

GOLF



Unique sign atop clubhouse at Crenshaw Park Fairways in Los Angeles in its simplicity is an inviting beacon to ardent golfers who want to avoid crowded fairways on courses in the Los Angeles area. Note also pleasing feature of landscaping around clubhouse entrance.

Casey, Famed Showman, Gets into Golf Business

Pat Casey, widely known veteran of show business, has gone into golf. Pat had practically retired, solidly solvent, from show business, and was getting adjusted to shivering in California's unusual winter sunshine and listening to the Hollywood magnates moan and bellyache. The canny Casey looked over the golf activity in the Los Angeles area, saw the courses crowded and the ranges doing business.

Pat, like a lot of other smart elders saw and heard of thousands of younger people in the Los Angeles area who wanted to play golf but couldn't afford belonging to private clubs where the costs were steep and didn't want to spend time waiting to get on fee courses during week-ends when they didn't have to work. He investigated further and learned from experienced operators of golf ranges that 20% of the patrons of some ranges never had played on golf courses.

Casey saw another element of bright promise in the golf business; the growth of retirement plans. Golf is the game that can be enjoyed keenly and played quite well by men and women who are retired from their jobs at the customary pension plan retirement age of 65. He figured that hundreds of thousands of still lively men past 65 would have some money for recreation and wouldn't know what to do with this money and their time. Some of them would stay home and drive their wives nutty. Others would go to the neighborhood saloon and drive themselves nutty. Tough that they all couldn't go to golf courses, miss a few short putts and go nutty themselves where they wouldn't be nuisances to themselves or others.

So, being pleased with the potential golf market among the young and old, Casey looked around for a way to get in and give himself a challenging job that

would relieve himself from the boredom of retirement. He didn't know too much about golf but he knew plenty about show business and knew there was more money in selling cheaper seats than in peddling boxes in opera's Diamond Horse-shoe.

Casey learned about the adaptation of a golf game to range area that Milton B. Reach had invented and installed in a successful test layout at Springfield, Mass. What Casey didn't know about golf, Milton Reach did. And what Milton does know about show business Pat does. They teamed together in good shape for a deal.

The outcome was that Pat has invested \$75,000 in an installation of the Reach patented game on 11 acres at 39th and Crenshaw in the Hollywood area. Pat sold himself on the game while playing it on the Springfield initial job. The Hollywood installation is doing business that confirms Casey's judgment.

GOLF'DOM has carried a brief outline of the Reach game. To give men in the golf business how Casey's publicity department goes about educating the prospects to it, here are some paragraphs from their promotion material:

How It's Played

"It is not golf for cub scouts—although it is ideal for teaching golf to beginners of any age. It is not golf for the lazy. Cross-country hiking is eliminated, but every player uses every club in the bag, with no two holes at the same distance.

"How does it work? First you proceed to Tee Number 1 and drive out onto the airway. Three courses are laid out for your drive: 100, 150 and 200 yards respectively. If you are playing with your girl you can give her a handicap and



never leave her side. Now, in driving, naturally, you must reach the marker on the course you have elected to play. If you are short, you are penalized one stroke. Likewise if you drive out of bounds.

"You never see that ball again—and, anyway, why be a retriever? The house furnishes the balls, and also all the clubs you need, which are stacked for men and women, at every tee. You never put your foot on the fairway. Are you a beginner? There is no impatient party behind you, getting on your nerves and urging you to hit it or sell it. Or if you are an expert, you don't have to wait all day for the dub ahead. You never holler 'Fore!' A hundred people can go through the course in an hour.

"Now you have got to reach the green. You do this by proceeding to the second tee—but instead of driving for the green you deliberately try to get it in the pool of water. There are three of these at corresponding lengths, according to the course you have decided to play. And you will be surprised how difficult it is to hit the water hazard when you're trying to! When it splashes, however, that is the same as reaching the green. You turn around—and there, behind you, is the neatest green you have ever seen, with hole and markers. Par of this hole is four. But suppose you didn't hit the water on your second shot. There is no penalty for this. You simply place your ball between the markers off the green, chip to the green and putt out. Repeat for nine holes. Seven holes requires wood shots, and two—that is, Number 3 and Number 8—short irons, as in an iron shot to a short green. Nine full-sized greens—open all day and half the night.

"As we have indicated, couples and

foursomes are never separated, and the only expense, in this good Scottish game, is one dollar per person. That is the green fee, but includes everything—tees, score cards, pencils, erasers if you want 'em—which are furnished by Pat Casey and his genial associate, A. H. McCausland. The 'club' even has a pro, and they are working out a system to give instructions to classes, in order to cut down the cost of golf."

Casey, an enthusiastic golfer himself, believes 25,000,000 can be brought into the game via this Reach invention and they'll constitute an eager and powerful pressure group for more public courses.

Above photos show features of Casey's compact course as play progresses. At right is close-up of one of the tees from which second shot is to be played.

