

Pupils who do not cancel their appointments are charged for them.

Tries to make every member who buys, a salesman for him. The pro is discussed almost every time golf is mentioned and is either praised or "knocked" depending on how he is handling his business. The person who is talking about you is help-

ing to make or break you, though he doesn't realize it.

Keller's pro hints furnish some interesting thought which a lot of pros could put to some very good use in politely informing members that "such and such's shop is a very good place with which to do business."

## WHAT ABOUT "LOST" BALLS

By KARL  
SUTPHIN

*Concerted action by club members can eliminate petty larceny of balls by caddies*

WITH the problem of juvenile delinquency daily becoming one of the biggest sore spots on society, it might be well for golf clubs to see if there is not some part they can play in clearing up this mess with which our country seems to be so overrun. Unless the situation at your club is out of the ordinary, there is a big hand you can deal yourself—that of giving the caddie problem at your club more than ordinary consideration with the idea of helping those boys to maintain an honest perspective of their jobs, and of themselves. Caddies are of the age that is now contributing a large number of criminals to our penal institutions, and the peculiar work in which they are engaged is certainly one where they have every opportunity to learn the art of petty thievery—the groundwork needed for future big jobs in crime.

Along this line, William H. Beers has contributed some excellent thoughts.

Two young fellows were recently caught and apprehended for pilfering trinkets, which in itself is not unusual, but the real story behind this case gives a lot of interesting information of what goes on at a good many golf courses today, and which, if removed, would go a long way in keeping young fellows from an introduction to crime, no matter how small.

### Resale of Stolen Balls Is Common Practice

These young caddies had been stealing golf balls and reselling them. They were caught and dismissed from the course. The money they had been turning over to their mothers had to be obtained from some other source so they went a little higher in the criminal line and stole val-

uable trinkets which were later pawned. As caddies, these boys discovered a ready market for such balls as they found on the course. The better the condition of the balls the higher the price—new balls brought fifty cents. As new balls were scarce outside of the pocket in a golf club bag, the boys followed the example of other boys and pilfered from the pockets. They found they could even resell the balls to the players from whom they had stolen the balls!

A leading daily, in commenting on this case, says that if what they have testified to is true, "the golf links of this section are making juvenile delinquents by the hundreds. The boys say that golfers never ask caddies where the balls they sell them come from, and that it is not unusual to steal balls from a player and sell them back to him a week or so later."

J. Edgar Hoover, writing on "Children in Crime," says: "Of our fourteen million petty crimes each year, a majority is committed by persons of less than voting age. To aggravate this condition, American indulgence has reached a point of insanity. And with so many parents so busy doing idiotic nothings, they soon begin to shunt their children into positions of temptation merely to be rid of them." So then, the part golf clubs can play in this move to reduce crime is this: the market for lost golf balls should be removed. There should be no temporizing!

This blight on a great game can be cleaned up quickly in three ways: 1. Players should never buy from caddies.

2. Storekeepers near golf courses should be requested not to exchange candy and ice cream for golf balls. (This has developed into a tremendous business. Men visit the stores in motor cars and buy up the balls exchanged for candy. One had 480 balls in a bag when spoken to recently.) 3. Golf clubs should have a definite lost ball policy. The last named is most important.

A golf club legally owns every ball found on its course. With signs at various points marked 'Private Grounds, No

Trespassing Allowed,' intruders can be prosecuted. A box in the clubhouse should bear a sign "All golf balls found on the course must be deposited in this box."

Members should mark all balls for identification with their names, initials or private brand. Then the temptation is removed, and a dangerous problem is solved forever. We ask not to be led into temptation; let us be consistent and remove all temptation from the little fellows who are not nearly so strong.

## WICHITA LIKES TEAM EVENTS

By LENY CALDERWOOD

Pro, Meadowlark Golf Club

THE trees were leafing, the birds were chirping, the greens were greening, and the 1937 Kansas golf season was beginning to get under way. The whole atmosphere of the new season brought me to thinking seriously about the Pro-Promotion Plan begun a few months prior. I agreed that one of the best means of promotion was through the younger generation, by giving class lessons in high schools, which I had already made arrangements to do with Wichita North High.

But this wasn't enough to stimulate the quick action I needed to let the people know that this was going to be one of the biggest years in the history of the game. I studied, but the big idea came only after a conference with Virgil Cory, sports editor of the Wichita Eagle.

Through the fine work of Cory, the plan was all set in a few days. Then one evening atop the sports section of the paper in bold face type came a challenge that "Professional Leny Calderwood of Meadowlark could pick a fifty-man team that could whip the socks off any other club in the city. The story carried so much brag-docio that it would have made one of Dizzy Dean's articles look mild. And furthermore, it stated that Meadowlark considered themselves to be the champions of the city until some other club wanted to do something about it.

It astounded and aroused practically every golfer in town. The following day one of the other clubs took up the challenge through the newspapers, and within

a short time most of the clubs had taken up arms. By this time things were getting pretty hot on the golf front, and the papers began to refer to the affair as the Wichita golf war. All over town, in business offices and on the streets, golfers from various clubs met and argued and even made wagers as to what club would be the victor.

My Meadowlark members were backing me to the last man, and I soon had a hundred-man team to my support. A list of prospective members of the team were published. Golf business picked up at all the clubs, my lessons increased, and golf ball sales boomed. Golfers were out every minute that they could spare to get their games in shape for the big battle. Since the player didn't know what course would be assigned him for the match, he was looking over various courses to get the feel of the layout.

The whole idea from the start was to get the average golfer into the meet, and the fifty-man team included the duffer as well as the seventy shooter. The duffer understood that he had just as much to do with winning that meet as did any good golfer—responsibility rested equally on his shoulders. And he was ready to give his best for "dear old alma mater."

We let the publicity run a month with