

lieved U. S. is ahead in most respects.

The conference concluded with a banquet at the Rancho clubhouse, followed by a panel discussion in charge of Noer. Written questions were submitted from the floor and were handled by speakers on the conference program and by visiting staff members, Dr. Robert Hagan from the Davis campus, and John J. McElroy of the Agricultural Extension Service at Berkeley.

### Pro Shop Planning Book Issued by Foundation

"Planning the Professional's Shop" is the latest book issued by the National Golf Foundation in cooperation with the Educational Committee of the PGA and GOLFDOM. The first book "Advertising the Pro—His Shop and Services" was published in 1950.

The pro shop planning book is primarily prepared for service to club members and fee course players, club officials and architects rather than bluntly accented on the increased pro profits theme. If the player has more convenient and more attractive pro shop facilities as a service and facilities are such that the pro can operate the shop properly, increased sales volume is inevitable.

The book, abundantly illustrated with pro shop interior and exterior views and floor plans, gives considerable practical



information on factors that govern pro shop design; location, floor plan, club storage room, back-of-shop layout, lighting, display fixtures, decoration.

It is available from National Golf Foundation, 407 S. Dearborn st., Chicago 5, Ill. for \$1.50 a copy.

### M. G. (Scotty) Fessenden Dies at Chicago



Maynard Gay (Scotty) Fessenden, 59, died Jan. 1 at Mercy hospital, Chicago. He had been seriously ill for more than a year but with characteristic courage, will-power and cheerfulness concealed his condition from his many friends. His last session in a hospital was less than a week.

Fessenden was one of the most widely known and beloved golf enthusiasts. His services to golfers and golf were many and varied and given with generous expenditure of his time, energy, business judgment and money.

When tournament sponsors expressed intention to cancel tournaments in 1942, Fessenden, a World War I combat veteran, offered to underwrite tournament losses and with the late L. B. Icely kept the wartime tournament schedule going with its millions of dollars of income for wartime causes and rich purses to pros. He also was an energetic promoter of home club pros' business interests.

Fessenden served as pres., Chicago District GA, Western GA and Bob O'Link CC and as chmn., Advisory Committee of the PGA, heading in each case notably energetic and constructive administrations. He revitalized the Western's Evans Caddie Scholarship financing and got Bing Crosby and Bob Hope, two of his golfing pals, and leading men and women pros who were close friends of his to contribute their services to making the Western's "Honor Caddie" movie. He was chosen by the Golf Writers' Assn., their "Man of the Year" for 1947.

He was a member of Bob O'Link, Oak Park, Flossmoor, Glen Oak, Indian Creek, Chicago Athletic, Lake Shore and other