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Use Computer to Bring Doral Course Indoors

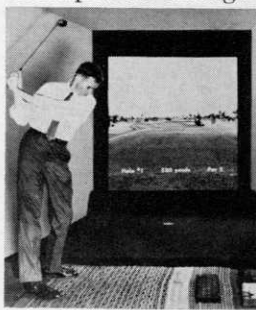
By John D. Lofton, Jr.

Thanks to the ingenuity of Product Investors Corp., Ltd., New York City, the 18 hole Doral Hotel and CC Blue Course in Miami, can now be played indoors.

This seeming impossibility can be accomplished through Golf-O-Mat, a full

scale indoor computerized golf installation which permits one player, a twosome or a foursome to play a complete 18 - hole course using all the standard shots with a full set of clubs and a free flying ball.

Players tee up for their shots about 18 feet in front of a 9 x 9-foot screen on which is projected a full color view of the fairway. When the ball is hit, the computer measures the distance the ball



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To: Investor or Pro...

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would have traveled in milli and micro-seconds, showing the yardage immediately on the projection screen. At the same time the film advances automatically. If a person hits a 185 yard drive on a 380 yard hole, the next view the player sees is the flag from 195 yards out.

The direction of the ball is indicated by a white or blue spot if the ball lands near the center of the fairway; or a red spot if the ball hooks or slices out of bounds.

Once on the green, the player either putts from a "birdie circle" or from long range. Any ball stopping within 15 feet of the flag is considered within birdie distance. Actual putting is done on a green located in front of the screen. Once the player holes out he pushes a button and a picture of the next hole flashes on the screen.

Golf-O-Mat was introduced in the spring of 1963 and units are now in operation in Portland, Ore., Lake Tahoe, Calif., and Winchester, Mass. According to Robert Hopp, Product Investors president, 50 more Golf-O-Mat units will be in operation by next month.

Merchandise Magnet

(Continued from page 38)

what restricted in his advertising and promotion. He does, however, distribute more than 400 Christmas Shopping catalogs and supplements these with two or three letters a year to members plus a weekly ad in the Lakewood club bulletin. His section in the bulletin lists schedules of club events, gives playing hints and descriptions of merchandise that may be featured in the coming week or weeks.

In his letters, and occasionally in the bulletin, Collins repeats a theme that he

**wanting to be
"in the know"...**

(See page 104)

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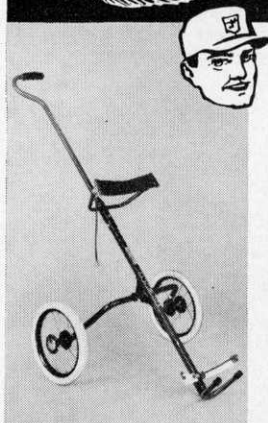


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