



Your Name will be heard
on WREN _____ Nite
at 10 p. m.
PLEASE LISTEN IN
Wilson
GOLF EQUIPMENT

*We Hope You'll
Be Listening!*

PROFESSIONAL GOLF REPR.

When a local golfer gets one of these postcards, you can bet he will be among the listeners every minute of the broadcast.

keep of the course and the greens. The professionals are always interviewed by Swift or Ashburn. This is to break the monotony of news. A few questions and answers are put on, and then on comes more news, then more questions.

One of the interesting features of the broadcast is the manner of increasing the number of listeners. A golfer whose name is to be read on the next program receives a card saying that his name will be mentioned on WREN and he is asked to listen in. The card is signed by Speed, and if the party in the news address cannot be found at home he is called at his business address by a girl from either WREN or the Wilson company and told that his name will be on the air.

Much comment is drifting in to the local professionals about the program, people wondering where the radio station gets the names and information—especially since WREN is located in Lawrence, Kans., and news is also being given about Kansas City, Leavenworth, and Atchison golfers.

Listeners Guess Scores

Another feature of the program is a Blind Bogey. Six players are picked, one from Kansas City, Topeka, Leavenworth, Atchison, St. Joseph and Lawrence. The listeners are asked to guess the score of any one of the players who will leave the tee at his respective club at 1:30 Sunday afternoon. All the listener has to do is write one player's name on a postcard or in a letter, together with the score he thinks the player will shoot, sign his name and address and send to WREN. If he guesses the correct score, the listener receives a new golf ball. In case of ties the names are placed in a hat and the winner's name drawn. We have had hun-

dreds of replies and the season is just getting under way.

Farris was asked if he thought golf could be put on the air by any radio station, and he explained it this way: "Getting the news is the hardest thing to do, and it should be handled like Speed Swift does it in the Kansas City area. Chicago, for instance, could be covered by a couple of golf supply dealers' representatives. The broadcast should be done in the evening as the golfers are generally "holed" in by 10 p.m.

The broadcast should be built up by the postcard idea, and if any one tells you that he is not interested when his name goes out over the air, just put that man, woman or golfer down as not stating the truth. "I know," Farris said in closing, "because every time I mention someone on the air or in my column, the party I have mentioned always comes around and tells me that I have a very good column, or that they liked the program last evening."

Pro's Work Lauded.—Any number of 'little things' are always coming up around a golf club that either put an employee in a more favorable light among the members, or which may help to cause some unpleasantness.

Anyway, along comes a copy of a letter that James J. Ross, president of the Cherokee GC, Louisville, sent out to the members during January, calling attention to plans for the coming season, and which included a fine tribute to the work Charles Oehler, pro, has been doing for Cherokee. Said Ross, in part: "I wish to call to your attention the no small share Charles Oehler contributed to the success of the club by being on the job early and late and giving unstintingly of his time."