

Promote Attendance on Days Play Is Light

ONE ADVANTAGE to keeping a daily record of the rounds of golf played over a course is that at the end of the year it is possible to analyze accurately the patronage habits of the players and devise ways of equalizing the load, especially on fee-courses where certain days get more than their fair share of the week's total play.

P. N. Coates tells how, by keeping such a record at the Keller G. Cse (St. Paul, Minn.) and studying it at the close of the 1930 season, it was possible for officials

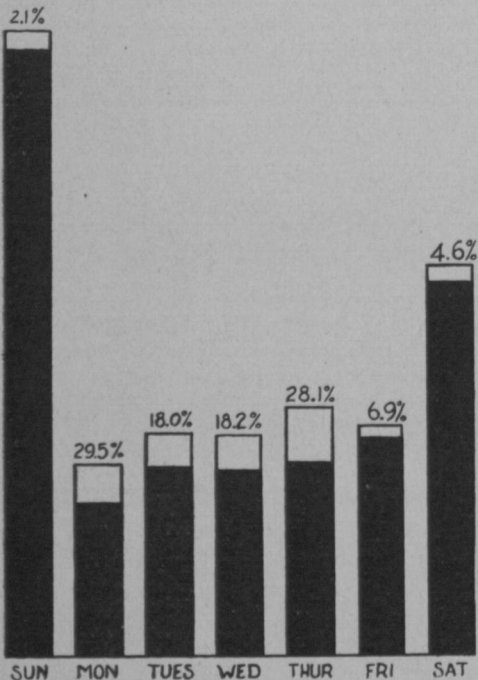


Chart of average attendance at Keller G. Cse. The solid black portions of each bar represent the 1930 player average, while the white sections at the top show the increase in 1931, resulting largely from intelligent promotion work. Figures give per cent of increase, 1931 over 1930.

of that course to promote more play on light traffic days. He says:

"In 1930 we kept a record of income by player. As was obvious, we found that Saturday and Sunday were our best days. We also knew that Monday was the poorest day, but without the record we could not have been sure how much poorer it was.

Average attendance in 1930 worked out as follows: Sunday, 322; Monday, 78; Tuesday, 100; Wednesday, 99; Thursday, 103; Friday, 115; Saturday, 197.

"In 1931 one of the things we attempted to do was to encourage business groups, commercial clubs, and other social organizations to hold their tournaments on Monday. The result of our efforts is quite remarkable. On Sundays there were 331 as compared with 322 the year before, or an increase of 2.1%; Mondays, 101 as compared with 78, an increase of 29.5%; Tuesdays, 118 as compared with 100, an increase of 18%; Wednesdays, 117 as compared with 99, an increase of 18.2%; Thursdays, 132 as compared with 103, an increase of 28.1%; Fridays, 123 as compared with 115, an increase of 6.9%; and Saturdays 206 as compared with 197, an increase of 4.6%. The average increase for all days was 9.3%. Our largest increase came on Mondays and Thursdays, which had been light traffic days in 1930."

Western New York Pros Plan Co-op Ads

MEMBERS OF the Western New York P. G. A. are being canvassed for their approval of a plan to advertise cooperatively the pro-shops of the area in Buffalo and Rochester newspapers. Wendell H. Kay, secy-treas. of the Western New York pros, and Jack Gordon, director in that body, are the sponsors of the plan.

"A carefully planned series of advertisements, starting in the spring and extending to mid-summer, will enhance our shop possibilities and increase our revenue from teaching materially," Kay writes. He suggests that the funds be raised by deducting a portion of the sweepstakes fees at sectional tournaments. Using \$5.00 of the annual dues for advertising purposes is also proposed.

Death Takes Wife and Sister of Willie Ogg

WILLIE OGG, pro at Worcester (Mass.) C. C., and prominent P. G. A. official, shortly after his return from the P. G. A. annual meeting, suffered the death of his sister, and the day after her funeral, the death of his wife. Mrs. Ogg was ill for only 5 hours. Ogg himself returned from the P. G. A. meeting with a serious case of the flu.