



"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.