



THE TIGHT FINISH AT NORTHWOOD

From this view of the dogleg 18th at Northwood Club, Dallas, you can get an idea of how a fellow could get into trouble if he had wild tee shots in the National Open. The hole is 410 yds. A lot of the boys were too long off the tee (which is hidden in the distance by trees) then they pounded out from the trees at the right of the fairway and had to shoot at the left of the green. If the shot was too strong it went into a trap. Placing of the cup on the big green could — and did — entirely alter the character of the hole. Looks like a good market for lightweight shirts among Texas golfers; also a big pro shop market for hats and caps under that sizzling sun. Incidentally, wouldn't you think that all tournament pros would wear hats or caps or visors by doctors' and oculists' advice, as well as to promote shop headwear sales?

pro shop merchandising in a very substantial manner. She says:

"When the man power shortage brought on by the war made it impossible for my husband to hire a shop assistant between the ages of 16 and 60, I was drafted. I haven't decided whether I owe my continued service to a flair for merchandising, or to ole man H C of L. Whatever the reason, most of my summers are spent in the pro shop and I have found it an interesting challenge.

"Only a short time ago merchandise for feminine golfers was limited to clubs, bags, caps, and socks, with an occasional brave soul risking an order for a pair of golf shoes. Even in the smart shops, it was difficult to find the kind of sportswear golfing gals really wanted.

"My desire to buy and sell attractive ladies wear was three-fold: I golfed, so had a personal urge for attractive and comfort-

able sportswear, without the bother and time consumption involved in shopping down town; second, I was sure dozens of our feminine golfers felt the same as I; and third, the countless husbands who habitually forget anniversaries, birthdays, and Mothers Day, until the day itself; who would rummage through our shop looking for last minute gifts made me feel sure the field was large enough to assure a nice profit.

"I soon became impatient with salesmen's samples of 'for men only' lines, and with ladies' wear that had been designed by some one who disliked golf, back in the dark ages.

"Echoing the girls requests, I began asking for shortie socks, practical windbreakers — the kind that could go to the grocery as well as to the first tee — skirts with pockets, where golfers' pockets should be, and caps becoming as well as utilitarian.