



Here's the Fenway GC clubhouse at White Plains, N. Y., where on the evening of Sept. 25 some happy pro will take down the major prize money of the year, the first money in the \$13,500 Westchester Open which will begin Sept. 22.

Westchester district pros organized the event and have handled its details in a model manner. The idea of the biggest money event of 1938 was born when Myles Coen, Scarsdale pro, and genl. chmn. of the Westchester Open, got burned up by a baseball player putting up \$300 prize money for a field of pro golf stars last winter. The baseballer got thousands of dollars' worth of publicity. Coen groaned at the performance in making golf's stars pikers, but instead of contenting himself with warm words, got busy with the neighbor boys, and lol here's 13½ grand.

"teaser" signs about the Birdies coming, pro-shop customers got curious. They queried the pro and by discreet handling, the pros gave the nosy ones early "ins" on the sale. One pro, in an ordinary type of private club, reported that he had sold \$413 in wood and iron club sets, five days after the "teaser" signs were displayed, with the big business still to come during the set days of the sale when the full force of the Birdie Special advertising was put to work.

The staff of GOLFDOM and GOLFING has received many letters of enthusiastic thanks for the work of preparing and handling the details of this Birdie Special campaign. In acknowledging these, we want to make it plain that the credit should go to those pros who gave so liberally of their time and so deeply of their thought and experience, in providing us with the data and advice on which the brilliantly successful campaign was founded.

Outstanding Results

The Birdie Special campaign is proving itself to be by far the most profitable short-time selling campaign ever presented to pro golf, and by its unexpectedly great success has made itself a mile-post in pro merchandising progress.

It has proved, beyond all doubt in this world, that: (1) There are many keen, energetic pro merchants who form the

nucleus of a command of big-scale, foresighted pro retailing, and; (2) when the boys get a specific idea with definite selling helps, instead of just so many sweet words, they really go to town in selling.

Golf for Gym Credit—Alexander J. Stoddard, supt. of Denver (Colo.) public schools, and Willard N. Greim, director of the dept. of health education, are reported by Denver newspapers as discussing the substitution of golf instruction for some of the more formal exercises that now are part of physical education class work.

Prof. Stoddard says: "The teaching of golf probably would provide as much exercise as the traditional setting-up exercises. It is something we are considering seriously. Whether golf instruction can be introduced into the Denver public schools is largely a matter of cost."

Golf interest has been given a strong boost in Denver by the National Open and by the constant advance publicity that Fred Wood, Howard Mehlman, John Schumaker and other Denver club managers are pushing out on the 1939 Club Managers' Assn. convention which will be held there.

Another golf club monthly bulletin that rates as a model is the News Letter, issued by the Rhode Island CC, Barrington, R. I. Club dept. heads cooperate with one of the members in the publication of the News Letter. Among its items of bright interest in a recent issue is one concerning a historical spot on the course that is mentioned in an agreement signed July 25, 1685.