

Clubs With Water Holes Can Cash-In on Ball Sale Profits

A GOOD water hole ought to be worth at least \$200 a year to a club that gets much play, says Walter Keller, driving range pro-operator. Keller bases his estimate on the difficulty of buying re-painted balls for range use.

Driving ranges are having the biggest year in golf history, notwithstanding some bad breaks in weather. Night-lighted ranges in cities where summers are especially hot, are doing big business until past midnight. One of the largest crowds that ever gathered at a driving range, assembled at the St. Louis district pros' spot during the Western Open. Western Open stars were the attraction.

Practice tees in good locations have been sources of substantial incomes to pros. Bob Macdonald was one of the pioneers in this field and has established a big business at his place near River-view amusement park on Chicago's north side. Latest well known pro to make a profitable tie-up with a practice tee is Bill Mehlhorn at Chicago. Bill gives free class lessons Tuesday afternoons and Thursday evening for half-hours. His private lesson time is heavily booked.



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