

Hogan and Jones Movies Draw Large Crowds to Range

HISTORIC achievements in golf, such as Hogan's U. S., British and Masters' triumphs last year, induce a lot of talk and writing, but the cold commercial truth is that they don't mean much unless vigorously and quickly capitalized by smart sales promotion.

The best job of tying-in with the discussions stirred by Hogan's victory at Carnoustie was that done at the Chukker Golf Practice Fairway, at the San Mateo (Calif.) polo field. Bob Chipps, owner of the Chukker practice fairway, conceived the idea that got golfers in the San Francisco district into hot debates but what's more, got capacity business for the range and brought to the establishment many men and women who have become steady new customers.

Mr. Chipps, and his team-mates Bill Nitschke, Romie Espinosa (pro), and Vee Smith (mgr.), put on a show that other ranges and clubs might well copy.

Let Bob Chipps tell about it:

"In an effort to be of service to the golfers of San Mateo and the bay area, we obtained from the PGA the Warner Brothers film 'How to Break 90' by Bobby Jones. We also obtained the films 'Golf Masters' and 'Ben Hogan' from RKO Pictures.

"We mailed out some 5000 invitations from our mailing list to area golfers. Starting August 3rd we showed these fine films at our range, each evening through August 9th. We had in mind that this means of 'visual education' on golfing by the masters would be of great value to the golfer.

"There has been much discussion as to who is the better golfer, Hogan or Jones. We therefore invited those viewing these films to express their views. During the week 1125 persons cast their ballot; 61 percent voted for Ben Hogan. Twenty-six percent of the voters were women golfers and they voted, percentage-wise, the same as the men.

Why Hogan Was First Choice

"As a matter of general information, we interviewed a number of the guests concerning their reasons for voting for Hogan. The concensus was 'Hogan has

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Or
BOBBY JONES
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AUGUST 3 thru AUGUST 9
- 8:30 NIGHTLY -

Poster used by golf range owner Bob Chipps that brought out "standing room only" crowds.

much more competition today than perhaps Jones had in the 20's and 30's; many fine amateur golfers are lured into the professional ranks today by the large purses being offered in tournaments. This was not necessarily so in Jones' day.

"Round after round of applause came from the audience as either Hogan or Jones executed a difficult or masterful golf shot. The interest of the audience was genuine and the many fine compliments we received for being the first in this area to bring good golfing films to the golfers, at no cost to them, was well worth the effort, time and expense. It was a very profitable business-building investment for us.

"'Standing room only' was the order of the evening, as many golfing enthusiasts bravely drove out of the fog in San Francisco and came down to enjoy the films and fine weather of the peninsula.

"Keen interest was aroused by many editorials in the San Francisco and peninsula daily newspapers. The beautiful golf swing of Bobby Jones, while highly appreciated, did not seem to have the appeal of

the more compact 1953 style of Ben Hogan's swing. The voting indicated as much.

"A telegram was dispatched to Ben Hogan congratulating him on being the 'people's choice' or the 'golfers' choice,' and giving him lifetime privilege of the use of our range. From the hours and hours Ben spends on the practice tee, we will be very busy and perhaps run out of practice balls should he ever take advantage of his newly acquired membership at our range.

"Bill Nitschke, my associate, handled the week-long affair and outlined the great records of Hogan and Jones each evening prior to showing the movies. We are accepting many appointments daily for camera studies of the golfers' swings. We have the finest camera equipment for high-speed stills, ultra-slow motion movie camera pictures and also the latest type Polaroid

camera. Pictures can be delivered in one minute by the use of the latter camera. Our camera work is by a professional photographer.

"Romie Espinosa, of the famous Espinosa family of golf professionals, and one of the professionals at our range, gave a demonstration following the showing of the movies. It was interesting to observe that many of the guests took to the practice tee to try to emulate the technique of either Hogan, Jones or the Espinosa punch shot.

"We plan to have a series of 'golf matinees' in the near future for the lady golfers. We will show movies of many of the outstanding professional lady golfers. The movies will be open to the public, at no cost to them. We will arrange for a special showing of the movies for any golf club or organization in the bay area desiring to see them."



HOMework MAKES THE CLUB

Wm. (Sonny) Ryan, pro at Sheldon (la.) G&CC is selling club pres. Ray Coomes first set of clubs out of the new shop Ryan, "Ane" Vanderwiell and other members built. It's a fine little shop and shows that homework can substitute for a lot of money. The club was started with grass greens in 1920. In 1953 the clubhouse was gutted by fire and in 1953 cloudbursts and floods covered the course with water, silt and debris. In both cases work parties of the members turned out and did grand jobs of cleaning up and rebuilding. One member, Jim Vanderplaeg and his son Phil worked every day on the course until it was ack in playing condition. Ryan went to the club as pro-supt. after the club had been without a pro for 3 years. He's rebuilding greens and tees with members' help. Cliff Jary, a founding member of the club is still helping. Ryan says he's never seen a bunch that gets more fun out of combining golf play and work.