

The owner of Colonial Palms in Miami naturally had some uneasy moments when he put \$75,000 in a lighting system for his golf center . . . But bright lights were the answer . . . Now he's finding

There's Gold in That Mercury



At Colonial Palms, a complete golf center located in Miami, Fla., the curve that plots income over the year is not a wildly fluctuating one which comes close to running off the top of the chart during the winter and spring and then scrapes bottom from May until December. Since the center was opened nearly two years ago, business has been nearly as good in September as it was in January. However, last winter the income curve proceeded on a considerably higher plateau than it had the previous one due to continuing promotion by the owners and operators of Colonial Palms and the longer residency factor.

In the opinion of John E. O'Connor, Jr., who planned and built Colonial Palms, three things have had much to do in keeping business stabilized at the Miami center.

Foremost, a careful study was made of various lighting arrangements before \$75,000 was ultimately invested in a system;

There was no stinting in putting money into a quite elaborate 36-hole miniature course which has more than paid its way, especially in the so-called off-season;

Finally, a good deal of imaginative ef-

John O'Connor (above) inspects aluminum shell in which mercury lamps are installed. (Left) This gives you an idea of how efficient Colonial Palms' lighting arrangement is.



Heavy play on miniature helps Colonial Palms defray operating costs in the summertime. Rain isn't much of a problem, but golfers appreciate overhanging range roof (right) that protects them from the Miami sun. Pro shop (below) is fully stocked with playing equipment and apparel, compares with those found at standard size courses.

fort has been put into Colonial Palms' direct mail promotion which hasn't been allowed to lapse even though the center has become well established.

A fourth factor that undoubtedly should be mentioned is that the Miami center's short course is somewhat longer than the ordinary Par. 3. Seven of the 18 holes extend to more than 200 yards and of these, one is 325 and another, 290. The shortest hole on the par 60 course is 97 yards. So, people who want to do more than bunt the ball, can find expression at Colonial Palms.

Excellent Lighting System

The lights that O'Connor finally decided to install are of the mercury vapor type and the system is a composite of what is considered to be the two best designs submitted by lighting engineers. O'Connor doesn't make any wild claims that daylight conditions prevail after dark at Colonial Palms although there is sufficient candlepower to illuminate 50 football fields. He does point out that the player doesn't have any difficulty whatever in following the ball in flight, and reflectors are set up in such a way that

(Continued on page 75)



Gold in That Mercury

(Continued from page 35)

lies on tees, greens and fairways are fully illuminated.

The lamps in the Colonial Palms system are housed in cast aluminum shells which have pyrex tempered lenses and aluminum reflectors that are easily removed and replaced when they become dirty. Mercury vapor lamps, O'Connor says, retain their efficiency much longer than others.

Although he ascribes two other, and possibly three reasons, for the practically immediate success of the Miami golf center, O'Connor is strongly inclined to think that his lighting arrangement is the thing that brings the players in. "We kind of pioneered the system that we have," says the Colonial Palms operator, "and we had some uneasy moments wondering if our \$75,000 investment in the lights ever was going to pay off. But after the first summer of operation, we were pretty sure that it would."

Miniature Saves Summer Business

O'Connor goes on to explain that business in the winter and spring of 1960-61 was everything it was hoped it would be. A rather sharp tapering off was expected when the warm months of 1961 approached, but surprisingly night play at least was good if not bustling. The miniature course pulled heavily from June through November and, indirectly, it resulted in better than anticipated business on the range and Par 60 course. The same pattern has been repeated in 1961-62, only, as previously mentioned, on a stepped-up basis.

Colonial Palms, located several miles south of the heart of Miami, is in an area with a population of some 200,000 persons who live within five miles of the center. Surveys indicate that local residents account for roughly 70 per cent of the activity on the range, miniature and short course. Thus, the expense of operating the center comes close to being underwritten by people living in the vicinity of Colonial Palms.

Insurance Ticket

"This is a most encouraging thing," O'Connor declares, "It assures us that steady, repeat business coming from our own neighborhood is going to just about take care of our operating costs. Whatever we make from transient golfers is practically all profit. We hadn't counted on this kind of a ratio when we opened

For the Very Finest



Truly the finest . . . bags bearing this famous Tufhorse label have stood for the exceptional in quality and craftsmanship for over 40 years. Tufhorse bags are sold only through pros, marketed exclusively by Dunlop.

**Remember, it isn't a Tufhorse-Dunlop bag unless it bears the above Trademark.*

DUNLOP TIRE AND RUBBER CORP.
Sporting Goods Division
500 Fifth Avenue, New York 36, N. Y.

Made by
DES MOINES GLOVE & MFG. CO.
Des Moines, Iowa

SOLD DIRECT FROM MILL TO PRO SHOP

the COUNTRY CLUB LINE



*you
can
always
make more money
selling Top Quality*

Magic Fleece

true athletic sport & casual socks

ROCKFORD TEXTILE MILLS, INC., McMINNVILLE, TENNESSEE

HOLE-IN-ONE TROPHY

We Will
Attach
Your
Winning
Golf Ball
Here



Golf Pros
Honor Every
Hole-in-One
with this
Inexpensive
Trophy

XPW-31 Ht. with Ball 4 3/4". Genuine Walnut
Base, Sunray Engraving Plate and Ball Stand
\$4.95

Write for
FREE Catalog

Write for
Pro Discount

THE TROPHY AND MEDAL SHOP

914 Silversmiths Bldg.

Chicago 3, Illinois

CEntral 6-5018

Colonial Palms. The local patronage has turned out to be our insurance ticket."

As for the transient volume, there is every indication that it should be ample. Colonial Palms is located on Dixie Highway No. 1 and between 30,000 and 40,000 automobiles pass it every day. So, even a small percentage of turnoffs should guarantee a fairly substantial profit.

In the short time Colonial Palms has been in operation, a large and loyal group of patrons has been developed. For the most part the clientele has been wooed by the many events that are staged for its benefit. There are golf leagues, Ladies Days, Seniors Days, tournaments of various kinds, clinics, exhibitions, etc. in profusion. Associations for both men and women are sponsored by the club. The management sees to it that quite a large number of free passes are distributed as prizes for various events. Awards such as these carry a higher appreciation value than silver platters or plaques.

Draws on Old, New Golfers

Much of Colonial Palms' following was developed through direct mail promotion and pamphlets and postcards are still considered the best form of advertising. The club claims it is getting something like 800 people a year interested in playing golf and in a survey taken about a year ago, it found that it brought that many golfers back to the game. "That was a rather amazing discovery," says John O'Connor, "but it proves that people who come to the Miami area to retire don't want to sit and stare at the palm trees and bougainvillea."

The influx of new players and the return of the old has developed not only a steady sales source for the pro shop but has kept four teaching pros, Jerry Goss, Clyde Lucas, Bobby MacNichols and Alice Kirby, busy for many of the 17 hours that the Miami center is open each day.

The Colonial Palms shop, incidentally, isn't of Par 3 or miniature dimensions, being as large and well stocked as almost any you will see at standard size courses. Because of those long holes on the course proper, and because many of the center's patrons like to practice on the range and beat away at the ball, there is just about as much demand for wood clubs as irons. And being proper Miamians, the people who come to Colonial dress the part. That, of course, is good for the apparel business.

Altogether, Colonial Palms represents

an investment of about \$1,000,000. As you probably have already surmised, it goes first class all the way. The clubhouse, with a canopy that extends over part of the range, has a large dining room and bar and a long lounge that looks out over the range and part of the course and also houses the pro shop. Its comfortable furniture and fixtures complement the overall class of the center.

The Miami golf center occupies about 55 acres. Fairways and tees on the Par 60 are planted in dense Tifton 57 Bermuda, which has held remarkably well right through the hot months, and the greens are planted to 328. The putting areas, running from 5,000 to 7,000 sq. ft. per green, are of a rolling type, rising to height of about six feet in the back. Just about as many traps surround them as you will find on the average and difficult standard course. Supervising the maintenance of the Colonial Palms course as well as the range and miniature is Emil Elama, who directs the work of four assistants.

Walter Anderson is fulltime executive sec. of the Florida Turf Assn., succeeding Col. Frank Ward.

Advertising Is Neglected

(Continued from page 32)

All advertising is directed to explode into a profit at the point of sale. The pro has one of the most valuable point-of-sale setups in all merchandising. His shop is where the merchandise is used — at the golf course. His lesson tee is the source of education in good golf.

Profit Motive Secondary

The pro himself is (or should be) known as a friendly, completely trustworthy authority on golf who sells not because a merchandising profit is his primary objective. The pro's fundamental reason for selling is that of helping golfers to get greater enjoyment and better scores. Then comes the profit motive. Other retailers can make a profit without being in the pro's position of responsibility for the satisfaction of the buyer.

Very few retailers are any better situated than the pro to make profitable use of advertising, his own and that of manufacturers.

Good advertising is a teaching job for the customer's profit as well as for the profit of the pro. The majority of golfers do not get any planned educa-

NEW! MARBLEHEAD PUTTER

Trademark

Genuine Marble...
for a new concept
in Stroke Control!

Pat.
Pending



MARBLEHEAD was developed and is produced by Fred "Stoney" Taylor, former Tri-State champion, and Leo O'Grady, former Head Pro at PGA National Golf Club, now at DeSoto.

New 1963
PRO ONLY MODEL
List . . . \$20.00

Pink, White, Black
Marble with "Pistol" Grip

★ Order MARBLEHEAD Now
for fast PRO SHOP Selling
. . . or write for the facts

Exclusive National Representation

**SIT-N-REST
GOLF BAG CORP.**

637 E. Center Street • Milwaukee 12, Wisconsin

Because of marble's fine dense grain and high resilience, MARBLEHEAD Putter gives your ball faster get-away with a shorter back stroke. Permits greater accuracy in golf's most delicate shot. . . . "Putting magic" and more confidence with every stroke.