

SHOE PUBLICITY THRU LESSONS

By FRED E. KUNKEL

**Store Offer of Golf Instruction
Attracts Over 700 Pupils**

A PLAN for increasing the popularity of golf and making professional lessons available to all beginners and dubs as well as average players who seek to promote their game, was recently sponsored by The Wm. Hahn Shoe Company in Washington, D. C. It offered a course of golf instruction for men and women, boys and girls, consisting of 6 three-quarter hour

lessons at the public golf courses, by professional golf instructors.

The only cost, a small enrollment fee of \$1.75 which was charged to test sincerity of purpose, covered the full six-lesson course as well as the use of all clubs, balls, tees and necessary equipment. Each pupil signing up and paying the fee could drive 25 or more balls per lesson. The caddie fee was only 10c per lesson.

There was nothing to buy and no obligation. Lesson appointments could be made for mornings, afternoons or evenings, with night hours available on the flood-lighted driving range at East Potomac Park. The enrollment fee was payable at the time of enrollment. No enrollments were accepted at the golf courses but had to be made at Hahn's.

The feature was advertised as for one week only and the first four days found close to 300 enrolled. The idea proved so successful that it encouraged the store to continue the advertising first for ten days instead of a week only, and later this was extended two weeks, because, at the end of ten days, 700 had enrolled and they were still coming. So popular was the idea that there was standing room only in the Hahn store in the afternoons.

Golf clubs were placed around the registration desk by the pros of the different courses who thus tied up with the store, which in turn promoted golf shoes and hose, and golf shoe repairing, so that with a golf display in the store by the pros and a shoe-display at the pro shop by the store, everybody was happy and there was mutual profit.

While the interest of the campaign was largely centered in beginners or average dub players, the enrollment was by no means restricted to that class. Many average and even good players took advantage of the opportunity to enroll and learn more about golf or to perfect their games. Most of the registrants were women, who suddenly conceived the idea of learning the game at little cost. Thus it prompted many who had golf in mind to actually start learning the game for the first time.

Out of the 700 registrants, 40 per cent had never played golf before.

Due to Numerous Requests, Registration Period Extended

THIS WEEK ONLY MEN WOMEN BOYS' GIRLS'



GOLF

MAY RECEIVE
One Course of
6 (¾-Hour)
**Golf Lessons
GIVEN**
By the Professional Golf Instructors
at your choice of
**EAST POTOMAC PARK
ROCK CREEK PARK
WEST POTOMAC PARK**
THE ONLY COST

The only cost is a small enrollment fee of \$1.75, which is charged to test sincerity of purpose and covers the full six-lesson course and the use of all clubs, balls, tees and necessary equipment.

YOUR CADDY
You will drive 25 or more balls per lesson. Caddy fee, 10c per lesson; Six lessons, 60c.

**NOTHING TO BUY—OR SIGN
—NO OBLIGATION**

Lesson appointments may be made for mornings, afternoons and evenings, with night hours available on the flood-lighted driving range at East Potomac Park. The enrollment fee is payable at time of enrollment. All enrollments must be made this week at the registration desk in the Hahn Shoe Store, 14th & G store only. They have kindly granted space for that purpose.

No Enrollments Accepted at the Golf Courses

**NO CLUBS NEEDED
CLUBS—BALLS
TEES—ETC.
FURNISHED**
Without Further Cost

**ENROLL
NOW AT**

Wm. Hahn Co. 14th & G only

SPECIAL ATTENTION GIVEN LADIES

GET YOUR OWN GROUP TOGETHER