

And mere driving isn't by any means the whole story. Our golfers may practice fairway iron and wood shots, from grass-green Tampico fiber "brushes" that have the look and feel of fine turf and take a lot of punishment without a whimper. In fair weather, day or night, our customers enjoy a complete outdoor putting green that's brilliantly lighted after sundown. When the weather's wet (and that's pretty frequently in Oregon) we invite them inside to use a carpeted 5-hole putting green that features our automatic tee unit at green level.

Before, during or after their practice sessions at Lloyd's our customers may eat and drink in attractive surroundings, take a shower, change clothes and select fine golf equipment from our large stock. We feature complete courses of golf instruction and our teaching professionals seldom have any vacancies in their day-and-night teaching schedules during the season. In winter, too, they carry substantial teaching schedules.

Immediately adjoining our clubhouse (a \$100,000 investment nearly 20 years ago) is a sporty nine hole golf course that's rated high among those of its size in the nation. Except in midwinter, the course is nearly always filled with players and even during the winter months golfers brave Oregon's famed mists in surprising numbers.

All this doesn't sound much like the "stop and swat" driving ranges, does it? It isn't. Here, capital, advanced equipment and efficient operation have combined to make Lloyd's one of the showplaces of the community, and a highly profitable one, at that. Consistently, this famous golf recreation center has shown a profit, even when its million dollar total value is taken into consideration.

All this seems to me to be the answer to the question, "What is the future of driving range operation?" The answer is simply that "stop and sock" ranges are on their way out and in their places will come well engineered recreation centers for the whole family built around that most

promising of all sports, golf. An estimated four million men, women and children play the game today. Ten times that number are prospects for golf tomorrow if only proper facilities are provided and enterprising capital and sound management team up on the project.

### Bucket of Fun

Look at it this way. Every golfer wants to lower his score. Instruction and practice will lower his score. Instruction and practice can be (and too frequently are) hard work. They don't have to be; they can be fun when they're carried on conveniently and in pleasant surroundings.

Just the other day, for instance, a golfing customer of mine came into the pro shop. He wanted a bucket of balls to practice shots that had been giving him trouble. Did he just order a bucket of balls? Not on your life! That fellow laid his dough on the line and said, "Joe, give me a bucket of fun!" That's what golf range operation can be: "A bucket of fun!"

People like to have fun and they're willing to pay for fun. But they like to eat, drink and relax while they're having fun. They like to be pampered. They like the economy and convenience of public facilities like ours but they also like the "clubhouse feel" we give them from the time they drive into our private, paved parking lot until they leave several hours later refreshed, relaxed and well fed.

### Automatic Tee Key to Future

Out here in Portland they call the combination I've outlined the "Mozel System." There's no secret about it. It is based on professional technique with the personal touch. We simply give our customers the best of everything from food and drink to putting greens and automatic tees. It's the Mozel automatic electric tee that sets the "tone" of the whole operation. I'm mighty proud of the tee, of course. I make a profit out of manufacturing and selling it and get a big kick out of seeing it installed and doing a job. But it's not just selfish interest that makes me say that the automatic

Front elevation of proposed clubhouse shows floor space for the following: (First floor) lounge, coffee shop, dining room, kitchen, golf office (including golf merchandise display room), and women's rest rooms; (Second floor) Banquet rooms overlooking range, with buffet kitchen; (Full basement) men's dressing rooms, tiled showers, individual lockers, club room, employees' rest rooms and storage space.



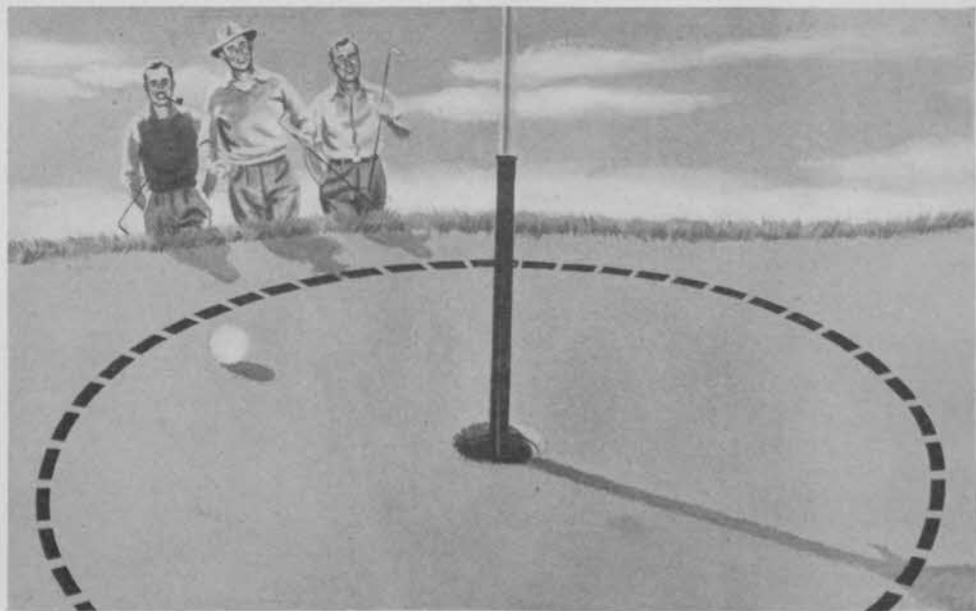
They snuggle closer here . . .



**SPALDING**  
**"TOP-FLITE"®** WOODS  
& IRONS

(REGISTERED TOURNAMENT MODEL)

# so they land closer here!



You pros know it... It dawns on your clients after the first few shots...

The wonderful increase in *control* that comes from *bringing the ball closer to the true hitting line*... in the Top-Flite Irons. This Spalding feature... *Graduated Offset*... makes hitting a good iron shot easier because it lines the ball up with shaft and hands.

Remember... *Graduated Offset*. In Spalding Top-Flite Registered Irons, sold *only* through Pros.

**PLUS...** The Spalding "Short Hosel" which shifts weight from neck to blade for greater, smoother swinging power.

*A. G. Spalding & Bros. Inc.*

tee is the heart of golf ranges of the future. I've proven it on the world's finest golf proving ground coupled with 28 years in the golf business. People like to practice from an automatic tee. Instead of a bucket of balls being a bucket of work it's now a bucket of fun, as the fellow said.

Yes, the combination of attractive surroundings, automatic tees, fairway practice and putting facilities, good food and drink make me certain that there's a big future in golf ranges. It's the kind of future that takes capital and sound management combined. I know; I've seen it happen and I'm staking my whole future on the belief that it will happen over and over again from one end of America to the other.

It won't happen without work and capital and it certainly won't happen without cooperation. The editors of *Golfdom* have suggested a sensible means of cooperation and I'm all for it. Let's organize the American Association of Golf Range Operators to exchange ideas on golf range operation. We all have ideas on what will make golf ranges better. Let's get together and perhaps we can help bring golf into the heritage it so richly deserves.

## GOLF EVENTS, New Booklet For Tournament Chairmen



Cover photo of new booklet of popular golf events for tournament chairmen.

Every tournament chairman will want a copy of *GOLF EVENTS*, a new publication issued by the National Golf Founda-

tion to assist in planning a club calendar of daily, weekly, monthly and season-long competitions which will increase attendance and build course patronage.

*GOLF EVENTS* lists 67 of the most popular club events in groupings according to play for individuals, twosomes, threesomes, foursomes, larger groups and novelty events and tells how to conduct each of them. Designed to satisfy the competitive urge of every golfer and avoid the monotony in the club golfing calendar, the booklet will help create a schedule of contests with plenty of sales appeal, novelty and sporting challenge to give members a different form of competition for every weekend.

In addition to the check-list of events the booklet tells How to Handicap; How to Allocate Handicap Strokes; How to Set Up Match Play Scoresheet; How to Make Pairings; How to Distribute Byes; How to Seed; Where to Locate Seeded Entries; Setting Deadlines for Play; Length of Matches and Duration of Tournaments.

*GOLF EVENTS* is a handbook every golf club and tournament chairman needs. Individual copies are twenty cents postpaid. You can get your copy by writing the National Golf Foundation, 407 South Dearborn St., Chicago 5, Ill.

## 1949 PGA Tourney to Richmond, Va.

The PGA has awarded its 1949 championship to the Hermitage CC, Richmond, Va. The tournament will be a \$30,000 event sponsored jointly by the Hermitage CC and the Sportsmen's Club and will be played May 25-31.

Award of the PGA championship to the Richmond club is the culmination of two years work on the part of Tom C. Utterbach, Hermitage Tournament Committee Chmn. and member of the PGA Advisory Committee. Charles E. "Chick" Wilkinson, Jr. is General Chmn. for the tournament.

## USGA PLACES 1950 CHAMPIONSHIPS

USGA has awarded 1950 National Open to Merion Cricket club, Ardmore (Philadelphia dist.) Pa., and 1950 National Amateur to Minneapolis Golf club, St. Louis Park, Minn. Dates are to be announced later.

Merion was host to the 1934 National Open; 1916, 1924 and 1930 National Amateur; 1904, 1909 and 1926 Women's National; and 1919 and 1926 National Intercollegiate.

Minneapolis Golf club makes its debut in 1950 as a national championship club.

# Tam O'Shanter Country Club

Chicago, Illinois



GEORGE S. MAY

Proudly Presents The  
**\$55,000 TAM O'SHANTER**  
**ALL-AMERICAN**  
and **WORLD'S**  
**CHAMPIONSHIPS**



AUGUST 3-4-5-6-7 and 8, 1948

PROFESSIONALS

WOMEN GOLFERS — AMATEURS

Shoot for the biggest cash prizes in golf  
history in World's Richest Golf  
Tournaments

★  
PREVIOUS WINNERS

All-American Open

1941	Byron Nelson
1942	Byron Nelson
1943	Jug McSpaden
1944	Byron Nelson
1945	Byron Nelson
1946	Herman Barron
1947	Bobby Locke

All-American Amateur

1942	Bud Ward
1943	Dale Morey
1944	Ed Furgol
1945	Arthur Doering
1946	George Hamer
1947	Felice Torza

All-American Women's

1943	Patty Berg
1944	Betty Hicks
1945	Patty Berg
1946	Babe Zaharias
1947	Grace Lenczyk



WRITE  
FOR DETAILS

TOURNAMENT SPONSORED BY THE

**GEORGE S. MAY COMPANY**

The World's Finest Business Engineering

840 No. Michigan Ave.

Chicago 11, Ill.

## Hydraulic Lift For Greens Aerifier

By O. J. NOER

The soil in many of the greens at the Brynwood CC, Milwaukee, Wis., is extremely compact—a heritage from construction days. No effort was made to modify and condition the local heavy silt loam soil with organic matter and sand.

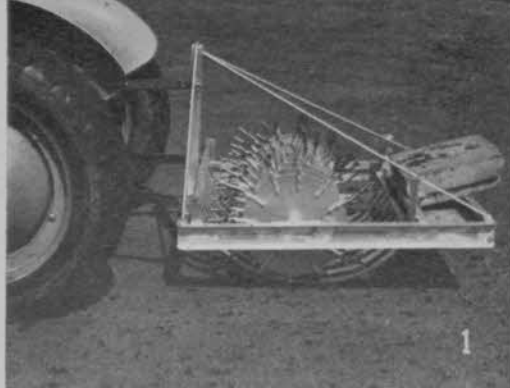
The tile lines were omitted during construction and have not been installed since. As a consequence, root systems are shallow in summer and grass in the low spots becomes thin during rainy spells because the soil becomes water-logged and stays too wet. It is a job to keep the greens in good condition during hot weather.

Les Verhalen decided to use an aerifier on the greens this spring to loosen the soil and obtain a deeper rooted turf. He purchased the shaft and disc assembly with half-inch spoons. Then he made a frame from heavy channel iron and devised a method for attaching it to the hydraulic lift of a new Ford tractor. A box-like receptacle was made as an integral part of the back part of the frame to hold a concrete block to provide added weight and insure a deep penetration of the spoons. Method of construction and attachment to the tractor lift are shown in the accompanying picture: 1—Side view of frame; 2—Aerifier raised by hydraulic lift; 3—View of aerified green; 4—Removing plugs with old power mower.

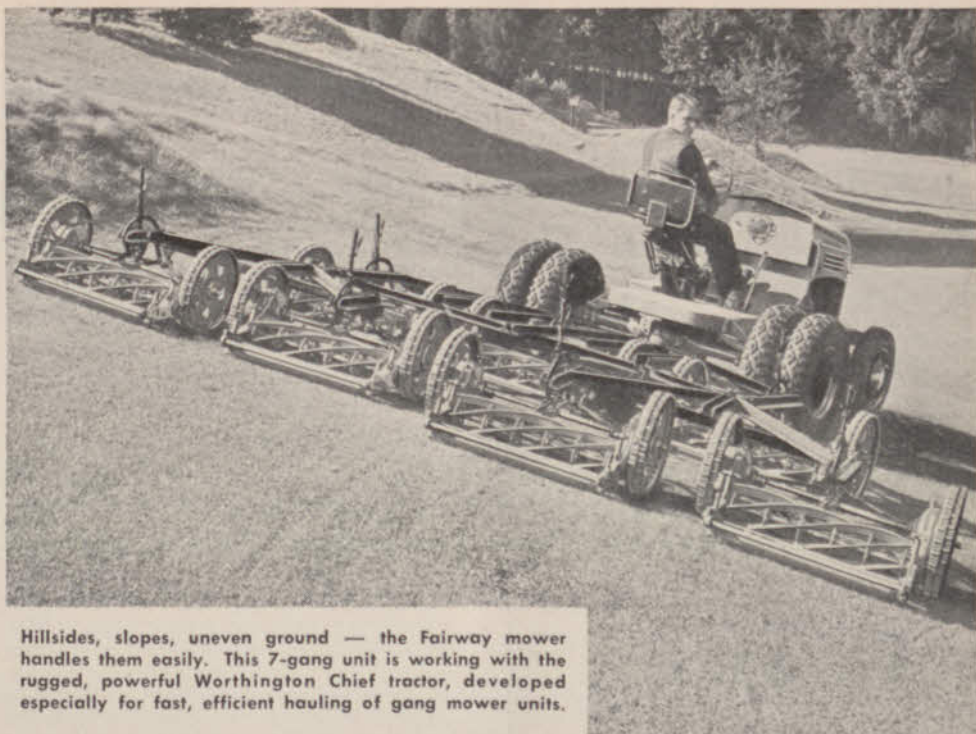
The greens were aerated when the soil was firm enough so tractor wheels did not mark the surface. Since the aerifier can be raised or lowered at will, it is not necessary to go off the green to turn around. This is a distinct advantage on greens with steep banks and deep traps. The tractor is stopped on the fringe of longer grass, beyond the putting surface, the spoons are lifted and then the tractor is turned and aerifies the next strip. The holes average 4 to 5 in. deep.

An old Jacobsen power greens mower was used to remove the plugs from the surface. The method was fast and effective. One picture shows an aerified green with the Jacobsen mower and plugs removed from one side.

After being aerified, the greens were fertilized with superphosphate, muriate of potash and an organic nitrogenous fertilizer. The holes insure deeper penetration of phosphate and potash before fixation occurs. A light topdressing was used afterwards to smooth the surface.







Hillsides, slopes, uneven ground — the Fairway mower handles them easily. This 7-gang unit is working with the rugged, powerful Worthington Chief tractor, developed especially for fast, efficient hauling of gang mower units.

## THE FAIRWAY BECOMES THE SMOOTHWAY WHEN IT'S WORTHINGTON-MOWED

The Worthington Fairway gang mower cuts fairways—and costs—in big swaths—does an outstanding job on both. A Worthington multi-gang unit hitched to truck or tractor cuts as much as 88 acres per day. Such high speed mowing means big labor-cost savings especially over a period of time.

Worthington Fairway mowers are available in 3, 5 and 7-gang sizes. Worthington convertible frame feature permits quick, easy changeover from a 7-gang to a 5-gang or 3-gang mower in a few minutes without tools.

Cutting units are so joined that each one conforms to surface irregularities. Of special importance is the Worthington patented spring. It holds the roller down to the ground—eliminates the bobbing or jumping that causes uneven cutting during fast mowing. This means a smoother cut plus reduced wear, as the spring gives a yielding pressure, not a dead weight pressure.

Your Worthington dealer will be glad to give you complete details on the application of Worthington equipment to mowing problems on your course. See him or write us direct.

**WORTHINGTON MOWER COMPANY**  
STROUDSBURG, PENNSYLVANIA

SUBSIDIARY OF JACOBSEN MANUFACTURING COMPANY, RACINE, WISCONSIN

# Alert Pro With Eye to Future Puts Emphasis on Juniors

By **GEORGE ARNOLD**

Professional, Hinsdale (Ill.) GC

**Editor's Note:** The National Golf Foundation has prepared a special Professional's Award Junior Champion medal for boys and girls which is available to club professionals for presentation to junior tournament winners. Special certificates of award have been prepared also which can be presented to runner-up, third place, fourth place, medalist honor and flight winners. George Arnold, George Lake, chairman, PGA Junior Golf Committee and hundreds of other professionals have used the medals and certificates for their early junior tournaments and will use them for other tournament winners throughout the vacation months. You can get your medals and certificates by writing the National Golf Foundation, 407 S. Dearborn, Chicago 5, Ill.

The club professional who makes a contribution to the future of golf will not overlook the tremendous amount of business to be derived directly and indirectly from emphasizing and sponsoring classes, clinics and tournaments for his junior golfers. Encouragement, energy, patience with and genuine interest in the welfare and the development of the youngsters' games will result in an enthusiastic participation and bring direct benefits to the sponsoring professional. It is understood that teaching young pupils presents problems that one does not contend with in teaching adults. No doubt there are a great many times when one will have the inclination to "throw in the sponge" and let the youngsters go their way alone. This is especially true if there is a tight schedule to adhere to, but the point I want to make is that there is a terrific business potential to be built up among these future golfers and the person who is too shortsighted to cultivate a profitable business venture of this nature may rue the day he threw caution out the window instead of letting patience prevail.

My first experience in the development of junior golf came during the 15 years I

spent at Kildeer CC (Chicago). Pick Wagner and Fred Damaske, two of the more active club members who devoted their time to the junior golf program will testify that my first 10 years there were amply rewarded and the club profited as a result of the time spent on the junior program. One of the finest things that has happened to me was the honorary membership presented to me by the club at the end of those first 10 years and it came about principally as a result of my work with the youngsters.

I have been at Hinsdale since 1943 and I take great pride in our junior golf program and the accomplishments which have been made in that short time. Without a doubt the whole junior program and the schedule of events does more for the advancement of golf than any other activity.

## Weekly Lessons

We have about 100 youngsters of all ages who participate in one or another of our junior events. Every Thursday morning during the school vacation period a free lesson is given to any and all juniors who wish to take part and as a rule we have about 60 pupils on hand every morning. The lesson lasts from 9 to 10:30 followed by play. In order that each youngster can play and compete on a fairly equal basis we divide them into the following groups:

**Midgets**—Beginners and those not able to play in nine-hole or eighteen-hole events.

**Intermediate**—Those able to play in nine-hole events.

**Advanced**—Those able to play eighteen-hole events (juniors), and those with Class A rating who may play with the men and women in their events (seniors).

Any junior golfer who can present a handicap of Class A is automatically eligible to compete with the men in any Class or club event. We have 12 boys under 18 with handicaps of from 2 to 12 who are eligible to play in such events.

It is impossible to exaggerate what a real source of pleasure it is to be on a winning team and especially so if it be the youngsters with whom you have been working. In my 3rd year at Hinsdale, my





"THE **BALL**  
THAT WON  
**\$24,000**  
FOR ME  
*last year*"

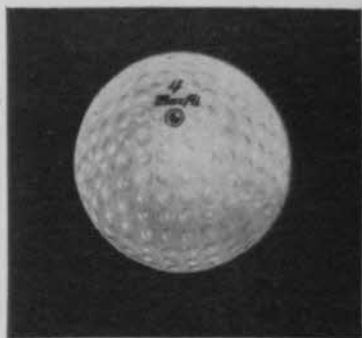
SAYS  
**BOBBY LOCKE**

★ ★ ★ Before Bobby Locke came to America he was introduced to the Dunlop Maxfli Golf Ball in South Africa, and the results were so outstanding that he has played it ever since.

His choice is the choice of pros everywhere, and of amateurs too. They have found that in the uniform compression of these balls lies the real secret of perfect control. Not only are they tested at every step in their manufacture but before each ball is painted it undergoes a final test for compression. If it is not up to standard it is rejected.

With the Maxfli—you can depend upon it. The ball is right.

*Dunlop*  
*Maxfli*



DUNLOP TIRE & RUBBER CORPORATION • SPORTS DIVISION • 500 FIFTH AVENUE • NEW YORK CITY 18

pupils won the High School, State, and League Championships. Last year Connie Creed, age 18, won the club championship. It was four years of hard work for him but it resulted in a lot of pleasure for both of us.

#### Full Summer Schedule

These are the rewards that come after consistent study, practice and play but it is hardly possible that they can be attained if the junior program consists of only the regular Thursday morning lessons and play. It takes practice and play and a lot of it for a youngster to develop. We are not unmindful of that fact at Hinsdale. As a result our regular calendar of club events carries a special section devoted to the Junior Sports and Pastimes and Junior Golf Divisions. The following will give you some idea of how complete the schedule is for the vacation months and what an important place the junior program takes in our club activities.

Thursday, June 12—Intermediates and advanced—Nine holes low net event. Low net and low putts. Midgets—Putting contest at putting clock.

June 17, 18, 19, 20—Western Golf Association Junior Amateur Championship at Northwestern University Golf Course, Wilmette, Ill.

Thursday, June 19—Intermediate and advanced—18 hole qualifying round for Boy's President's Prize. Sixteen to qualify on handicap. Prize low net 1st nine. 9 hole qualifying

round for Girl's Women's Sports and Pastimes Prize. Eight to qualify on handicap. Prize low net. Midgets—Driving contest.

Thursday, June 26—Intermediates and advanced—Low net twosome, played with partner (not a mixed event). Prizes for best boy pair and best girl pair. Nine holes. Midgets—Approaching contest, at putting clock.

Sunday, June 29—Parent and child one ball twosome. Any age Junior eligible. Parent and child one ball twosome. Any age Junior eligible. Parent drives on first nine holes, child on second nine. Half of combined handicaps.

Thursday, July 3—Intermediates and advanced—Flag day event. Nine holes. Midgets—Four hole event. Low gross prizes.

Thursday, July 10—Final round Boy's President's Prize and Girl's Women's Sports and Pastimes Prize. Low gross Prize—boys and girls. Midget—Putting contest, at putting clock.

Thursday, July 10—Pater-Fillus at Midlothian Country Club.

Monday, Tuesday, July 14, 15—Hearst National Junior Championship qualifying round, Jackson Park Golf club.

Thursday, July 17—Intermediates and advanced—Nine hole event. Low net on even numbered holes. Midgets—Driving Contest.

Monday, Tuesday, Wednesday, Thursday, July 21, 22, 23, 24—Chicago District Golf Association—Open Amateur Championship at Glen Oak Country club. Age limit 21 years. Qualifying round at 18 holes Monday, July 21—64 to qualify.

Thursday, July 24—Intermediates and advanced—Boys' 18 hole qualifying round for Boy's Junior Championship. Prize for low net

---

#### BUILDS PATRONAGE AND GOODWILL WITH FREE LESSONS



Paul Scott, professional, Griffith Park GC (Los Angeles) builds patronage and goodwill for already overcrowded facilities by setting aside one afternoon each week to give free lessons to LA high school girls and another afternoon for free instruction for the boys.