

Golf Shop Interiors

TEE to GREEN renovation of your shop achieving a retail layout tailored to your potentiality
— Space-Saving Fixtures —

Robert E. Murray
associates

576-5 Ave. New York 17, N. Y.

Division **Golf Shop Promotions**
Agents for "Blue Chip" Merchandise

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east usually meets with objections from the membership. The club championship matches have just about reached the half way mark and therefore players want to delay disturbing the grass or soil. Also the climate at this time is ideal for golf and normal play in this early period is usually quite heavy in the Northeast. Therefore, a good job of selling is required to convince the membership that the only time to renovate is the right time. The only program to follow is the right program. It is important to leave no stone unturned to insure success; plan every detail carefully; do every phase of the work thoroughly; leave nothing to chance. Success or failure in this project will determine to a large extent whether any other new projects of improvement will be undertaken.

We wish to re-emphasize the following points:

(1) Plan renovation thoroughly; time renovation at the right time, and keep length of time that it takes to complete project to a minimum.

(2) Don't take on more work than you can handle in one season. It is better to be conservative in planning amount of renovation to do in one season.

(3) Prepare membership for renovation projects by keeping them informed.

(4) Pursue the renovation plan vigorously — leave nothing undone that should be done.

(5) Initiate management and maintenance programs required to keep improvements of renovation.

Tam Prizes Total \$146,000

A combined cash purse of \$146,200 for this summer's World and All-American golf tournaments at Tam O'Shanter Country club have been announced by George S. May, the tourney's promoter. May also said his International cup matches will be discontinued.

The All-American on Aug. 2 thru 5 will offer \$25,000 to men pros and \$5,000 to women pros. The subsequent World meet, Aug. 9 thru 12, will pay out \$101,200 to the men and \$15,000 to the women.

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