

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.