



Note top-of-counter display of head-covers, an item many may otherwise forget to buy. Shoe storage is prominent and that helps make sales.

hole matches. We finish our season with turkey shoots on Thanksgiving and Christmas.

To pay for prizes for these tournaments members sign a \$5 tournament card which covers entry fee in every tournament for the year. Last year the entry fees under this plan were \$750. All of it was spent for pro shop merchandise as prizes. This year the total will be more than \$1000.

In working with the golf committee to provide good selection of pro shop prizes the pro not only helps get entries for the competitions but puts a goodly sum into his own cash register.

The women's tournaments should be given ample care by the pros. The women need help and although their prize list doesn't come anywhere near as high as that of the men it's business that brings a lot of good-will for the pro with it.

At The Oaks I give 6 group lessons to women in helping to build up women's tournament interest and ambitions.

This matter of paying particular attention to the competitive events of members I'm sure is something that every pro will find is part of his job that will benefit all of the members and make the pro a profit in cash and good will.

There often is a tendency to depend too much on the blind bogey competitions for pro shop profits. At some clubs the same group of fellows keep winning the balls. If that's the case the pro had better be ex-

amining his handicap rack cards. It could be that some of the members have lower handicaps than they really should have and are just too nice or unknowing to complain. They may resent being told that they are short-counting themselves on the handicap, but that's only one of a thousand situations the pro must treat with tact.

#### JAYCEES SPONSOR NATIONAL JUNIOR CHAMPIONSHIP

The 2nd National Junior Golf Championship sponsored by the United States Junior Chamber of Commerce will be held July 29th through August 2nd, at the Mt. Hawley CC, Peoria, Ill. The tournament, a match play event, is open to all boys under 19 years of age, who have qualified in State Junior tournaments held or endorsed by State Junior Chambers of Commerce.

Tournament Chairman, Clifton Hill, announces the Peoria Junior Chamber of Commerce will provide full lodging and entertainment for all participants in the event.

**HONOR HARRY ROBB**—Thirtieth anniversary of Harry Robb as pro at Milburn club (KC dist.) was celebrated by 200 club members and their guests April 23. The widely known veteran suffered a heart attack the night before the party and couldn't attend. Latest reports are that Harry's recovering nicely but that he won't be playing golf for quite a while.