A PROFITABLE variation of the roadside driving range was used last season by Ed Dudley at the Bala course of Philadelphia CC.

Dudley converted the spacious polo field, directly across the road from the clubhouse, into a driving range. More than 2,100 practice sessions were used by the 700 club members.

The lush polo field turf, which offers an enticing target to those players who belt them past the 250-yard mark, is dotted by a couple of sand traps and greens for pitching, so all phases of the game can be covered. Dudley plans to construct 50 tees this year.

"Players sign for a practice session at 60 cents per hour," Dudley says. "We charge 40 cents per half-hour, and if anyone has only a few minutes available, buckets can be purchased at 25 cents apiece.

"It's really a time saver, because there's no waiting for a boy to bring back a bagful of balls. We used between 1,200 and 1,500 balls on the range during 1940."

Dudley is assisted at the Bala course by Jimmy McHale, 24-year-old sharpshooter who served at the Winged Foot Club under Craig Wood. Joe Ludes, who had his apprenticeship at Oakmont and Harrisburg, Pa., courses, and young Joe Davis, assist Dudley at Spring Mill.

Dudley gives about 10 lessons per day during the summer months, teaching at Bala week-days, then transferring the scene of operations to Spring Mill Saturday and Sunday. The Spring Mill course is completely closed down during the winter months every year. It had an Armistice Day deadline in 1940.

Al Wilfong, a Philadelphia boy who has been Dudley's clubmaker for the past six years, takes charge at Bala when Dudley leaves for Bobby Jones' Augusta, Ga., course. Dudley also takes both Davis and Ludes with him, while McHale follows the winter circuit.

Golf is a GRIN BUSINESS

THAT GRIN YOU SEE when a customer hits an LL-Penfold-75 means you've made a friend for life. He'll be back to you for more of these famous long distance balls because Penfold Golf Balls are sold exclusively through professionals. Play a Penfold yourself. Stack it up against any other golf ball made and you'll grin too. And there's a Penfold Golf Ball in every price range, from the Penfold-35 at three for a dollar to the deluxe Penfold Autograph, the only dollar ball made.

HED-RITE for GOLFERS

Helps Keep Their Heads Down... Holds Their Eyes on the Ball...

Answer this ad today, and without cost or any obligation whatsoever, we will send a fully descriptive illustrated circular, together with prices and discounts on the new HED-RITE for Golfers.

Members, guests, all golf players quickly realize that HED-RITE directs the head into correct position, then promotes balance-in-motion throughout the entire swing for a "grooved" stroke.

See HED-RITE for golfers. Try a pair today. Find out how HED-RITE helps overcome the tendency to look up. We predict a surging overwhelming demand. Packed for pros in colorful self-demonstrating display box. Send $2 for sample postpaid. Write

CHICAGO EYE SHIELD CO.
2314 WARREN BOULEVARD CHICAGO, ILLINOIS