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cause competition seems to be getting a little tougher each year. We don't stop to think that maybe our competitors are saying the same thing. Pros have some advantages that should be exploited — they have as much or more purchasing power as the average small businessman; and practically all have a loyal market made up of from 200 to 400 people who are in position to spend more money than the average consumers. With these things working for us, we should do as well or better than the next guy if we are alert to the sales opportunities that surround us."

Minnesota GCSA Officers

Edward Nohava, South View CC, St. Paul, is the new pres. of the Minnesota GCSA. Leonard Bloomquist of Brookview in Minneapolis is vp and John L. Kolb of Minikahda, also in Minneapolis, is sec.-treas. Directors are Emil Picha, Oak Ridge, Hopkins; Richard McLaughlin, Wayzata CC; Milton Wiley, Executive CC, Chanhassen; and Irwin C. Fuller, Mankata CC.

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