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**SPECIAL SOIL TEST KIT OFFER!**

**Only \$198**  
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 from your EZEE FLOW dealer with purchase of any model EZEE FLOW spreader.

**Annual PGA Meeting Carded for Phoenix, Nov. 10-18**

The 44th annual meeting of the PGA will be held in Phoenix, Ariz., Nov. 10-18, Harold Sargent, pres., has announced. John Reuter, Jr., pres. of the Southwest section of the professional organization will be chmn. of the meeting and will work out its details with the PGA executive committee.

Arrangements to hold the meeting in Phoenix were made with the assistance of Bob Goldwater, dept. store executive in that city who has been chmn. of the PGA national advisory board committee since 1957. This will be the first time that the pro group has held its annual meeting in Arizona.

Executive committee meetings, and meeting of this group with the tournament and advisory committees, will take up the first four days of the Phoenix conference. The teaching and educational program will be staged on Nov. 15th with the annual president's dinner scheduled for the evening of that date. On the 16th and 17th, delegates will hold their meetings and on the 18th, an open forum is scheduled.

**Display to Get the Shopper Ready to Buy**

The function of pro shop display is to attract potential customers and either sell them or get them ready to be sold by personal salesmanship.

Displays to accomplish this selling job should be:

- (1) Tied in with manufacturers' point-of-sale display material as well as with the manufacturers' magazine advertising.
- (2) Strategically located and never be an obstacle to shop traffic;
- (3) Immediately renewed when anything is sold from the display;
- (4) On counters, in the case of small items. These counter displays should be changed weekly so they always will look fresh and new.

A putter display stand should be placed at the practice putting green, first tee or in the locker-room, on Saturdays, Sundays and holidays.

Do not use wall cards with "wise cracks" on them. They get stale in a hurry.

**George Aulbach**  
 Professional, Lufkin (Tex.) CC