

## Pro Uses Golf Shows to Boost Business

By Karl Sutphin

**S**TAGING 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

**K**ANSAS 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-

hibition bringing together Guldahl, Snead, Leonard Dodson and Leland Gibson.

The Midwest PGA and the K.C.G.A. in a joint session planned their year's program featuring National Golf Week, May 4-11, inter-club team play, four-ball tournaments giving players at all handicaps competitive play, mixed foursomes, and an extension of golf promotion in schools by K.C. pros who already have been active in this field.

The program for National Golf Week, compiled by the Kansas City group, and outlined for GOLFDOM by M. T. (Speed) Swift, follows:

Sunday—Qualifying round to select pros for Golf Week exhibitions. Driving contest.

Monday, Tuesday, and Wednesday—Lectures by pros at various civic club lunches and dinners. Broadcasts over all K. C. stations. Lectures and demonstra-

tions in Kansas City schools. In the evening there will be golf displays at three of the larger theaters with pros in attendance in the lobbies to give golf advice.

Thursday—Ladies' Day. Prominent women pros in demonstrations and lectures.

Friday—Free outdoor golf school.

Saturday—High school and junior college medal play 18-hole tournament.

Sunday—Exhibition presenting 3 local pros and a national star.

During National Golf Week window displays and newspaper advertisements by local merchants will boost the event. Pros, stores, and clubs consider that the major problem for all is to get more people stirred up about golf instead of spending effort trying to cut up the present market in thinner slices.

## How to Build Driving Range Business

By Walter Keller

**I**N MY article in April GOLFDOM I wrote on how to go about building a driving range. This month, I want to give you a few ideas on how to go about building up driving range business. It's one thing, you know, to have the facilities, and another to have people utilizing these facilities—that's where the hard work really comes in, and that's where a smart range operator who is on his toes and alert to the possibilities around him, makes the money in this business.

The following ideas and suggestions for building, or increasing, business at golf ranges are those I have found most successful in my better than ten years experience as a range operator:

1. *Class lessons for women.* Group instruction classes for women is one of the greatest promotion ideas I ever put into operation at my two layouts; the girls are your best advertisement, and while they spend little money, their husbands and men friends do. Organize group instruction classes for the ladies and watch your patronage increase.

2. *Help patrons on the tee-line.* The time you spend in imparting tips for better play to golfers practicing at your range, is time well spent. The golfer ap-

preciates your interest, and will want to come back again when he finds he can hit the ball better.

3. *Have a neat, well-groomed range at all times.* It's absolutely essential, to keep the business coming back to you, to have an orderly, clean layout. Balls, clubs, tees, signs, and fairways should be kept in good condition always.

4. *Schedule shot making exhibitions by big-time pros.* It's good publicity for your range to make it the scene of an exhibition by some golfer in the spotlight. Get your newspapers and local radio stations to help you—they will be glad to go along with you.

5. *Contact nearby industrial plants and clubs for golf parties and golf shows.* You're able to hook some lucrative "bulk" business by making your range an attractive place for golf-minded clubs, and for parties who select your range as the scene of their outings.

6. *Give patrons immediate attention.* Keep up with the business as the golfers arrive. Always have a sufficient amount of pails and practice clubs on hand so that you can immediately serve, or handle, a sizeable number of golfers who may come unexpectedly.