

# SUGGEST GOLF'S SALES STORY

**T**HOMAS G. McMAHON, president of the Chicago District GA, asked member club officials and others to suggest selling points which CDGA clubs might use effectively in maintaining club memberships during the war.

McMahon suggested that the clubs use the material assembled—and provided to all member club presidents—in a steady campaign of advertising to present and prospective members.

Some of the numerous suggestions:

George W. Blossom, Jr., Pres. USGA—“Golf is a means to the kind of physical power and moral force that fosters and protects our liberty and peace. It should be promoted and fully geared to the War Effort.”

Ed Dudley, Pres. PGA—“Now more than ever before it is of vital importance that we on the home front are kept healthy and physically fit, and by playing golf which is recreation as well as relaxation we will be getting the exercise that is essential to the war effort.”

John B. Kelly, Director Physical Fitness, OCD—“It is our job as civilians to condition men to go hard and fast.”

T. C. Butz, Pres. Western GA.—“Your best insurance against cracking under the stress and strain of a war economy is to maintain and use your golf club membership.”

Mrs. F. A. Bunte, Pres. Chicago Women's DGA—“It is more important than ever before that one have temporary escape from our strenuous daily activities brought about by the world picture.”

Tom Walsh, Ex-Pres. PGA—“At 21 years of age, 70 per cent passed the draft requirements. At 35 years of age, only 30 per cent passed. France was the most physically inactive country in the world. Where is it now?”

Leslie L. Cooke, Director, USGA—“His golf club gives the overworked business executive his greatest change of scenery and companions, and only a few minutes from his office.”

Herb Graffis—“Keep fit to do your bit. . . . Wartime golf for better wartime work. . . . A round of golf a week keeps you at war work peak.”

Thomas G. McMahon, Pres., CDGA—“Don't let war nerves or hysteria cause

you to make a bad decision concerning anything important to your mental and physical health, PLAY GOLF! Get your fresh air and exercise the way you enjoy it most, PLAY GOLF!”

C. G. Cunningham—“We can be thankful that we are Americans and that we can still get together as free men, and fraternize at will. So then—where is a better place than your golf club for you, your family, and your friends to meet and enjoy healthy relaxation?”

C. E. Curtis—“You have enjoyed your golf club in the past. You will want it in the future. Stick with it now or it may not be here to serve you when victory is won.”

George H. Eckhouse—“All work and no golf makes 'Jack' a dull boy.”

Jack Hafner—“The wartime strain necessitates occasional relaxation which can best be secured by playing golf. In the 'Home Front' Victory Drive continue to play golf. For better health—sounder judgment—keener mentality—'Victory' decisions, fewer patients for the now overworked 'Medicine Man.' Very few men between the ages of 40 and 65 can keep going on their individual war effort 7 days a week right through the year. Golf is a relaxation to keep them fit for their work.”

Dr. Ben Huggins—“Playing golf helps keep you fit so you can better do your bit.”

Arthur Kreuger—“The moral and physical stimulation we get from golf is an antidote for war gloom.”

D. W. Lamoreaux—“Help your country by keeping fit—retain your health and your golf membership.”

G. Hale Printup—“Money spent to maintain our club memberships is money well spent when we consider how many times in the past we have spent sums far in excess of this for one evening of so-called pleasure, big parties, gambling, horse-racing, etc.”

H. E. Redding—“The closer we manage to remain to normal existence now, the less we deviate from the normal every-day life of our past, the closer we stay to the physical and emotional forms of our accustomed daily activities, the more efficiently we will all function, and the greater

will be our contributions to the all-out effort of total war."

S. A. Rothermel—"WHY SHOULD THE HOME-FRONT PLAY GOLF? It gives him the necessary relaxation from his regular work or defense work, which is badly needed in the stress of these times. Hence, if possible, he should support his club to keep it operating so that it can survive the war period and be ready for post-war activity.

Lowell D. Rutherford—"Most of the members of private clubs are over 40, with an average age of 52, which puts them in most cases past the point of active military service. Inasmuch as most private golf club members are business executives or professional men, getting out to their golf club once or possibly twice a week is probably the only exercise and fresh air they get. Certainly it is an advantage to keep the men who are running things healthy and on the job."

F. M. Quinn—"Will you save by giving up golf or will it cost you more for something less beneficial?"

Ross H. Kidston—"Golf is your best health insurance."

Joe Graffis—"Golf is 'breather' that builds you up."

testant and all putts must be played. No Gimmies. No Stymies.

Half of the entry fee will be given back in prizes at the monthly meeting, the other half will be held and placed in a "championship" cup at the end of the meet—in October.

A 72-stroke match will be played the second week in October to decide the "queen" or "king" of the putting clockers.

*Rules for the donkey tournament which is confined to women members:*

Women buy ten "donkeys" from the manager of the tournament, at the start. They pay the manager 10 cents or one cent per donkey.

A donkey is a small brass ring, and may be strung on a safety pin. The idea of the game is to see how many donkeys can be won in a month, and the winner is determined by the number of donkeys won.

Match play is the method of competing.

The contestants need not play together. They may match cards at the end of the round. They may phone and challenge a competitor or they may arrange a game in the locker-room. The cards are turned in to the manager or professional and dated. They also must be certified by a partner or competitor.

The payoff comes when the opponents meet and figure up, at the monthly dinner meeting, or on Ladies Day.

LAWRENCE (Kan.) CC has two events that are very popular, the putting clock championship and the Donkey tournament.

*Rules governing the putting clock championship:*

Entry fee 10 cents per card. 72 holes constitute a card. Place scores on the card, and at the end of the play or evening, hand the card to the pro for filing.

Play as many cards as you like. A card may be finished in one evening, if desired.

A playoff of the eight lowest total scores for the week will be held on Wednesday of each week.

The two lowest scores of the playoff will be considered champions of the week.

The first, second, third and fourth weeks winners will then compete in the monthly championship rounds in May, June, July, August and September.

The winner of each month, however, will be out of competition until the final event held the first Wednesday in October, which will decide the putting clock championship.

There will be two brackets, one for men and one for women. The Contest is individual, and the chairman must be notified at the time of putting, that you are competing.

The contestant must be accompanied by a partner. The partner must be a con-

## UP WITH THE BIRDIES



Ben Hogan, too old at 30 to get into the Army Air Force, is taking civilian flying training at Spartan School of Aeronautics, Tulsa, Okla. Ben hopes to fit into the nation's wartime flying program after he completes his training and is not getting in much golf between his schooling sessions.

He found no traps in the air during the past three years when he was the country's leading money winner and Vardon trophy winner in pro golf.