

## 3 SHOPS THAT SELL

ON PAGES following are views of three pro-shops that are doing business . . . and a lot of it! The establishments are the new shops of Spencer Murphy at Glen Oaks G & CC (N. Y. metropolitan district), Jim Wilson at Park Ridge CC (Chicago district), and Wolf Rimann at Hillcrest CC, Kansas City, Mo. At Hillcrest the Kansas City Open ushered in the June tournament schedule with a large field of pros, many of whom could make a profit from their Hillcrest visit if they studied Rimann's shop, regardless of how they fared in the playing prize money.

Two views are shown of each shop so you can get the entire dope on the layouts.

Starting with the Wilson shop, let's observe some of the features of these pro business places.

Note that Jim has balls, raincoats and golf shirts displayed on a table, open for handling by the prospective customers. That requires more work in arranging the stock in the morning, keeping it orderly and dustless all day, and putting it away for safekeeping at night. It also requires vigilance by the shop men because members in a hurry are apt to pick up something and forget to sign the tickets. However, the extra work is thoroughly justified by the increased sales. Jim has made numerous experiments in merchandising display during his long and successful pro career and has come to the decision that it is feel that is the strongest factor in selling golf goods.

### Make Goods Easy to Touch

Jim, who, as many of you know, is the handsome guy shown in these pictures, expresses the following opinion about golf shop merchandising:

"In golf selling, as well as in golf instruction, the pro has to arouse the cus-

Now that Joe Kirkwood and Walter Hagen have finished their world tour Joe again is booking exhibition dates. In addition to the mysteries of the Kirkwood trick shots the repertoire includes a magic lantern show because Joe and Walter got some great movies of sports around the world.

For dates and terms of a Kirkwood show, you'll have to write Joe in care of A. G. Spalding & Bros. at San Francisco.

tomers' sense of feel for effective reception of the pro's efforts. Every pro knows what a tough job it is to get the pupil to feel the correct swing, but that after this feeling is obtained, the results are highly satisfactory. The same sense of feel induces a player to buy more and better golf balls. The touch of a good paint job, the markings, the solid feeling of the ball, its fresh, clean feel even when wrapped, all help to stir a buying desire much stronger than that which is aroused when the customer simply gets a look at a box of balls behind glass and thinks that he needs a new ball to go the round.

### Help Them Buy; Don't Sell 'Em

"The same thing holds true with clubs and bags. Get them to touch and fool around with the merchandise and you have them well on their way to buying. When they get the merchandise in their hands they have expressed an interest that gives the pro a good opening for a diplomatic and educational sales talk. The pro then is in a position to help them buy instead of being compelled to sell them from a cold looking start.

"Apparel that must be carefully protected against dust, and which appeals on its looks rather than its feel, can be kept behind glass, but the merchandise that is to be used with the sense of feel predominant should be made available for the touch of the prospective customer."

You can argue all you want to about Jim's policy on letting them sample the feel of the merchandise but the idea works out very profitably for him and to the keen satisfaction of the Park Ridge members.

Note the rubber flooring where traffic comes through the door into Wilson's shop. Pro-shop floor covering always is a problem. It must be neat, non-slipping and sturdily resistant to wear. The rubber mat runner has to be rolled up and its location swept every night, but it keeps



Jim Wilson, Park Ridge CC, Chicago District.

the rest of the floor clean and protects customers in spiked shoes against slipping.

**R**IMANN makes his Hillcrest shop an exceedingly attractive place on the pro-lounge order, where members are subtly invited to wait for their partners, read the sports magazines, or "visit." The battle-

ship linoleum on the floor, inset with the Hillcrest monogram, makes a fine stage dressing and wears well despite the spiked shoe pounding it gets.

Rimann keeps his bags under glass with the exception of numbers on which he features at sale prices. His idea is to give the appearance of a smart retailing establishment to his shop, thus subtly counter-



Wolf Rimann, Hillcrest CC, Kansas City.

acting the down-town store competition. He's done that very effectively. His clubs are in the open for handling and he has a particularly neat and extensive display. His shop boy has instructions to see that the large ash container is cleaned out at frequent intervals because the collection of cigarette and cigar butts that piles up in pro-shop gaboons during a short time

often is a marring and conspicuous little detail that lends a low-down poolroom note, and is extremely offensive to women members. Watching little things like that identify the smart pro merchant.

It's Wolf Rimann looking over the figures at the counter in one of the Hillcrest shop pictures. The figures look great for this season.



Spencer Murphy, Glen Oaks G&CC, New York Metro. District.

**T**HIS year at Glen Oaks the able and active Spencer Murphy's shop was enlarged from 400 sq. ft. to 800 sq. ft., due to lively interest the president of the club, Ira Studsand, and Murphy's chairman, Nat Judson, take in the pro-shop as an important factor in member service at a top-grade club.

There is an air of dignity about the

Murphy shop that sets the stage for selling service on a high plane. Even Spencer's brother, "The Senator," who appears in one of the pictures, is a dignified personage, but with one of those Celtic smiles that assures folks they don't need to be afraid of dignity.

The use of striped awnings over the windows and the counter alcove is a smart

decorative idea for a pro-shop. The invitation to sit down and chat (and maybe develop the idea of buying something) is evident in the attractive chairs.

There's \$16,000 in shop stock on display and in storage at the Glen Oaks shop and Murphy keeps that investment turning over frequently. Murphy sells a lot of good bags. Look at his shop display and you'll see one answer. Note his desk by the side of the counter. Business details are handled promptly, conveniently and correctly.

### Murphy's Famous Ball-Rack

Back of the counter is the famous ball rack, previously mentioned in GOLFDOM. A member's name is on each of these boxes. The boxes are filled with a dozen new balls. The members usually take out three or four balls at a time. When the supply gets down to three or four the box is filled up again with new balls marked with the member's name. The member also is supplied with free tees and three practice balls with his purchase of each dozen new balls.

With the purchase of clubs Murphy gives one free lesson, which usually leads to several more paid lessons. He has three assistants, and a clubmaker and repair man; all of them are kept busy because the Murphy shop is operated on the principle that when a member joins a good club, outstanding pro department service is one of the things the member has a right to expect and one of the valuable assets of membership.

These pictures are representative of the new shops put in this year with the helpful cooperation of club officials who have the right idea about pro-shop facilities and operation. One thing, which GOLFDOM considers an important point in pro-shop merchandising, is missing in these pictures, and that is evidence of price mark-

ings on a lot of the merchandise. Apparel items and balls are marked but if there are price tags on the clubs and bags they don't show in the pictures. At many clubs the simple action of plainly pricing the merchandise has boosted sales greatly.

But Rimann, Murphy and Wilson are doing all right. They are not suffering from any recession, so who are we to point out a flaw in not price-tagging merchandise in their shops?

### Now Is Time to Analyze Members' Accounts

AS mid-season approaches at many clubs it becomes time to make an analysis of house accounts. It will be found, usually, that a comparatively small percent of the members are doing the heavy work in patronizing the club.

How to attract the others to the club so they will do their share in supporting the enterprise is something that needs definite data rather than the generalities that often must guide managers and club officials. In some cases, of course, members are patronizing the club to the limit their financial situation permits, but in many other instances lack of patronage may be accounted for by some element within the control of the manager and officials.

Study of specific data on the accounts puts the manager in a position to make definite recommendations for revision in entertainment or service programs.

**Michigan Officers Chosen**—The 1938 officers of the Michigan and Border Cities Golf Course Supts. chosen at the recent annual meeting are: Pres., John Gray; V-Pres., James Proven; Secy.-Treas., David C. Kennedy. On the advisory board are Wm. Smith, Herb Shave and Ben Bertrand. The tournament committee duties will be handled by Clarence Wolfrom and Ward Cornwell. R. J. Scott will look after the entertainment.

At an outing of the Michigan association held May 2 at the Franklin Hills CC, a team match was held between the 35 superintendents present and with Cornwell and Scott acting as captains. Scott's team won with a total of 964 as against the 1,000 scored by the losers. David Kennedy was low with 78. Ben Bertrand stepped up the calibre of the field considerably when he broke 100 for the first time, coming in with a neat 93.

The Cleveland Open, scheduled for the Oakwood layout Aug. 11-14, will carry a \$10,000 purse, with a first prize of \$3,000, a second of \$1,500, and 28 other cash awards ending with five of \$50 each. Trophies are provided for the three low-scoring amateurs.

Play will be at 18 holes each day of the event, with the field limited to 200 starters. After the second day's play, the field will be cut to the low 100 contestants, including ties.

Entry fee is \$10 and deadline for entries, which should be addressed to the Cleveland Open Golf Tournament, Hotel Statler, Cleveland, is 5:00 p.m., August 1.