



Picturesque 160 yd. second hole of the Tianna G & CC at Walker, Minn., developed into fine playing facility through campaign of local business men spearheaded by Texan Ollie Lower is added attraction for this fine summer resort.

Put New Life in Resort Club, Increase Area's Business

When the fish don't bite the golfers will.

That astute observation of a veteran resort owner applies at Walker, Minn., in the heart of an area where the fish generally are numerous and hungry.

The Walker area was getting beaten out of vacationers' business because of late years almost everyone who comes to a resort wants golf along with other sport and relaxation. The Tianna course at Walker was rundown, the clubhouse was neglected and there wasn't much interest or attraction the establishment had. It was no asset to a community that could boast of pleasant resorts and beautiful lakes.

But nobody did anything about the situation until Charley Johnson, sports editor of the Minneapolis Star wrote a piece about a good golf course and clubhouse being essential to the profit picture of every resort section. Some merchants, resort owners and other businessmen in Walker mailed Charley's piece to every businessman in the area, then followed up with personal calls to raise money for rehabilitating the 9-hole sand green course and clubhouse.

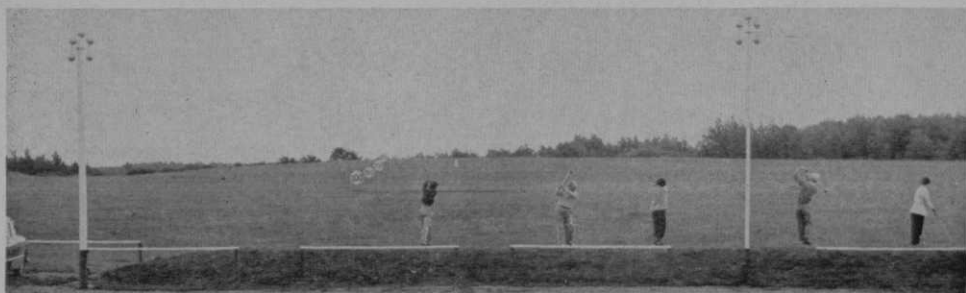
The campaign was spurred by the energetic efforts of a Dallas, Tex., businessman, Ollie A. Lower who, with his family, spends summers near Walker. Ollie is a golf enthusiast and so much of a bus-

inessman that he couldn't stay out of action during his summer in the north country. As vp of the Tianna club he took upon himself the jobs that the men with businesses in the community couldn't do because of pressure of other duties in a territory where the big revenue season is comparatively short.

The local businessmen worked well, however, in contributing cash and time to the upbuilding of the club. As usual, the wives of the local businessmen and of the summer residents, set the pace for the men by doing plenty of work in making the clubhouse interior attractive.

The 2,908 yd., par 36, course going through the hills and dells bordering Leech Lake, also began to get some money spent on it and with fertilizing took on a new look. Eventually the sand greens will be converted to grass as the revenue-producing quality of the rehabilitated course encourages further development as very sound business.

The membership of the club, prior to the "new look" treatment was approximately 75. Soon after the rehabilitation job was done the club grew to more than 300 members, and a goodly amount of daily fee play. A good magnet for play and for revenue is the driving range with 15 300-watt lights in clusters of three. There are two



This golf driving range, lighted for night play, gets good play from Tianna members and visitors. Other practice facilities include two practice putting greens, one for putting and chipping and one for longer approach shots.

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The clubhouse was completely overhauled and a large porch overlooking the scenic course was added, as was an enclosed dance floor, a modern kitchen, a rustic bar, living quarters for the manager, and a rustic cocktail lounge.

The dining porch is especially attractive and, with the bar, gets a lot of business. One of the clubhouse affairs that draws capacity crowds is the periodical buffets to which Tianna women members contribute exhibits of their artistry. The girls don't make an ordeal of this but put it on in de luxe indoor picnic style, and it's been no small addition to the attractiveness of the greatly revived club.

Lower, who has wide acquaintance among professionals, asks them up to his place for some great fishing and when the

boys get their catches they play rounds on the beautiful rolling course and enjoy themselves as well as providing some excellent golf exhibitions for the Tianna members and guests.

One thing very noticeable about the course and clubhouse is good, neat house-keeping. That important detail is emphasized as the Tianna members always want to be able to say that they may not have the biggest and most complete golf establishment among the nation's summer resorts but they've got one that can't be beat for tidiness.

As a business-getter for the area and as a place that gets the visitors to stay longer and enjoy themselves more, the rehabilitated Tianna club has paid big dividends on the money and time the community's active men and women have put into the establishment.



BRIGHT STARS OF PROFESSIONAL GOLF SHINING AT DUNEDIN

Wives of PGA members who gather at the PGA National course at Dunedin, Fla., during the winter enjoy a program of golf and other delights. The girls have their own national championship, following the annual PGA Seniors' tournament. This year the charming Mrs. Lou Bola, wife of the professional at Highland CC, Indianapolis, won the PGA wives' championship, after a 20-hole match against a merry, and equally earnest, opponent, Mrs. "Midge" Kova of Novi, Mich.

Lou Bola is holding the championship trophy, backed by her playmates.