

Golf Is Growing As User of Newspaper Ads

Daily fee golf courses and driving ranges are becoming consistent users of newspaper advertising space in increasing their play. They've still got a long way to go in presenting attractive and effective copy that does a real selling job in print but considering the time it took major league baseball to begin to make good use of paid advertising space in newspapers, the golf clubs are doing well.

Strongest user of paid newspaper advertising to get attendance at a sports has been George S. May's Tam O'Shanter CC. For the 1946 All A-May-rican tournaments May used full page space in all

with which GOLFDOM is acquainted. This is a fault of newspaper advertising departments which apparently haven't done anything to help educate the golf course advertisers to make strongest possible use of space.

Although the fee courses and driving ranges not yet are in the income brackets to warrant very strong advertising campaigns results of this season's advertising is going to encourage many course owners to give more consideration to their newspaper advertising appropriations in the future.

Privately owned fee courses and driving ranges, like other sports enterprises, have come to rely so much on free publicity in the sports pages that most of them still are unaware of the possibilities of business development by newspaper advertising.

The New and Beautiful

TAM O'SHANTER

INVITES YOU

THURSDAY FRIDAY SATURDAY AND SUNDAY



to see the **WORLD'S GREATEST GOLF SHOW** at
America's Most Beautiful Country Club!

A national opportunity to see the new building golf club in the United States along with the biggest golf show of the year. ALL-AMERICAN ANALYSIS: ... ALL-AMERICAN ENTERTAINMENT ... ALL-AMERICAN WINTER SPORTS. THE GOLF of a Winner! Don't miss it!

Remember! Thursday, Friday, Saturday and Sunday of this week at TAM O'SHANTER CLUBHOUSE, 1000 N. W. 10th Ave., Miami, Fla. 33136. Admission 50 cents.

*Closed Oct. 11 (Thanksgiving Day) and Oct. 12 (October 12th) - Oct. 13 (October 13th) - Oct. 14 (October 14th) - Oct. 15 (October 15th) - Oct. 16 (October 16th) - Oct. 17 (October 17th) - Oct. 18 (October 18th) - Oct. 19 (October 19th) - Oct. 20 (October 20th) - Oct. 21 (October 21st) - Oct. 22 (October 22nd) - Oct. 23 (October 23rd) - Oct. 24 (October 24th) - Oct. 25 (October 25th) - Oct. 26 (October 26th) - Oct. 27 (October 27th) - Oct. 28 (October 28th) - Oct. 29 (October 29th) - Oct. 30 (October 30th) - Oct. 31 (October 31st) - Nov. 1 (November 1st) - Nov. 2 (November 2nd) - Nov. 3 (November 3rd) - Nov. 4 (November 4th) - Nov. 5 (November 5th) - Nov. 6 (November 6th) - Nov. 7 (November 7th) - Nov. 8 (November 8th) - Nov. 9 (November 9th) - Nov. 10 (November 10th) - Nov. 11 (November 11th) - Nov. 12 (November 12th) - Nov. 13 (November 13th) - Nov. 14 (November 14th) - Nov. 15 (November 15th) - Nov. 16 (November 16th) - Nov. 17 (November 17th) - Nov. 18 (November 18th) - Nov. 19 (November 19th) - 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Chicago dailies together with smaller space. His full pages featured the new Tam o'Shanter clubhouse as the headquarters of the tournament. It was an ad in which builders and suppliers of the clubhouse shared. It's a good idea to be kept in mind by other clubs that will be building new clubhouses and which want to make attractive public presentations of the improvements.

Seldom do the fee courses in their advertising do much more than make their location known. This year there hasn't been any advertising of low rates as a feature, for the simple reason that there's no reason for ruinous rate wars now with the public hungry for golf and operating costs greatly increased.

The "class" of the course, the instruction available and the meals aren't given as much play as they deserve in instances

Check Machine Calibration

At one of the recent sectional greenkeepers meetings it was generally agreed that an item of standard practice should be to check calibration of sprayers and fertilizer distributors before extensive use. Test quantities of fertilizer on accurately measured areas, and of water instead of liquid formulae to be applied, often disclose considerable difference between supposed and actual rate of application by the machines, so greenkeepers have discovered.

States Control GI Golf Job Training Grants

Letters to GOLFDOM concerning possibilities of training for pro, greenkeeper or manager jobs under GI job-training regulations usually present questions that can be answered only by authorities in each of the 48 states. The state superintendent of public instruction (by whatever title this job is called in each of the states) is the authority to consult about government financial help in the job training. In Illinois the authority is the state board for vocational education.

Regulations are being tightened up in most states due to the extensive racketeering and chiseling that has been introduced into the original plan of providing legitimate educational aid in helping the GI make up for lost time.

In Illinois training is not approved for a period of less than 6 months. Forms are provided to institute the training programs. Complete explanations of the functions of the training programs and of the amount and description of training work