

Willie Low's Junior Classes Pay Off

Phoenix (Ariz.) CC Pro Willie Low has been conducting a junior golf program for children of club members since 1931 and he is sure the program has paid big dividends. He believes it's the oldest continuous program of its kind in Arizona and probably in the Southwest.

Boys from nine to 15, inclusive, are eligible to participate. Instruction starts each Nov. 1 and continues through May 15. Low furnishes free instruction, balls, and other equipment for the lessons.

Low and his instructors teach the game from the ground up, developing sound swings, technique, and golf etiquette. At the close of the season the club holds a junior golf tournament, providing cups and other trophies at the end of competition. Forty boys competed last year.

The boys are also given a dinner at Green Gables, one of Phoenix' fashionable night spots. Another reward is participation in the Phoenix Open golf clinic. The six boys with the best swings put on a brief exhibition during the clinic each January.

How does it pay off? Low sells the boys

virtually all their equipment, and his students become golfers (and golf equipment buyers) for life. Perhaps even more important is the good will the lessons create for the club with families and friends of the participants.

Caddies Can Increase Pro Market

There's more of a market and a sales force in caddies than pros generally realize. When there is something to be cleared out of a shop at a reduced price there usually are caddies or former caddies who would like to take advantage of the bargains. The caddies may be able to absorb this slow-moving merchandise without risking upsetting the market prices among members.

Use of pro shop merchandise as caddie prizes has paved the way to this market.

Former caddies who are working in office or factory jobs constitute a big and eager market for traded-in clubs. They not only buy for their own use but bring their friends shopping for these sets.

—Jim Cockburn,
Westwood CC, Clayton, Mo.

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