



Davenport's official golf headquarters during Golf Week was in the lobby of the Orpheum theater, where Ed White (left), pro at the Davenport muni course, Tom Cunningham, Davenport CC professional, and Bert Lacy, Jackman Sportswear representative, conducted this equipment display.

Davenport Pros Move Golf Headquarters Into Theater Lobby

THE official golf season opening at Davenport, Iowa this spring featured a smart innovation in golf promotion by Tom Cunningham and Ed White, professionals at the Davenport CC and the Davenport municipal course, respectively, who established Official Golf Headquarters in the lobby of the city's largest downtown theater.

Through the cooperation of the theater manager, Jack Neary, they brought golf to approximately 19,000 theater patrons at the Orpheum theater in three days via a Bobby Jones movie, free golf demonstrations and lessons by themselves, and a comprehensive display of golf equipment in the theater lobby.

Newspapers Give Cooperation

The official opening and entire tie-up was publicized by the sports editors of two daily newspapers with writeups on the sport pages, and by the theater giving the 'stunt' billing as an extra added attraction in all the newspaper ads and publicity stories. Stress was placed on the personal appearance of two golf pros in the lobby, the elaborate lobby display on golf and the Bobby Jones short, listing its stars, Harry Cooper, Jimmy Thomson, Horton Smith, Lawson Little and Bobby Jones. A special advertising display was

also used in front of the theater announcing the added golf attractions.

White and Cunningham also arranged for constant ballyhoo on two radio stations, with news copy on the event included in the various sport news broadcasts and special interviews on the air. Two "Man on the Street" broadcasts featured questions and answers pertaining to golf prepared by the golf pros. Golf Week was announced on these broadcasts in full detail, and with selling statements regarding the local pros and their respective courses. White and Cunningham were in the theater lobby afternoon and night to answer the questions of golfers and to demonstrate equipment.

Last year there were approximately 90,000 rounds of golf played on the Davenport courses, and Cunningham and White expect a bigger season than ever as a result of the publicity received from their Golf Show. Arrangements have been made to continue the idea as an annual event in Davenport.

Teach Kids About Clubs—Fred Newnham, veteran pro at the Raleigh (N. C.) CC, who has been compiling a great record in the development of young golfers, points out that one of the important phases of the youngsters' golf education is that of teaching them about clubs. Fred tells of Grover Poole, Jr., 15, and Grover Dillion, Jr., 14, two of his latest prodigies spending a good deal of time in his shop examining clubs and talking with Fred about club design and construction.