



& Mirror Co., A. J. Morrissey, we began swinging by knocking out the eight old fashioned double hung 14 in. x 24 in. wood sash that gave me only 64 sq. ft. of glass and light space, and found ourselves with practically the whole south wall of the pro shop lying out near the first tee.

My shop was originally built in 1936—a small 18 ft. x 20 ft. frame white stucco cottage overlooking the neat 9-hole golf course. After several additions and minor remodeling attempts during the following years, I was just about to start on another minor job of remodeling, when the architect, the glass man, and I decided to make a "Hole In One"—yes, sir, a great big hole in one south wall of the pro shop.

After giving them an "A Plus" on their first swing, I turned the rest of the job over to them. I explained to them what I had in mind: I needed a pro shop remodeling job that would bring together in pleasant surroundings (within the limited space available in the existing shop) the three most important factors in my profession: (1) My customers, the golfers—both ladies and men; (2) My products,

clubs, bags, shoes, balls, sportswear and everything else needed in a pro shop; (3) Myself—the club pro.

A visiting sales manager from one of the largest companies in the Southwest, was standing nearby, and hearing our discussion came over and said, "Dode—you may not recognize them—but those three things you've just mentioned, are the basis of the best merchandising plans in operation today anywhere in the business world."

#### "Business As Usual"

The work on the pro shop proceeded for about five days without any noticeable interruption in business, because the golfers were all hovering around as sidewalk superintendents, watching the face-lifting that was taking place in the old pro shop. It was fun—it was interesting—it was positively amazing!

Right before their very eyes, the bright New Mexico sunshine was pouring in through  $\frac{1}{4}$  in. thick polished plate glass windows—reaching from the ceiling to the floor on one side of that south wall, and on the other, two 5 ft. by 7 ft. plate glass picture windows showed them a



neatly stacked row of 23 of the latest thing in golf bags.

Just in back of these and to the right, displayed—as if in a large red picture frame—were 27 individual sets of golf clubs, both woods and irons. This is an ingenious and inexpensive display that makes use of diamond mesh wire, with individually gaily-painted rectangular boxes, holding the clubheads and fastened to the wire mesh by means of two roofing nails driven into the back of the boxes and hung into the diamond mesh wire.

A small grooved 1 in. x 2 in. board serves as a club handle guide and when placed directly in back of the club handles keeps the clubs on display against the wire mesh in a safe and attractive manner.

Such a display is both functional and decorative and the large wood frame of 1 in. by 10 in. soft pine lumber painted a bright red—against a dark green wall background, around the entire west wall gives the impression of a picture of 27 sets of woods and irons—and there they are all on the wall; using none of the valuable floor space. Such a display can

# All Roads Lead to *Tam O'Shanter*

★ ALL-AMERICAN GOLF TOURNAMENTS  
JULY 30 THRU AUGUST 2, 1953  
★ WORLD CHAMPIONSHIP OF GOLF  
AUGUST 6 THRU AUGUST 9, 1953  
at Beautiful TAM O'SHANTER COUNTRY CLUB

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**\$120,000  
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be easily and quickly changed in design by merely unhooking the roofing nails from the wire mesh.

The old small wood door that was now lying out near the No. 1 tee had served as an entrance door until my architect and glass man friends made their "Hole in One". In its place—directly between the picture windows—was a magnificent 42 in. by 101 in. Kawneer aluminum entrance, consisting of glass door, overhead closer with hold open feature, push-and-pull bars, cylinder lock, and ¼ in. polished plate glass from floor to ceiling.

This new all aluminum and glass store front had made a show case of my whole pro shop. I had bought light instead of lighting fixtures.

#### Wisely Placed Display

On either side of this beautiful entrance is a bank of 12 glass shelves made from 12 in. shelf brackets and adjustable standards which held in place the 12 in. by 36 in. glass shelves with rounded polished corners and edges. This affords display space for 140 pairs of both ladies' and men's golf shoes—easily accessible to all entering or leaving the pro shop.

*(Continued on page 69)*



# Major Factors in Golf Range Design and Operation

By PAUL BERTHOLY  
Sandusky (O.) Golf Range

**O**VER the years I have been asked many hundreds of times the pertinent facts of golf range operation. You will notice that I use the word golf instead of driving in describing the range. Every golf range operator should make a strong effort to cultivate the habit of saying "golf range" instead of "driving range." The golf range is truly a member of the golf family and should be referred to in words that describe it more aptly. A golf range should offer all the shots for practice that occur on a golf course—wood shots, iron shots, trap shots, and putting—to earn the proper respect it should have as a golf range that actually improves the golfer's game rather than be regarded as just a freakish relative of golf with only an entertainment value.

The golf range that is keyed to the improvement of the golfer's game and not merely just a "Midway" attraction will stay in business and gain the respect of the golfing public. For all too often I have heard the question, "Does a golf range really help one's game?" My answer has been, "Unquestionably, yes."

Then I follow the opinion with a big, "BUT." The player willing to practice must have the proper pattern of the golf swing to practice. This is where the most important factor of golf range operation comes in, the Golf Professional.

## Golf Ranges In Their Infancy

Golf ranges will gain their highest respect when they offer a definite, thorough service to the golfing public in their quest for a better golf game. The golf professional who owns and operates his own golf range not only has the opportunity of practicing his trade in the highly competitive field of professional golf, but has the wonderful chance to prove to his community that he is a sound businessman and administrator as well. One of man's most precious assets is the dignity of the human person and adding the mark of a good businessman to the enviable position of being a fine player of golf, is the compensation of "Dignity from effort," most of us would like to achieve. The golf range offers this opportunity for many aspiring professionals, to prove themselves as respected and able members of their community.

Ownership of a golf course is almost out

of the question due to prohibitive original costs and maintenance costs, but the golf range, well-managed and properly designed, can be the answer many golf professionals are seeking. I dare say that the pro will have to work much harder as a golf range owner and professional than he ever has before, but the compensating factors are well worth it.

I like to compare the present day golf range to the early days of the filling station inasmuch as I feel that the golf range business is only in its infancy. Today's filling stations are a far cry from those bygone early days of a single hand pump. I sincerely believe that a neat, well-designed golf range offering good golf balls, all types of shots, and competent golf instruction is a sound investment for the practical hard-working golf professional.

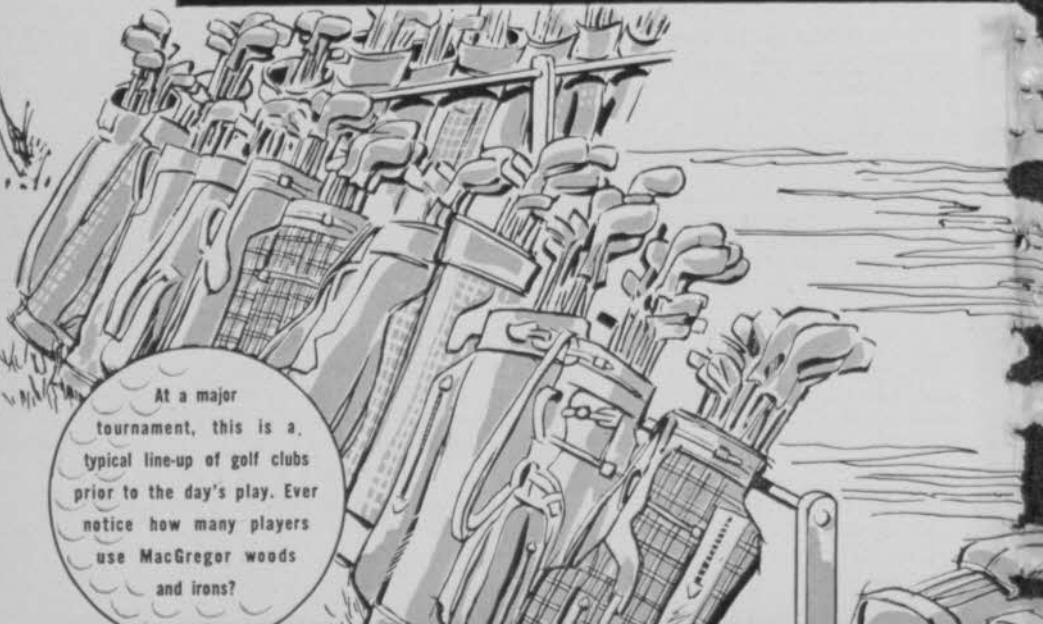
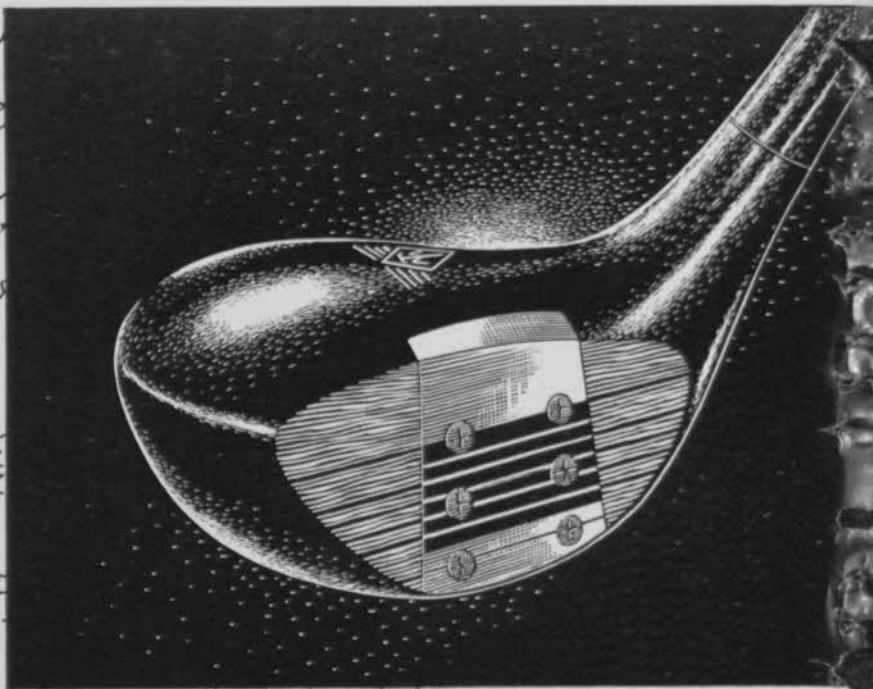
The easiest way to answer these interested golf professionals who have visited our golf range and who have written seeking information and ideas, is to start with the view a customer receives as he approaches the parking lot with the intention of sharpening up his golf game or perhaps trying it for the first time. Maximum frontage on a busy highway near a city of 75,000 or more which has golf courses with at least 36 holes is preferred. The aspiring range operator must either be a golf professional or associated with one. All of the qualifications possible will assure a better chance for success, but of course no rule is binding and great effort sometimes overcomes handicaps, but the odds are heavily stacked against non-professional guidance.

The property must be at least 200 yds. wide and 300 yds. deep, preferably level, without creeks, trees, and undue slopes. It must be well tiled allowing water from heavy rains to drain off without standing for days hampering ball retrieving. Great emphasis must be laid on the direction of the compass the tees will face. The diagram on the following page will show the best direction for the tees to face and the most undesirable in relation to the sun. Great thought must be given to sunshine affecting vision in following the flight of a golf ball.

## Prepare Your Fairway Well

Great care should be taken in preparing the soil for seeding, and in the choice

*Why* are **MacGregor**  
*by so many of the*



At a major tournament, this is a typical line-up of golf clubs prior to the day's play. Ever notice how many players use MacGregor woods and irons?

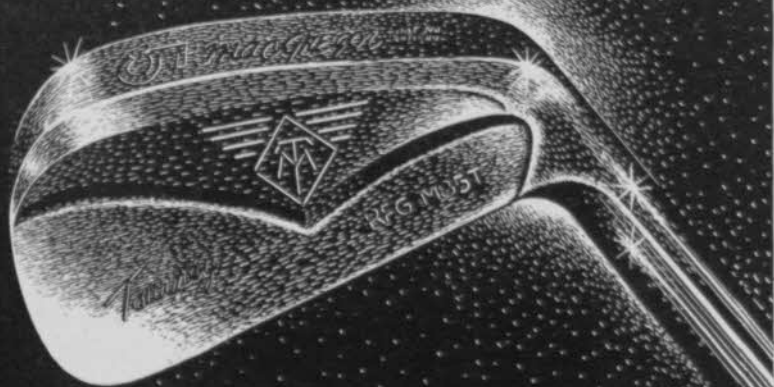
# Woods and Irons *preferred* world's best golfers?

To golf professionals and good amateurs alike, the answer to that one is simple. They want better playing, better "feeling," better made equipment. Even with today's wider-than-ever choice of golf clubs, **MacGregor remains first** with the best golfers. Next time you watch a tournament—National, Sectional or Local—take special note of the brand of clubs played. It's a fact that in almost every tournament MacGregor clubs are used more than any other brand.

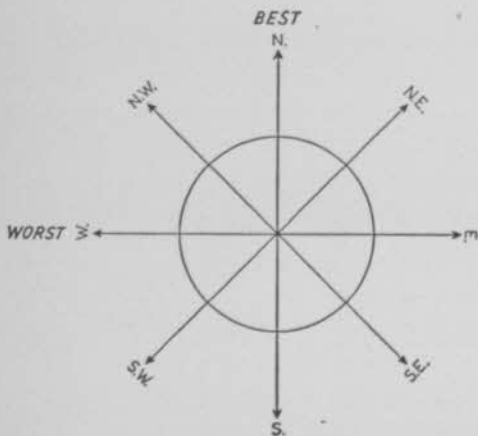
For the golfers at **your club** who want more out of their games, a set of MacGregor "Blended Weight" woods and irons is the right answer.

*MacGregor*  
THE GREATEST NAME IN GOLF

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of fertilizer and seed. Here the best advice you can get from a competent golf course superintendent who knows local conditions will save you money, get results faster and give you a good-looking finished job that won't require expensive maintenance. A good fairway is essential for easy and fast ball retrieving. It also



aids greatly in keeping the balls clean if the fairway has a good stand of grass for few golf balls have a paint that stands washing well, without losing a high percentage of their paint.

#### Signs Beckon Motorists

Attractive signs along the highway must signal to the motorist that he is ap-

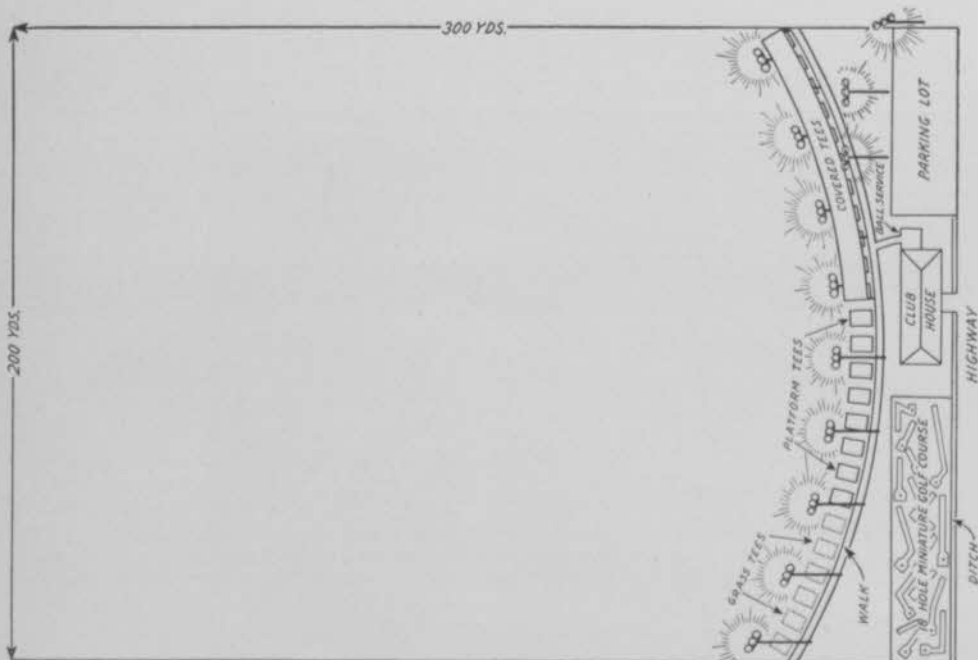
proaching a golf range. Rustic signs with supports cut from young unbarked trees surrounded by evergreens make effective signs for a golf range. They are not nearly as expensive as metal signs with metal supports and are far more attractive.

An ample parking lot must be provided. Ours is of crushed stone with dimensions of 20 yds. by 60 yds. and provides ample parking for two rows of 18 cars each. In building and selecting the site for the parking lot care should be taken to see that a large 2-in. size crushed stone is first placed and the finish topping should be of about 1/2-in. stone.

A combination of both open and covered tees is recommended for an extended season. On the side of the range that has the covered tees is the best place to locate the parking lot. Located between the highway and the covered tees it will not obstruct the view from the highway of the passing motorists for the open tees must be in plain view of the prospective customers for maximum attraction.

The tee line drawn out from a portion of a 160 yd. radius circle must be at least 25 yds. back from the highway. With clubhouse placed front center, the spot that corresponds to the parking lot on the opposite front of the property affords an excellent location for a miniature course. The miniature course is an excellent combination with the range.

A two-foot ditch running parallel to the highway, and between the highway and the miniature course, gives course ample protection from careless motorists.





# Our Policy...

## PRO SHOPS ONLY

For many years, it has been the exclusive policy of Walter Hagen to make only the *ULTRA* in modern golf equipment and to distribute it *only through one quality outlet—the PRO SHOP*. It has always been a pleasure and a privilege to deal *exclusively* with these *ULTRA* gentlemen of Golf—the Professionals. Their cooperation is an important factor in Hagen success.

*Walter Hagen*

## Haig *ULTRA*



Golf Balls  
and  
Golf Clubs

WALTER HAGEN • Grand Rapids 2, Michigan  
Division of Wilson Sporting Goods Co.



### Making the Layout

A stake driven in the ground equidistance from the sides of the property 160 yds. out from the proposed tee line will serve as an anchor to run the semi-circular tee pattern necessary to centralize the golf ball flight. A wire fastened to the stake and stretched tight to the tee line can trace the proper tee pattern.

Lights mounted a maximum of 3 ft. above the covered tees with a minimum of 25 ft. height for the open tees and 50 ft. between poles are more detailed on the accompanying drawing. The covered tees should be 15 ft. x 15 ft. per each tee. Rubber mats mounted on wooden platforms set in a concrete floor with a bench back of each tee completes each stall.

A 300-watt overhead bulb facing down and out toward the fairway set in a 16-in. porcelain reflector will do a splendid

er, and stationary tubs for ball washing is highly essential for good maintenance.

### Ball Care

A conventional washing machine will do a fairly satisfactory ball washing job when six large terry cloth towels are kept in the suds along with the balls during the agitation. Ball rebuilding equipment should be owned and a thorough knowledge of ball construction and recovering should be acquired to eliminate this terrific profit leak in the economic wall of the golf range business. All attempts should be made to purchase good quality "seconds" from a reputable golf ball manufacturer each season and then a recovering program instituted each winter on all golf balls that are either worn smooth or those that have cuts which do not extend into the rubber thread.

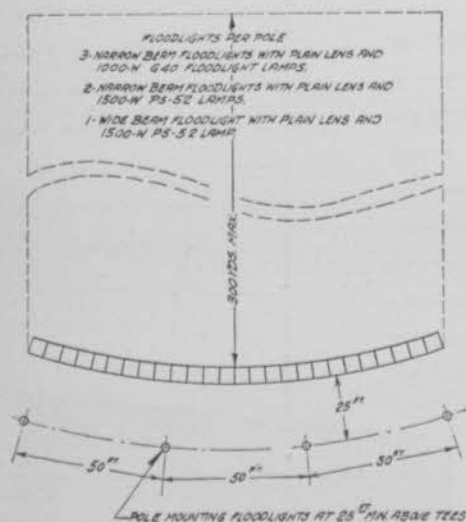
Often whether or not a range re-covers its balls means profit or loss for the fiscal year. Not all balls by far can be recovered, but a great many can and this waste must be avoided to gain a maximum chance of success in the golf range business.

Briefly we will cover the ball recovering. An army surplus potato peeler will do nicely for grinding the old cover partly off. Women can be hired to do golf ball smearing at modest cost in their homes. Hot plates, balata and a little patience will soon result in these women becoming expert at replacing the same amount of cover that has been ground off by smearing the hot balata smoothly onto the ball with a knife. Molds can be bought or made by small mold-making shops and presses for holding the molds can be made at machine shops. The best painting method is dipping. Spray painting requires expensive equipment and hand rubbing leaves little paint on the high spots and too much in the dimples. Pipe hangers that plumbers use to hang water pipes from the floor joists of houses can be cheaply had and with the points bent in facing each other, like a tweezers, will hold a ball securely while it is being dipped. As high as 2 doz. can be dipped at a time. Dipped, the balls are then hung to drip, and then are placed on drying boards which consist of tripods, formed by driving 6 penny finish nails through  $\frac{1}{2}$  in. plywood boards 16 in. x 16 in.

The brush type mat manufactured by a leading brush mfg. is ideal for iron play but grass must also be supplied for a hitting ground for some die-hards. Rubber mats with rubber tees are by far the best bet for economical, neat operation of a golf range, but it is best to have grass, rubber mats and brush type mats to have a better chance of keeping more people happy.

(Continued on page 68)

### GOLF DRIVING RANGE FLOODLIGHTING



job of lighting the covered tees and eliminating the dark spot just a few yards in front of the covered tees.

Necessary equipment will include a five-gang mower (three-gang requires too much valuable operating time), automatic mechanical ball retriever, two hand lawnmowers, one power hand lawn mower, trimmers, assorted hand tools, etc.

The power equipment should be: One 3 hp garden tractor with sulky for pulling the retriever, one minimum 15 hp tractor or home-made doodle-bug (maybe a '36 or later Ford V-8 cut down and shortened), and at least one  $\frac{1}{4}$  or  $\frac{1}{3}$  horsepower electric motor for tool grinding and various other uses.

Neat public rest rooms must be provided.

A utility room having work shop with work bench and vise, running water, sew-