

"My grumbling must have been matched at many other clubs, for we began to get results. It was a happy day when a truly practical golf dress in the moderate price field was made available for pro shops. I ordered a dozen in assorted sizes and colors. To make everything perfect the dresses arrived on Ladies Day so into the locker room they went, where a veritable style show took place. All dresses were sold and orders taken for another dozen.

"Dresses have been followed by California skirts, Bermuda shorts, 'little boy' caps, golf nylon bags, and many other items to catch the fancy of the gals.

"When introducing a new line, I have often ordered my own size, and worn it to the club. I am a shopper myself so have understood the urge in my sex that makes us bargain hunters.

"Some of my buying has been subject to the trial and error method, but I have usually been able to discern which numbers are to be handled, admired, and passed by. For example, tee shirts, which the stores can feature as leaders, are slow movers in our shop, because we have been unable to meet the prices in the stores. Country club women like a bargain just as much as those who shop in Macey's basement!

"The personal approach is usually good.

USGA Changes Open Pattern for 1953 Trial

At Dallas, the USGA released a statement advising that after the usual 36-hole sectional qualifying rounds for the 1953 Open at Oakmont, 300 qualifiers will play 18-hole rounds at the Pittsburgh Field Club and Oakmont courses, to narrow the field down to 150, including the defending champion.

Prize money will be increased from \$15,000 to \$20,000. The additional qualifying rounds at Pittsburgh will mean more of a gate which should care for the increase in prize money. With the practicing that contestants want to do in getting the range of a National Open championship course, the 1953 trial arrangement undoubtedly will mean that any tournament circuit event playing the week end before the Open starts won't have much of a field.

The USGA release:

"The form of the Open Championship will be changed in the following particulars on a trial basis in 1953:

"1. After the usual 36-hole sectional qualifying rounds, 300 players will be qualified (instead of 162 as at present). The present exemptions from sectional qualifying will be continued.

"2. All of the 300 except the defending Champion will play a 36-hole Championship qualifying competition, one round each at

I almost knew ahead of time these customers who would like to try or wear the new things we ordered. One golfer wearing something smart, and answering, 'I bought it in the pro shop,' would provide the necessary advertising. Placing dresses, skirts, and shorts on hangers, racked so the sizes and prices were plainly visible; and allowing 'take home on approval' sales, or 'locker-room try ons,' made selling very easy.

"For those men who liked the convenience of pro shop buying for their wives, I have instituted a gift wrapping service, which they really appreciate. It is well to have some items that appeal to the non-golfing wives, too. The husbands buy more, and are much less price conscious.

"In my experience I have found that volume buying does not pay when dealing with women's apparel. None of us like to see too many others wearing an identical garment. Novelty items should not be re-ordered. Most pro shops know the number of their potential customers, and should buy accordingly."

Now, gentlemen, you begin to see what type of bright business women's brains are adding millions to pro retailing revenue, and improving and extending pro merchandising service to golfers.

the Oakmont Country Club and the Pittsburgh Field Club, Pittsburgh, Pa., on Tuesday and Wednesday, June 9 and 10.

"3. As a result, 150 players, including the defending Champion, will qualify to compete in the Championship proper at the Oakmont Country Club on Thursday, Friday and Saturday, June 11, 12 and 13. The form of the Championship proper will be the same as at present.

"4. Prize money for professionals will be \$20,000 (instead of \$15,000 as at present).

"The changes were prompted by a desire on the part of the United States Golf Association to reduce what is considered the present excessive premium on qualifiers' places in the sectional rounds. For example, for the 1952 Championship 1,664 players competed for 133 places in the sectional tryouts.

"John D. Ames, of Chicago, is Chairman of the USGA Championship Committee."

The release added:

"The USGA has accepted an invitation from the Baltusrol Golf Club, Springfield, N. J., to entertain the 1954 Open Championship. Dates will be fixed later. This will be the first Open to be played in the New York Metropolitan section since 1936, when Baltusrol was the location.

"Baltusrol has two courses which would be used if the revised form of the Open described above is considered successful in its 1953 trial."