf Links of America
Hunter Hicks, Skokie CC.
Crawford Rainwater, Pensacola CC.
Lee S. Read, Audubon CC.
Jack Westland, Everett G & CC.