

Counter tops on which merchandise is displayed are slanted to give better display, and there is a lot of space under these apparel display counters for storage. A display rack for sports coats, jackets and slacks, and a shoe-fitting chair are conveniently located.

The lighting equipment was selected and located to equally distribute illumination that shows the merchandise in a sunshiny setting. Excellent use is made of fluorescent light. There are 16 lighting fixtures and they make the shop and its merchandise really shine.

There are three showcases, each 8 ft. long, 2 ft. wide and 3 ft. high, in a line across the south end of the shop.

The club display is made so each club has an individual bracket to hold it steadily but to permit easy removal. Top shows the woods with the heads a little lower than eye-level so the details of each head design may be seen readily. The clubs are not displayed in boxes.

There are cabinets on each side of the shop entrance, each cabinet holding 60 pairs of golf shoes. On one side the men's shoes are stocked; on the other side, the women's.

Also flanking the entrance are six round-cornered glass shelves on brackets for displaying shoes, apparel items and accessories. This provides very attractive displays.

There are large windows on each side of the entrance. Through these windows are seen the shop terrace, the first tee and some more of the course. All windows have venetian blinds.

Beneath these 10 ft. windows are benches with yellow cushions.

Outside the shop is a 30 ft. by 12 ft. concrete terrace, covered by a green awning, on which Siwanoy members and their guests can await their playmates and watch the firing at the first tee.

Although the description of the new Siwanoy shop may sound like it's so ultra-fancy you would hesitate to go in it unless formally dressed the whole arranging and decorating plan has warmth and an air of welcome and pleasing eagerness to serve about it. A very important thing about the shop is that it scores with women and men alike and pros are seeing now that to have a shop that's satisfactory for the membership and the pro, the women members have to feel a pull toward the room.

Tom, as a majority of American pros don't have to be told, is the balding and husky party at the left of the south view

of the shop. Behind the counter at Tom's left is shop manager Mearle Guillault.

Higher Dues An Answer To Tougher Problems

By ROBERT F. POLLOCK

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After 32 years as supt. at Llanerch I must admit that golf course maintenance is getting progressively more difficult. Last year took its place at the top of the list for difficulties, with labor and weather problems and a new and very serious problem of vandalism.

Great strides have been made regarding the labor problem. However, we still have quite a long way to go. World conditions have elevated the salary of the common working man to such a degree that securing help at golf course wages has become almost an impossibility. It just seems that those we can afford to hire we cannot afford to trust with the work. It appears to me the answer lies in higher dues, one item that has not inflated with the times. Higher dues would mean a higher budget thus allowing us to secure better type laborers. Also, the time has come for our more reliable experienced men to be put on a permanent, all-year-round basis, with vacations, etc.

Old mother nature continues to remain a chief source of trouble year after year. The Philadelphia area experienced a very severe dry spell quite early in 1952, causing undue hardships for many following our profession. The simple task of watering was put to the supreme test when placed in the hands of very inexperienced help.

Crabgrass continues as a chief problem in the Philadelphia area despite the many so-called sure-fire remedies on the market today. However, some very fine results have been obtained from tests conducted over a three or five year period. Complete seeding and fertilizing programs should always be made a part of any weed-killing work.

The problem of vandalism, as experienced by many Philadelphia district courses, reached the serious stage. Greens were ripped and scarred, flag poles and benches broken and numerous items were stolen.

As golf course maintenance work is becoming mechanical, new fields are opened for the superintendent. However, mechanical equipment calls for mechanically minded help, and help with that knowledge can command very high wages.