

green . . . According to newspaper items there are far more intercity matches between small town clubs in midwest than we've ever noticed before in the 19 years of GOLFDOM.

Mayor C. H. Duvall made first drive in opening Mountain Grove, Mo., new Randel GC . . . Sho' Me GC, near Gallatin, Mo. to be reopened . . . Speaking of Missouri golf, papers have been carrying a piece about President Truman being a member of U. S. Seniors' GA . . . The president never has played golf . . . Fred Bowman, vp, Wilson Sporting Goods Co., and in Truman's outfit in World War I, has been trying to get the president to take up golf . . . Fred is a pretty fair golfer and is a past pres., Sunset Ridge CC (Chicago district) . . .

More new courses . . . Arapahoe, Neb.; Carmen, Okla.; Fredericksburg, Va.; Tipton, Ia. . . . Kingfisher, Okla. . . . Floyd Farley, Woodlawn CC, Oklahoma City, pro, is laying out Kingfisher course . . . Art Smith is new pro-mgr., Hocking Hills CC, Lokan, Okla.

We were wrong in the Swing note about Jim Milward being pro at Blackhawk CC, Madison, Wis. . . . Karl "Kully" Schlicht is pro; Jim was just back as a guest.

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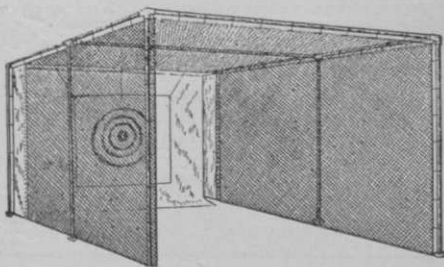
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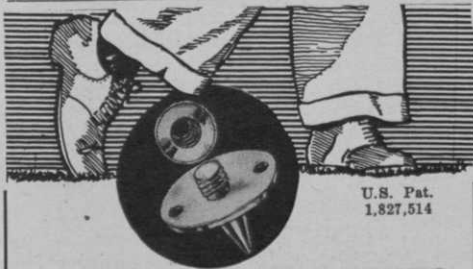
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Easy Riding Byron



Byron Nelson bought himself a 630 acre ranch near Denton, Tex., where he and his pappy will raise white-faced cattle. Byron sold his smaller farm. He helped work that for "relaxation" from tournaments. Part of his "relaxation" was sitting on a Monroe tractor seat,



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where the "photog" found him. Golf course tractor operators also ride those seats getting courses in shape for Byron and the other boys but, unfortunately for the maintenance men, they don't ride them for tournament purses.

Stewart Maiden says winter teaching at a store indoor school convinced him a surprisingly large number of young men who had their first sample of golf as GIs now want to become golfing regulars . . . Kelso (Wash.) Elks dedicate former Coweeman GC which they bought and re-named Kelso Elks War Memorial Course . . . Marshall, Mo., opening new munny course . . . New course at Canton, Okla.

Vandergrift (Pa.) GC buys more land in expansion program to care for golfers seeking admission to club . . . Sam Bates, jr. turns pro with job at Cavalier Yacht & CC, Virginia Beach, Va. . . Craig Wood Harmon is name of the new youngster in the Claude Harmon family . . . Claude is Winged Foot pro and he and his wife named the baby for Claude's former boss at the club.

Golf the official organ of the Netherlands GA, with offices at Mathenesserlaan

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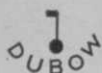
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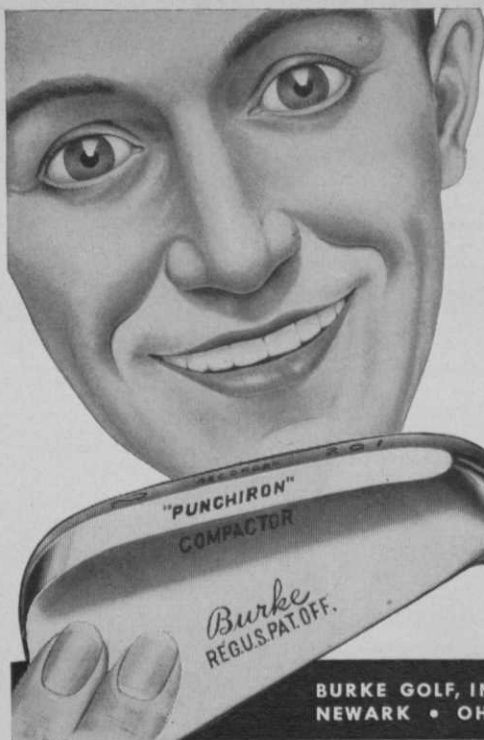
MONTREAL

UNIFORM • DEPENDABLE • PURETY

310, Rotterdam, resumed publication in May . . . The Dutch paper tried to continue publication during German occupation but took the count . . . J. S. (Curley) Hartman, new pro-mgr., Mason City (Ia.) . . . Jimmy Crossan now pro at Haysayampa CC, Prescott, Ariz. . . A. G. Spalding & Bros. Inc. declare regular 40¢ semi annual dividend.

Nate Freeman, formerly at Berkshire CC, now pro at Wingdale (N. Y.) CC . . . Roy Owen, new pro at Butte (Mont.) CC, already has been booked by club officials to give golf instructions to pupils in 3 Butte high schools next winter . . . Charles (Lucky) Baldwin instructor at Illinois AC indoor school at Chicago died recently in his club room . . . Jubilee course at St. Andrews which used to be beginners and children has been reconstructed as a grade. A course, giving the Scottish shrine of the game 4 fine courses, the Old, the Eden, the New and the Jubilee.

George Rommell is supt. to restore to condition Whippoorwill CC (NY Met district) which has been shut down for 4 years . . . Newton CC is new name of old Sussex County CC, Newton, N. J. . . Donald K. McMillen is in charge of Newton club's operations . . . Roy Grinnell



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formerly at Southern Pines (N. C.) CC has been signed as pro by Mid Pines CC . . . His asst. will be Capt. Russell Birch.

Grant Newlove, just out of Army returns to Tecumseh GC, Jamesville, N. Y. as pro for his 8th year . . . His brother Tom, just out of Navy, returns to Syracuse Yacht & CC, Clay N. Y. for his 10th year . . . Tom Murphy is now pro at Squaw Mountain Inn course, Greenville Junction, Me.

John Jacobs, University of Iowa won Western Conference title with 294 . . . Michigan won team championship with 1,220 . . . Bad weather made scoring difficult . . . Phyllis Otto, 1945 Women's Western amateur champion, graduates from Northwestern university, with Pres. Franklin Bliss Snyder presenting her an award based on high ranking scholarship, leadership, athletic ability, service and sportsmanship.

New public munny either 18 or 27 holes recommended by Maryland National Capital Park & Planning commission for Washington, D. C., area . . . McGregor GC, Saratoga Springs, N. Y., sold at auction to Edward H. Bailey and Charles Brackett . . . Warrenton, Ga., organizing golf club.

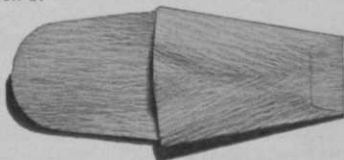
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bermuda each year. But Southern Hills takes off about a 10 ft. strip surrounding green, with exception of a few pathways, reseeds to bent, and stakes off reseeded area. In about 6 weeks stakes and ropes are withdrawn as reseeded area is ready for play. Pros at Southwest invitation last year said Southern Hills greens were magnificent. View is at Southern Hills fifth green.



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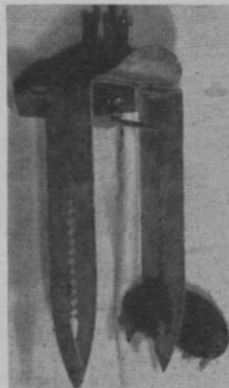
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Pro Shops Are Clubhouse Architects' Blindspots

By **HERB GRAFFIS**

MOST PRO SHOPS are architectural after-thoughts. The clubhouse architect seldom knows much about the function of the pro shop as a merchandising and service point of the club. The pro isn't consulted until too late, if ever. Or, as has happened in numerous cases, the pro who does get a chance to have something to say about the location and design of the pro shop may take this opportunity too casually because of indifference, laziness, or reluctance to be dealt a hand in one of the many arguments that usually pop up when a clubhouse is being designed.

The location of the pro shop often is the source of lively arguments. Whether the shop should be part of the clubhouse building or detached and close to the first tee, with caddie quarters in connection, depends mostly on where the first tee is with respect to locker-room doors. It's preferable to have the pro shop as part of the clubhouse but with women's busi-

ness becoming a substantial part of pro volume the tough job is to get the pro shop where it will be convenient to the men's and women's locker-rooms both. In most clubs if a shop is handy for the men it's out of the route from women's locker-rooms to the first tee.

The big thing for the pro, the architect and the club officials to remember is that the basis of the pro business and service is merchandising convenient to point of use. The majority of members rush from the clubhouse to the tee, dashing into the pro shop for balls and tees. Their shopping is not deliberate. Furthermore there are limitations of sales pressure that can be applied. Although the pro's income usually is largely dependent on sales of merchandise he must be discreet about keeping members reminded that they are expected to buy.

Pro Shops Are Handicaps

The result has been to severely handicap pro sales work. That's one reason you

Nice looking, but notice how the wood display window dividers interfere with effective display of apparel and luggage display is far above eye level.





The display, identification cards, and price signs on the bags do real merchandising work. In this shop the pro had to crowd in bag storage and bench but kept it neat.

see so many golfers with clubs not suited to their builds or swing. These golfers have gone to some store where they have been sold instead of getting the proper clubs at the same price as part of the service to which they're entitled by their membership in a club.

Consequently the club should be interested in getting traffic routed through or alongside the pro shop. Even in the latter case, rarely are there show windows which would give the pro an opportunity to acquaint members with what's new in golf equipment and to remind the players of what they need.

There have been plenty of debates among pros as to the advisability of show windows. Some pro shops are too frequently burglarized. A show window wouldn't look attractive with bars protecting it, as other windows around pro shops are. Lack of bars would mean the

pro or an assistant would have to take the display out of the window each night. That's more work. Some successful pros maintain that this extra work would be worth all the time it demanded because it would remind pros to change their displays and make them bright selling news.

On this matter of pro shop thefts; necessity has forced the building of well-protected storage space in pro shops as well as theft prevention features to keep the insurance rate normal in all phases of shop operation. But seldom are such provisions made in the original design and construction of the shop.

Adequate Display Space

Space for adequate display and arrangement of merchandise should be provided in the architecture of the shop. But again you get into a problem that keeps the pro and the architect apart. The pro

(Continued on Page 60)

Remember the days when so many clubs would be displayed. It's an inviting display of clubs, but observe how space limitations have bags across window.

