



When the University of Minnesota gets its golf course completed it will have one of the nation's outstanding school plants. The clubhouse would do credit to many a first class private club. Modern equipment and construction methods have been extensively employed. A caterpillar 15 and rotary scraper are shown here preparing the seed bed in front of the clubhouse

Colleges Waken to Golf's Value; Many School Links Probable

By HARRY STOVER

THERE IS ample evidence that the growth of golf at high schools and universities is accelerating to the point where school course construction may soon exceed the stadium building activity of from five to ten years ago.

During the past two years GOLFDOM has received from major and minor institutions of the higher learning numerous requests for course design and construction information. At least 40 copies of the *Golf Club Organizers Handbook* have been requested by such establishments in response to the Club and Ball Manufacturers' Association's offer to furnish these helpful manuals without cost.

This trend is good news to the makers of course construction and maintenance equipment and supplies and to the playing equipment manufacturers, for nothing could better indicate a continuance of the game's swift growth on a lasting basis. It

is good news, too, to the greenkeepers, professionals and managers who desire an expansion of the market for their services. But the development has a still wider significance, according to social research experts. These authorities comment on the extension of golf as an undeniable indication that the country is favoring the sport that attracts active participation of players of all ages and both sexes.

One of the problems of scholastic athletic instructors always has been to get their charges interested in games that would benefit the pupils long after student days. Golf is obviously the happiest solution, and for this reason high schools and colleges generally are allowing athletic credits for golf.

Number of College Courses Grows

Yale and Leland Stanford have first-class golf courses of their own. Ohio has begun construction of a course of cham-

pionship design and excellent courses also are owned by the universities of Michigan, Minnesota, Washington and Notre Dame. Penn State has its own golf facilities and Tufts students have six holes of their own course built by the institution's scholars. In a number of other cases university students are allowed to play on local courses at special rates.

The *Scholastic*, a national magazine for high school classroom, early this season made a survey of eastern high school athletic directors as the initial step in its campaign to promote golf in the high schools. That magazine acquainted the P. G. A. with the campaign, which involves the use of pro golf instruction at the schools. Although the survey was limited to a few representative high schools in Ohio, Pennsylvania, New Jersey and New York, the answers give a reasonably accurate picture. Forty athletic directors answered. They had under them 44,659 students.

Answers to some of the leading questions were:

"Do you favor golf play by students?" 38 *yes*, 1 *no* and 1 *not as university sport*.

"Has golf ever been taught in your school?" 13 *yes*, 27 *no*.

"How many golf courses in your city?" 195 *total returns*.

"If you could secure a competent golfer without charge to teach students in your high school, would you arrange a class?" 31 *yes*.

"How many students participate in golf classes?" 978.

"Has your school ever had a golf tournament?" 12 *yes*.

"Has your school ever been represented in a city or national tournament?" 14 *yes*.

"Would you like to have a school golf tournament?" 34 *yes*.

Pros Get on Job

Some of the professionals who learned of this questionnaire volunteered their services as instructors, without charge, for high school classes. By the time school ended the pros had profited satisfactorily from club sales, private lessons and publicity.

In the Chicago district several professionals have done great work with, and for, the high school students. Ed Garre, pro at La Grange C. C., started out by giving group lessons free from 3 to 5 P. M., Tuesdays and Fridays, to the students of the Lyons Township high school. Eddie intended that the course would be six les-

sons, but both the length of the course and the time of the class lessons were prolonged by popular demand. He also gave some time to his high school boys' team Saturday mornings. It meant some sacrifice of lesson profits to Garre, but the members recognized what their pro was doing for the cause and in the long run Eddie probably can charge this time up to profit and loss without any tears.

Due to new students starting in the classes every week the problem of class instruction was rather difficult, but the competent La Grange pro managed to handle his acolytes satisfactorily. The classes ranged from 80 to 100 pupils. Ed says that even the lesser number is too many but the pro has to do the best he can.

More Girls Than Boys

The *Scholastic* survey found the high school athletic directors believing that the boys and girls would rank about even in making up the golf classes, but that hasn't been the experience of Garre and Jock Anderson, pro at the Techny Fields (Chicago district) fee course who also has been conducting group instruction sessions for high school students. Both Ed and Jock have found that 80% of these classes are girls. The boys seem to pick up their golf caddy-ing.

Both of the above named pros say that about 15% of the classes show unusual promise and cite cases of youngsters who have taken several group lessons and then scored very creditably on the first rounds they ever played.

"Give me a slow starter every time if I am to make the kid a golfer," Garre says. "The beginners who look so terrible at the start get the right sort of a swing ground into them deeply because of the difficulty they experience in getting any sort of a groove. It takes patience on the part of the pro, but it's a lot easier than teaching many of the individual adults who are the average pro's pupils."

At the Techny Fields course, group instruction of the New Trier high school students without cost to them is legitimately used as a business development method. The classes start Saturday morning at 8:30 and are divided into two sessions; one for the freshmen and sophomores and the other for the juniors and seniors.

Each of the students is given a reduced rate ticket which becomes valid when signed by the student's class adviser. The

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ticket is good for 12 lessons and sells for \$3. The ticket may be used Monday to Friday, inclusive, after 3:30 P. M., and Saturday before 11 A. M. Its time is out June 30—at the conclusion of the school term.

Kid Classes Hits at Clubs

Professionals are finding that classes for youngsters are becoming almost a necessity of good pro business operation. The classes, although usually given free, are proving to be very profitable builders of good will and business for the golfing mentors. Probably one of the most successful instances of the kid classes is at Ridgewood, N. J., where the able and alert young George Jacobus is pro.

Jacobus boasts of his child wonders and takes a keen interest in their development. The New Jersey junior champion is a protegee of George's and every prize winner at the last New Jersey junior event had been a pupil of his. He has 41 boys and 16 girls in his class. He puts up prizes for the boy and girl champions, and during the summer he takes some of his boys to some other course each Monday morning. George is responsible for their conduct while they are visiting and he proudly states the kids show more regard for the course and courtesies than most adults can exhibit.

George has been conducting these children's classes for four years. To show what the kids think of their teacher, George has among his most highly prized trophies some presents that the kids have clubbed together and bought him each year.

Bonnie Briar, where Sal Du Buono is pro, has children's classes free every Monday afternoon from 4 to 5 P. M. The classes started April 27. Children from 10 to 15 years old are eligible. At Brentwood Olin Dutra and his assistant Fred Clunk conduct kid classes each Saturday morning from 10 to 11. Boys and girls from eight to 15 are eligible. Brentwood also extends the privileges of the course to the Brentwood high school team each Monday afternoon after 3 o'clock, except during March, April and May. The youngsters must be accompanied by a member of the faculty.

Group Lessons in Winter

This encouragement of the youngsters is not confined to the clubs in metropolitan districts. The Hutchinson (Minn.) G. C. allows boys of school age, whose parents

do not belong to the club, to join on a limited playing time basis, for \$5 annually.

On every side you see that the group instruction business is doing wonders in creating golf interest and assuring a large future for the sport. It needn't be confined to the clubs but the pros who have the "inside" on this opportunity had better protect themselves or the stores will be giving free group lessons as promotion stunts. These indoor stunts have great publicity possibilities as Lee Saettele, bright young golf equipment salesman, pointed out this spring in calling our attention to a case at Indianapolis. In the Hoosier capital Ray and Les Smith and Dick Nelson gave free group lessons to girl office workers in the evening. More than 40 girls immediately jumped at the chance to take this short course. All the girls had to do to get the lessons free was to write a winning essay on "Why I should like to play golf," in a contest conducted by the Indianapolis Times. The boys got rafts of advertising that they turned into money, and for fellows to turn anything into a net profit at a winter school is something marvelous. This idea isn't limited to the winter time so any of the smart laddies who want to pick it up for use in newspaper tie-ups can hop to it at their fee course jobs. The bird who owns the course will bless the pro for bringing him the idea and the newspaper promotion and sports departments ought to leap at the tip.

Group Lesson Idea Used to Interest Men

GROUP lessons, successfully conducted for women and children by many professionals during the past few years, now are being used as a stunt that stirs up male interest in individual instruction and buying from the pro.

One alert Michigan professional is having group lessons for men, without charge, one evening a week during the summer. The group lesson is followed by a round table session of golf instruction, rules and playing discussion. This professional points out that the group lessons help remove the suspicion that pros are interested only in those who are fairly good players. He believes that some pros have done much injury to their prospects for advancement at their clubs by catering most to those who show promise as players, instead of dividing their attention among all of the members and their families.