

Father and Son Team in Group Lesson Tour

LAST GOLF season, as recorded in earlier pages of GOLFDOM, the Chicago Daily Fee Golf Assn., in cooperation with the Chicago *Tribune*, conducted a series of free golf lessons for all and sundry who cared to attend. To everyone's surprise, including the fee-course operators, who prompted the idea in order to boost play on their courses, and the *Tribune* who regarded the stunt as a circulation builder, the response was beyond optimistic forecasts—15,000 pupils turned up for the lessons!

The success of the Chicago free school reperculated in various golf centers of the U. S. Among them should be chronicled the golf schools conducted by G. H. Bigelow, golf pro of Jackson, Mich., and his son Rex, who in 1931 won the Michigan State amateur and in 1933 turned pro. The Bigelows had read of the way golfers and would-be golfers had responded to the Chicago offer and saw an opportunity to pull a similar stunt in the towns of lower Michigan.

First newspaper to become interested was the *State Journal* of Lansing. Arrangements were made, in conjunction with the VanDervoort Hardware company of that city, for the Bigelows to hold a series of three lessons at the city park golf courses, the first of which was scheduled for June 26th. The newspaper saw that plenty of publicity preceded the event, devoting sport-page space daily to the offer of free golf lessons to all who cared to attend them. Emphasis was placed on the facts that pupils would pay no fees, would be expected to buy nothing, and would be under no obligation either to the paper or the store.

Each lesson session was divided into two groups, one for juniors at 4:00 p. m. and another for adults at 7:00 p. m. and the series of three lessons consisted of an opening demonstration on wood clubs, a second on the long and middle-distance irons and a final one on putting and short chips. Bigelow senior handled the instructing, while son Rex handled the demonstrating. During the three-day period of the lessons, some 200 adults and 50 children participated.

From Lansing, the Bigelows moved on to Battle Creek, where the *Enquirer* and *News* got behind the project. Rain cut into the expected attendance on the first

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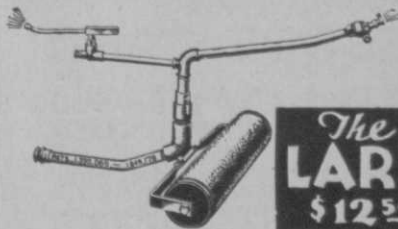
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day, but better than 100 pupils were on hand and the series was branded a complete success. During the summer, schools were conducted in other Michigan towns including Adrian, Kalamazoo, Flint and Ann Arbor. In middle August, Rex met with an accident which put a temporary stop to the Bigelow activities, forcing them to cancel arrangements for their school in several additional towns. They plan to devote the entire summer of 1934 to this novel form of teaching.

G. H. Bigelow, commenting on their '34 plans, writes:

"During 1933 we of course learned considerable about group teaching. We learned what golfers want to be taught and we learned the best ways to get golf instruction across to large groups. For one thing, a certain amount of "showmanship" is required to keep the crowd highly interested and so whenever the chance arose for Rex to execute a spectacular shot, he obliged with a low bullet drive or something of the sort.

"Next year we will have a much improved and simplified school, and we will continue to emphasize the importance of continuing to take lessons from the local pros and to practice. We are always careful to do this because we want the cooperation of the pros in whatever town our school is conducted.

"Some of our schools last summer were co-sponsored by the local newspaper and some store in that town. In other cases the newspaper alone underwrote the lessons. For 1934 we plan to eliminate the stores from our plans, depending entirely on newspaper hook-up for our publicity and income."

Reduces Dues on Basis That Made 1933 Record Year

BLACK RIVER G. & C. C., Huron, Mich., is owned by Mueller Brass Co., and was built by the company for its employes and friends. The plant is an attractive one so others who had no company connections wanted to join the club. Prior to 1933 the outside members were taken in on an annual dues basis of \$50.

Operations in 1932 were conducted at a loss. Difficulty was experienced with collecting the \$50 membership, especially from tourists and school teachers whose time at Huron was limited.

In 1933 the club, after studying the situation to see if reduction of dues would