

hibition bringing together Guldahl, Snead, Leonard Dodson and Leland Gibson.

The Midwest PGA and the K.C.G.A. in a joint session planned their year's program featuring National Golf Week, May 4-11, inter-club team play, four-ball tournaments giving players at all handicaps competitive play, mixed foursomes, and an extension of golf promotion in schools by K.C. pros who already have been active in this field.

The program for National Golf Week, compiled by the Kansas City group, and outlined for GOLFDOM by M. T. (Speed) Swift, follows:

Sunday—Qualifying round to select pros for Golf Week exhibitions. Driving contest.

Monday, Tuesday, and Wednesday—Lectures by pros at various civic club luncheons and dinners. Broadcasts over all K. C. stations. Lectures and demonstra-

tions in Kansas City schools. In the evening there will be golf displays at three of the larger theaters with pros in attendance in the lobbies to give golf advice.

Thursday—Ladies' Day. Prominent women pros in demonstrations and lectures.

Friday—Free outdoor golf school.

Saturday—High school and junior college medal play 18-hole tournament.

Sunday—Exhibition presenting 3 local pros and a national star.

During National Golf Week window displays and newspaper advertisements by local merchants will boost the event. Pros, stores, and clubs consider that the major problem for all is to get more people stirred up about golf instead of spending effort trying to cut up the present market in thinner slices.

How to Build Driving Range Business

By Walter Keller

IN MY article in April GOLFDOM I wrote on how to go about building a driving range. This month, I want to give you a few ideas on how to go about building up driving range business. It's one thing, you know, to have the facilities, and another to have people utilizing these facilities—that's where the hard work really comes in, and that's where a smart range operator who is on his toes and alert to the possibilities around him, makes the money in this business.

The following ideas and suggestions for building, or increasing, business at golf ranges are those I have found most successful in my better than ten years experience as a range operator:

1. *Class lessons for women.* Group instruction classes for women is one of the greatest promotion ideas I ever put into operation at my two layouts; the girls are your best advertisement, and while they spend little money, their husbands and men friends do. Organize group instruction classes for the ladies and watch your patronage increase.

2. *Help patrons on the tee-line.* The time you spend in imparting tips for better play to golfers practicing at your range, is time well spent. The golfer ap-

preciates your interest, and will want to come back again when he finds he can hit the ball better.

3. *Have a neat, well-groomed range at all times.* It's absolutely essential, to keep the business coming back to you, to have an orderly, clean layout. Balls, clubs, tees, signs, and fairways should be kept in good condition always.

4. *Schedule shot making exhibitions by big-time pros.* It's good publicity for your range to make it the scene of an exhibition by some golfer in the spotlight. Get your newspapers and local radio stations to help you—they will be glad to go along with you.

5. *Contact nearby industrial plants and clubs for golf parties and golf shows.* You're able to book some lucrative "bulk" business by making your range an attractive place for golf-minded clubs, and for parties who select your range as the scene of their outings.

6. *Give patrons immediate attention.* Keep up with the business as the golfers arrive. Always have a sufficient amount of pails and practice clubs on hand so that you can immediately serve, or handle, a sizeable number of golfers who may come unexpectedly.