

trouble of letting women know the pro shop could compete on price.

Women's Locker-room Displays

One of the smartest merchants in golf business says that where the pros are missing their biggest bet in women's golf market development is by failure to display merchandise in women's locker-rooms at their clubs.

He says such displays, frequently changed, and always featuring some moderately priced item such as golf gloves or headcovers, will get women into the habit of thinking of the pro shop as a shopping place.

Now, he says, about half the women who go into pro shops go in principally to mark scores on their handicap cards. He adds that any pro who doesn't have the handicap card rack located where a good display of some feature merchandise catches the eye can't call himself a golf businessman.

Several pros with whom we've talked and corresponded lately say the quickest growing part of their club business is that of girls' clubs. They say that now a girl who is around 15 years old has grown about as tall as she'll be and her folks can start her with a good open set of clubs knowing that she won't outgrow them. Moderate-priced clubs for women seem to be selling more to members'

daughters than to their wives at many pro shops.

Girls' Golf "Little Leagues"

At the National Open I was chatting about business with some home club pros when one of them came up with an interesting idea. He said that there was a lot of attention being given to boys' Little League baseball in his community and the little girls from about 9 to 14 feel left out.

This pro has started a Little League of girls' golf at his club and the experiment is catching on with the youngsters and their parents. He noted that an amusing part of the venture to date is that the little boys, seeing that the girls are having a competition that attracts attention, now want a Little League golf of their own.

Green Section Reports on Research, Club Service

CHAIRMEN, superintendents and others on USGA Green Section committee met at Baltusrol June 16 for dinner, listening to tape-recorded reports of Green Section regional directors, and a general discussion.

Dick Garlington, chmn. Green Section committee, and Dick Tufts, former chmn., told of the USGA service plan now being used by 299 clubs to decided satisfaction of superintendents, chairmen, and club officials and players. Research, through USGA coordination and allotment and supervision of various grants, is not only increased over previous years but is in sharper focus on regional conditions.

Alex Radko, northeastern director of the Green Section, presented an impressive map of research projects now in operation. This map and other information presented at the meeting brought out plainly the value of the Green Section's help to courses of all sizes. It was emphasized by the Green Section regional directors that during a service job at any club the supt. and chairman both should be present.

Norman Johnson, Pres., Golf Course Supts.' Assn. of America read the GCSA Education committee resolutions approving the Green Section Regional Turf Service plan, and pledged fullest cooperation in extending the joint work of the USGA and GCSA for all possible improvement in course maintenance.

Garlington said that the USGA hopes to be able to open Green Section regional offices in New England, Mid-Atlantic and Midwest territories in 1955.



WATCH THE FORDS GO BUY 500 ENTRIES IN GOLF DAY

Ford Motor Co. Ford Division at Detroit has 14 golf leagues and they led nation's industrial golfers with 500 entries in National Golf Day competition against Hogan. Fred Chalfant of Ford's Employees Services dept. on the right is turning over the \$500 check to Fred Riffin, Sr., Pres., National Golf Fund, Inc. Next to Riffin is Dale Bourisseau of Possibilities Unlimited, one of the beneficiaries of the fund, and alongside Dale is Horton Smith, Pres., PGA, co-sponsor with Life magazine of National Golf Day. There are 64 golf leagues with 2500 members in all Ford plants in Detroit.