



NEAT DISPLAY IN SMALL SHOP AVOIDS CROWDED LOOK

Miami Shores GC, Miami Shores Village, Fla., has a pro shop so small that a lot of fellows would have given up trying to make it real bigtime establishment. But not pro Jim McLaughlin. He's got the place packed with stock but it's so neatly, conveniently displayed it doesn't look crowded. Jim's staff appears (l to r): Carl Anderson, asst.; Jim McLaughlin; Joe Benner, asst.; Dale McIvor, shop asst.; Mary Porter, sec.; Bob Patrick, starter; Bill Dettmer, teaching pro; Dave "Dad" Porter, asst. J. Fred Smith, mgr., and Glen Bird, supt., are team-mates elsewhere at work. The Miami Shores operation comes about as close to private type of operation as you'd want to see, and this pro shop service is one of the points that visitors mention as making them feel as though they were receiving gold coast attention. In front of the counter the display of putters and approach clubs does a big volume business. Location of stock is frequently changed. Everything's always kept in clean good order. The layout, display and general attractiveness make this a marvelous achievement in what's really a tiny shop.

effort, you can think straighter to the right answer.

The ultimate right answer you are seeking, as a man in a business, is financial success and security. In getting this correct answer you won't be far wrong if you give priority in your planning to the man from whom the money you want must come — the member.

Walter Rector, True Temper President, Dies

Walter W. Rector, 65, pres., True Temper Corp., died May 16 at his home at Cleveland, O., following a long illness. Rector, as head of the largest steel shaft manufacturing company, was a strong factor in the golf business. He was a fine

golfer, and a grand fellow. His business judgment made him one of the men behind the scenes in golf and influential in the other businesses in which True Temper (formerly American Fork and Hoe) had interests.

Rector was born on a farm near Fennimore, Wis., one of ten children of Mr. and Mrs. Fred E. Rector. He graduated from the University of Wisconsin in 1906 and married Lillian Post, who with a son, William G., survive him.

His first business connection was with Marshall Weels Co., Duluth, which he left as gen. mgr., in 1934 to become gen. merchandise mgr. of Montgomery Ward Co. In 1938 he went with American Fork and Hoe as merchandising director, was made vp and director in 1941, executive vp and gen. mgr. in 1948, and pres. in 1949.