

## Golf at GEARHART By-The-Sea

Region's Finest and Oldest 18  
Hole Resort Course

ates:—

9 Holes 75c  
All Day \$1.50



**Gearhart Golf Club**

Jens L. Lerback, Owner  
Phone Gearhart 188

**NOW OPEN  
NEW "ACADIA"  
PITCH and PUTT  
GOLF COURSE**  
RIVERDALE ROAD  
NEAR HOLYOKE CITY LINE  
WEST SPRINGFIELD  
HEALTHFUL AND DELIGHTFUL  
BRING THE ENTIRE FAMILY

## PLAY GOLF

at the

## BUNKER HILL GOLF COURSE

DAILY FEE  
TWILIGHT RATES

Tournaments Invited  
6635 N. Milwaukee Ave.  
RESTAURANT OPEN

## PLAY GOLF

• FOR FUN • FOR HEALTH  
Take advantage of long daylight hours  
—play evenings as well as week-ends.

## AMERICAN LEGION GOLF COURSE

One of the Finest Courses  
in the North



**BANNOCKBURN  
GOLF COURSE**  
GLEN ECHO, MD.  
OPEN TO  
THE PUBLIC

PICNIC GROUNDS  
TENNIS COURTS

For Information  
Phone Wla. 9743

## GOLF at BURR OAKS



The Beautiful  
9 Hole Course

Phone B. 4520 for Reservation

## PLAY GOLF

— AT —

## HILLVIEW GOLF COURSE



ERRY ROAD FREDONIA

A. W. Porter, Owner  
R. R. Shephard, Pro



## SMILEY'S GOLF PRACTICE

★ DRIVING TEE ★

NOW OPEN! 10 A. M. TO 11 P. M. EVERY DAY!  
2700 West on U. S. Hiway 50, 1 1/4 Miles of State Line, VA. 9509  
Professionals Walter Blevins and Al Gruber. Private lessons by  
appointment before 9 P. M.

## GOLFERS!

Your Choice of 2 Courses—No Long  
Waiting to Tee Off—Even on  
Saturdays and Sundays

## SILVER LAKE GOLF CLUB

147th St. and 82nd Ave.

Chicago's Finest Daily Fee Club  
Just a short drive from any part  
of Chicago's West, South, South-  
west side or suburbs. 1 1/2 miles  
west of Harlem on 143rd St.

—36 HOLES OF REAL SPORT—

PHONE ORLAND PARK 140



## Evanston Community Course

Central St. at the "L"

Season permit . . . \$20.00  
2nd adult

—same family. . 15.00

Juniors  
—under 18 yrs. . 15.00

Juniors  
reg. with parent. . 7.50  
Week days daily fee. . 50

Saturday, Sunday and Holidays . . . 1.00  
Monday all day and Friday afternoon, ladies. . . 25

Children, Monday through Friday, P.M. . . . 25

Twilight, after 5:30 half price

TED SLOAN—manager and professional  
Lessons by appointment.

## Golf Is Growing As User of Newspaper Ads

Daily fee golf courses and driving ranges are becoming consistent users of newspaper advertising space in increasing their play. They've still got a long way to go in presenting attractive and effective copy that does a real selling job in print but considering the time it took major league baseball to begin to make good use of paid advertising space in newspapers, the golf clubs are doing well.

Strongest user of paid newspaper advertising to get attendance at a sports has been George S. May's Tam O'Shanter CC. For the 1946 All A-May-rican tournaments May used full page space in all

*The New and Beautiful*

# TAM O' SHANTER

*INVITES YOU*

THURSDAY      FRIDAY      SATURDAY      AND      SUNDAY



to see the WORLD'S GREATEST GOLF SHOW at  
*America's Most Beautiful Country Club!*

A special opportunity to see the new national golf club in the United States along with the biggest golf shows of the year. **NO ADMITTANCE CHARGES!** **NO ADMISSION RESTRICTIONS.** **NO ADMISSION RESERVATIONS.** **NO ADMISSION TICKETS TO BE PURCHASED.** The club is a pleasure place for all.

**Reservations:** Thursday, Friday, Saturday and Sunday of the week at TAM O' SHANTER COUNTRY CLUB MEMBERS HOUSE at LAURELVIEW, WISCONSIN. Admission is free for all.

● **Special and 1/2 Price:** A full schedule of Golfing, Golf and Golfing is available. **Special and 1/2 Price:** A full schedule of Golfing, Golf and Golfing is available. **Special and 1/2 Price:** A full schedule of Golfing, Golf and Golfing is available.

**FREE INDEPENDENT COURSE BY THE ROBERTS & ROBERTS COMPANY**

**These Firms Competing in Making Tam O' Shanter America's No. 1 Golf Club**

<b>LAURELVIEW COUNTRY CLUB</b> (located in Wisconsin) is owned and operated by the ROBERTS & ROBERTS COMPANY, 1000 N. W. 10th St., Miami, Fla. 33136. <b>LAURELVIEW COUNTRY CLUB</b> is owned and operated by the ROBERTS & ROBERTS COMPANY, 1000 N. W. 10th St., Miami, Fla. 33136.	<b>LAURELVIEW COUNTRY CLUB</b> (located in Wisconsin) is owned and operated by the ROBERTS & ROBERTS COMPANY, 1000 N. W. 10th St., Miami, Fla. 33136. <b>LAURELVIEW COUNTRY CLUB</b> is owned and operated by the ROBERTS & ROBERTS COMPANY, 1000 N. W. 10th St., Miami, Fla. 33136.
--	--

Chicago dailies together with smaller space. His full pages featured the new Tam o'Shanter clubhouse as the headquarters of the tournament. It was an ad in which builders and suppliers of the clubhouse shared. It's a good idea to be kept in mind by other clubs that will be building new clubhouses and which want to make attractive public presentations of the improvements.

Seldom do the fee courses in their advertising do much more than make their location known. This year there hasn't been any advertising of low rates as a feature, for the simple reason that there's no reason for ruinous rate wars now with the public hungry for golf and operating costs greatly increased.

The "class" of the course, the instruction available and the meals aren't given as much play as they deserve in instances

August, 1946

with which GOLFDOM is acquainted. This is a fault of newspaper advertising departments which apparently haven't done anything to help educate the golf course advertisers to make strongest possible use of space.

Although the fee courses and driving ranges not yet are in the income brackets to warrant very strong advertising campaigns results of this season's advertising is going to encourage many course owners to give more consideration to their newspaper advertising appropriations in the future.

Privately owned fee courses and driving ranges, like other sports enterprises, have come to rely so much on free publicity in the sports pages that most of them still are unaware of the possibilities of business development by newspaper advertising.

## Check Machine Calibration

At one of the recent sectional greenkeepers meetings it was generally agreed that an item of standard practice should be to check calibration of sprayers and fertilizer distributors before extensive use. Test quantities of fertilizer on accurately measured areas, and of water instead of liquid formulae to be applied, often disclose considerable difference between supposed and actual rate of application by the machines, so greenkeepers have discovered.

## States Control GI Golf Job Training Grants

Letters to GOLFDOM concerning possibilities of training for pro, greenkeeper or manager jobs under GI job-training regulations usually present questions that can be answered only by authorities in each of the 48 states. The state superintendent of public instruction (by whatever title this job is called in each of the states) is the authority to consult about government financial help in the job training. In Illinois the authority is the state board for vocational education.

Regulations are being tightened up in most states due to the extensive racketeering and chiseling that has been introduced into the original plan of providing legitimate educational aid in helping the GI make up for lost time.

In Illinois training is not approved for a period of less than 6 months. Forms are provided to institute the training programs. Complete explanations of the functions of the training programs and of the amount and description of training work