



PGA National's New Shop

The new shop addition at the PGA National course presents a good example of the sort of a shop that permits extensive display even though it's not large. There is a lot of wall space making it possible to show many manufacturers' lines.

Displays are frequently changed.

Information service to PGA pros and their guests is very well organized so the pros get the kind of attention they want to see guests get at their own clubs.

At the counter end of the shop (above) Emil Beck, chmn. of the PGA National

GC Com. is at the left, with Art Clark of the teaching staff in the center and Hugh Bancroft at the right.

A picture window through which the first tee is seen is at the other end of the shop (below). Apparel gets prominent display and sells very well to pros getting an early line of the season's styles. Joe Zavodny, shop mgr., is at the left, going over one of the new items with "Sandusky Bill" Gordon.

Jim Duncan also is on the teaching staff and Joe MacMorran is starter.

—Fulmer & Cole photos

