

Fourth, you must show and demonstrate your merchandise. Good displays arouse interest and in some cases move merchandise, but demonstration sells merchandise.

A golf cart remains an inanimate object until you demonstrate how it folds compactly and rolls smoothly on ball bearing wheels. Sensing that a cold hunk of aluminum can become a veritable workhorse by relieving the strain on his aching shoulder, your prospect becomes a customer.

You are probably aware that playing ability has been omitted from the fields which I deem important to the pro business. Obviously you can play a fair game of golf or you would not have entered or contemplate entering the business. Paul Scott hit the nail on the head in a recent magazine article when he stated, "Keep your score around 76 and devote your time to the service of your members."

That seems to be the whole answer to preparing yourself for the golf professional business . . . devote your thoughts and actions to the service of your members.

MARKET PROMOTER

The more people who are playing golf and more of it, the better the position of your club and your own professional business.

Be constantly alert to opportunities for arousing more interest in pleasant play by lively programs of well-conducted events at your course, get interest stirred up in golf among juniors, and women in particular to distribute the play load at your course and assure a big future for golf business. Take advantage of every opportunity to bring everybody into the enjoyment of the game.

TEAM PLAYER

Understand the work of other employees of the club to the extent that you can cooperate effectively with them at all times in making the jobs better performed by all of you for the good of the club and all its golfers.

Walt Ripley says event that Sawano CC, Quincy, Fla., members enjoyed was team play with each team consisting of one player with a brassie, one with a 2-iron, one with a five-iron and one with a putter. The ball is hit by team members playing in turn until it's holed out. Player with next club then drives off next tee.

Golf Fund Gives USO \$66,017, Half of Golf Day Income

Harry Moffitt, PGA pres.; Ed King of Life magazine and Stanley J. McGiveran, ex-pres. Western Golf Assn., representing Fred L. Riffin, Sr., pres. National Golf Fund, Inc., made formal presentation of a check for \$66,017 to Harvey Firestone, Jr., USO board chairman, Jan. 6.

The presentation was made at the Blackstone hotel, Chicago, following a luncheon attended by 300 prominent in golf and other sports.

Checks for the other 50 per cent of 1954 National Golf Day proceeds have been issued and, in some cases, will be formally presented.

Babe Zaharias will join with Ed Furgol and two others to be named later in playing Olympic Club course June 4 in establishing figures against which women and men golfers will play with their respective handicaps. Tee markers and cups will be placed by Olympic club officials to approximately National Open toughness.

Women's play at clubs, against the Zaharias score, probably will be on Ladies' Day nearest June 4 at the participating courses.

About a quarter-ton of "I Beat Ben Hogan" medals left over when only 1,900 beat Hogan's 64 at Baltusrol in 1954 will be used by the PGA and Life, co-sponsors of Golf Day, in promoting this year's event.

At the luncheon attractive glass paperweights containing "I Beat" Hogan and Boros medals were presented to National Golf Fund directors, committee members, Mrs. Liliam Harlow, widow of Bob, whose work for the National Golf Fund included originating the international boys' competitions, came from Pinehurst to receive an award.

The distribution of the three Golf Day funds, in addition to the USO half: Caddie scholarships, \$51,500; PGA Benevolent, Education and Relief, \$38,200; USGA Green Section and turf research, \$23,700; U. S. Junior Chamber of Commerce junior golf, \$23,000; American Women's Voluntary Services, \$9000; Blind Golfers' associations, \$6000; Possibilities Unlimited (handicapped golfers), \$6000.

Life magazine has paid all promotion and operating expenses, except travel and personal expenses of National Golf Fund, Inc., committee members and directors in work necessitated by fund raising and distribution.