

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



Calderwood, right, looks over a few birdies bagged by one of his Meadowlark members in a warm-up round a few days prior to the big tournament.

clubs arguing back and forth as to which was best. Golf covered the sport page during that month, something that it has never done before in Wichita. Because several radio announcers are players at my club, the radio began to heighten the interest. At the time when the interest was at its peak, club managers and pros met and decided upon a plan for a playoff. We all agreed upon a one-day affair to get the matter settled quickly so as not to cause lack of interest by dragging it out, and to keep our courses from being muddled with the tournament over several Sundays.

On May 27 the city-wide golf war was on, and more than three hundred club swingers marched out to settle the argument. The fifty-man team was split up, and ten men went to one course, ten to another course, and so on. Players were paired off on strange courses just as much as possible; however, ten of each fifty-man team played on their home courses. Shooting began with both a match and medal play title at stake.

I have never seen such a conglomeration of golf scores as there were at the end of that day. We all met at the newspaper office to figure out the returns. After three hours of hard work every team's

score was totaled, and match play was figured out on the point system. And all this time anxious golfers kept buzzing the telephone wanting a report on the victors. The final checkup revealed the Westlink Club had beaten my Meadowlark team out of the medal play championship by 1/32 of a stroke average, but my team of Meadowlarkers had come through to win the match play championship by 9 points. The surprising part of the figures was that out of three hundred of the best golfers in town the eighteen-hole average was 98.9 strokes.

A fine trophy which was donated by merchants to the cause now sits on the clubhouse mantel, and we are all proud of that statue of a golfer that designates we were able to make our boast good. It isn't necessary to say that we are expecting to stage the same event again this spring—thanks to the fine work of our newspapers and radio stations.

**Lesson Tee Location**—A common architectural oversight in golf course design has been the location of the lesson tees and practice fairways far from the clubhouse. Many a player would like to hit a few shots before starting his round or to take a brief lesson, but hasn't much yen to walk to some remote spot on the club property where the practice ground is located.