



**This one loves to
play
and
play
and
play!**

Seldom needs maintenance, this Link-mobile golf car. Simplified design, rugged strength see to that. Make this one easy and fun to drive besides. 8 hp engine levels 35° grades, with speeds to 10 mph. Goes five 18-hole rounds on a 3-gallon tankful of gasoline, with fuel to spare. Heavy-duty

muffler eliminates backtalk. Sleek body is fiber glass to avoid rust. Choice of sparkling colors molded in to last. Whole body tilts up for easy engine servicing—just right for your fleet. Write for details.

Linkmobile DIVISION, NORTHWESTERN MOTOR CO., FAIRMONT, MINN.

Promote the Fashion Angle

At all times promote and sell the fashion angle. Sell fashion for the simple reason that there is built-in obsolescence in fashion. This season's hot style will have considerably cooled off by next season and will make room for new sales. By exposing members to new fashions, there is constantly created a desire to buy new outfits. Many members also certainly buy for fashion because they do not want to be outdone by members of another club.

How to fit and measure. Taking proper measurements is important. For example, to measure the waist on slacks, measure against the shirt right above the belt. Otherwise, almost two inches will be added to the customer if he is measured over his own pants. The tailor for the pro shop will advise whether he requires out-seam or in-seam measurements. Always have the customer adjust his slacks to the height he normally wears them.

Size Underestimated

Women are more familiar with their size, although they tend to underestimate it. It is therefore helpful for a pro and his

staff to become familiar with the specific cut of each model, consulting a descriptive catalog in detail as well as checking the descriptive label. Interestingly enough, the label will often say petite or slender, meaning the average figure. Care is required in helping a woman make a size selection. For example, a person would not think of handing a well-nourished woman a slim or slender model. The lady prospect may be lost for good. She will simply say "These shorts don't fit."

Excise-Income Tax Booklet Available from CMAA

Walter A. Slowinski, counsel for the CMAA, and attorney, Terry Nevel, have written a booklet entitled, "Federal Income and Excise Tax Considerations for Social Clubs." It contains an explanation of every current excise and income tax law pertaining to private clubs, plus many references to specific cases. Copies of the 26-page booklet are available for \$1.00 each from Club Management, 408 Olive St., St. Louis, Mo. 63102.