

construction and management. It is in this field of work that there is going to be a lot more money made than any pro yet has made out of golf.

Professionals, real estate men, course architects and builders, lawyers, bankers and publicity men, who discuss community development with a golf club as the basis of the project, all come up with a lot of loose ends. A few organizations have been formed to conduct the complete operation from getting club memberships to turning over the course and clubhouse in operating shape. It is generally agreed that the selling of lots and the golf club organizing and development are best done by separate but coordinated staffs.

At this stage in the game there obviously is a need for specialists in golf planning, selling and management. Such men, having sound business judgment and experience in addition to golf savvy, are going to account for a tremendous advance in golf facilities.

They will fit golf wisely into the American community plan now developing and they will make their knowledge of golf business the foundation of some quite substantial fortunes.

Strong Outlines Shop Policy for Tam Members

The membership would be more enlightened and pro shops probably would reap greater profits if more pros would do what Lou Strong of Tam O' Shanter CC, Niles, Ill., did this spring.

Strong outlined his shop policy in the club publication which is distributed monthly to all members. Here are some of the things that the Tam pro emphasized:

The great care taken in the hiring and training of the Tam staff;

The careful analysis that is made of the golfer's physical attributes, swing, etc., in fitting him with clubs;

The shop policy of backing all merchandise and not considering any sale completed until the customer is satisfied;

A discussion of discount sales of clubs that brings out that in many cases discount club prices are overstated and that the advertised markdown is phony. And, Strong continues, when the golfer buys clubs at a discount house he can be sure that the purchase is final;

The shop's trade-in policy that may possibly reduce the cash outlay for new clubs by an amount that will come as a surprise to the golfer.



Charles E. Krampf, Dunes Club President presents the Bob Harlow Trophy to Dan Jenkins, Ft. Worth Press, winner of the 6th annual Golf Writers Championship.

Jenkins Wins Golf Writers' Title at Myrtle Beach

Dan Jenkins, Fort Worth Press, won the sixth annual Golf Writers' Assn. championship, with 41-38, at Dunes Golf & Beach Club, Myrtle Beach, S. C.

A field of 24 golf writers played in the championship which members of the Myrtle Beach club and their pro, Jimmy D'Angelo, put on annually the Monday before the Masters.

John May of Golf Digest won low gross with 91-20-71. Bob Kelly, Wilmington, N. C., with a 70, won guest low gross, and Norm Barry, with a 70, won guest low net.

Charles Bartlett, Chicago Tribune writer and sec., Golf Writers' Assn., presented Jimmy D'Angelo, who originated the writers' tournament, with a clock as evidence of the esteem and affection of the literati.

The tournament began, as usual, with a buffet supper, at the home of Dunes Pres. Charles Krampf, and concluded with the annual banquet at which Mgr. Olin F. Davis and his chef always present the finest southern coastal vittles.

Recreation Conference

National Industrial Recreation Assn. will hold its 18th annual conference at the Bellevue-Stratford Hotel, Philadelphia, May 24-27. Maintenance and operation of golf courses discussion is scheduled for the morning of the 27th with Rex McMorris, executive vp, National Golf Fdn., serving an panel director.