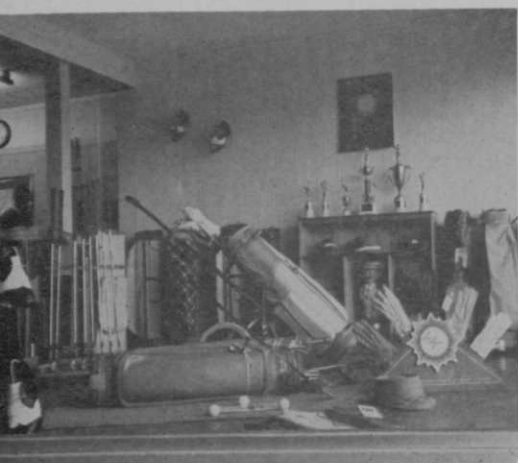




Wife of Ft. Myers pro is on constant lookout for new fashions that are displayed in this window.

Wingate's Windows Reflect High Class of His Shop



Price tags usually are affixed to items shown in general display window. The reason: they get men interested enough to come in and inquire about the merchandise they see here.

THE shop of Roland Wingate, professional at the Fort Myers (Fla.) CC, is adjacent to the first tee. The tee can be seen from the ball display counter. Players are started via a public address system with a microphone handily located alongside the registration and starting sheet.

The shop is more than a place in which a pro staff sells golf merchandise. It is run on the basis that pro shop operation must be primarily a matter of service and interest to players.

Wingate is fortunate in having a fine business staff. Mrs. Wingate is said by golf salesmen to be one of the smartest businesswomen in golf. The Patterson brothers, Wingate's assistants, are excellent young instructors, businessmen and promoters.

The high character of the department's operation is reflected in the two show windows that flank the front door of the shop.

These windows are changed every two weeks or oftener. One window generally is devoted to women's golf wear and playing equipment. The club, which is a municipal operation, has an exceedingly active women's program and visiting professionals comment that the Ft. Myers women golfers are a very attractively
(Continued on page 97)

Hotel Roosevelt will be Manhattan headquarters for press at National Open . . . Winged Foot is about 40 minutes from Grand Central station, which is adjacent to the Roosevelt . . . Gen. Mgr. Neal Lang of Roosevelt, widely known among golfers and sports writers, is putting on press cocktail party Fri. night, June 12.

Six courses of Forest Preserve of Cook County, Ill., in 1958 were 53,656 rounds and \$74,361 in receipts ahead of 1957 . . . The late Harold W. Pierce, pres. of USGA in 1940 and 1941 bequeathed \$5000 to Francis Ouimet Caddie Scholarship Fund.

G. B. Creed, Portage la Prairie, Man., Can. supt., has interesting cloverleaf design for golf course, arranging holes for quicker play and spectator convenience . . . Half the tees and greens are grouped around a central point . . . He believes it will be ideal arrangement for compactness of full-sized and Par 3 courses.

This year a big tobacco company plans to repeat its Par 3 tournament at a large convention of retailers if it can get some way to check on accuracy of scores turned in for valuable prizes . . . Some scores at its first tournament were obviously shot

(Continued on page 130)

Wingate's Windows

(Continued from page 64)

dressed galaxy of golfers. The golf fashion features, for which Mrs. Wingate is constantly on the lookout, are presented in the women's window.

Prices are strictly competitive with women's specialty shops in major cities and the fashions are up to the hour.

Price Tags Shown

The general golf window generally has a price tag shown on featured items of merchandise. The tags get the men coming in and asking for more information or moves them to buy. The women don't need tags unless there's some extraordinary bargain. Women aren't at all backward about asking the price on anything that interests them. If the price is more than they want to pay, there's no deal. But men often are shy about asking about prices.

The general window always has some items such as gloves that a fellow forgets he needs until he happens to see it in the window and knows it is handy to buy in the shop.

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