



Sportswear demand at Tony Marco's Middle Bay pro Shop has made the addition of dressing rooms for men and women necessary. Mrs. Marco, who wrote this article, is at right.

The Feminine Touch

It Puts "The Sell" In Sportswear At Marco Pro Shop

By ROSEMUND MARCO

IN 1952 when my husband, Tony, became head pro at Middle Bay GC, Oceanside, L. I., N. Y., it didn't take him long to convince me that I could be of real assistance in helping him to build up sales and properly serve the club's growing membership as head of the women's golf department.

For a week or two after coming into Tony's shop, I did little besides observe both men and women golfers. It was something of a revelation to find how clothes conscious most of them were. With this in mind, I decided to stock our shop with top quality sportswear from only the most reliable suppliers. Among other things it occurred to me that a well stocked pro shop, with all its shopping conveniences, could if properly and energetically operated, offset the keen competition of neighboring and New York department stores.

What we needed was a wide assortment of styles for both men and women, the kind of sportswear that appealed to all but extremely flamboyant tastes. I didn't hesitate in making advance commitments with suppliers.

Early in 1956, because of a great increase in membership, we found we were running out of display and storage space. We convinced the club's board of governors that a larger shop would enable us to give much better service to members. We

pointed out that since everyday shoppers were shying away from overcrowded stores, it was of utmost importance that club members who come out to Middle Bay on weekends to relax should be able to get away from all that by having a spacious pro shop in which to do their looking and buying.

We met the club halfway by agreeing to make a substantial investment of our own in the new, modern pro shop by installing the latest in fixtures for displaying merchandise.

Conservative But Handsome

Then we called in an architect who laid out a conservative but handsome design for our shop. It features grey oak showcases. The men's department is at one end of the shop and has a small, adjoining dressing room. The women's department, on the opposite side, has besides a dressing room, a full length mirror and smart looking showcases. We also have a large, open all-purpose display rack and a pegboard wall for showing all types of golf equipment. Two small showcases, complete with spotlights and matching fixtures, and a wrapping counter, round out our display setup.

All in all, a substantial part of our display area is given over to sportswear since, starting with this year, I expect to be selling it the year-around. But for as much space as is given this type of merchandise,



"Pro shops have all the natural shopping conveniences," says Mrs. Marco. "Push this advantage by adding quality lines of sports apparel and competitively, you'll hold your own."

it isn't cutting into Tony's equipment display area. That is the real blessing of having a shop that is large enough to give all types of merchandise their rightful place in the golfer's eye.

We went slightly over our budget in furnishing the Middle Bay shop, but the substantial increase in sales for 1956 over 1955 more than justified the extra investment.

The shop is located near the first tee and has two entrances. Its overall measurements are 42 ft x 22 ft. with an alcove connecting the shop and a storage area. It is well lighted throughout with indirect lighting in the ceiling and fluorescent lights in display cases.

Both Tony and I are proud that members have accepted our new quarters to the extent that I actually think they'd be offended if somebody were to suggest that our place doesn't rank with the finest pro shops in the country.

Golf Architects Meet

American Society of Golf Course Architects will hold its annual meeting Feb. 12-14 in the Boca Raton Hotel and Club, Boca Raton, Fla.

Tufts Nominated to Head USGA for Second Time

Richard S. Tufts, Pinehurst, N. C., has been nominated for reelection as pres. of USGA for 1957 along with 12 of 14 other members of the present administration. All nominees will be voted upon when USGA holds its 63rd annual meeting in New York, Jan. 25-26. Nomination is tantamount to election.

The meeting on the 25th will be held at the Williams Club, 24 E. 39th st., and sessions on the 26th, when the election will be held, are scheduled for the Vanderbilt Hotel.

Other nominees are: Vps.: John D. Ames, Lake Forest, Ill. and John G. Clock, Long Beach, Calif. Secy.: Charles L. Peirson, Brookline, Mass. Treas.: J. Frederic Byers, Jr., Sewickley, Pa. Gen'l Counsel, William W. Forshay, New York City.

Executive committee nominees are: Ames; C. W. Benedict, Mamaroneck, N. Y.; Byers; Emerson Carey, Jr., Denver; William C. Chapin, Rochester, N. Y.; Clock; John W. Fischer, Cincinnati; Richmond Gray, Richmond, Va.; Stuart A. Heatley, San Francisco; Gordon E. Kummer, Milwaukee; William McWane, Birmingham; F. Warren Munro, Portland, Ore.; Peirson; Tufts; and John M. Winters, Jr., Tulsa.

The 1958 nominating committee will be composed of Isaac B. Grainger, chmn., Montclair, N. J.; Edwin C. Hoyt, Darien, Conn.; Charles D. Hunter, Jr., Tacoma, Wash.; Lynford Lardner, Jr., Milwaukee; William H. Zimmerman, Columbus, Ga.

Heatley and McWane have been nominated to replace Edward E. Lowery, San Francisco, and T. R. Garlington, Atlanta, who are not available for reelection.

Bancroft Elected President of PGA Sponsors

Richard Bancroft of St. Paul was elected pres., PGA Tournament Sponsors Assn. at the group's annual meeting in Chicago. Earl Lanning of Greensboro, N. C., was elected vp, James Seidcheck of Milwaukee, treas. and A. M. (Skip) McMahon of Los Angeles, secy. Fifteen tournaments were represented at the meeting.

The sponsors discussed problems that confront them in trying to stage a tournament profitably. They also called for representation on the PGA tournament committee and approved the tournament bureau's proposed plan for getting good fields at all tournaments which put up PGA circuit minimum prize money or more.