Eddie Bush says he has the farthest latitudinal span of jobs of any pro in the world. In the summer Eddie's at Norway (Me.) CC and in the winter at Key West (Fla.) CC. In both places the pleasant, competent kid is a great promoter of golfing interest. On the Maine job he has been active in organization and play at tournaments that have developed lively golf yen among natives and resorters, and at the U. S. farthest south job, Key West, has been responsible for reviving the spot as a golf resort.

The visiting stars gave talks and everyone had a grand time. The next issue of the local paper described the event as the most successful and colorful one-day affair ever staged in the community.

And I made some dough!

During my two years at that club I staged two more of those shows, one just six weeks later. But in each case I was mighty careful to cook up something unusual that would interest people.

The second show featured two 11 year old girls who could really hit a golf ball, and who had been publicized considerably in papers throughout the state. They drew 250 on a cold, late-September afternoon. One of the young stars, incidentally, was the surprising Edith Estabrooks of Dubuque, Iowa, recognized at the time as a child golfing prodigy. Since that time Edith has won the Iowa State Women's title many times and is a front-rank threat in any national competition.

The following year Lucille Robinson of Des Moines played an exhibition for me. Lucille was Iowa State and Women's Western champion at the time. She drew 225 to a beautiful exhibition to watch. But the gate warned me that the boys and girls thereabouts were beginning to cool off on this sort of thing. So I dropped the idea like a hot potato. It's fully as important to know when to quit as it is to know when to go ahead.

One of the mid-west's most beautiful golf clubs was located just fifty miles away in a city of 65,000. Each year they featured, at some time during the season, Walter Hagen, Gene Sarazen, Joe Kirkwood or some other famous star. And they advised me their attendance top never exceeded 200.

Which just goes to prove what well-handled publicity will do, even in the sticks.

Don Young continues his story of small-town pro experiences in next month's issue.