

## TV Golf Show Builds Patronage for Semi-Public Courses

A couple of weeks ago an irate housewife from the Northwest Side of Chicago wrote to "Pars, Birdies and Eagles", the oldest golf show on television, and wanted to know, "How come my husband gets up at six o'clock on Saturday, Sunday and holidays to play golf but on weekdays I have to set off an A-bomb to get the bum out of the sack and off to work."

This has been the only question that hasn't been answered on this widely viewed golf TV show, sponsored by Joe Jemsek of Cog Hill and St. Andrews and Charlie Nash of Mission Hill, during the five years the program has been on the air.

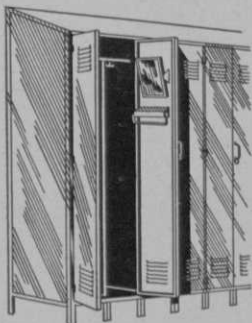
Jemsek and Nash started the show in 1948 on an experimental basis. They wanted to find out if a TV show would aid play at their courses, claimed to be the most beautiful semi-public layouts in the Chicago district.

They found out what they wanted to know in a hurry.

Shortly after the first month the show had been on the air, play was up approximately 20%. But more important to both Jemsek and Nash was the fact that through the show they got to know many

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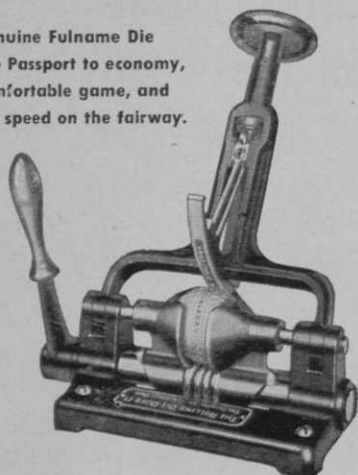
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more golfers playing their courses.

"If the show had done nothing else, it would have established a close personal contact between players at my courses and myself. You can't beat that close



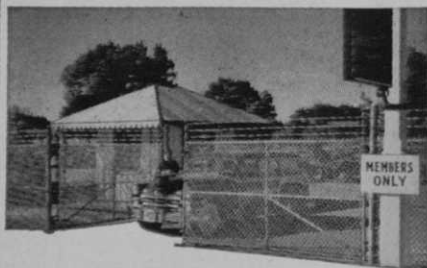
Professionals Johnny Revolva (L) and Jackson Bradley (R) with mc Danny O'Neil spark TV Show.

personal relationship to give a semi-public course a private club atmosphere," says Jemsek.

"Pars, Birdies and Eagles", featuring Johnny Revolva, Jackson Bradley and MC Danny O'Neil, seen every Tuesday night, 7:30 to 8:00 over WBKB in Chi-

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cago, is an easy, informal show slanted only for the instruction and entertainment of Chicago's golfing public.

Format of the show is a routine of questions and answers.

Out of the 800 letters received every week, a number more than double the amount received when the show first went on the air, instructors Revolta, who has been on every show since the program started, and Bradley each select six questions to be answered on the air. Questions chosen are those which in the opinion of Johnny and Jackson can best be answered to the benefit of the greatest number of duffing golfers.

In answering their questions, Revolta and Bradley put on a little demonstration, brief and easy for even the newest member of the golfing clan to understand.

All questions used on the air receive one dozen golf balls.

Before the first show back in 1948, Jemsek and Nash had the idea of giving a few golf rules during each program. They dropped the thought, however, after discussing the matter among themselves and arriving at the conclusion the average golfer wouldn't be interested.

Their decision was changed after the second show. A mail survey showed that

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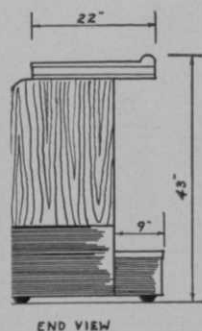
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approximately 1 out of every 7 letters received had to do with the rules. Since that time, Jemsek and Nash each take two rules questions and answer them.

As with questions concerning form, grip, stance or any other facet of the game, the writers requesting rules interpretation receive a dozen golf balls. Best question of the week is awarded a complete set of irons.

For each question received, whether or not it is read on the program, the writer may receive a 1952 golf rule book by merely asking for it. Books are provided by Wilson Sporting Goods Co. and National Golf Foundation.

Enjoying one of the highest ratings of any locally produced TV program (10 plus) "Pars, Birdies and Eagles" will be televised for 13 weeks during 1952.

In addition to the "regulars" on the show slated for guest spots during the year are Ben Hogan, Sam Snead, Lloyd Mangrum, Jack Burke, Tommy Bolt, Joe Kirkwood, Jr., Jimmy Thomson, Patty Berg, "The Babe" and many other leading tournament golfers.

"We'd run the show for more weeks if the golfing season in Chicago lasted longer. It's the best investment I've made and it's certainly paid for itself many times over," claims co-sponsor Nash. "One thing for sure," continues Charlie, "It'll be back on the air in 1953".

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