

is any difficulty in accommodating all the members.

Some of the lessons may even run as short as 10 minutes. The basic principle of the whole plan is to give the pupil just what is most needed at the moment for his or her game—and just as much of that instruction as can be absorbed easily and soundly.

We are adopting this plan at Butterfield because in every place it has been employed it has been a tremendous improvement over the old idea of receiving instruction. It is an extension of Butterfield's pro department service that makes pleasant and effective instruction attractive to members who now ordinarily do not take golf lessons. We know that the better you play the more you will enjoy golf and it is a certainty that this type of golf instruction will improve your game.

These lessons can be taken after you have finished a round and are freshly acquainted with the faults that you want to have eliminated.

EDDIE CONLIN, after a month of touring pro-shops to get a close-up on field conditions for US Rubber, makes two especially pertinent observations. He says:

"The blaring of radio sets in some shops is a disturbing racket of bad psychological effect and a definite retardant to sales. When a player comes to a golf club he is seeking country quiet among other things. To have a radio blasting away like a boiler factory certainly doesn't produce the atmosphere of class a pro-shop should have.

"At some clubs the shop radio is turned on so loud players can hear it all over the course. The pro who loud-pedals the play-by-play radio account of a baseball game is distracting players' attention from the game on which the pro's living depends.

"I also note that some pros take all balls out of boxes and display the balls, minus every bit of wrapping, loose in cardboard boxes. Certainly this sacrifice of the selling value of box display opens up competition for cheap ball sales by stores.

"Whatever litter may result from the purchase of balls in the packages should be very easily disposed of by orders to caddies insisting that the boys pick up any carelessly discarded ball wrappers and put this litter in the nearest waste-box."

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MATTER OF BEAUTY**



They're styled for
PLAYABILITY plus!

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