

Pro Uses Golf Shows to Boost Business

By Karl Sutphin

STAGING golf shows and demonstrations, giving lectures before adult, and high school and college groups, radio appearances, and operating winter indoor golf schools have been for the last several years a regular part of Pro Bud Geoghegan's activities in his golf promotion work in the Nutmeg state. Bud, pro at the Rockledge CC, West Hartford, Conn., is just about the "promotingest" fellow it has recently been our fortune to hear about. What he has done to make golf common language in Connecticut and vicinity would fill a big scrapbook, and that's exactly what has happened. We got a chance to look over the Geoghegan scrap book of the past three years and saw the convincing evidence of pro promotion work doing an A1 job of furthering pro success.

Bud put on his first 1940 indoor golf show on Feb. 5 in the Rockledge CC ballroom before a crowd of more than 500 persons. This golf show, truly of "big league" proportions, featured exhibitions of the various strokes by Connecticut pros, demonstrations of stance and address, practice shots into nets, and lectures and movies on proper golf technique. Following that first session, which was open free to the public, Geoghegan staged a weekly course in golf instruction which he called the "Rockledge College of Golfing Knowledge." Cost for the ten sessions was \$3.50, or 50c for any one lesson.

Geoghegan staged a second show March 4, and although he ran into about the worst weather the Connecticut section experienced the entire winter, a good, big time was had by all. Geoghegan tells of the second golf show in a letter to GOLFDOM:

"It so happened that on the night of the show the worst storm of the year was in progress, but regardless, 'the show went on'. Our courageous golf fans numbered close to 200. Ben Thomson, Yale golf coach, and two members of the Yale team, Ed Meister, No. 1 man, and Ed Gravely, were demonstrators. A new feature, a golf quiz program, was introduced at this show. First, questions were asked

of the audience, and then golf balls were awarded as prizes to those who had answered the questions correctly. We then formed a 'brain-trust', consisting of five well-known golfers, who sat on the platform and answered questions on golfing problems. These 'brain-trusters' were given scores according to the number of questions they were able to answer correctly. Competent judges handled the scoring.

"This 'questioning' portion of the program was accomplished through the use of microphones and amplifiers and was directed by a well-known radio inquisitor, Freddy Hall. The idea went over in grand style and will continue to be a part of my future programs, which will be run each month.

"My experience in promoting and handling Golf Shows dates back several years. I have had a ten-week radio sustaining program at WBRY in Waterbury, known as the '19th Hole.' Last year I gave about 18 golf shows somewhat similar to the two shows put on this spring. Since the first of February this year (letter written in mid-March) I have given two feature golf shows in the ballroom of the Rockledge CC, and have given lectures on golf in two schools, one Y. M. C. A., and at one church 'Father and Son' program.

"To put it mildly, I get a great kick out of promoting our favorite game, and, in addition, I have the belief that this promoting has its compensating aftermath."

Kansas City Pros Plan Busy Golf Week, May 4-11

KANSAS City is showing the country what can be done by a concerted effort of pros, club officials, local merchants and manufacturers in promoting golf. The city's newspapers carry much live material pepping up the town to a great response.

Exhibitions presenting national and regional star men and women pros and amateurs sparkle during the early part of the program. Fifty cent gates and half-price for school kids applied at the ex-