

Beginners' Golf School Big Success in Cincinnati



Bill Jackson of Camargo instructing his free group golf class.

S PONSORED and publicized by the Cincinnati *Post* and given the instruction efforts of five of the Cincinnati district's well known pros, a beginners' golf school has been a highly successful promotion effort for the same in the Ohio metropolis.

Six group lessons were given, with each of the professionals being responsible for almost 200 beginners. Pro co-operation was excellent. Robert ("Red") Straus of the Avon Fields muni course, Wm. Jackson of the exclusive Camargo club, Ed Brophy of Western Hills CC, Jim Brophy of Brophy's Driving Range and Art Smith of Summit Hills CC were the professionals who did the teaching.

The entire plan was handled on the order of the Chicago fee association-Chicago *Tribune* free golf school which this year attracted approximately 20,000 pupils.

Cincinnati's first year at the free lesson promotion stirred keen interest among those who have been intending to take up the game but never have been extended a helping hand at the start. It brought out new players to such an extent that the play at Avon Fields muni course this year is 60% over last year's figures.

It was smart reader service for the alert *Post* and was handled from both the sports and general promotion angles.

continues the same because of hilly courses, muggy climate and stiff winds.

Dewey Longworth of Claremont CC, Oakland, Calif., reports sales are $\frac{1}{3}$ above 1933, and about $\frac{1}{2}$ of 1929, the top year. Store competition is not strong and players are buying better equipment. Many new players are coming into the game and those who have quit are resuming. Women's business is about half of the total.

More good news of increase on the Pacific slope comes from Willie Hunter at Fox Hills, Culver City, Calif. Willie advises club sales are up 20% and ball sales are 30% above 1933. Store competition is nothing to worry about but always something to watch and guard against. There are many new players, especially among the youngsters. Lessons to women are good but sales to them are only fair. Sales

of merchandise are 30% under the greatest season.

John H. Lord, up-state New York pro notable, says in that territory pro sales are up 25% and lessons have increased 40%. Sales are 20% under the best season. Store competition is still keen. There are many new players and women's business is especially good.

Wendell Kay and Alf Campbell, western New York PGA officials report that business in clubs and balls is about 25% better in that district. Play is increasing and women's activities in the game are far greater than ever. New people are coming into the game more this year than ever before. Store competition is being stopped by personal solicitation on lower priced balls in cases where the pros have seen that the members have been buying else-