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These Things?*



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If You Want to Know About Kiernan, Here's the Low-Down

SPALDING SALES CORP. makes the simple announcement that M. J. Kiernan has been appointed Asst. V. P.—Golf, of the corporation and we start to dig up some biographical dope on Matt. Everybody knows that Matt has been



Matt
Kiernan

Spalding's wholesale golf mgr. and branch mgr. in New York and has travelled for the outfit for years and knows everybody. Try to get the dope from Matt's friends on his age and the guesses range all the way from 42 to 402. All they know about his business career is that he's worked for Spalding since he's been on his own.

But we got to have a brief biography of Matt so here goes: Matthew J. (for Joseph, John or something) Kiernan was born at Brunstfield Links, Edinburgh, the year the course was opened, 1761, or on the crest of Bunker Hill the day the Red-coats started to march up and lost out to a mob of farmers and Boston Irish. Nobody knows which, and nobody except Matt cares. He went to work for Spalding July 4, 1776, an historic occasion which the nation still celebrates by coming around to a pro-shop and buying a ball retail.

He has heard more pros sob, bellyache, rejoice and tell about missed putts than Ripley has recorded marching Chinese. He will live to be a million, at which all others then alive will jubilate.

Now being further advanced as an executive and having the responsibility of delivering the usual formal interview concerning business conditions, Matt declared: "Business prospects in golf for 1941 are swell. Did you ever see a winter in the golf business when business in the spring didn't look swell?"