



Front view of Burkemo Sports Center building, from Jefferson 4-lane highway. Pro shop is to right of the restaurant center building, and the barbecue building is to the left. After this picture was taken a huge moving electric sign showing Burkemo putting was erected on main building at point indicated by the arrow. As the ball goes into the cup lettering "Burkemo Sports Center" lights.

## Burkemo \$160,000 Super Range Draws Big Business

**W**ALTER BURKEMO, 1953 PGA champion, and his associates have \$160,000 invested in the Burkemo Sports Center in Detroit, Mich., on an 18 acre tract with a new 4-lane Jefferson ave. superhighway running along the 700 ft. frontage and Lake St. Clair at the far end of the property.

The operation is declared by Wallie, his brother Victor who is gen. mgr. of the plant, and attorney George Francis who is another of the owners, to be "the finest sports center in the world."

It has 49 fully automatic tees and this is, says Wallie Burkemo, the largest installation of automatic tees in the world. The tees come up with a ball every six seconds and keep the customer fresh so he—or she—wants to hit more balls. To the left of the tee installation and close to the barbecue installation is an 18-hole putting course with each hole having as its hazards the equipment of various sports.

In this 19,000 sq. ft. area the miniature course has on its first hole skis as hazards, on the second hole baseball bats and balls are hazards, on the third are bowling pins and balls, and so on around the route. It makes an unique, interesting and testing layout and gets very heavy play. The sur-

face is goats' hair material on a rubberized base. It holds the ball well and dries quickly but wear and anchorage of the material are problems that so far seem to have yearly replacement as the only solution.

The Burkemo establishment, like other miniature course installations, is still seeking a more durable and entirely satisfactory surfacing material for outdoor putting courses and until such material is developed or discovered simply has to consider surface replacement as a maintenance expense to be paid with monotonous frequency.

The five baseball pitching machines at the right end of the golf tees are very good income producers. The archery range isn't.

### Lakeside Short Course A Prospect

There is a 550 ft. channel from Lake St. Clair down part of the left side of the Burkemo property. Here fishing boats, outboard motors and cruisers can be rented. The harbor facilities will be tied into a sort of a miniature yacht club proposition with food and beverage service when plans for the complete development of the property are finished. These plans also include construction of a night-lighted short course along the lake.

Now there are two greens for practice from the automatic tees.

The restaurant part of the Burkemo establishment does big business with users of the golf range, the putting course and the batting net, and their friends. In addition to this food and beverage service in the "clubhouse" there is carhop service supplied mainly from a barbeque installation in a separate building on the clubhouse style of architecture and close to the clubhouse.

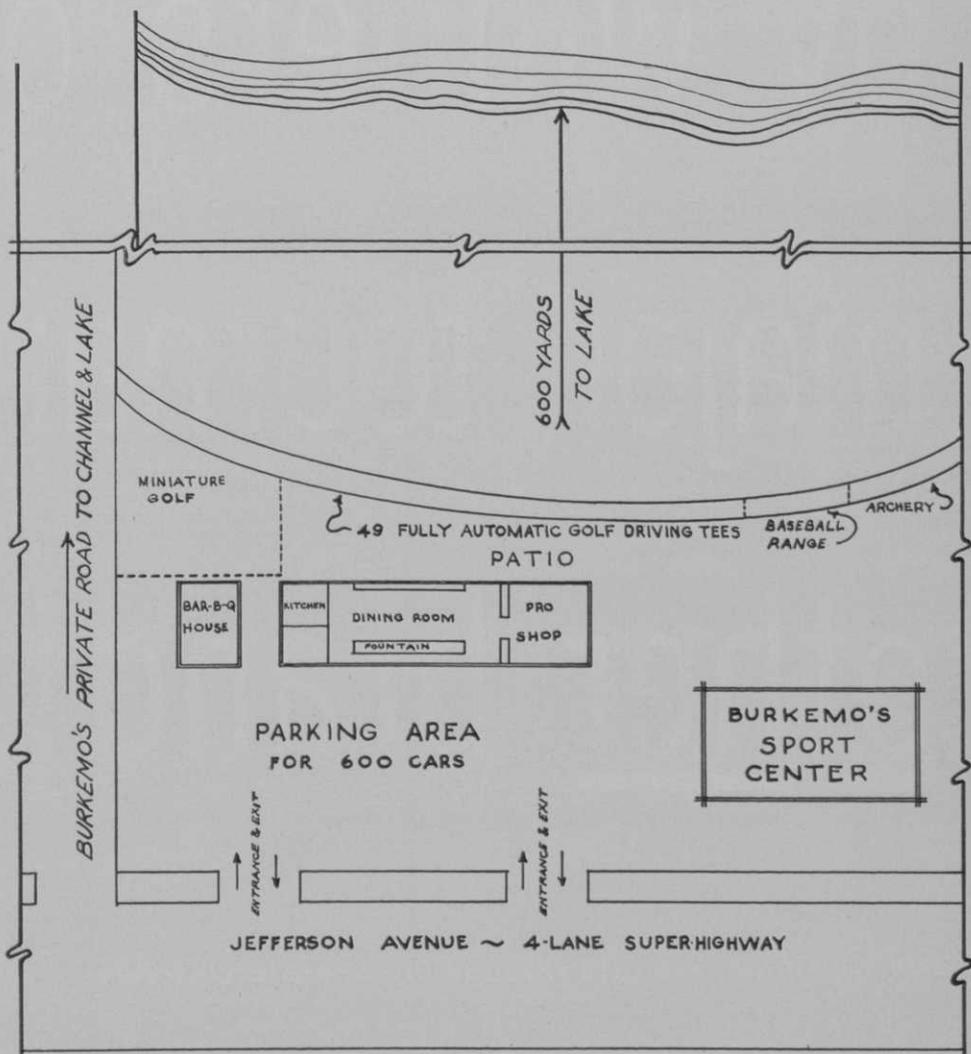
The parking lot will accommodate 600 cars and is very well surfaced.

There is a huge moving sign signalling traffic on the Jefferson superhighway into Burkemo's and the hickory-flavored fragrance of meat being barbecued in the

open pit also wafts out to be effective advertising to Jefferson traffic.

#### Clubhouse Operation Profitable

The clubhouse is 150 ft. by 50 ft. and at one end has a well stocked pro shop in which merchandise is attractively displayed. It does a substantial volume of golf business. The clubhouse is attractively furnished and has large picture windows. Operation of the clubhouse to draw a large volume of business and serve it swiftly and profitably in a way that makes steady patrons involved many problems that the Burkemo team solved after learning the hard way and making use of the smartest ideas in restaurant and clubhouse food and beverage management. Walter believes that they've worked out a



system that can be profitably used in other and similar golf range establishments and is considering something along the lines of the Howard Johnson roadside



Burkemo's range is popular with local and visiting professional baseball and football players and other athletes and sportswriters and sportscasters in Detroit. Radio sports interviews frequently originate at the Burkemo Sports Center. Here Wallie Burkemo is instructing veteran sportscaster Ty Tyson.

restaurants as a possible leasing and supervising arrangement to be made available to golf installations.

The refrigeration facilities of the clubhouse have provisions for enlargement in the event that further study of earning potentialities of the plant warrants construction of an outdoor skating rink with ice kept in good condition by artificial freezing.

The outdoor lighting installation is the result of a great deal of research by illumination engineers and Wallie says that the installation cost has been fully justified by brilliant and virtually shadow-free illumination of all features of the outdoor plant.

Burkemo's Sports Center is located on the edge of an attractive rather new residential section in which homes mostly are owned by young people. They have taken to the Burkemo place as their own evening club and there are a lot of sleeping babies in carriages parked alongside young mothers on the patio back of the tees, while their daddies are hitting shots. And the fathers baby-sit with soft drinks on one side and the offspring on the other while the mothers hit golf balls. Baby parking in the sunshine back of the tees also accounted for a steady increase of young women's daytime patronage.

## PGA Issues Summary of Dunedin Clinics

PGA sectional presidents and secretaries have received summaries of the PGA educational sessions conducted once a week at Dunedin last winter.

The material is an excellent round-up of valuable information on principles and methods of teaching, shop management including fundamentals of club cleaning and storage service, the pro's place in television programs and marketing.

Authorities collaborated in presenting the programs which were arranged by Emil Beck, chmn., PGA National Golf Club committee and co-chmn. Irv Schloss and conducted by Schloss. The project was assisted by money from the National Golf Fund. Sectional PGA officials are asked to circulate the copies of the session summaries among their members.

Beck and Schloss and their associates in the enterprise deserve a great deal of credit from pros for setting a pattern of short course pro educational sessions on the same sound and profitable basis golf course superintendents' associations conduct their business information conferences.

## Corcoran's "Service Station" At First Tee

**G**EORGE CORCORAN, pro at Starmount GC, Greensboro, N. C., calls attention to the great extent of free service club members and guests get from good business pros at the first tees.

At Starmount's first tee there are scorecards, pencils, wooden tees, Band-aids, salt tablets, aspirin, matches and instruction tips, all free.

George has another free service that's paying off. Instead of the battered rental sets supplied at many shops George has several first class new sets. He says old rental sets are bad advertising for a pro. His new sets get visitors talking, pleased with the treatment at the club and thanking their hosts for being supplied with fine clubs.

Corcoran also has been doing very well selling members who travel a lot on business extra sets to keep in their cars. The Starmount pro says that since the buyers' markets have returned and the salesmen are busy on the road there's a big increase in 9 holes of twilight golf by salesmen and many of them relate they've made profitable business contacts with this golf.