

PROVE PUBLICITY PAYS

THE value of publicity in increasing play, shop profits, and volume of lessons has been demonstrated convincingly again this spring. Two outstanding instances are the new St. Louis District Pros' Driving Tee, which is operated solely by golf professionals of that district who are the officers and stockholders, and the great increase in play at the driving range operated by Walter Keller in the Chicago District.

Ten St. Louis pros, representing 9 clubs in the District, earlier this year constructed a driving range, incorporated it for \$10,000, and had the place officially open by the middle of May. Good advance publicity at their clubs and in the newspapers brought an amazing response from St. Louis' golfers and play has been tremendous thus far, even in the face of some rainy weather. 84 driving tees, the latest lighting equipment, and a shelter house have been installed.

At least two of the ten pros incorporated in the range are on the tees every evening, and they devote their time to giving general instruction on fundamentals such as the grip, stance, etc. Lessons have proved so popular that sometimes nearly all the pros have been booked for the entire evening giving paid instruction. In several instances, where a pupil could not be taken care of at one of their respective clubs, he has come out to the range in the evening and received lessons. A manager, who is not a professional, is employed to take general care of the tees, and handle the bookkeeping.

Stockholders in the new range are Coleman and Clarke Morse, Ben Richter, E. H. Duwe, Fred Clarkson, Alex Ayton, Joseph J. Henry, James Cockburn, Frank Fogerty, and John J. Manion.

Arrangements have been made to have some of the star tournament performers appear for shotmaking exhibitions when the pro troupe pulls into town for the

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Hershey (Pa.) \$5,000 tournament this year will be played as a 4-Ball invitation event, Sept. 1-4, inclusive. It will be played by 8 two-men teams. Those who have accepted are Cooper, Smith, Thomson, Little, Metz, Laffoon, Revolita, Picard, Sneed, Guldahl, Sarazen, Nelson and Dudley. Places have been held for the National Open and PGA champions, and another starter.

Western Open tournament, which is scheduled for June 14-16.

Keller has been publishing a monthly golf guide which is one of the best sheets of its kind we've ever seen. The newsy 16 page magazine, "Keller's Golf Guide," contains plenty of lively golf features, a list of tournaments, cartoons and jokes, instruction material, clever pieces of promotion for the driving range, and carries advertising of daily-fee courses in the community, in addition to one or two golf equipment ads. Keller reports play is up at least 30% over a year ago, and sales of equipment and volume of lessons have been considerably increased. He attributes, and rightfully we think, much of this improvement to his promotion piece. 4,000 copies are being distributed monthly.

Brae Burn Computes Frequency of Members' Play

TWENTY-FOUR percent of the Brae Burn CC (Boston district) members play twice a week. The club has 788 members. Of that roster 60% play at least once a week.

Dan Keefe of the club has compiled interesting statistics showing the extent of play by Brae Burn's members. His figures show weekly play as follows:

Seven times	3	Once	96
Six times	6	Once a month.....	113
Five times	12	Once in 2 mos....	51
Four times	57	Once in 3 mos....	39
Three times	109	Once in 6 mos....	45
Twice	187	Did not play.....	70

Keefe also found that 9% of the members never played. One foursome played every day of the year; most of the time at Brae Burn, but during the winter, in the South.

Novak Heads PGA Section—Joe Novak, widely known pro at Bel-Air CC, was elected pres. of the Southern California PGA at its annual meeting, succeeding Willie Hunter of Riviera who has served the association ably as its president for several years.

Of the Novak selection, Darsie L. Darsie, noted golf writer of Los Angeles, says: "Novak represents the finest in pro golf—professionally and ethically—and under his regime the PGA should make definite progress."