



Here's something unusual. Putting surfaces at rear of tees keep Paradise players occupied until it's their turn to tee off.

All photos by Fred Kuehn

Paradise CC

As Golf Courses Go It's All of That

HALFWAY down the west coast of Florida, in the heart of what until a few years ago was largely considered fishing and hunting country, they have built what promises to be one of the South's truly fine golf courses. It is called Paradise and, according to players who have sampled its 6,500 yards (championship-6,966), that is just what it is so far as golf layouts go. In this, you have the added and weighty endorsements of such eminent golfers as Tommy Bolt, Doug Ford, Frank Stranahan, Gay Brewer, Jr. and Vic Ghezzi, neighborhood regulars, who have purchased lots and have built or are planning to build homes overlooking the course.

Pinpointed as to location, Paradise is at Crystal River, which is less than one

hundred miles north of the Dunedin — Clearwater region. Surrounding it are rather primitive but breathtaking spring-fed waterways for boating and swimming. If you like to mix hunting and fishing with your golf there are opportunities in practically every direction. To the west, for example, you can fish in salt water; about 30 miles to the east is one of Florida's finest game preserves.

Open 12 Months

Unlike most Florida courses, but in step with a more recent trend in deference to heavy year around tourist business, Paradise CC is being kept open 12 months a year. Play, as you would expect, is most active during the winter months, but patronage last summer, the first in which the club was in operation, was very

heartening to the owners and managers.

The Crystal River club is a half-million dollar venture that was planned, discussed (and even partially constructed) over a period of several years. But the project never really began to take off until J. A. Pruitt, Jr., a young Florida businessman and co-owner and manager of the course, came along in February, 1958, and supplied the energy that carried the development to completion only a few months later.

Designed by Mahannah

Mark Mahannah, one of the better golf architects, designed the 18-hole course and Pruitt supervised its construction. After the site was cleared and contoured,



Green, trap and name of club are hand woven into Paradise's ankle deep shop carpet.

Pruitt brought in enough topsoil to cover the entire 18-holes to a depth of 16-inches. Fairways are of 328 Bermuda and tees and greens are planted to Everglades No. 1. Canals, bays and small lakes leading into, or located on the course, are irrigation sources.

The watering system is approximately eight miles in length with sprinklers located about 75 ft. apart. Two 20 hp pumps provide about 40,000 gal. of water per hour and practically every square inch of the Paradise course can be watered. At Paradise there is no evidence of the sandy type turf that abounds in this section of Florida and in summer, according to persons who have played or seen the course, its rich green color stands out quite startlingly in contrast with the surrounding countryside.

There is plenty of green for players to hit at Paradise. Each covers about 10,-



Phil Greenwald (who is co-pro with Chuck Johnson) helps a customer make gift selection.



Above and below are two views of the Paradise pro shop. It is paneled in knotty pine, has excellent natural lighting. Tampa decorating firm designed the shop, said to be one of the finest in the South.





Rolling hat bar, complete with mirror, seems to have magnetic affect on shopping golfers.



Paradise is home of USGA Open trophy since Tommy Bolt plays out of the club. In photo with him are (l. to r.): Jerry Bond, assistant pro, Larry Huse, Chuck Johnson and Phil Greenwald, co-pros.

000 sq. ft. in area. Tees, which also are covered with cozy putting surface turf, are unique in that the rear areas of all 18 have at least one cup installed so that the golfers can keep occupied with putting practice while awaiting their turns to hit. On days when the course is jammed this almost miraculously cuts down complaints from players who ordinarily would be greatly disgruntled and endlessly fretting about being held up.

In charge of keeping Paradise's beautiful acres in the kind of condition that befits a near half-million dollar investment is John Gibbs, veteran Florida supt.

The Crystal River club has about 125 regular members. In addition, it gets a big play from guests at the neighboring Port Paradise motel as well as tourists who spend their vacations in this part of Florida. This calls for extensive program-



James A. Pruitt, Jr. succeeded in getting Paradise built after others had given up.

ming of golf activity at the club. Particularly during the winter. The man in charge of this is Chick Harbert, the one-time PGA champion and summertime headmaster at Meadowbrook CC in Northville, Mich.

Two Pro Operators

The pro shop is operated by Phil Greenwald of Hinsdale (Ill.) CC and Chuck Johnson, Butterfield CC, Hinsdale, during the winter months. In the summer, their assistant, Jerry Bond takes over.

As at most resort type courses, Greenwald and Johnson specialize in soft goods sales. They are among the first shops in the country to display the latest styles in golf attire since the manufacturers make a point of getting their latest creations into Paradise for pre-spring showings.

The Crystal River pro shop is one of the most handsomely appointed in the South. It was designed by a leading Tampa interior decorating firm, is beautifully panelled and there is a great deal of emphasis on natural lighting to bring out the most colorful features of the golfing merchandise.

One of the most successful selling aids Greenwald and Johnson came across last winter was a three-tiered rolling cart on which they displayed women's hats and miscellaneous sportswear. For reasons which they still haven't figured out, the self-service cart became the hub around

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ton, April 11, honoring veteran golf writers Maury Fitzgerald of the Washington Post and Times-Herald and Merrell Whitteley of the Star . . . Martin F. McCarthy headed the organizing committee . . . Joe Dey was toastmaster and a fine one . . . Bob Drum, Golf Writers' Assn. president, Jimmy Thomson, Peggy Kirk Bell, Lew Worsham, Freddie McLeod and Woodie Plat were among those who hailed our two heroes . . . Maury and Merrell were given trips to Scotland and silver tea services to use when company comes.

Another swell clambake for a golf writer was that at Dayton for Ben Garlikov of the Dayton News . . . Lots of pros, amateurs and assorted VIPs told in public what a nice guy Ben is (and didn't have to commit perjury) and gave him a car.

History of the Jacobsen Mfg. Co., Racine, Wis., especially its pioneering work in power mower building and marketing, made a feature in the Business Section of a recent issue of the Chicago Tribune . . . Wm. F. Mitchell, North Sutton, N. H., retained as architect for the new 9 of the Framingham (Mass.) CC . . . Jimmy Smoot from Dellwood CC (NY Met. dist.) to pro job at Peekskill, N. Y.

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Paradise Country Club

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which most of the shop merchandising revolved. One of the best features about it is that it is mobile. If sales are lagging in one department or sector of a shop, the cart only has to be moved to another to not only stir up interest in the merchandise it features but in surrounding displays. It seems to have a kind of magnetism about it that the two Crystal River pro operators exploited to the fullest.

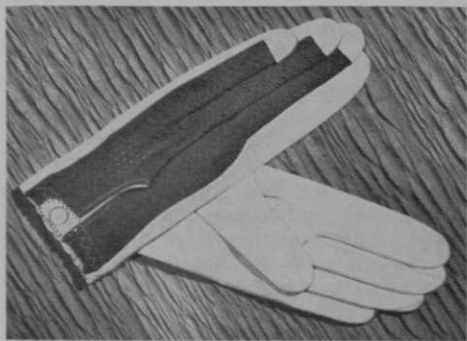
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