

# PROS BUSY WITH JUNIORS

**J**UVENILE group instruction has become a major activity of pros at many clubs. There has been great advertising and good will value developed by these kid classes, and signs of substantial actual cash sales are beginning to appear among the youngsters who are growing up. Parents' business has been showing a favorable response to the pros' interest in the juveniles.

At the Llanerch Country Club, Upper Darby, Pa., where Marty Lyons is pro, the youngsters have their own organization with membership cards and a four page handbook giving the schedule, rules, and golf etiquette. This material is well worth study by other clubs. Officials or pros probably can get free specimens of the Llanerch junior material, as long as there is any to spare, by sending Marty Lyons a stamped return envelope with their request.

One of the problems that the conscientious pros have to think out in connection with the junior proposition is whether or not to have the junior activities on a class or individual basis, and whether to have the classes free or paid. The controlling factor is the character of the club, of course. In some cases where juvenile classes were started free they now have gone on a nominal paying basis since the members have seen the advantages of pro teaching of their youngsters.

In stating the case for paid instruction, Danny Williams, Shackamaxon pro, speaks strongly from his own observation:

"My firm belief has been and always will be that any good golf professional should be compensated for his efforts in teaching the game of golf. A golf professional today is a specialist, and as a specialist he should be paid the same as a good doctor or dentist. When a professional gives his efforts gratis, he may be looked upon as a man who is hard up for business and can't have much ability as a teacher even though he gives his talent free.

"Another angle on the subject is the condition of antagonizing good members of his club. By that I mean a great many times during the course of a game, a member's game goes 'sour' so he stops

in his aggravated condition and decides to take a lesson. Upon approaching the practice tee he finds the pro teaching some small child. Knowing the policy of teaching small children, the player feels that his condition is far more important than the catering to gratis pupils and that the adult should get immediate attention. The pro realizes the situation but, trying to be a good diplomat, continues as the pupil is a child of a good paying member. The result is the pro has antagonized one to keep the good will of another. This by all means should be avoided. Another point while I am on this subject is the buying of equipment for gratis pupils. Nine out of ten parents buy the necessary equipment for their children at cut-rate sporting goods shops and department stores. Thus the dividend expected by the pro for his free tutoring is lost.

## Opposed to Group Lessons

"I do not believe in group lessons. I believe that the professional should start all members' children with his assistant pro for a nominal fee of fifty cents. There are numerous reasons for this. The assistant likely will have more time to devote to the problems of the youngsters and in addition it will likely help the assistant in finding and establishing himself in the golf game. It will better prepare him for the position he may take some day, for all too many assistants branch out into their own jobs with good games of their own and a good knowledge of the shop, but hardly prepared to take a golf swing apart and correct some troublesome fault of a member.

"I believe that if a person can afford to buy golf equipment, pay transportation, and pay dues for himself and his family he most certainly should pay the man something who gives concentrated effort and time to help his or her children to learn the game of golf."