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2. Storekeepers near golf courses should be requested not to exchange candy and ice cream for golf balls. (This has developed into a tremendous business. Men visit the stores in motor cars and buy up the balls exchanged for candy. One had 480 balls in a bag when spoken to recently.) 3. Golf clubs should have a definite lost ball policy. The last named is most important.

A golf club legally owns every ball found on its course. With signs at various points marked 'Private Grounds, No

Trespassing Allowed,' intruders can be prosecuted. A box in the clubhouse should bear a sign "All golf balls found on the course must be deposited in this box."

Members should mark all balls for identification with their names, initials or private brand. Then the temptation is removed, and a dangerous problem is solved forever. We ask not to be led into temptation; let us be consistent and remove all temptation from the little fellows who are not nearly so strong.

WICHITA LIKES TEAM EVENTS

By LENY CALDERWOOD

Pro, Meadowlark Golf Club

THE trees were leafing, the birds were chirping, the greens were greening, and the 1937 Kansas golf season was beginning to get under way. The whole atmosphere of the new season brought me to thinking seriously about the Pro-Promotion Plan begun a few months prior. I agreed that one of the best means of promotion was through the younger generation, by giving class lessons in high schools, which I had already made arrangements to do with Wichita North High.

But this wasn't enough to stimulate the quick action I needed to let the people know that this was going to be one of the biggest years in the history of the game. I studied, but the big idea came only after a conference with Virgil Cory, sports editor of the Wichita Eagle.

Through the fine work of Cory, the plan was all set in a few days. Then one evening atop the sports section of the paper in bold face type came a challenge that "Professional Leny Calderwood of Meadowlark could pick a fifty-man team that could whip the socks off any other club in the city. The story carried so much brag-docio that it would have made one of Dizzy Dean's articles look mild. And furthermore, it stated that Meadowlark considered themselves to be the champions of the city until some other club wanted to do something about it.

It astounded and aroused practically every golfer in town. The following day one of the other clubs took up the challenge through the newspapers, and within

a short time most of the clubs had taken up arms. By this time things were getting pretty hot on the golf front, and the papers began to refer to the affair as the Wichita golf war. All over town, in business offices and on the streets, golfers from various clubs met and argued and even made wagers as to what club would be the victor.

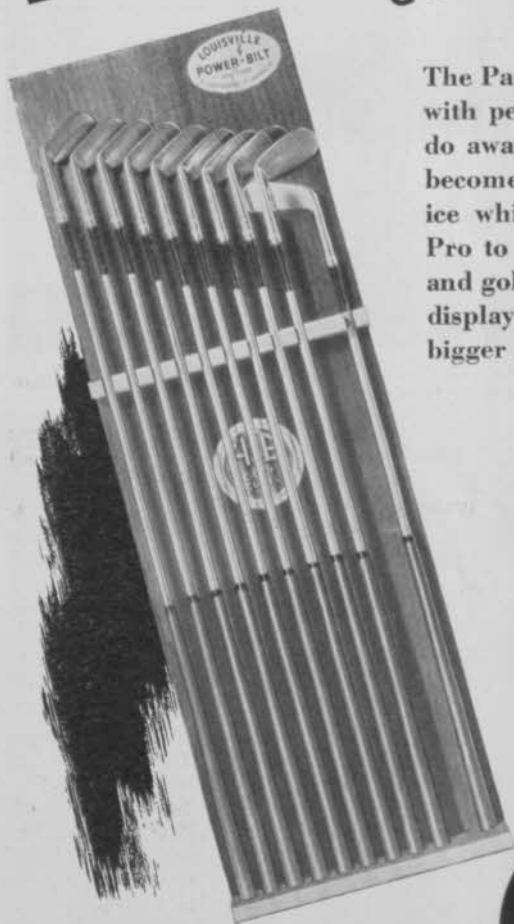
My Meadowlark members were backing me to the last man, and I soon had a hundred-man team to my support. A list of prospective members of the team were published. Golf business picked up at all the clubs, my lessons increased, and golf ball sales boomed. Golfers were out every minute that they could spare to get their games in shape for the big battle. Since the player didn't know what course would be assigned him for the match, he was looking over various courses to get the feel of the layout.

The whole idea from the start was to get the average golfer into the meet, and the fifty-man team included the duffer as well as the seventy shooter. The duffer understood that he had just as much to do with winning that meet as did any good golfer—responsibility rested equally on his shoulders. And he was ready to give his best for "dear old alma mater."

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Calderwood, right, looks over a few birdies bagged by one of his Meadowlark members in a warm-up round a few days prior to the big tournament.

clubs arguing back and forth as to which was best. Golf covered the sport page during that month, something that it has never done before in Wichita. Because several radio announcers are players at my club, the radio began to heighten the interest. At the time when the interest was at its peak, club managers and pros met and decided upon a plan for a playoff. We all agreed upon a one-day affair to get the matter settled quickly so as not to cause lack of interest by dragging it out, and to keep our courses from being muddled with the tournament over several Sundays.

On May 27 the city-wide golf war was on, and more than three hundred club swingers marched out to settle the argument. The fifty-man team was split up, and ten men went to one course, ten to another course, and so on. Players were paired off on strange courses just as much as possible; however, ten of each fifty-man team played on their home courses. Shooting began with both a match and medal play title at stake.

I have never seen such a conglomeration of golf scores as there were at the end of that day. We all met at the newspaper office to figure out the returns. After three hours of hard work every team's

score was totaled, and match play was figured out on the point system. And all this time anxious golfers kept buzzing the telephone wanting a report on the victors. The final checkup revealed the Westlink Club had beaten my Meadowlark team out of the medal play championship by 1/32 of a stroke average, but my team of Meadowlarkers had come through to win the match play championship by 9 points. The surprising part of the figures was that out of three hundred of the best golfers in town the eighteen-hole average was 98.9 strokes.

A fine trophy which was donated by merchants to the cause now sits on the clubhouse mantel, and we are all proud of that statue of a golfer that designates we were able to make our boast good. It isn't necessary to say that we are expecting to stage the same event again this spring—thanks to the fine work of our newspapers and radio stations.

Lesson Tee Location—A common architectural oversight in golf course design has been the location of the lesson tees and practice fairways far from the clubhouse. Many a player would like to hit a few shots before starting his round or to take a brief lesson, but hasn't much yen to walk to some remote spot on the club property where the practice ground is located.

Nice Work—

And you can get it— WITH
Tommy Armour **TOURNEYS**

As Jimmy Demaret puts it—"Tommy Armour Tourneys proved on the Grapefruit Circuit that they have what it takes—all the way." And Jimmy rode Silver Scot Tourneys to win the San Francisco Match Play Open. Nice work—if you can get it!

Well, *you can get in* on Silver Scot Tourney's biggest pay-off! The trend to Tourneys showed up first with a flock of rush orders for personal-use sets from tournament trekking Pros and Amateurs. Then the word that Tourneys are the clubs of the year spread like news of a gold-strike to every fairway in the land.

And today—those Pro-protected Silver Scot Tourney Woods and Irons *have what it takes to pay-off all the way* in the Spring-Selling Profit Parade. Nice work, if you can get it—and *you can* if your sample stock of MacGregor's Silver Scot Tourneys reaches you pronto. Say when!

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 SILVER SCOT BALLS, WOODS, IRONS
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GIVE SALESMEN A BREAK!

By **HERB GRAFFIS**

Says former club manager, who admits probably 75% of our good ideas are sold to us

A FORMER club manager who now is very highly paid and famous in the hotel business, informally entertained some of his club manager friends one evening recently, and as is usual when the fellows get together, they began comparing notes on their businesses. The hotel executive listened to the managers tell of their work and troubles. Eventually he put in his word:

"I've heard you fellows," he said, "a thousand times talk about the myriad details of club management, but one of the most important things about your job you either don't appreciate or are afraid to mention."

That remark halted the lively exchange of gab. The managers were keenly intent on listening to the hotel man expand his statement:

"Where many managers miss and miss badly," continued the hotel chief, "is in their attitude toward salesmen. We've made a big success of the hotel business and when I consider the ideas that have made the most money and the most guests for us, I realize that about 75% of these ideas were sold to us; only about a quarter of the ideas are our own."

Clubs Hard to Sell

"One thing many club managers don't appreciate is that a country club is one of the hardest places in the world to sell, simply because of its far-out location and the widely scattered placing of the clubs. A salesman assigned to country club trade has a job every bit as tough as that of a club manager and deserves courtesy from the gentleman and businessman a country club manager should be. The salesman isn't out there because he is charmed by the personality of the manager. He is out to sell his merchandise because other clubs have found it a profitable purchase. The salesman has ideas about the use of his merchandise that almost any successful manager would travel miles to learn. It may take skillful questioning by the managers to get the information they want from these salesmen, but the value of the information is worth the time and effort.

"The alibi of lack of time to receive salesmen isn't one that stands up with

me. I know what the answer is. It's mostly lack of executive ability. I know how many things a manager has to do; how he has to operate without enough properly trained help; and all the rest of the excuses. I went through the same thing, but I learned that I could tell inside of 10 minutes whether a salesman had something for our club and our budget, and if he didn't I politely eased him on his way so his time and mine was saved. I sold him on the idea that we had a great club and competent management, but really couldn't buy wisely from him at the time.

Sees Salesmen Personally

"In our organization now we have a purchasing department that buys in the millions every year, but I still see star salesmen myself. I want to see them. They bring me ideas. They advertise us. The details are up to our purchasing department but the policy is up to me. A club manager has both the buying policy and the buying details to handle. He has twice my reasons for seeing salesmen.

"I can look around at clubs now and see where smart hotels have gone miles ahead of most of the smart clubs in food and liquor stocks, preparation and service. It used to be the other way around. One of the reasons I've got my job is because there wasn't a thing smart and new that I didn't grab when it fitted my clubs. My clubs served so much more smartly than even the swankiest hotels; I was given a fine proposition—as you fellows remember—to go into the hotel business.

"Salesmen, by the way, passed on the word-of-mouth advertising about my club operation. They built me up and ballyhooed me to the men higher up.

"The strange part of it is that the employers of many of the salesmen who don't get courteous reception from some club managers are the class of men who

are prominent in club affairs. These men get comparing reports about Manager so-and-so being impossible to see. They naturally put in a rap against the manager when they happen to meet friends of theirs who belong to the unfortunate manager's club, and the manager ends up wondering who put the knife in on him.

"Big men are not hard to see. It's the self-important, fuss-budget, inefficient second-raters in any line of business who make it so tough for salesmen to get interviews with them. A test of an executive's ability is his capacity for handling men quickly and getting ideas and advertising out of them.

"Consider the fellows who are really big in club management. They see more salesmen in a day than the majority of managers see in a week. They don't rate themselves too busy to see salesmen. That's part of their business. They see a lot less salesmen than the head man of a small hotel does. The club being out in the country cuts down the number of salesmen who call. The salesman and the sales manager are not going to waste their company's time and mileage money unless their proposition warrants at least a brief, but thoughtful and courteous interview from the manager who is visited.

"I've heard from a lot of sales managers that country club managers are about the hardest men in the world for salesmen to see. They volunteer that information to me while I'm receiving them on a matter having to do with selling the hotels in our chain.

"These sales managers tell me that when the manager won't receive their salesmen, some executive in their company invariably knows an official or active member of the club where the salesman wasn't received. Things then are made uncomfortable for the manager and the net result is to minimize the manager's responsibility and rating of his executive ability and courtesy.

"The manager of any of our hotels wouldn't get by a month if he muffed handling of salesmen like many club managers do."

* * *

Glasses were getting low. The host ended his discourse on handling salesmen and attended to the material requirements of his guests. The managerial guests drank meditatively. "Damned if you haven't just said something . . .," declared one of the veteran managers.

LOCKER-SATISFIED MEMBERSHIP



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TIME PAYMENTS **MOVE** CLUBS

AT Mattoon, Ill., where the population numbers about 15,000, there is a golf club that now has a waiting list—and the people on that waiting list are anxious to “jine up.” Not long ago the Mattoon G&CC was down, and down plenty. There were only about 90 members and collecting dues from them was not the world’s easiest job. Now the membership is closed at 125. Dues are easy to collect. There are candidates waiting for any places in the roster that may be left open by delinquents.

Carl O. Watkins, chairman of building

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This new
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Display Head wearing a real King Congo Hat is a selling aid you can't afford to overlook. Its goofy face and good-natured appeal sells hats like you've never sold them before.

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and grounds committee, attributes the change in the Mattoon picture to “an energetic pro, a live membership committee and a well-kept course.” The membership was closed at 125 because the play of this number of carefully selected members taxed facilities of the course and clubhouse. “The last fifteen of our 125 members were easier to secure than the first five when we decided to rebuild our roster,” says Watkins. As an indication of the type of members the club has, there are 116 sets of clubs in the pro-shop racks.

Offers Clubs on Time Payments

The “energetic pro” to whom Watkins refers, is Marvin (“Buss”) Storm. Storm goes at his job on the basis that Mattoon’s members must enjoy the very best golf has to offer at the price the members find agreeable. To make it easy for them to get the best in golf equipment Storm has installed a time-payment plan for clubs, and it’s a plan that really works. There have been other plans offered for installment buying of clubs, but they haven’t been especially satisfactory. Often there is the hard-boiled interference of the installment collector and the pro ends out of luck and out of friends.

The plan that Storm adopted, he describes as follows:

“I went to a local finance company for the installment payment service and they were very glad to have the business. They were willing to handle this business at the rate of 1% per month on any purchase. There is a minimum charge of \$2.50 for any contract regardless of how small it may be. They take a contract for any length of time but prefer it to run six or ten months. For example, a \$25.00 purchase payable in ten installments would be paid at the rate of \$2.75 a month. Therefore it would not be advisable to finance any sale under \$25.00 for obvious reasons.

“I think I will move a lot of the expensive merchandise with this plan this sum-

mer. We have at our club a lot of people who earn moderate salaries. I believe this service will put the better merchandise within reach of everybody.

"I am confident that this system will work on any private course where the pro is very close to all of the members. Members at my course are O. K. or they would not be here.

"However, there might be some drawbacks to adoption of the system by a pro at a municipal course unless caution was exercised. Some shyster, floating through, might get himself a \$100 set of clubs for a down payment of a few dollars. Such a thing is quite remote if ordinary horse-sense is used, however.

"In the case that some purchaser fails to keep up his payments, then the clubs would be repossessed. In such case the finance company would expect my cooperation in reselling the clubs for the balance due, which would be very easy.

"One drawback of the plan which can be overcome by tact, is the handling of the pride of the purchaser. I have not given this plan any publicity, nor do I intend to. As each prospective purchaser approaches, I will tell him how he may buy clubs for a few dollars a month and what it will cost him. There will never be any cards or signs in my shop advertising this business.

"I will even accept payments at my shop and in turn pay the finance company, to spare them the embarrassment of being seen going in the downtown office of the finance company.

"To me this looks like a sure-fire thing. If this idea will help any of the other boys, then swell, let's all learn together."

Marvin "Buss" Storm.

Spring Opening Letter Tells What's Been Done at Course

WHILE golfers are beginning to get itchy about playing their first rounds at many of the courses north of the Mason-Dixon line is the time to encourage and crystallize the golfing urge.

One excellent job in this direction is that done in a letter written by Tom Walsh, pro at the Westgate Valley CC, a fee course in the Chicago district. Walsh sent to all players who had registered at Westgate Valley, a letter that in many respects might serve as an inspiration for other pros at private, as well as fee courses. His letter:

One of our early spring headaches is caused by gazing out over the courses

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after we turn on the water and see 8 or 10 little geysers popping all around us (broken pipe). If you think making out your income tax is tough you should try standing on the first tee of a golf course with your fingers crossed hoping that nothing will happen . . . and see it happen.

We could go on and on, raving about rolling the fairways, overhauling tractors and mowers, taxes, insurance, interest charges, etc. (I'll make a motion we let the treasurer worry about those details).

What I really want to say is that you have no idea how a golf professional feels about your visit to the course in the Spring, unless you have a picture of some of the above problems. I suppose it is something on the order of the worries that a bride's mother has getting the house ready for the day of the wedding. No detail is overlooked to make the set-

ting perfect for the wedding guests. Finally, the big day arrives (you know the rest). The sun is shining, the grass is green. Say where are we? At a wedding, or at Westgate. Hope to see you soon.

With kindest regards,
TOM WALSH.

Big Game Hunters Hagen and Kirkwood Return to States Soon

WALTER HAGEN and Joe Kirkwood, after spending several months on an exhibition tour throughout the Orient, including big game hunting in Africa and India, expect to return to the United States around May 1st, according to a letter received by E. Leroy Pelletier, of the L. A. Young Detroit office. Hagen hopes to play in the 1938 National Open at Cherry Hills Club in Denver, June 9-11, and will enter the qualifying rounds later in May.

In his letter, "Haig" said he fought and won one of the greatest battles of his career when he picked up a malaria bug while on a tiger shoot back in the interior of India. "I had 10 days of it, and believe me I went through hell." Kirkwood had his share of trouble, too, again quoting from Hagen's letter: "Both Kirkwood and myself had quite a time of it in Calcutta. The very first match Joe broke a bone in his right shoulder during his exhibition and that finished him for the rest of the week. I carried on with the show, first playing 18 holes and then giving an exhibition of every kind of golf shot."

Walter said they had a grand time, but admitted, "I am getting a little anxious to return. I feel a little homesickness getting in my veins." The two expect to play exhibition matches in Singapore, Batavia or Java, before sailing from Hongkong to arrive in Los Angeles around May 1st.

Purdue's Initial Greenkeeping Course Is Grand Success

APPROXIMATELY 50 greenkeepers, green-chairman and others interested in fine turf, attended the first Purdue University, Lafayette, Ind., greenkeeping short course held March 22-23. M. L. Clevett, intramural director, was in charge of the event.

Speakers at the opening day's sessions, which were held in Purdue's recently

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