



One thousand pupils turned out for the Tribune-Fee Course school at Big Oaks on May 23. Here is a part of them listening to Jack Sturm and Roy Hunter explain the fundamentals of the golf stroke.

15,000 PUPILS!

Tribune and Fee Courses in Chicago Hold Biggest Golf School

SO FAR as is known the biggest golf event ever held is the free golf school now being run in the Chicago district. More than 15,000 pupils have enrolled for free golf lessons put on by the Chicago *Tribune* with the cooperation of the 27 member courses of the Chicago Daily Fee Golf association.

The schedule calls for a general lesson to start the proceedings and after that 7 lessons for each of four classes, men, women, girls and boys. Enrollment far exceeded that of any other *Tribune* athletic promotion and gave a plain tip-off that newspapers have been seriously neglecting golf as the major factor in sport page interest.

Prizes are to be awarded at each course for those who demonstrate the best swings at the conclusion of the lessons. Then the prize winners at each course are to be judged in a district-wide contest, first on form and then are to compete in a medal play tournament. Judges for the form finals are Tommy Armour, Jock Hutchison, Frank Walsh, Bob MacDonald and Harry Cooper. The *Tribune* is to present

prizes to winners of the finals. These finalists also get tickets good for unlimited play at all of the association's courses.

Pupils at the free golf schools are almost 70 per cent women. *Tribune* officials advise that a noticeable number of applications were accompanied by letters written on the stationery of high class business organizations, thus indicating that the offer was drawing a fine type of people, instead of making its appeal to idlers from off the streets.

Publicity given the event was not especially large in space but was excellently handled by Charles Bartlett, golf editor of the *Tribune*.

Opening night of the event was fortunate in getting great weather. The programs for the evening sessions start at 7:30 daylight saving time. Morning programs are slated for some of the women's classes. Close-in courses such as Mid-City, Harlem and Evergreen averaged between 1,500 and 2,000 pupils and required the employment of additional pro instructors.

An interesting slant on the event is that the pros are teaching according to a standardized method. The pros meet each week on Mondays, plan their lesson procedure after spirited discussion. Classes are divided into groups small enough to give each pupil a chance with some personal attention. Since the *Tribune*-Fee Course free golf school was announced, business

of the night-lighted practice range has picked up tremendously. Ranges at which there are two of the well known pros in the Chicago District, Wally Chamberlain and Eddie Gayer, are filled each night. Parking spaces are packed with other customers awaiting their turns. The panic is over for both Chamberlain and Gayer, whose income during this period of lively interest in golf instruction has made the eyes of the club pros pop out like door knobs. Both boys are having harvest time in the sale of sets of clubs and are showing plenty of business ability and industry in making themselves immune to the depression.

Chamberlain, who tied for second place in the Chicago district qualifying for the National Open, found the combination of his own feat and the *Tribune*-Fee Course free golf school publicity a natural for money-making and is showing that plenty of profit opportunities still are available for pros.

With the *Tribune* showing what a newspaper can do in developing dormant golf interest, it is to be expected that the smart sports editors and promotion managers of other metropolitan newspapers ought to be in line for daily-fee tie-ups that will benefit the newspaper, its advertisers, the fee courses, the game and most of all the players.

But, even with the 70 per cent women registration for the free golf lessons the newspapers still are carrying no more women's golf stuff than you could print in headline type on the back of a postage stamp. Some day the big town newspapers are going to handle women's golf news on club events with an amount of space proportionate to that given men's events and use this accurate judgment of reader interest in a build-up of the papers' value as advertising media to reach women who have money and time to spend.

CORNELL University's summer school courses in Hotel Administration run from June 26 to August 5 this year. Courses are of 1, 2 and 3 week duration and cover hotel operation, promotion, accounting, food preparation, financial statements, stewarding, housekeeping, engineering and personnel management.

Details of these courses of high value to the club management field, may be secured from Prof. H. B. Meek, Cornell University, Ithaca, N. Y.

Olympia Fields Bills Members Twice Monthly

IN ORDER TO expedite the handling of accounts Olympia Fields C. C. (Chicago distr.) recently put into effect the following rules:

Effective June 1st, bills will be rendered on the first and fifteenth of each month until October 1st. Dues, sinking fund and house accounts for the previous 15 days will be billed on the first of the month. Past due items and house account charges incurred from the first to the fifteenth of each month will be billed on the fifteenth. Between the 25th and 30th of each month, a notice will be mailed to all whose accounts have not been paid, announcing that if remittance is not received by the 15th of the month following, credit will be suspended without further notice until the account is paid.

Members of Olympia Fields found the new arrangement much to their liking. Not only did it permit them to check closer the amount of money spent at the club but it also meant smaller though more frequent payments. As one member commented—"It's a lot less painful to pay a \$50 or \$60 bill twice a month than have to pay a \$120 bill once every thirty days."

BRIGHT little stunt used by Toy Town Tavern, Winchendon, Mass., may suggest a similar idea to fee course or resort course operators. Toy Town's manager sent an old golf ball and a letter to former guests. The letter read:

Last week they drew the water down on the big pond, which gave us an opportunity to clean out the little pond at the second hole.

Jimmie, the little caddie who was helping the men, found a ball which he was very positive was one that you drove in the pond last summer when he was caddying for you.

I am sending it to you and trust that you will bring it with you on your next visit just to show the little pill that it can be driven over the pond and onto the green for a three.

The course came through the winter in fine shape and we will start playing it next Saturday, and trust that you may soon be able to come up and try it again.