

find it helpful to make up an index file and keep a record of the waist and length measurement of each customer and you will eliminate all extra handling on re-orders. This index will come in mighty handy if your member's wife wants to pick out a few extra pairs and surprise her husband on some special occasion!

7. Bearing in mind that presentation is half of the sale, we suggest a proper display in keeping with the size of your shop. Your customer will want to feel the materials and see the colors whenever possible. Display slacks instead of catalogues. Most manufacturers will gladly help you secure a good display rack. The revolving type slack rack seems a most practical and effective way to display slacks.

Remember that you are a style-setter every time that you step up to the first tee wearing a new color or a new fabric. Your members are the best "walking advertisements" for your pro shop every time you sell them fine golf or dress slacks. In many cases, they will draw additional business from outside.

Ravisloe, Chicago, Host to Amputee Tournament

Ravisloe CC at Homewood, Ill., Chicago southern suburb, is to be host to the annual tournament of Possibilities Unlimited, a golfing organization of fellows who have lost limbs in military or other action. The tournament will be played July 18-19.

This is the fifth annual championship of Possibilities Unlimited. The field consists of about 90 players and some of the contestants are astonishingly good players.

Ravisloe, one of the pioneer clubs of the Chicago district, has a fine course and splendid facilities, and a grand assembly of fellows as members. Charles Eckstein, treas., Chicago District GA, also is a Ravisloe official.

Dale Bourisseau, CSI Sales Co., Solon Center Bldg., Solon, O., is head of the golf committee of Possibilities Unlimited.

PGA Annual Meeting To Be At Atlantic City, Dec. 3-10

CAMPAIGN of Philadelphia dist. PGA, spearheaded by Leo Fraser, to have 1955 national meeting of PGA held at Atlantic City, N. J., has succeeded. PGA announces the meeting will be held there Dec. 3-10.

One reason the Atlantic City bid was offered and accepted was confidence that pros from New York Met, Philadelphia and other adjacent areas would attend

PGA educational conferences in large numbers.

PGA has built up these educational sessions, open to all members, so they're highly valuable business training, and pro golf's counterpart of the superintendents' short courses at various colleges and the GCSA annual educational conference, all of which have been tremendously valuable to golf and to the superintendents.

PGA officials and other thoughtful pros have deplored small attendance at the annual meeting educational sessions.

Triangle Round Robin At Grossinger's, June 14-18

The third annual Triangle Round Robin for professional women golfers will be held this year at Grossinger's CC, Grossinger, N. Y., June 14-18.

Sponsored by Triangle Conduit & Cable Co., Inc., New Brunswick, N. J. this tournament attracts all the top women pros. Patty Berg, who won last year's tournament at the Homestead, Virginia Hot Springs, will defend her title.

Last year Patty won plus points from 14 out of 15 of her opponents with her five round scores of 73-75-76-76-72 for the top prize of \$1,500.

John E. McAuliffe, President of Triangle, is the prime mover behind this annual tournament, one of the top prize money events for women pros during the year. All gate receipts at Grossinger's will be donated to charity.

Triangle, besides manufacturing wire, cable and conduit, also makes plastic pipe extensively used at golf courses.

Western GA Issues New Caddy Master Manual

Western Golf Assn., Golf, Ill., has published a Caddy Master Manual as a companion book to its revised Caddy Committee Guide.

The Caddy Master book is the only comprehensive job that has been published about recruiting, training, supervising and correctly handling all other details of caddy enlistment, compensation and management.

The book resulted from the caddy masters' forum that the WGA conducted in 1953 and which was attended by successful caddymasters at more than 50 clubs. It is available to Western Golf Assn. member clubs, and in some other cases under special arrangement. Details may be secured from Milt Woodard, WGA sec.