

Club Rental Plan Booms Play

By KARL SUTPHIN

NEW ORLEANS, Houston, Dallas and Fort Worth recently have adopted the low-price golf club rental plan first used with great success at Cincinnati in increasing municipal golf play and bringing into golf those who can't—or won't—make the initial investment for equipment.

Cincinnati's plan was recommended to the municipal golf course pros and recreation officials of the southern cities by the National Golf Foundation. The Cincinnati system is to rent 5 good quality clubs for 15 cents a round. More than 26,000 sets were rented by the Cincinnati city and county public courses last year.

Going Cincinnati one better the professionals at the municipal courses of all four cities made rental sets available to the public at 15 cents a day, instead of a single round. As a bonus to tempt the public to come out and find out how much fun there is in the game, they threw in three golf balls.

"With the inclination, fifteen cents and the green-fees, there's nothing to stop you from learning that golf is the greatest game of 'em all" advertised the pros and the courses.

Balls furnished on the rental plan are used balls. Players pay 10 cents for each lost ball. Pros who are working the plan say it steps up their ball sales—and how! They say a large per cent of beginners who take advantage of the rentals are attracted by the displays of shiny new white balls in the shop where they sign up for the clubs and feeling that they are getting a real break on the club deal are glad to lay the money on the line for

new balls. The rental plan seems to be the answer to the problem of making new customers and the rental plan combined with free group instruction classes, according to pros and park officials who have watched the plan work, booms golf.

At present Dallas, Texas, seems to be

FOR RENT

15¢ PER DAY

[Except Saturdays and Sundays]

5 CLUBS

BAG

3 BALLS

NO DEPOSIT - NO RED TAPE

Ask the Pro at Dallas Municipal
and Daily Fee Courses

14 x 22 inch posters displayed at all Dallas fee and many courses by Dallas Park Dept., bring out new crop of golf customers.

leading the golf promotional parade, reckons Glenn Morris, managing director of the Foundation. Morris, with Foundation field representative Joe McDonald, recently visited Dallas to plan golf promotion with Mayor Woodall Rogers, Director of Parks L. B. Houston, and the Dallas professionals. Following the Foundation's recommendations, all seven Dallas daily fee courses—two municipal and five privately owned—not only put in rental clubs and balls but put on a big concerted drive through newspapers, radio and large ad-

Dallas golf pros and officials at inauguration of 15c rental plan: (l. to r.) L. B. Houston, director of parks; Doc Clark, El Tivoli; Larry Nabholtz, Texas Section PGA secy-treas.; Bunny Plummer, Walnut Hills; L. G. Wilson, Greater Dallas Golf Assn; Wiley Moore (rear), Stevens Park; Ben Banks (front), Parkdale; Briard Mims, Sunset course; Dave Mims; Tom Sockwell, Tenison Park.

Golfdom



THE DALLAS JOURNAL

FREE

Golf School for Girls

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Get Started in Golf Correctly!

Now is your chance to improve your golf and receive expert instruction from the leading Dallas Pros without cost. Don't miss this opportunity, see your home golf pro today. Read The Dallas Journal for details.

FOR GIRLS 12 TO 17 YEARS OF AGE, INCLUSIVE

Apply to Your Home Golf Club Professional Now!

Instructions Begin Saturday, March 1st

**First City Championship for Girls as Climax for
School, at Walnut Hill**

June 9 to 14

ENROLL NOW!

WITH YOUR HOME GOLF PRO

Remember There Are No Charges Whatever!

One of the posters advertising the free girls' golf classes in Dallas, is reproduced above. All Dallas district pros are taking part in these classes.

vertising posters. Simultaneously the park department announced plans for construction of two new golf courses to take care of the golf boom which the pros and city have started—a nine hole course for beginners and a nine hole course for negroes.

Dallas pros have had under way for some time a free golf school for girls, under the auspices of the Dallas Journal. This is setting a new high for girls' group instruction in Texas. This free school is conducted by all pros in the Dallas district. Attractive posters, distributed by the Dallas Journal, prominent space in the editorial columns and time on the paper's radio station have made almost every school girl in Dallas golf-minded. On the opening day of the school, conducted at every Dallas private club as well as at all public courses simultaneously, one fee course had such a parking problem that it took the traffic police to start traffic flowing again on the adjoining highway. More than 100 girls between the ages of 13 and 18 enrolled at this one course.

Larry Nabholtz, pro at Lakewood Country Club and secy-treas. of the Texas PGA, and L. G. Wilson, one of the organizers of the Greater Dallas Golf As-

sociation, backed up by every pro in the Dallas district and working with Dallas park and school officials, have as their goal making Dallas the greatest per capita golf city in the United States. Before the year is out, according to statements in recent Dallas newspapers Dallas expects to go over the top by making golf instruction and special low rate privileges available to all Dallas high school students.

Ed. Note—Details on Ft. Worth promotion will appear in June GOLFDOM.

Neat Appearance Essential in Selling, Booklet Reminds

DUNLOP Tire & Rubber Co. Sports Div., in a retail salesmen's educational booklet entitled "Sell Him," presents some reminders on the selling value of a salesman's appearance.

It's simple but highly important in successful selling. The page on "appearance" reads:

TO ATTRACT CUSTOMERS not only means a sale for a day—but a customer for a lifetime. A good appearance is the first step in building good will and a steady patronage. Furthermore, a good appearance adds assurance to the salesman's ability and this added poise helps him over rough spots with new customers.

This is a check list of points to be sure of, as presented by one of New York's leading department stores.

- ✓ Hair Combed
- ✓ Clean Hands and Face
- ✓ Shave Every Day
- ✓ Keep Shirt Buttoned
- ✓ Wear Necktie
- ✓ Wear Jacket
- ✓ Do Not Chew Gum
- ✓ Do Not Smoke
- ✓ Have Shoes Shined
- ✓ Wear Garters
- ✓ Greet Customers with a Smile

A. Victor Eaton Dies—A. Victor Eaton, one of the New Jersey GSA's most beloved members, died April 3, 1941, at the Mercer Hospital in Trenton, N. J. Funeral services were held April 7, and were attended by many of his fraternal brothers.

Mr. Eaton, a veteran of the British Army during 1914-18, first entered golf in the USA at the Yountakah CC in Nutley, N. J., where he served as greenkeeper two years. For the past 12 years he was manager of the Trenton (N. J.) CC. Mr. Eaton was N. J. GSA head in 1934-35.