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Golfers may read books on instruction, but I have yet to see many of them sit down to study rules.

How many golf pros hear "Don't you ever play a round?" or even "Can you play?" when they are working so hard on their members' games that they have had no time for their own.

Give some playing lessons for the beginner's good and for your own. A few holes of play for the pro are better than none during the busy teaching season. The beginner will feel that you are really interested in his game and have hopes for it since you are actually playing with him. And the break in the stoop, pivot, bend routine brings you new enthusiasm in the job of developing good golfers.

Pro-Official Confabs to Help the Club

Tom Donohue, pro at New Haven (Conn.) municipal course and Connecticut PGA head, maintains that more sessions between the club officials and its pro afford a most logical means of mak-

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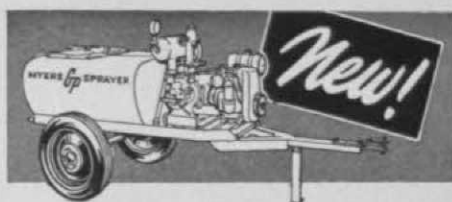
WILLCOX-CHASE PRODUCTS CO. 4701 Fleur Drive
Des Moines, Iowa

ing club activities more interesting to members as well as improving the pro's business operations.

"Club officials are successful business and professional men who have sound knowledge of general business principles and details. The pro's knowledge usually is specialized in the golf business. He is in contact with members when they are expecting to get their money's worth in enjoyment of their club. Pooling of the officials' and pro's minds in figuring out extension and betterment of pro department operations seldom is done.

"Primarily pro department merchandising is a service operation for the members. The officials, from their own business experience and their knowledge of the members, can suggest to the professional ideas for improving this service. Every improvement means more profit to the professional and means more people playing at the club and getting greater value from their investment in membership.

"Today the professional, greenkeeper and manager are making a practice of discussing their problems frankly together and each of them, together with their club, has



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benefitted from this friendly and helpful exchange of ideas. But there's still a lot of room for progress in the mutual understanding of professionals' and officials' problems. Whether the club is private, daily fee or public this idea of professionals and officials talking over their observations for the good of the cause, is bound to mean smooth operation and, probably, discovery of details that need attention before they become complaints.

"Maybe, for diplomatic reasons, the initiative in establishing these pro-officials meetings as a regular thing should come from the officials. But, at any rate, the teamwork should be made a fixture in conducting the affairs of every club."

N. Y. Turf Assn. Organized At Cornell Conference

By John F. Cornman

One Hundred forty-six turf men from all parts of New York State and some adjacent states met in Ithaca from March 1 to 4 at the Second Cornell Turf Conference. The problems of fairway renovation and management were thoroughly discussed by C. K. Hallowell, F. V. Grau, and O. J. Noer.

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