



George Arnold takes individuals from Kildeer's kid class and gives them special instruction the rest of the class can absorb.

## Pro's Free Class for Children Repaid by Parents' Business

YOU come into contact with some very convincing evidence that the golf business has a bright and busy future when you see how children's classes have grown with professionals during the last couple of years especially.

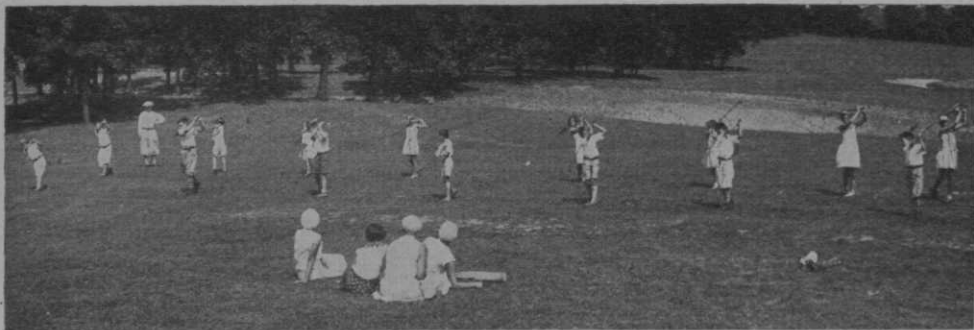
If there is a fair sized club where the pro is not doing something to encourage the youngsters that pro is passing up a great bet. The caddies are taking care of one big and important phase of golf market development but to cover this field thoroughly a good job must be done with the members' children. Frequently we have printed stories of children's classes, women's classes and girl's classes that some of the smart boys are running. In no instance where the pro shows some faithful constructive interest in these classes have they failed to return to him a good profit, although the money returns often are slow in getting started. There is a kid named Beck, pro at the Eastridge C. C., Lincoln, Neb. who deserves mention for the work he is doing in this kindergarden instruction. Beck and his assistant take a troupe of members' kids, give them group and personal instruction and pay for the caddie work in shagging the balls. Everything about these class lessons is free. Other professionals are following this procedure with the hope that they will

develop some fine young golfers who will perform greatly to the credit of their mentors, quite as much as the work is being done with an idea of eventual cash profit.

One of these group schedules for the kids that has been so successful that it is one of the frequently mentioned golfing stunts in a major metropolitan district is the children's class run by George Arnold, professional at Kildeer C. C. (Chicago district).

Kildeer has two 18-hole courses and a membership of approximately 600. The greater part of the membership is of fairly young people who have children from four to 14. The club has a big playground that is highly popular with the kids but until this year had not taken any planned steps toward making the facilities of the golfing plant available and inviting to the youngsters. Arnold passed out the word that he was going to give class tuition free to as many children as could be assembled and after consulting the parents found that Friday mornings during the vacation period was the most convenient time.

This club is a noteworthy example of great teamwork in good management, the pro, the greenkeeper and the manager all working together like the Three Musketeers. Consequently when Arnold was ar-



This is only half of one of Arnold's classes at Kildeer. Note the group of mothers watching their youngsters.

ranging for these classes Manager Trudeau was kept informed of all developments and he set forth a children's luncheon on the class days. The youngsters all sit at one long table and get an excellent luncheon at half the price the adults are charged.

From 30 to 50 youngsters attend the classes and the events have proved so popular that George has run them over past the vacation period; the classes latterly being run for an hour every Saturday morning. A series of eight lessons constitute the year's course.

The photographer who took the class pictures shown with this yarn arrived a few minutes after the conclusion of the class period. Some of the youngsters already had hiked to the course to play with their mothers and others were seriously engaged in practicing. The kids who appear in the accompanying picture represent less than half of the class. A gallery of fond mammas was in attendance watching the progeny go through the infantile antics that were interpreted by parental eyes as the early indications of future Jones and Colletts. And if you have any faint idea that the astute Arnold doesn't encourage this gallery you may dismiss that misapprehension at once. George wants the fathers and mothers to come out and the boy is a wonder at giving these class lessons so the parents are bound to notice that each child gets an even break on instruction.

### On Strict Schedule.

One of the most important things about a children's class, in Arnold's opinion, is keeping it strictly on schedule time. When you have worked up interest in the affair you can't disappoint the kids. The

day GOLFDOM'S representative was out on the story Arnold was just about able to stand after the instruction session. He had been laid up with intestinal influenza for three days and had been ordered to stay in bed by the attending physician, but he struggled through patiently rather than let the lessons skip a week. The members knew this and the advertising it gave the conscientious professional certainly did him no harm.

George has made no obvious effort to get these classes on a definite money-making basis. So far as club sales to youngsters is concerned he had done very little. The kids came armed with a weird assortment of weapons. Some of the parents' old clubs were cut down without any thought of balance or fitness, but they served to get the youngsters started swinging.

The big response that Arnold gets from the children's classes is a lot more lessons and shop business from the parents. It is amazing to see some of these tots casually clout a golf ball after a few lessons. The parents, witnessing these exhibitions, get quite clearly the idea that there is something to golf instruction. They sign up for lessons themselves. Then, too, they want to show Arnold some appreciation of the interest he is taking in their youngsters, so he cashes in on their loyal shop patronage. Can you imagine anyone so tight they would have their kids get free lessons from the club pro and then go around and buy their golf goods elsewhere? It would be rather a distasteful job to identify anyone that lacking in simple decency and certainly nothing to the credit of one who would be guilty.