



Youngsters' class at Lincoln, where Emil Beck (at right) and F. V. Mulqueeny (left) tutor future greats.

Kid Lessons Give Publicity Boost to Alert Pros

By CARL KOHL

NOT ONLY is this business of giving free golf lessons to the kids good business for the pros but it's the best sort of smart advertising a smart pro can get.

Looking over the extensive development in youngsters' free class lessons by pros this year one is bound to acquire fullest confidence in the future of the game. Probably half of the live pros this season gave lessons to groups of kids without cost and the enthusiasm and persistence of the boy and girl pupils plainly showed that the golf market is going to expand tremendously when today's youngsters grow up to have some buying power. From evidence supplied by the kids' class instructors it is certain that the pro who has not given class lessons to children during the school vacation of the past summer has plenty of reason for lamenting his error of omission.

Plenty has been said in these columns about the profitable effect these class lessons have on the shop business of the youngsters' parents, but only slight reference has been made to the publicity value of the sessions.

Emil Beck, able and hustling young business man, who is pro at Eastridge club,

Lincoln, Neb., and his neighbor, F. V. Mulqueeny, pro at the Antelope C. C., have been conducting free golf classes to which any youngster in the city is eligible. A local newspaper, the Lincoln State Journal, sponsored the classes and pushed the affair with lots of publicity. Beck and Mulqueeny donated their services. The State Journal is the largest newspaper in the state so the play it gave these lessons and the pros did the two bright pro operators considerable good. The first turnout of the kids brought more than a hundred, and right along during the schedule of six weekly lessons the youngsters were present in droves. The photograph shows the fine looking character of the classes, but in numbers it is not indicative of the class popularity. Many of the youngsters were wilder about playing golf when they had the chance than they were about getting their pictures taken. Nothing stronger could be said about the lure of the game so far as the kids are concerned.

Any pros who can make a newspaper publicity tie-up like these boys made has assured himself of a good spot in the territory and the esteem of his club, as well as that of the parents of the pupils he has tutored.

Boosts Club with Kid Event

Jimmy Fogertey, pro at Osage C. C., Kirkwood, Mo., reaped a bumper harvest of publicity for his club and himself by conducting a real tournament competition for the youngsters in his class. All of the kids were under 15 years. The publicity ran three pictures and a half-page story in the St. Louis Star; stories in the St. Louis Times, the St. Louis Globe-Democrat and the Watchman-Advocate magazine. One of the picture services took a number of shots during Jim's kindergarden tournament and these pictures appeared in papers all over the country. John Harrington, KWK radio announcer, spoke of the tournament during five evening programs.

Next year Fogertey plans to have a tournament at Osage open to all St. Louis children under 15 years of age, probably running the event in two classes: one a 10- to 13-year class and the other 13 to 15 years. Jim overlooked only one publicity bet and that was tipping off the movie news reel services to the kid tournament. He confesses that he had no idea of the widespread interest that would be aroused by the advent of the Osage papooses on the tournament calendar, but he doesn't intend to let this legitimate opportunity for publicity slip when the St. Louis kids' event is conducted at Osage next year.

The pros who are playing up this kid business are assuring a great future for the golf business as prior to a couple of years ago attention to the development of juvenile golfers was principally restricted to individual cases.

With the future of the women's market certain and the youngsters now getting class attention from the pros there is only one more class of potential golfers that requires some special nursing. That is the artisan class, and the fee and public courses that have good pros are developing material of near-champion character from the carpenters, bricklayers, plumbers, truck-drivers and others who really employ muscles in making a living. The occupational identification of the contestants in the recent public course national tournament at St. Paul gave evidence of the significant market development work the pros are doing in the artisan field.

It will be a good thing for the pros when their vital work as developers of the golf market, as shown in the cases of women, children and artisans, is fully recognized by the powers in golf association and golf goods manufacturing work.

Ask for State U Help in Illinois Maintenance

GOLF COURSE superintendents and officials in Illinois are planning to make a formal request of the University of Illinois for an extension of the state institution's work to include course maintenance problems. Suggestion of this extension was made by Frank Murray, manager of the Ravisloe C. C. (Chicago district), in a letter to Guy M. Peters, chairman, green committee, Chicago District G. A. In responding to Peters' circular letter of inquiry about conditions at Chicago district courses during the recent severe siege of trouble, Murray wrote, in part:

"I would like to suggest to you, as chairman of the Chicago district green committee, that the subject of golf course maintenance needs a scientific study close at hand, studying conditions under our own central western climate and soil conditions. It should be quickly available to a greenkeeper in need of assistance. What better equipped organization is there for undertaking this work than the agricultural experiment station of the University of Illinois?"

"If a farmer in McLean County has a sick grain growth, or a fruit grower in Williamson County a new bug on his trees, or a dairy farmer in Kane County a sick herd, or a Rock River lowland farmer's corn grows only three feet high, or a Cook County truck gardener's onions are not doing so well, what do they do? The progressive man calls on the University of Illinois and he gets help.

"I am certain that if a committee of club officials and greenkeepers present this matter to President Chase and Dean Mumford of the University of Illinois they will receive immediate co-operation. Other state universities render this service. Why not Illinois?"

"It might be well to consider the advisability of increasing the dues of member clubs of the Chicago District Golf association to cover the first few years' expense of a chair at the university for this work. Financial assistance from the U. S. G. A. Green section might be obtainable."

Officials of the Midwest Greenkeepers' association were advised of the intention and their co-operation solicited. Preliminary discussions with state officials, the greenkeeping fraternity and club officials indicate that definite action along the lines proposed by Murray will be taken this fall.