

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.