

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

GEORGE 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.