

playable ball belong.

Some suggested the two players go back to the tee and drive again but while that might possibly be O. K. in match play the interests of the rest of the field wouldn't make the solution acceptable in stroke play.

McMorris Shows New Film

Rex McMorris, director of the National Golf Foundation, made the first public showing of the Foundation's new colored, sound slide film, "Community Planning Gets a Golf Course."

The film, being used by and on community groups in showing how to promote public golf courses, received strong approval from the pros, several of whom requested it to be used in helping men in neighboring communities who'd asked the pros how to go about starting a municipal course. Loan of the film, free, may be made by writing McMorris at National Golf Foundation, 407 S. Dearborn st., Chicago 5.

Frank Chase, sales mgr., Multiclean Products, gave the pros practical and inspirational advice on their outlook on their market. Chase said the pros, like other salesmen, must constantly improve because competition is constantly getting tougher.

He asserted that the American public doesn't "buy" a higher standard of living, it has to be sold to them.

Pros Sell "Want" Satisfaction

Howard Longstaff, professor of psychology, University of Minnesota, told the pros that they are not primarily selling any product but selling what the product will do in satisfying a basic want.

The "secret" of selling success, said Longstaff, is the same for General Motors and a pro at any club or course—find out what the golfers want and what they don't want.

He suggested that a pro get a book with a page for each man on which should be listed that member's likes and dislikes and what the member wants, whether the member happens to be aware of that want or not.

That intensive study of the pro's market plus full knowledge of the products the pro has to sell would increase any pro's business, Longstaff forecast.

Golfers Entitled to Cooperation

Thomas C. McGuffey, pres., Club Managers' Assn. of America and Mgr., Missouri Athletic Club, St. Louis, in considering the relations of the club manager, the

professional and the supt. reminded his hearers that the club officials and players have a right to expect complete cooperation and loyalty from department heads.

A club itself is based on the idea of cooperative ambition and effort. McGuffey remarked that every first-class man he knew in club management, pro golf and course maintenance has such pride in his work he appreciates all the friendly and competent help he can get in making his performance perfect. Hence every good man heading a club department regards his teammates heading other departments as valuable aids in his own achievement and thinks of his own responsibility in helping his associates.

Each department head is bound to hear some comment by players that is of interest and constructive help to other department heads and it's part of each man's job to have such understanding friendliness with his associates that these comments, even if critical, can be passed along to the man directly concerned.

Some complaints around clubs may be merely bad-tempered or informed belly-aching but taking care of those gripes is part of every executive's job. The pro and the supt. don't need to think they are victims of unwarranted complaints any more than the manager is, McGuffey reminded the pros.

He said there had been a great advance in teamwork as the result of the Club Managers' Assn., the PGA and the Golf Course Supts' Assn. helping their respective members to increase their usefulness and understanding.

As a little tip from the managers McGuffey related that in clubhouses Saturdays, Sundays and holidays he'd heard too frequent complaints about the scores. He suggested that supts. and pros see that the courses played easier on the big days.

Western Golf Assn. Makes Golf Car Survey

Western Golf Assn. is making a survey on golf car use.

Questions asked of WGA member clubs include how many cars at a club, kind of ownership, rules governing use of cars, charges for car use, maintenance and storage, and effect on the clubs' caddie programs.

In 1956 the Women's Trans-Mississippi goes to Monterey (Calif.) CC; first time for the womens Trans in this area.