



\$1,000 Golf Day Check to USO

Julius Boros gives National Golf Day check for \$1,000 to USO. (L to R) Betty Brooks, Life Magazine Promotion Dept.; Boros, 1952 USGA Open champ; Edwin Bond, Exec. Dir., USO; Bill Scherman, also of Life Promotion.

Julius Boros, 1952's National Open

Champion, presents check for \$1,000 received from Life magazine for his round as defending champion in this year's National Golf Day event to the USO's exec. secy., Edwin E. Bond.

In thanking Boros, Bond said his personal generosity gave the USO added cause to be grateful for its participation in National Golf Day and expressed his appreciation to Life and the PGA, co-sponsors of the event, for the vitally needed financial help provided the USO.

More than 120,000 golfers on 3,352 courses throughout the U. S., Canada, Mexico and other countries and territories participated in the second annual tournament paying \$1 entry fees to compete against the former Open Champion. More than 13,000 beat Boros to win a bronze medal.

Life magazine "picks up the tab" for the entire expense of conducting the tournament so all entry fees are divided between the USO and the National Golf Fund, Inc., an organization founded for the disbursal of National Golf Day funds to charitable and worthy projects related to golf.

the individual. The public, too, got keenly interested in seeking the professionals' advice on this matter, and the development was to the advantage of all concerned."

Counter Sells Sox — Gibbs

Paul W. Gibbs, Dunlop ball salesman in New York metropolitan territory, observed something that indicates how effectively pros are using special displays of merchandise in their shops.

Gibbs tells:

"The newest idea I have seen in pro shop business this year is the installation of a special counter for the exclusive sale of socks in Claude Harmon's Winged Foot shop.

"The counter (not glass enclosed) is located near the center of the shop and Tom Donahue, Claude's shop manager, was most enthusiastic — stating that they had sold 30 pair within a few days. The socks cover a wide variety of kind as well as of sizes."

Making It Easier to Buy — Braid

The veteran George Braid, representing several prominent manufacturers' selling interests in the Chicago district and adjacent territory, says:

"The best idea I have seen in pro shop business this year is the lighted show-cases and the counter or table display idea. I believe many of the pros have finally

found that having merchandise displayed where members and guests can handle has been a big factor in increased business. This has been particularly true in the sale of ladies' wear and men's caps and shirts, etc.

"Cheaper golf balls have been sold in large quantities out of bowls or trays placed in prominent spots on top of show-cases. Pros pick up many ball sales this way that otherwise have been bought through other sources."

Wider Price Range — Pencovic

M. (Pinky) Pencovic, who makes the Pacific slope beat for several manufacturers, says that business has been boosted by closer study of price ranges by pros in his territory. He has observed that paying close attention to matching the price range with the customers' pocketbooks has produced surprising increases in volume when the pros have been smart buyers of good quality at moderate prices, especially in apparel items.

Pinky also says that the electric golf buggy rental business is the big boom of the year on the west coast.

More of the BEST IDEAS OF 1953 to help you will appear in the January, 1954 issue of GOLFDOM. Don't miss it.
