



Ben Banks (l.) is shown demonstrating the correct grip to his pupil, Dave Chapman, KRLD sports announcer, during one of the recent golf programs from that station.

man had never played golf and therefore is a true beginner. The program is entirely unrehearsed, and the conversations between Ben and Chapman are exactly the same as it would be were it on a golf course. Ben describes the position in which he places Dave's feet, his hands upon the club, and the action of Dave's body during a golf swing.

Ben Banks has made it a point during each program to tell the listening public that while he can give them the basic points and fundamentals of instruction over the air, it is absolutely necessary for each player to take a few lessons from a local pro before he can really become adept at the game. As a result, golf professionals the country over have written to Ben congratulating him on the good work he is doing and the interest that he is creating in golf on a national scale.

Ben is 27 years of age and was born and raised in Little Rock, Ark. He started his golf career in 1932 when he became golf professional at the Jonesboro (Ark.) CC. In 1935 he moved to the Concordia CC at Little Rock where he was retained as head professional until he moved to the Parkdale CC in Dallas last year. Among the champion golfers Ben can claim as his pupils are such nationally known golfers as Harry Todd—1939 Western Amateur champion; Betty Jameson—National Women's champion; E. J. "Dutch" Harrison; Mrs. Dan Chandler—ranking woman golfer; Frank Stiedle—Arkansas amateur champion, and Leonard White—Texas municipal champion.

Privilege Book Helps New Members Get Acquainted

AN interesting new idea is being tried at the Country Club of Lincoln (Neb.) this year. It's a privilege book designed to acquaint the newly-accepted members of the club with the club's privileges and personnel.

On the first page of the little book appears:

"Hope you will enjoy your use of this little book. Stop at the office and meet me. I am anxious to serve you, to introduce you to the facilities of the club, and to answer any questions."

L. M. Pearson, Mgr.

On succeeding pages are coupons good for 4 drinks in the cocktail lounge, lunch in the grill, swimming lesson from instructor Virgil Yelkin, two golf lessons from Pro Ed Newkirk, a guest green fee, two "cokes", tennis guest fee, two Thursday night dinners, one swimming guest fee.

These introductory coupons for free service are numbered. A control sheet carries the name of the new member to which the numbered books are issued, and a copy of the sheet is given to each department head so the new member may be called by name.

Manager Pearson is quite hopeful that these ingenious coupon books will bridge, for the new member, the sometimes rather difficult period of becoming acquainted with the club and its staff.