local club conduct the event so it will be interesting to all. As we are well informed on the subject we can, and are always willing to assist in such events. When our local pros are holding their various tournaments, we collect the entry fees, act as official starters and take care of the scores at the end of the day. Many times we are called on to referee events or to act as marshalls, all of which our men do to the best of their ability. All in all we try to promote golf in a way that increases good will and makes for a more enjoyable time for all concerned.

At a recent election of officers the following were elected to office for 1938:


10 YEARS OF KID CLASSES

BEGINNING in 1927 John Bernardi, pro at the Charles River CC (Boston district) has been conducting free classes for junior golfers and after a 10 year observation both Johnny and classes are one of the best ideas ever put into operation. Many of John’s kids now have grown up to the age where they are showing the benefits of this early instruction and are far better than average golfers.

Every spring Bernardi gathers up all the old clubs that the shop has been able to collect and donates them to the youngsters who need new clubs. He and his assistant, Steve Sincheck, keep their eyes open for youngsters who need these clubs. They lean backward to keep sales effort out of the picture and let that element take care of itself by the response of the parents. That response, in good will and in shop and individual lesson sales, has been very strong. Boston newspaper publicity has been given extensively to the activities of the Charles River lads and lassies.

Each two weeks during the season John and Steve run a tournament for the kids. Johnnie donates most of the prizes. There are A, B, and C classes for the boys and the same classes for the girls. Class A kids play 9 holes; Class B, 6 holes; and Class C, 3 holes. The winner in the A class gets 3 balls, the B class winners get 2 balls, and the wee winners in C class get a ball apiece.

This year A. B. McIntire, a club member, has donated cups for the champions of the various classes. Miss Barbara Swenson is chairman of the junior tournament committee. Apparently the women start early to show their proficiency over most males, in running tournaments, committees, and men in general. Miss Barbara has appointed committees for prizes and for handicaps.

Johnny’s idea is that with the youngsters running their own tournaments, they’ll get more than golf out of their golf experience at their club.

Officials at Charles River are 100% for the junior class lesson and competition plan. The future and present business phases of junior promotion take care of themselves in good shape, Johnny has observed, and he comments that there are very few greater sources of satisfaction to a pro than that of seeing those kids develop as good golfers and as young gentlemen and young ladies whose attitude and deportment in competition is bound to be a reflection of pro influence.

And so on, by Johnny, for 10,000 words. When the guy gets wound up on those Charles River kids he goes on enthusiastically, like the brook ... forever.