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It tells about one of the biggest improvements ever made in Shower Bath equipment.

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see these, look them over and favor us with your criticism. In the meanwhile GOLFDOM would appreciate hearing from presidents, house chairmen, building chairmen, managers, or any others, their ideas of what should be done in building the model \$30,000 clubhouse.

One Reason Why I Wouldn't Be a Manager

Of the problems that confront the manager of a golf club all but one seem to be susceptible to a rather completely satisfactory solution. That one remaining problem is a valid excuse if offered for a manager being driven to drink or to an asylum for the mentally unbalanced.

This is the problem of handling members with something to sell to the club. A member in the wholesale grocery, meat, soft drink or other business having golf clubs as a market thinks his own club should buy his product to the practical exclusion of all competing lines. And it must be said that he usually has some basis for his position.

Some competing products may have slightly better prices, they may be in fairly solid possession of the members' favor,

or they may be more desirable in many other respects. But see what happens when the management tries to convince the member with something to sell, should the manager be bold enough to try conviction instead of bowing to what he believes to be the inevitable. Or, if the manager does stock the member's product and it doesn't sell as swiftly as the member thinks it should, there's still a thinly veiled mistrust of the manager on the interested member's part. This reciprocity buying has every purchasing agent in the country worried, but in no other place does it figure where it makes as much misery as it does for the golf club manager.

How Minikahda Prepares for National Amateur

MINIKAHDA is going after all of the details of handling the National Amateur August 22-27, on a basis that supplies some valuable guidance for other clubs that may be hosts to important tournaments. Minikahda started its work with committee organization right after the National Amateur award was made.

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