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than grouped together, so advantage might be taken of the lively color of the bags. The same type of experiments should be made with umbrellas, clothing and hats. Where the best places are to use color, rather than concentrating colorful displays, has to be determined by experiment.

Experiments in Grouping

"Grouping wisely for merchandising effectiveness and to give the idea of larger space is something many pros have to learn. The first experiments in grouping that some pros should try in their shops are those of a 'His' and 'Hers' sort. The practice at many pro shops is to put the men's and women's clubs and other merchandise together. One result of the failure to give women's golf merchandise a distinctive and colorful display is that professionals are losing a large amount of women's business simply because women do not realize the pro has something especially for them."

Mrs. Philip Cudone, Bloomington, N. J., recently won the Women's Metropolitan GA championship by defeating Mrs. Allan A. Ryan, Lattingtown, N. Y., 2 and 1, in the final at Old Westbury GC.

16th USGA Junior Amateur Scheduled for Florence, S. C.

The 16th Junior Amateur of the USGA will be played July 31-Aug. 3 at Florence (S.C.) CC. Fifty-four qualifying sites have been established to determine the finalists.

Eligible for the tournament are boys who have reached their 12th but not their 18th birthdays by Aug. 3. In 1962, nearly 2,100 boys took part in the Junior. The number of entrants has increased for 13 consecutive years.

James L. Wiechers, Los Altos, Calif. won the 1962 event, defeating James Sullivan of Sacramento in the final. Neither boy is eligible to compete this year because of age. The 1963 champion will be invited to compete in this year's National Amateur, which will be held Sept. 9-14 at the Wakonda Club, Des Moines, Ia.

Ladies Will Be Busy

Between July 5 and Sept. 2 there will be nine events on the Ladies PGA card, with prizes totaling \$82,500. The biggest event on the schedule will be the Milwaukee Jaycee Open at North Shore CC. It carries a purse of \$12,500.