

Driving Range Helps Lesson Income

By BOB JOHNSTON

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.

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