

Eddie Bush says he has the farthest latitudinal span of jobs of any pro in the world. In the summer Eddie's at Norway (Me.) CC and in the winter at Key West (Fla.) CC. In both places the pleasant, competent kid is a great promoter of golfing interest. On the Maine job he has been active in organization and play at tournaments that have developed lively golf ven among natives and resorters, and at the U. S. farthest south job, Key West, has been responsible for reviving the spot as a golf resort.

The visiting stars gave talks and everyone had a grand time. The next issue of the local paper described the event as the most successful and colorful one-day affair ever staged in the community.

And I made some dough!

During my two years at that club I staged two more of those shows, one just six weeks later. But in each case I was mighty careful to cook up something unusual that would interest people.

The second show featured two 11 year old girls who could really hit a golf ball, and who had been publicized considerably in papers throughout the state. They drew 250 on a cold, late-September afternoon. One of the young stars, incidentally, was the surprising Edith Estabrooks of Dubuque, Iowa, recognized at the time as a child golfing prodigy. Since that time Edith has won the Iowa State Women's title many times and is a front-rank threat in any national competition.

The following year Lucille Robinson of Des Moines played an exhibition for me. Lucille was Iowa State and Women's Western champion at the time. She drew 225 to a beautiful exhibition to watch. But the gate warned me that the boys and girls thereabouts were beginning to cool off on this sort of thing. So I dropped the idea like a hot potato. It's fully as important to know when to quit as it is to know when to go ahead.

One of the mid-west's most beautiful golf clubs was located just fifty miles away in a city of 65,000. Each year they featured, at some time during the season, Walter Hagen, Gene Sarazen, Joe Kirkwood or some other famous star. And they advised me their attendance top never exceeded 200.

Which just goes to prove what well-handled publicity will do, even in the sticks.

Don Young continues his story of small-town pro experiences in next month's issue.

## Gives Clergy Passes

DAILY fee golf course operation in the Omaha metropolitan area is dominated by Henry C. Glissmann, who manages with skill born of years' experience two 18-hole layouts—Valley View and Dundee,—and a 9-hole course known as Harrison Heights, and who this spring will start construction of another 18-hole fee course to be ready late this season or early in 1940. Nine more holes, a course for women, will go in next year.

Naturally, operating on so large a scale, Glissmann overlooks no bets that will increase patronage at his layouts. His sense of publicity values keeps the courses constantly in the minds of Omaha's fee players, and after he gets them to the courses, he sees that all possible "private club" features are available.

A typical Glissmann publicity move consists of giving season passes to the clergymen of Omaha. To many fee course operators, such a policy has the earmarks of a harmless gesture—the passes do no harm, but also not much good. Glissmann thinks differently. He says:

"I believe our plan of issuing season passes to the clergymen of Omaha should be brought to the attention of other course managers throughout the country, because when you have the clergy as golf-minded as we keep ours, they become the best missionaries for golf you could possibly get. In Omaha alone, these men have 75,000 to 100,000 constituents to whom they preach weekly. They are an advertising medium the worth of which is hard to estimate."

Glissmann is a member of the First Evangelical Lutheran Church in Omaha. He concludes: "I know our whole congregation is golf-minded by the Christmas gifts our members shower on the pastor—golf balls, tees, clubs and accessories."

PHIL MARTIGNETTI, pro at St. Johnsbury (Vt.) CC, began a class of free instruction for girl students at St. Johnsbury academy and made it yield an income for his club by selling playing privileges to the students at \$10 a term, the privileges being restricted to times when play of club members would not be inconvenienced.

Thirty-five girls comprised the first year's class. The first year went over so well that boys' classes were added the following term and golf made an active part of the academy athletic curriculum.