

# *Does your group need a boost?*

## **Publicity doubled turnout for Dartmouth Dance Club**

*Lee Terry*

The Dartmouth Dance Club meets monthly at the Old Town Hall, where Lee Terry, a dance instructor, spins records on a professional sound system for the couples who bring their own bottles, but don't drink much, and enjoy the simple, quiet atmosphere. "I had started the club a couple of years ago, but I never did anything about putting something in the paper," she recalls. "When I started that, I realized how many people were interested. I started with 25-30 people and it gradually built up." However, says Ms. Terry, "When I started the publicity, it went up to 80 and I had to turn people away." Since then, people make reservations to ensure a place on the dance floor, while she limits the number to well below the hall's capacity of 120, "so it won't be crowded," she says. (John Harwood photo)

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