



Keller's pro-shop at the Illinois AC, Chicago, has on hand at all times a well stocked display of leading golf equipment.

## ADVERTISE YOUR MERCHANDISE

**WALTER KELLER**, successful driving range operator in the Chicago District, and golf instructor during the winter months at the Illinois Athletic Club in Chicago, believes most pros overlook some very good opportunities for advertising their shop and their services, and passes on to GOLFDOM some of the methods he has found successful in reminding golfers what the pro has to offer. Keller has seen the stop-and-sock business in prosperous times, has nursed his range through times that were plenty tough, and during the last two years has seen the business hit new waves of popularity.

Keller has done considerable writing for the IAC magazine, sectional newspapers, and a Chicago daily, and recommends publicity of this kind as one of the pro's strongest means for bringing attention to the job he can do for his members. Following are some of the methods Walter employs to attract the attention of members to his shop and pro service, and which he uses effectively at his driving range during the summer months:

Has at all times an attractive well-

stocked display of golf clubs and equipment;

Obtains pictures of members as well as the top flight pros, for display in the pro-shop;

Allows guests the use of new clubs from the display racks for practice "in the nets." (Any refinishing that is needed is charged to advertising).

Familiarizes members with the shop and acquaints them with one another by necessary and proper introductions when in the shop.

Gives suggestions to members about their golf swings without obligating them for lessons.

Considers trade-ins.

Publicity (instruction, activities) in the newspapers — also in local sectional papers.

Takes pictures of the men and women at the golf course and shows the film on Party Nights at the club. This provides enjoyment as well as instruction to the members and their friends.

Keeps prompt appointments for lessons.

Pupils who do not cancel their appointments are charged for them.

Tries to make every member who buys, a salesman for him. The pro is discussed almost every time golf is mentioned and is either praised or "knocked" depending on how he is handling his business. The person who is talking about you is help-

ing to make or break you, though he doesn't realize it.

Keller's pro hints furnish some interesting thought which a lot of pros could put to some very good use in politely informing members that "such and such's shop is a very good place with which to do business."

## WHAT ABOUT "LOST" BALLS

By KARL  
SUTPHIN

*Concerted action by club members can eliminate petty larceny of balls by caddies*

WITH the problem of juvenile delinquency daily becoming one of the biggest sore spots on society, it might be well for golf clubs to see if there is not some part they can play in clearing up this mess with which our country seems to be so overrun. Unless the situation at your club is out of the ordinary, there is a big hand you can deal yourself—that of giving the caddie problem at your club more than ordinary consideration with the idea of helping those boys to maintain an honest perspective of their jobs, and of themselves. Caddies are of the age that is now contributing a large number of criminals to our penal institutions, and the peculiar work in which they are engaged is certainly one where they have every opportunity to learn the art of petty thievery—the groundwork needed for future big jobs in crime.

Along this line, William H. Beers has contributed some excellent thoughts.

Two young fellows were recently caught and apprehended for pilfering trinkets, which in itself is not unusual, but the real story behind this case gives a lot of interesting information of what goes on at a good many golf courses today, and which, if removed, would go a long way in keeping young fellows from an introduction to crime, no matter how small.

### Resale of Stolen Balls Is Common Practice

These young caddies had been stealing golf balls and reselling them. They were caught and dismissed from the course. The money they had been turning over to their mothers had to be obtained from some other source so they went a little higher in the criminal line and stole val-

uable trinkets which were later pawned. As caddies, these boys discovered a ready market for such balls as they found on the course. The better the condition of the balls the higher the price—new balls brought fifty cents. As new balls were scarce outside of the pocket in a golf club bag, the boys followed the example of other boys and pilfered from the pockets. They found they could even resell the balls to the players from whom they had stolen the balls!

A leading daily, in commenting on this case, says that if what they have testified to is true, "the golf links of this section are making juvenile delinquents by the hundreds. The boys say that golfers never ask caddies where the balls they sell them come from, and that it is not unusual to steal balls from a player and sell them back to him a week or so later."

J. Edgar Hoover, writing on "Children in Crime," says: "Of our fourteen million petty crimes each year, a majority is committed by persons of less than voting age. To aggravate this condition, American indulgence has reached a point of insanity. And with so many parents so busy doing idiotic nothings, they soon begin to shunt their children into positions of temptation merely to be rid of them." So then, the part golf clubs can play in this move to reduce crime is this: the market for lost golf balls should be removed. There should be no temporizing!

This blight on a great game can be cleaned up quickly in three ways: 1. Players should never buy from caddies.