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HILLERICH & BRADSBY COMPANY, Incorporated, LOUISVILLE, KENTUCKY

your clubs; go and try them out on New Golfers' Day."

Fathers and mothers, who played the game themselves, would take Junior out on such a day, to make a golfer out of him.

The underlying psychology of New Golfers' Day would be one of tolerance, kindness, encouragement, patience and help applied to the vast army of dubs.

Veteran golfers, whose selfishness is one of the chief obstacles to putting the idea across, would have to be sold on the necessity and importance of staging such a day and increasing the number of golfers in order that the game may flourish. Incidentally, an increase in number of players undoubtedly would reduce the game's cost to them.

First, a national committee should be formed composed of a representative of the National Golf Foundation, the USGA, the PGA, and other associations. Similarly, representative local committees should be formed, so that New Golfers' Day would have the working cooperation of thousands of golf enthusiasts, who would see that the movement was supported in their communities. Golf editors and sports editors in various cities

could be named on such committees. The plan would utilize advertising and publicity on sport pages, magazines and on the radio.

Locally, enterprising newspapers might make money from such a day by sponsoring it and selling advertisements. There are many advertisers who might be interested in plugging the idea.

Educational Conference at Denver—A one day educational conference will be held by the Rocky Mountain Greenkeepers Assn. at the Cherry Hills CC, Denver, on July 14, which is the day following the national PGA tournament at Cherry Hills. Speakers will include John Monteith, Jr., USGA Green Section; O. J. Noer, Milwaukee Sewerage Commission; Bill Gunesch, State Horticulturist, Denver; and W. H. Johnson, GSA Director, Los Angeles. Herb Graffis, editor of GOLFDOM, will perform as master of ceremonies.

Under present arrangements, the talks and papers will be heard during the morning with a question and answers session right before lunch. An equipment show and demonstration will headline the afternoon's festivities, and the greenkeepers' banquet will be held that evening.