



Mrs. Jackson Bradley looks over the sales record in the River Oaks shop. Jackson is at the right; his assistant at the left. Shop has excellent natural lighting but to make sure it's always sunny inside Bradley has fine lighting equipment.

## Long Study by Pro and Wife Shown in New Shop

**J**ACKSON Bradley's pro shop at River Oaks CC, Houston, Tex., is in a beautiful new pro department building near the first tee and 18th green.

Bradley and his wife are smart golf business people and the shop layout, fur-

nishings and stock arrangement shows not only what Jackson and his assistants have picked up in their pro shop experience and investigations, but what Mrs. Bradley has noted in her own shopping and has adapted in a pro shop.



Lots of clubs and other golf equipment, apparel and supplies displayed. The club display in the foreground is one that magnetizes members.



Mrs. Jackson Bradley attends to a multitude of clerical and accounting tasks in the shop office conveniently located to keep eye on display area.



This attractive building houses the River Oaks pro department.

With the exception of the ball case everything is on open display in the River Oaks shop. Large stocks are carried.

An interesting feature of the shop is the two club display sections; one against a wall in a large alcove of the shop and the other in a grouping in the center of the shop as shown in one of the accompanying illustrations.

Naturally the club display in the center gets most attention. When members begin handling clubs and showing interest Bradley and his staff can put their club fitting service to work and provide the interested prospect with the proper clubs from any part of the displays or the reserve stocks stored back of the display rooms.

The compartment for slacks, shorts and sports coats in a wall alongside the ball counter makes an orderly and attractive display.

An important part of the back-stage working facilities is the office. In one of these views taken by Dan Sheehan, Mrs. Bradley is busy at the desk handling some of the innumerable accounting details that now require pros' careful attention.

The Bradley's shop record system enables them to keep their large inventory turning over quite rapidly and warns Bradley to order so sales won't be lost because of shortage of stock. It also tips off the Bradley staff to convert into cash whatever has been too long in stock.

## Golf Works Wonders At Hospital Course

By THOMAS H. RICKMAN, JR.

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**G**OLF continues to prove popular among patients at the U. S. Public Health Service Hospital in Carville, La. Here in the only hospital in the continental United States devoted to the treatment of leprosy are 343 patients

ranging from 14 to 93 years of age. They include men and women from Mexico, Hawaii, Cuba, Puerto Rico, Virgin Islands, Philippines, China, Japan, India, and many states within the United States.

The nine-hole, par 35, 2,428-yard patient course built in 1922 is seldom idle. Daily on a year-round basis patients engage each other in friendly matches. Several times a year all-patient tournaments are held and the Carville Invitational Tourney held each spring and fall has grown from 48 to 132 entries in four years. It includes golfers from New Orleans, Baton Rouge, Monroe, Lafayette, and Jacksonville, Fla., as well as Carville patients.

The interesting aspects of this golfing situation stem from the residual effects of leprosy; the hand and foot deformities, the loss of sensation in the extremities which demands some departures from normally accepted grips, stance, and swing. Henry Thomas, New Orleans City Park pro, is a consultant on the hospital staff and twice monthly spends a day at Carville teaching golf fundamentals to newly arrived patients and helping the old timers.

Instruction is mostly on an individual basis and includes men, women, and children. Evidence of progress is abundant. Until five years ago when Thomas started the teaching program, rarely had any patient been able to achieve par. In local patient tourneys the championship and first flights were filled with high 80 and low 90 scores. Not so any more. Par is fairly common and there is a scramble of low 70's in championship and first flights. This, mind you, in spite of the fact that practically 100% of those playing had never held a golf club in their hands until coming to Carville for treatment.

As recently as two years ago more than 25 per cent of the patients were playing golf here. Today that figure is down to about 15 per cent. This is not due to lack of interest but rather the fact that so many of the more active patients have responded well to treatment and have been discharged. The fact that while here they found a new interest and sharpened their skill will help sustain them in the adjustment period as they return to society.

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