



SELLS BALL SERVICE

Spencer Murphy's Members
Protected Against
Loss

SPENCER MURPHY, the white-haired young man whom the Glen Oaks G. & C. C. (New York district) members brag about as their pro, is one of those laddies quick to adopt pro shop ideas that will sell by giving greater service to the members.

Spencer has been at Glen Oaks as pro 10 years, coming there as a 22-year-old hopeful and by keeping on the watch for ways to make his members happy has built up a business that has been doing nicely even through the past few stormy years.

One of his latest innovations is a specially built ball cabinet in a prominent place in his shop. This cabinet has a compartment for each member. The members' names are printed on the outsides of the boxes in which are stored their respective stocks of balls. All balls are marked and

Murphy sees to it that each new member is promptly supplied with a marking die which is placed in the member's ball box. The members gladly pay for the cost of the die.

Balls are marked as bought and as it is a strict rule that all lost balls must be returned to the member's box in the pro shop promptly after the balls are found, and without cost, the member practically eliminates the item of lost balls from his budget.

Members testify that such a service has protected Murphy's ball business against cut-price store competition. The price of a couple of returned lost balls more than offsets any saving that might be made by a cut-price purchase of balls that probably have deteriorated in store storage.

One point about this ball storage arrangement is that the bookkeeping costs and losses in ball sales are cut down because of the quantity buying by the members.

In 1932 Murphy's shop business increased approximately 30 per cent over 1929, which is most unusual in the pro business.