

AUGUST, 1940

## Golf "On The Air" Is Smash Hit In Dallas

Possibly the success of the program is due to its naturalness — because it's unrehearsed; anyway, Texas golfers like it a lot

By Karl Sutphin

ONE of the radio programs that is proving a smash hit among golfers is the one Ben Banks, pro at the Dallas, Texas, Parkdale CC, and Sports Commentator Dave Chapman put on over station KRLD in Dallas. Never has anyone in this district known of a local radio program that gained popularity any faster than has this one, which is proved by the flood of mail received at the studio following recent broadcasts.

More than 3,100 letters from the public indicate that both men and women look forward to the program each week and seriously follow each bit of instruction. Letters have been received from points as far distant as Montreal, Canada, from listeners who request specialized instructions concerning their own personal problems, and these requests have become so numerous that it is planned to devote at least five minutes of the program from now on to the answering of these individual questions.

Dave Chapman, KRLD'S sports commentator, got the idea for this Radio

Golf School. He picked Ben Banks to tee off with him in the broadcast studio in the Adolphus Hotel. The first of this series went on the air at ten p. m. April 25, and the first thirty-minute program was devoted to the history of golf, the game's present status as a national sport, and a brief review of the men and women who have gained prominence through the game of golf.

The second program—on the following Thursday night, started in with the actual lessons—for Dave Chapman is actually taking lessons right in the studio. Chap-

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Edited transcripts of the Club Managers Assn. country club and city club round table sessions at the CMAA annual convention have been made available to the organization's members.

Among interesting discussions was that which revealed that interest in golf was on the upswing but that club members insisted on a wider range of activities at their clubs. Country club managers testified unanimously that swimming pools had been beneficial to the clubs.



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

**A**N 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.