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## There Are Profits in a Golf Class for Youngsters

By "CHICK" TROUT

Professional, Topeka Country Club

THE sons and daughters of members are a potential source of added income to the pro who can interest the youngsters in the game of golf. But just giving them lessons because they have been sent to you by their parents is not enough; the youngsters would rather dance and ride and play tennis.

I found this out during the 1926 season. At the request of several parents, I arranged tournaments, did everything to get them interested, but didn't accomplish very much.

In the early spring of 1927 I started on a new track. I passed the word around that my assistant, Marshall Becker—"State Collegiate Champion"—would give free lessons each Saturday morning. The only charge would be for a caddy. Although several of my pro friends frowned on the idea, I went through with it.

The first of June saw between 25 and 30 boys and girls, ranging in age from eleven to sixteen, out for our Saturday morning

lessons. Part of these players bought complete sets of clubs, some of them already owned two or three clubs and had others shortened and rebalanced, all of which was very profitable to me. In addition, they used plenty of balls. As time went on, several of the most promising youngsters signed up for private lessons.

The classes continued throughout the summer vacation. We staged tournaments for the boys and others for the girls, and every one of my pupils took part. They had acquired a real interest in golf.

Everybody was pleased—the parents because their children were playing the game; the youngsters because they had acquired a more thorough knowledge of golf; my assistant because of the valuable experience it gave him to conduct these lessons; and I because I secured a nice business in clubs and other supplies, and a number of lessons I otherwise would not have had.

It is up to the professional to get the members' children playing golf. It has been a great help to me and to the Topeka Country club. Already the members are asking me about the class lessons for the coming year. Needless to say, we will have them, and expect to double the attendance.



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