



Canvas, sand and mats constitute the equipment on the Held brothers' six-tee range.



Eddie Held (r), who has been a player and teacher for more than 30 years, instructs one of the many golfers who take lessons at Indoor Golf Tee.

Helds Winterize Their Range— Take It Inside

*All that's required is a room,
canvas, sand, mats and enough
advertising to bring golfers in*

By JO ANN ROGERS

What do you do with the golf driving range business in the winter when weather doesn't permit outside play? Bring it indoors, say Eddie and Charlie Held. This is exactly what the Held brothers have done in suburban St. Louis.

They operate an outdoor driving range at Manchester and Dietrich Rds. during the good weather months. But when most other operators are putting their pails into mothballs for the winter, the Helds merely pick up and move inside. The Indoor Golf Tee has a basement location in the Warson Village Shopping Center at 9921 Manchester Rd., along a major artery of St. Louis suburbs.

"Not only is the weather undependable for winter golf in this area," says Eddie Held, "but the courses aren't in playing shape when a balmy day does come



The Canadian Rockies are the backdrop at Banff Springs as Jack Burke, Jr. putts in a match with Stan Leonard, part of which was played in a driving snow storm. This is one of the episodes in the 11-series "Wonderful World of Golf", sponsored by Shell Oil Co. It is seen every Sunday on CBS TV.

along." Indoor golf not only makes operating a range a year-round business, but it is a boon to the golfer. It gives him an opportunity to stay sharp by practising and taking lessons.

Keeps His Edge

Eddie Held, who has won two national titles, says: "I think the best thing about indoor golf is that it allows the player to retain good muscular reaction. This is the most important part of the game. Most sports are based on reflex action. The eyes sum up the situation and then the muscles go into action. Very often quick reflexes make the champion. But golf is different. The golfer's mind dictates to his muscles. Reflexes enter into the game to some extent, but only practice builds up desirable reaction between mind and muscles."

In 1922 Eddie won the first National Public Links tournament ever held. In 1929 he won the Canadian Amateur. He also has won a few local, state and trans-Mississippi events.

Concentrates on Swing

However, Charlie Held is considered the teacher in the brother team. He has been giving lessons for some 30 years. He feels the indoor tee is "a terrific medium for teaching." It has the advantage of getting the player to concentrate on perfecting a good swing and balance. He doesn't worry too much about where the ball goes. Putting is perhaps the weakness of the indoor range although there is a putting mat in the Held emporium.

How is the St. Louis range set up? Basic items are canvas and sand. Thick canvas drapes cushion the walls. A bed of sand prevents the balls from rebounding wildly.

The Held range has six driving mats

placed 25 feet from the canvas wall. "We've tried various distances and found this to be the most successful," Eddie says. "The ball hits the canvas with a resounding thump just as it begins to rise. If the mats were more than 25 feet back the ball would hit the ceiling as it rises."

The Indoor Golf Tee offers practice pails for 75 cents. The Helds sell some golf equipment, most of it clubs on special order after the player has been observed swinging and carefully measured.

The Helds are in their fourth season with the Indoor Golf Tee and are enthusiastic about its future. "Things like this don't start off like a ball of fire," Eddie says, "but catch on slowly." The range has been well promoted in newspaper and direct mail advertising and every year business has been a little better, which is all the Held brothers ask.

Giffin Named PGA Circuit Press Representative

Donald W. Giffin of Pittsburgh has been named field sec. for the PGA. He takes over duties formerly performed by Jim Gaquin, the new tournament bureau manager.

The 33-year old U. of Pittsburgh graduate took over his duties, which amount to press rep and publicity director for the tournament circuit, early in Jan. Giffin worked for the United Press in Pittsburgh for about two years after graduating from college and, following Army service, went to work for the Pittsburgh Press in 1955. In recent years he had covered intercollegiate sports and golf for that paper. With the addition of Giffin, the PGA field staff totals six men.