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Club Membership Value Seen by Golf Students’ Parents

NORMAN BUTLER, pro at Springs CC, Columbus, O., introduced group golf instruction at the Upper Arlington and University high schools with such success that boy and girl students soon had golf as a popular intra-mural sport.

Butler points out that one of the strong pro build-up aspects of high school instruction is the effect on the kids’ parents. These people constitute the most logical class of club membership prospects, hence employment of the youngsters as recruiting agents for the game directly helps the clubs.

The Springs pro, in telling of the extensive use of motion pictures in high school instruction in various academic subjects and sports, regrets the limited availability of golf movies. Golf PROmotion is at work with a prominent national advertiser in planning production of a golf educational picture along the lines of those used so extensively in baseball promotion. The scenario combines a story and instruction.

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