



Walter Keller's practice range is flood-lighted to permit night business.

Stop-and-Socks Doing Land-Office Business in Chicago Area

PRACTICE range business in the Chicago district is having the greatest boom in its history. Tees are crowded day and night. Reasons for big business, says Walter Keller, successful practice plant operator, are general prosperity, better condition of practice courses, vigorous promotion and, not the least, diligent work of experienced pros.

Keller's range has 75 tees. Excellent lighting attracts heavy night play and often keeps course busy until 2:30 A.M. Sunday mornings. Many Chicago district ranges report business twice that of last year. Several pros formerly at private club jobs now have their own ranges and are making fine incomes at hard, long-hour work.

Bob Macdonald, noted instructor, has one of the largest, busiest ranges. Macdonald's reputation as player and instructor is credited with being a big factor in putting practice range business on a high plane of public esteem in the Chicago district.

Another large range pulling in plenty of dough is Hal Berg's plant at Harlem and North Ave., where one of GOLFDOM's staff put in a several minutes' wait until one of the 65 tees was clear.

A profitable promotion employed by Keller was sending letters to heads of manufacturing plants in territory adjacent to his range. The letter "sold" range practice as an employee recreation proposition. Free half-hour class lessons are given two nights a week to men's and women's classes. The half hour free time is far more than made up by the crowded pay practice of these evenings. Keller

also makes strong promotion with appearances of famous players, a stunt instituted with great success by Bob Macdonald.

Ranges put prizes, such as tickets to Chicago District \$10,000 Open, in buckets of balls and give the customers surprise premiums.

Range owners claim they are cultivating a market of 250,000 customers this year, half of whom never have played on a golf course.

LOW SEED PRICES

Present Buying Opportunity Indicates
Extensive Seeding This Fall

IT'S been years since golf clubs have had the price inducements for fall seeding that exists now. Bluegrass and red-top prices are lower than for many seasons past. Old seed will command a premium because the new crop will not have been cured and aged by the time of this fall's seeding, but even with the premium the prices are bargains. According to a practical seed authority the new crop of bluegrass between Aug. 15 and Sept. 1 will have a germination of 40%, but after curing and aging will have a germination of 85% about Jan. 1.

Rye grass prices will be higher because of freezes and weeds curtailing the new crop. Chewings fescue and Astoria and Seaside bent will be about the same as last year.

Considerable improvement in golf club finances, as well as attractive seed prices, is expected to produce a vast amount of seeding at courses this September, say leading golf course seedsmen.