

Bargain Counter Moves Goods in Pro Shop

Pat Markovich, pro at Richmond (Calif.) GC, has on a special counter and cabinet in his pro shop, merchandise on which he reduces the price every week until it's sold.

He displays apparel, shoes and clubs in this "bargain counter" space. The idea has moved merchandise and kept Pat's inventory down. He hasn't found that it has interfered with regular business but has made many sales to people who hadn't intended buying.

Club Managers' 1954 Meet at Atlanta, Feb. 7-10

Club Managers' Assn. of America will hold its 1954 convention at Hotel Biltmore, Atlanta, Ga., Feb. 7-10.

Georgian chapter CMAA has appointed a local advisory committee of Armand C. Chapeau, Sidney Herzenberg, C. B. Edwards, Clyde S. Mingledorff, J. R. Taylor and W. J. Yohannan to work with national officials planning the convention.

"GOLF DAY" MEDAL CAST



Sides of the medal to be awarded those who beat the Julius Boros round at Oakmont CC (Pittsburgh dist.) May 23 are shown above.

Entry far in excess of 1952's 80,000 is expected for the event which will be played by men and women at private clubs and on public and semi-public courses all over the country under club handicaps or handicaps by the Callaway system. Each entrant pays \$1. Proceeds are split between USO and worthy causes in golf.

This second annual event, like the first, is co-sponsored by Life magazine and the PGA. Complete details and entry blanks may be secured from National Golf Day, 9 Rockefeller Plaza, New York 20.

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