

the dresses tho, as by May they are usually withdrawn from the line or the manufacturers do not care to bother with small single orders. During the summer I carry a dozen or more different styles of women's hats and caps.

It has been my experience that it does not pay to reorder the same style unless it has been a "WoW". You can sell out a dozen hats in a few days and two weeks later a duplicate shipment would simply lay on the counter and attract no buyers. I take spring styles out by early summer and later show fall models, taking the previous styles off the counter.

My dresses are well displayed on a rack across the front of the display room, it holds six or seven dozen dresses. From the outside they show up well through a large window. Another dozen are on display on racks and hangers in other conspicuous spots in the shop. I have tried to clean out my stock of dresses by the end of the season so that in the spring I have an entirely new stock. So far I have been pretty fortunate in this respect.

I have found that it is smart to buy only one color or less of each style of dress. That is if a dress comes in nine colors I select six colors that I feel will sell easiest and order one of each of those colors. In that way my customers do not see their friends wearing the same color and style.

Often I suggest that several dresses be taken home so that a customer can be sure of which ones they like the best. Many times they will buy all of those they have taken home.

I handle quite a few skirts and blouses, but care must be exercised in ordering them as they cannot be worn by all players.

Accommodation to Women

The handling of such merchandise is a definite accommodation to many of our women golfers. With the care of growing children and household duties their time is limited and they appreciate being able to be outfitted while at the club to play golf.

I doubt if a pro by himself could do much of a business in ladies' golf wear. It takes a woman's knack of displaying and presenting such wear to women, and in ordering a woman can picture better what the average women will like and wear. I try to picture which of our members will like certain dresses and shorts and order with those certain persons in mind.

Of course there are many things that a sales person does automatically and are not easy to think of and jot down on paper, but this gives an idea of some of my experience and the way I carry on.

There always are new ideas coming to mind and I'm always looking for something good and attractive that our customers can get first. It's good for the members, good for the club and good for the shop to get distinctive fashions first so the women members are leaders in women's sports fashions.

I carry a line of ladies' sweaters in several styles. It often is surprising how quickly a new and different style will sell and how much fine advertising it does for the pro shop.

The business is not the type that rushes into the shop in a bargain-hunting way. It must be secured on the basis of excellent style, material, workmanship and value that is up to the highest standard of women's shops and often lower in price. I go after business well in advance to make sure that all possible customers are reminded that we will have what they want. Early in February I send out a postcard advising that I will have my new line of dresses on display early in April.

Midwest Turf Election

Lafayette, Ind., March 4—Taylor Boyd, supt. Camargo Club, Cincinnati, was named new president of Midwest Regional Turf Foundation by directors at their annual meeting at Purdue, March 3.

Boyd succeeds Malcolm E. McLaren, supt. of Oakwood CC., Cleveland, O., who has headed the foundation for the last several years.

Frank Dunlap, supt. of the Country Club, Cleveland, is vice president. Other officers of the foundation, which headquarters at Purdue, include Dr. W. H. Daniel, Purdue turf specialist, executive secretary; and Dr. G. O. Mott, Purdue agronomist, treasurer.

Directors elected for 3-year terms are Leo Bauman, former green-chairman at Westwood CC., St. Louis, and Oscar Borgmeier, George A. Davis Co., Chicago. Other directors are Edward Fifield, Gary Municipal Golf Courses; Carl Bretzlaff, Indianapolis; Ward Cornwell, Grosse Pointe, Mich.; Dr. Fred V. Grau; William H. Stupple, supt., Exmoor CC., Highland Park, Ill.; and Lester Verhaalen, Brynwood CC., Milwaukee, Wis.