

# DIAL FOR DAVIES

## Tune in Omaha Pro's Broadcasts for Example of Fine Golf Coverage

**S**TANLEY DAVIES, pro at the Omaha, (Neb.) Field club, is one of that grand type of professional to which a great deal of the game's development and pro advance may be credited. With 17 months' time out for service as a buck pro with the AEF, Stanley has been at the Field club 22 years.

Davies has been an improved pro each of the 17 years. He is a smart guy who keeps learning and growing. This year over Station WOW at Omaha, he has been spending part of Thursday evenings on one of the most interesting pro broadcasts we ever heard. He doesn't try to teach golf by radio. He says it is too monotonous for the average listener, and there are too many chances of getting even the few technically-minded listeners confused. What Stanley does do is to give golf's personalities and news entertaining and interesting treatment so if his listeners have played any golf they will hang on and if they haven't played golf they will get the urge.

A basic idea of the Davies broadcast is to give the public a good idea of the kind of fellows pros are; how the pros are intensely interested in getting people to enjoy themselves. Sometimes, he confesses, he makes radio statements that some golfers may differ with, but that's O. K. with Stanley because he realizes no two people can think alike all the time and he's perfectly willing to run the risk of difference of opinion so long as he can get originality into his broadcasts.

From time to time Johnny Goodman and Rodney Bliss go on the air with Davies so the amateur end is kept up.

Now to give you some highlights of the Davies programs, we'll lift out a few of the topics he handled in one of his recent broadcasts. Compare them with the instruction program which often sound so complex that they scare potential players away from the game, and you will appreciate that this Davies is a winning evangelist for the game.

From the Davies March 14 broadcast:

Description of the International Four-ball, some of its personalities and results.

Comment on Joe Ezar's early and later experiences, bringing in Joe's relations with Kirkwood and Bing Crosby, who staked Joe to funds for the Ezar trip to Australia.

Reference to a talk with Olin Dutra and possibility of a Dutra exhibition in Omaha. Mention of the tough time champions have making exhibition tour profits. Instances of champions cited.

Mention of the quarter million dollar surplus of the Los Angeles CC, its exclusion of the movie people until comparatively recently. Told of Weismuller shots in Tarzan being made on three-foot-high branches of trees at the LA course, although Tarzan looks to be on branches a mile high. Named a nephew who broke an arm imitating Tarzan and falling out of an apple tree in grandmother's back yard.

Mention of Mac Smith's win at Glendale during which Mac didn't take a divot during the entire tournament. Made slight reference to playing technique by saying, "Mac Smith is the swinging type of golfer we all should be."

Mentioned details of a chat with Johnny Goodman. Told personal items about Lawson Little, Maureen Orcutt, Mrs. Opal Hill, Willie Macfarlane, Henry Picard, Ky Laffoon, Horton Smith and Harold McSpaden.

Named local men who have charge of National Open qualifying at Omaha. Made reference to women's golf.

Concluded with tale of blind war hero, Captain Lowry who, with eyes shot out, learned to play good golf as result of instruction from the famous English pro James Braid. Used this tale to sharply and briefly express opinion that "keep your eye on the ball" has resulted in misapplication of concentration. Quoted Mac Smith in describing right way to concentrate on hitting.

Davies' radio talks are better golf dope than this writer ever has heard over any of the chains and that's not knocking the other broadcasters of national fame, because they have put on some fine performances. He has by far the best handling of personality dope, playing tips, local interest for men, women and chil-

dren, news and statistical information that has been presented in golf's time on the air.

Maybe some local newspaper fellow helps Davies with this; I don't know, but regardless the Davies information, his close-ups, his reportorial energy and nose for news, his judgment on what the golfers and non-golfers want to know about the game stand out as a strictly Davies factor.

With all the local time that's being given to golf on the air GOLFDOM submits to the PGA that one of the smartest things the PGA could do right now in its publicity work is to get mimeographed copies of the Davies broadcasts and send them to every radio station in the country as samples of radio handling that makes golf a radio program topic of keen general interest—something that will get the people tuning in when the golf talk is on.

Some day—perhaps not long in the future—golf is going to come in for a good piece of radio program money so far as the playing stars are concerned. When that time comes the whole games can thank this Davies for tipping off how to handle broadcasts.

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## PLAN BUSINESS

### Illinois PGA Meetings

#### Focus on Pro Profit

**A** PRELIMINARY conference of Illinois PGA committee officials paved the way for a general meeting held a week later, April 22, and which was pronounced by veteran PGA officials the most interesting meeting in Illinois PGA annals.

Among ideas adopted by the Illinois PGA for this year are playing of pro-boy and pro-girl contests at public parks in the Chicago district as a junior development; pairings for pro-amateur and pro-pro events being "hat-picked" so the same fellows won't always play together and younger pros get a chance to play with stars, and a conference dinner with men and women officials of sectional organization as guests.

Golf promotion among school-age youngsters is to be a featured part of the Illinois PGA work this year. Pro notables of the district are to contribute their services gratis in this work. The association has engaged the services of one of the smartest publicity men in Chicago, Ted Sills, who is working with Pres. Hor-

ton Smith, Sec. Tom Walsh and other officials in bringing the details of pro service and pro value before the public.

At the April 22 meeting, Douglas Tweedie, prominent and widely known Spalding official counseled the pros with some sound, inside advice on handling club relations, personnel, merchandising and manufacturers' relation problems. W. E. Hall, credit manager of Wilsons outlined pro handling of accounting. He presented a simple system described elsewhere in GOLFDOM. Larry Rutherford, an official of the Medinah CC, told of the forthcoming Medinah \$3,500 Open, proceeds to go to the Shrine Hospital for Crippled Children, a non-sectarian operation in which pros naturally should be enthusiastically interested.

Herb Graffis of GOLFDOM spoke briefly of a proposal that was to be made to the PGA for filming a golf promotion picture on the order of the highly successful baseball movie.

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## SHIPE AT "PRO-ONLY"

### Bootlegged Stocks of Pro Balls Obtained for Store Sales

**A**NY effort inclined to cast doubt on "pro-only" sales of certain brands of golf balls always receives a warm welcome from unscrupulous or sharp-shooting stores, but one of the latest enterprises of this character has been nipped through the cooperation of the PGA, Penfold Golf Balls, Inc., and a golf club whose pro unknowingly figured in the deal.

Discontinued Penfold LHS balls sold to a club in the Chicago district for distribution to the profit of its professional were re-bought by a discharged employee of the Penfold organization and sold to Field & Co. Through information from PGA sources the ball maker was advised that other of the discontinued LHS balls intended for pro-only sale were being offered to stores by other former employees of Penfold.

Acting promptly Penfolds were able to buy up some of the stocks bootlegged into stores in large cities and through PGA cooperation were able to warn pros against making themselves parties to a scheme to ruin a pro-only policy.

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**G**OLF clubs in Minnesota are active in movement to get daylight saving adopted during May to September, inclusive.