

# The *Lestronic* charger... extends battery life and reduces maintenance.

The Lestronic charger totally eliminates over and undercharging on any battery, regardless of age, temperature, or condition. This "fool proof" charger will extend battery life and reduce required maintenance with precise charging every time.

The Lestronic knows when to quit.

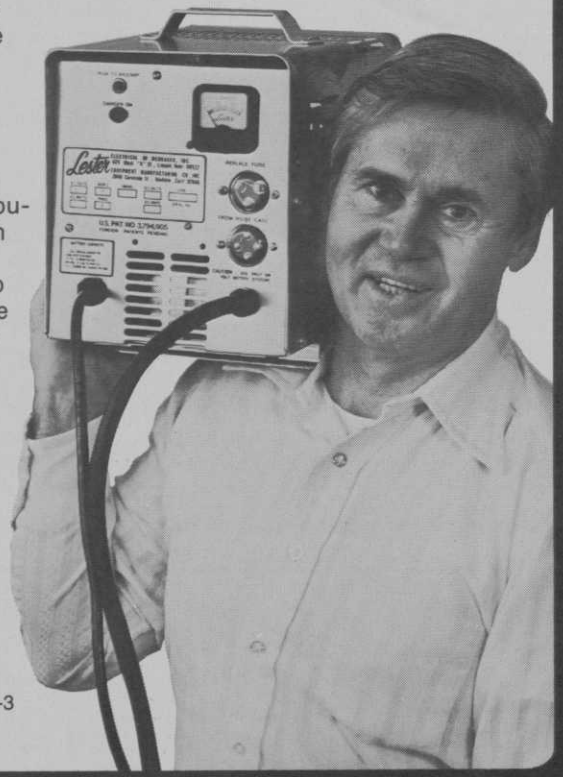
There's no trickle charge to burn your batteries. The patented Compu-Time I timer totally shuts off when the battery is fully charged. Left connected, the Lestronic will keep batteries charged indefinitely since the Compu-Time I timer will automatically turn on every 2½ days.

**"The charger with a brain."**

*Lester*  
**Electrical**

Write or phone for complete information.

Lester Electrical of Nebraska, Dept. GB-3  
625 West A St., Lincoln, NE 68522  
407-477-8988



Circle 116 on free information card

**GOODALL**

*The Goodall Fillies*



Introducing the 36 inch cut Goodall Rear Discharge mower. A new design deck allows close trimming on both sides, helps prevent windrows and gives you a clean manicured cut (not that just-cut look). The new variable speed drive gives a wider range of ground speeds. The 3 gallon fuel tank and Hi-Way front caster wheels are standard equipment. This new mower is designed for fine lawns and rough areas. The finger tip control gives the same easy handling and hillside stability and maneuverability as the other Goodall Self-Propelled models. Also available is a new 52 inch rear discharge mower.

Goodall Div. 1405 Bunton Rd. Louisville, Kentucky 40213 U.S.A.

Phone 502 / 459-3811 Telex 204-340

Circle 108 on free information card

# The old pro

## Staging a golf lesson

When "Red" Lawrence was greenkeeper at Florida's very costly and exclusive Boca Raton Club in the Thirties, he definitely helped Tommy Armour to become the most famous, most effective, and richest golf teacher the game had known.

Tommy said Red staged and managed a lesson like Ziegfeld put on the Follies. It was the Lawrence idea to have a colorful beach umbrella, a table, and a couple of attractive chairs for Armour and his pupil.

There was a super caddie, who was almost a lesson assistant. He teed the balls and cared for other minor chores, including get-



ting a couple of drinks to ease the strain of scholarship.

Carlton J. Geist, who owned Boca Raton and a golf club at Atlantic City, thoroughly endorsed the deluxe presentation of lessons.

In the summer when Armour went north to Medinah Country Club outside of Chicago, there wasn't the showy arrangement of a lesson that there had been in Boca Raton. Armour didn't have the inspiration of the quality presentation of the show, and neither did the pupil. Naturally, the price was lower and the lesson wasn't especially impressive; only what the mood of Armour and the pupil could get the pupil to learn. Armour's genius was in teaching the pupil how to learn.

Prices of golf lessons haven't generally increased anywhere near the Armour level in 40 years, although there certainly are golf instructors as effective as the famous Tommy.

Maybe one reason is that giving lessons on most lesson and practice tees is about as enjoyable as taking a kid back of a woodshed to teach him a lesson in conduct. Most ordinary golf ranges are more attractive than private golf club lesson tees. There have been very little developments in the attractiveness, convenience, and effectiveness of lesson tees since Donald Ross presented this innovation about 1912.

Golf architects, usually imaginative and practical artists, have failed to develop the possibilities of the lesson-practice tee. Especially is this failure noticeable to resort courses.

What wonderful business golf clubs could have with lesson-practice tees during the cocktail hour.