

DeLuxe Shop at Durand-Eastman Muny Course

ARMAND LANNUTTI, professional at Rochester (N. Y.) Durand-Eastman public course, and Commissioner Dan Foote of the Rochester park board, collaborated in presenting golfers at the city's layout with one of the finest of public course pro shops.

The course itself is one that calls for a beautiful pro shop in keeping with the charm of the rest of the establishment. Its 18 holes are in the middle of the park and border Lake Ontario. There are 9 water holes on the course. The holes are through pine woods and have an interesting variety of architecture.

Price of season play for Rochester residents is astonishingly low. It is \$10 and was raised to that figure from \$5 two years ago.

Class Gets Business

The basic idea of the shop design is that class never will scare off a prospective customer of a public course, and that the cost of an attractive shop represents economy in service, facilities and community prestige.

Wall of the club display section is of knotty pine. The unique club display fixtures are of wrought iron painted black. These display fixtures invite the shopper to handle the clubs, and permit easy, speedy cleaning.

The door and trimming of this section are painted dark green. The floor is covered with a green rug underlaid with a synthetic rubber material that keeps the rug long-wearing despite spike traffic.

In one small wing of the shop apparel is displayed. The merchandise is shown out in the open so the customers can get at it easily. Storage space is provided in the cabinets beneath the counters.

Especially attractive is the use of bright wallpaper in one half of the shop. The light and dark green palm leaves of the wallpaper contribute to the lively charm of the shop. You will note in this section the air circulation device. Shop temperature comfort often is a neglected factor.

The golf and street shoe display does big business. Display of shoes on top of the storage is frequently changed. Pool sandals also are sold. Professional Lannutti is showing a fancy new item of his stock to Miss Kern Haultman. That is nice work. Golfers of the type of Miss Haultman in great numbers around the courses would increase play more than Pres. Eisenhower's enthusiasm for the game.

The painting of Lannutti by Stanley Gordon of Rochester shows how highly the Durand-Eastman pro is regarded by his fellow citizens.

In the Lannutti shop there is a specially





designed case for balls and accessories. To the sides of the ball case are compartments for keeping the pro's business records. At the far end of the ball case is a separate case in which are displayed head-covers, gloves and other items. This case is on wheels and may be moved easily to another location in the shop.

Behind the ball case there will be installed a display of about 30 bags.

The shop is provided with comfortable and beautiful rattan furniture for the ease of the customers.

It has a lot of window illumination.

Harold Clasen, Northland Pro, Drowns When Boat Overturns

Harold L. Clasen, 50, professional at Northland CC, Duluth, Minn., drowned, Sept. 10, when a boat in which he and Northland's course superintendent, Arthur Asplund, overturned while the two were fishing in nearby Island Lake. The accident occurred when Clasen attempted to change his position and both men were thrown into the water.

Clasen was a widely known and highly respected professional throughout the Midwest, enjoyed an active and varied career, was noted for his unselfish service, a devoted family man and held in high esteem by his fellow professionals.

He had been in professional golf for more than 25 years, beginning his golfing career as a caddie at Westward Ho GC in Chicago, later serving as assistant to Frank Goebel at Northwestern GC, Chicago dist., then professional at Cloquet GC; Country Club, Minot, N. D.; Detroit CC, Detroit Lakes, Minn.; pro-mgr., Ridgeview CC, Duluth, and in his present position since 1942. During the winter season he had served as golf instructor at many Florida clubs, including Country Club, Daytona Beach; Highland Lakes, Avon Park; and Seabreeze CC.

President of the Minn. section of the PGA from 1949 to 1952, he was appointed to the Teaching Committee of the PGA in 1952.

In addition to his work as a professional he was manager and owner of a bowling alley at the old Duluth Athletic Club and managed the Duluth Curling Club for several years.

He is survived by his wife, Delores, and a son, David, 18. They had been married 25 years.

Harold was a member of the First Methodist church and Masonic orders, including the Aad Temple of the Shrine.

Charlie Hallowell Honored for 30 Years of Service

The night of Sept. 17, Charles K. Hallowell was guest of honor at a surprise testimonial dinner which reports indicate was the finest tribute of its kind ever paid to a leader in the turf and agricultural management fields. The event should have been televised for while Philadelphia can claim



Joe Valentine, supt., Merion GC, presents Charles K. Hallowell with inscribed book containing names of the 350 who assembled to honor him at testimonial dinner.

Charlie as their own County Agricultural Agent, he has been adopted by men in the golf turf and "growing" business from coast to coast.

Since mid-September 1923 Charlie has worked tirelessly for the betterment of golf course, garden, lawn and kindred fields of agriculture in Philadelphia County, yet found time to contribute his valuable knowledge and observations far beyond his immediate sphere of activity. In the program of the testimonial are listed the highlights of Charlie's 30 years of service. Amazing how much a printer can get on one page.

Looking back, the Hallowell family can be mighty proud of that page as are all who know him. Mr. and Mrs. Hallowell were recipients of a beautiful gift from those attending, presented by Joe Valentine of Merion GC.

Many notables spoke at the dinner, including Pennsylvania's Lt. Gov. Lloyd H. Wood and State Senator Henry J. Popert.

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