

eyes" Lust urged and told about walking into pro shops where his vision was met first by a calendar. As the pro doesn't sell calendars such use of valuable space obviously isn't good business.

"Ladies Days" In Pro Shops

"Every day is ladies' day in the pro shop," Lust declared. "Many women who don't play golf buy for golfers and the pro shop with its convenience, easy parking, charge accounts, good stocks of sportswear for adults and youngsters, and attractive display, has vast sales opportunities."

Tribute was paid by Jack to pros' wives as having pioneered in developing the modern pro shop and today accounting for much of the smartest operation of pro shops.

Lust advocated frequent and thoughtful experimenting with shop arrangements and displays and with colors. He noted that lighting is bad in quite a few pro shops—everything in these shops looks gray or dull green.

Gives Buying Tips

He gave the pros practical suggestions on buying, telling them to buy with the head and not with the heart and to anticipate at least 50 per cent of shop stock needs by ordering based on the previous year. Lust reminded the pros that manufacturers have to plan far ahead, order materials, finance and manufacture far ahead of delivery. This requires that the retailer plan and buy well in advance.

"If the pro or his assistant doesn't know much about display he should ask the manufacturers' salesmen to help him," Lust advised. He also advised that the pro get a simple system of inventory control or the pro never will know where he stands or how to order properly.

The Educational sessions concluded with presentation of insurance plans on sickness, accident and hospitalization insurance by John H. Rader of Joseph K. Dennis Co., Chicago; and on all-risk coverage of stock and equipment by Wm. F. Harity, Jr., Wynnewood, Pa.

Club Managers Convene in Los Angeles, Jan. 18-21

Edward M. Grenard, pres., Club Managers Assn. of America, will lead his organization into Los Angeles for the CMAA's 29th annual convention, Jan. 18-21.

Attendance of more than 600 club managers is expected with the country and city clubs being evenly represented.

The Southern California chapter of the CMAA has made extensive plans for staging the managers' affair which always is featured by a series of luncheons, dinners and other entertainment.

Business sessions of the CMAA gathering will be held in Hotel Ambassador, the convention headquarters. Managers have been asked, in a nation-wide questionnaire, what problems they consider most important and urgent in club operation. The replies dictated the program.

Country club managers will have their round table session Friday p.m., Jan. 20.

Nominates Tufts to Head USGA

Richard S. Tufts, Pinchurst, N. C., has been nominated to be president of the USGA for 1956. The report of the nominations committee, headed by Totton P. Hefelfinger, Minneapolis, Minn., will be voted upon Jan. 28 at the USGA's 62nd annual meeting in the Vanderbilt Hotel, New York. Nomination assures election.

Other officers nominated for the 1956 term include: vice presidents, John D. Ames, Chicago, and John G. Clock, Long Beach, Cal.; secretary, Charles L. Pierson, Boston; treasurer, J. Frederick Byers, Jr., Pittsburgh, Pa.; executive committee, C. W. Benedict, White Plains, N. Y. and Richmond Gray, Richmond, Va.

Tufts, a member of USGA executive committee since 1946, served as secretary of the organization in 1950-51 and has been a vice president since 1952. He is present chairman of the Rules of Golf and Senior Championship committees. In 1951 and again last year, Tufts was a member of negotiating committees that met with representatives of the Royal and Ancient GC of St. Andrews, Scotland, to develop a uniform code of rules.

The new presidential nominee was graduated from Harvard in 1917 and has lived in Pinchurst for many years where he is president of Pinchurst, Inc. He is a member of Pinchurst CC, Royal and Ancient GC of St. Andrews, USGA and American, Southern and Western Golf Assns.

Retiring president of USGA is Isaac B. Grainger, New York who headed the association in 1954 and 1955.

IMPORTANT NOTICE

Turn to page 77 — and make sure your active operating heads receive **GOLFDOM** in 1956.