



Revolutionary War Ghosts Haunt Farmington Shop

By JOE GAMBATESE

It would be hard to find in this country a golf shop with more history attached to it than the one occupied by Joe Cannon, professional at Farmington CC, Charlottesville, Va., since 1950.

The shop is in what used to be the harness room of the stables on the Farmington estate. The estate was confiscated by the Colonial government during the Revolutionary War because the owner was a British sympathizer.

The most famous architect of that day, Thomas Jefferson, designed the main mansion on the 1,000-acre plantation (now the

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Various aspects of the displays in the Farmington shop are shown in the four photos above. In the top photo are Joe Cannon, head pro, and his assistant, Paul Brown. (Left) Exterior view of shop which once was the harness house on the Farmington estate.



Display It with Class



The circular rack used here for displaying slacks doesn't show them to advantage. It is more of a storage affair than anything else. If there was a cutdown manikin atop the rack for showing a pair of slacks, this display would have far greater sales appeal. A man who is thinking of buying slacks is, of course, interested in material and color, but more important he is persuaded by the way in which they are pleated and the way in which the belt is fitted to them. The circular rack, used in so many shops, doesn't give the potential buyer a chance to visualize how the slacks are going to look when he tries them on.

Al Robbins

clubhouse) in 1803 while he was President of the United States.

Although organized and opened as recently as 1929, Farmington CC reeks with history. There are old slave quarters to remind one of an era which ended with the Civil War. The course itself was laid out by Raymond F. Loving and Fred Findlay, brother of Alex Findlay, first U. S. golf architect.

Alex had been brought to this country by Wanamaker's to build golf courses so that the famous store could develop a market for the first golf clubs imported from Scotland.

Colonial Exterior

The Farmington golf shop, with colonial exterior, is up-to-date in every respect on the inside, having recently been moved from what once was the tack room, and modernized.

"Traffic through the shop is very good because it is next to the men's locker room," says Cannon. "Players come through on their way to the first tee and after they finish their rounds. Many stop for change with which to pay their caddy."

The shop is divided into two sections, giving Cannon a minimum of six walls on which to display merchandise. All items are within easy reach of customers

— a big help in spurring impulse buying, that spontaneous and unplanned purchase which can contribute so much to bigger golf shop sales.

GOLF BOOKS

The Education of A Golfer. By Sam Snead with Al Stump . . . Published by Simon and Schuster. New York. \$4.50.

By a long drive this is the best of the golf books so far this year. Sam describes his golfing career and it has amusing and informative material that is pretty nearly like being with the rich and genial Mr. Bald Knob from Bald Knob, Va. Stump's ears were nicely tuned to Sam's speech. The instruction, sandwiched between incidents of Snead's golfing life story, is very good stuff, too.

Golf Is A Four-Letter Word. By Richard Armour. Published by McGraw-Hill Book Co., New York. Price \$3.50.

It's hard labor to write a golf book that's really funny. The pictures generally are much funnier than the words. Rex Manning and George Houghton and Leo Hersfield, who illustrates Armour's book, draw pictures of golfers that make you laugh.