

The Maxfli Game

a matter of responsibility

A message to all Golf Professionals, from
Paul R. MacDonald, Vice-President, Sales,
Dunlop Sports Division



For more than 50 years, golfers have been buying Dunlop's best only from golf professionals. And from the day we introduced the ball that outclassed all the rest, we've called our best MAXFLI.

The best balls we know how to make, the best clubs we know how to make and bags distinguished enough to carry them. The Maxfli Game. Built and sold on a solid foundation of responsibility.

Responsibility to the golfer is one part of it. Responsibility to ourselves is another. And responsibility to the golf professional is all the rest.

Our responsibility to you is many things more than providing the best products we can make. For one, it's maintaining the integrity of the company behind them, so you can sell Maxfli with complete confidence.

For another, it's building new factories to meet the swelling demand you've created. And enforcing strict

quality controls to keep the name 'Maxfli' meaningful.

It's developing a warehousing and distribution system keyed to your way of business life, to give you what you need when, where and how you need it.

Then it's carefully building a field staff of hand-picked golf merchandising experts. Men who know and love the game as you do, who work with you, pro to pro, to show you the way to greater profits.

It's putting the paper part of our operation on computer, to give you faster service, quick and accurate communication, and better business guidance.

It's spending many dollars on research — and exchanging with other Dunlop companies around the world — to constantly improve our product.

And advertising that product in a way that reflects the integrity of the professionals who sell it. You'll never see a questionable claim or misleading comparison. Maxfli doesn't need that. Neither do you.

It's maintaining the Dunlop International Golf Advisory Staff. Touring professionals who prove the worth of Maxfli products by consistently winning major championships with them. And winning the Richardson and Bob Jones awards to make us all proud. Staff club professionals, too, who help us evaluate our product and refine our policies and programs.

It's supporting the organizations that guide the game — the PGA, the USGA, the Golf Manufacturers' Associations.

And sticking our corporate neck out when we think it's in your best interest. Like the price increase on Maxflis, after 10 years of holding the line.

That wasn't easy. But the costs of doing all the things we do have gone up. Sure, we could have cut a corner, kept the price. But we think the way we're doing things is right for you. And if it costs a little more to give you the better ball, why compromise? You don't tamper with a U.S. Open Champion for 25 cents a dozen. And, because you've had a touch of inflation too, we gave you 75% of the increase at retail. We think helping you make more money is a big part of our responsibility. Agree?

That's what's behind the Maxfli Game. A matter of responsibility.

And for 1971, the Maxfli Game is better than ever.

Our great new '71 clubs feature exciting innovations in wood design, with a sleek new soleplate and face. They had to be great to follow the Widowmakers we introduced last year, very likely the most successful new club introduction since the game was invented.

You'll sell a completely new and magnificent line of Maxfli bags and accessories.

And Maxfli balls. Blacks, Greens, Reds. No change, of course. Again, you don't tamper with the U. S. Open Champion.

The 1971 catalog's on the way. So is your Dunlop representative. Let him show you The Maxfli Game for 1971. It's the result of our sincere effort to give you our best, so you can give your golfers your best.

And it's yours exclusively.

Paul R. MacDonald

Maxfli
by **DUNLOP**
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Sold only through Golf Professionals

