

# **\$250,000**

## **TO ATTRACT THE HORSE PLAYERS**

*(Story starts on page 32)*





Here is approximately the same sight you saw on page 30, only this photo was taken from the back of the tee line. There are 46 tees on the lower level, 20 on the deck.  
*Fred Kuehn photos*

## **Arlington Park (Ill.) vies for money won at the track with Range and Par 60 designed to lure the horse players**

**T**he Arlington Park Jockey Club is gambling more than \$250,000 that horse players also are golfers. That is how much it has invested in a Par 60, range and restaurant that are located just beyond the first turn at the big Arlington Heights, Ill. track.

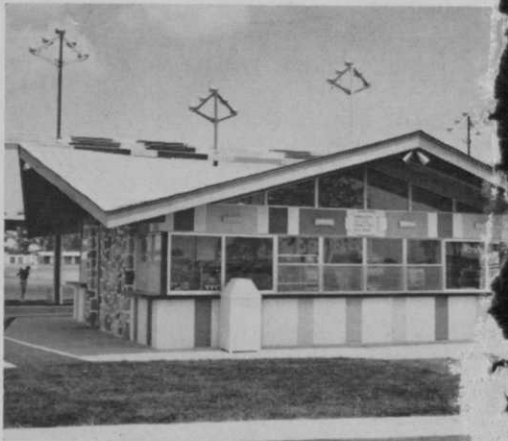
The Arlington golf club was opened last summer but never really got very far out of the gate because of the usual difficulties that plague a new enterprise. But now the turf is well rooted and greens, tees and fairways have come around in exceptional fashion thanks to the skillful tillage of Supt. Ray Davis and a big year is anticipated. What may make it even better is that the racing season, which starts in mid-May, has been extended from 90 to 103 days for 1964.

### **Steady Business All Day**

Sam Rauworth, Arlington's professional, figures that his club will have a two-way draw. Trainers, jockeys and track followers, who are anxious to get out early and breathe the good air in the vicinity of the horse latitudes, should keep the course and range filled up in the pre-lunch period. Thereafter, the neighborhood trade should come in to give the golf center

a constant player turnover until the lights are dimmed at midnight. Rauworth is new at Arlington, but he has spent the last 15 years teaching golf in the vicinity of the track, five of them at a nearby range, and has a large following.

If he doesn't pull them in, the center's atmosphere will. Its beautiful restaurant, which seats 140 persons, is glassed in on two sides that look out on the range and course. Beyond these, patrons can get a glimpse of the track. In the distance, behind the ranges, are the colorfully painted stables (red, white, blue and yellow) of the Jockey Club. At night, when the batteries of quartz lamps add their lustrous



Building that housed snack bar last year has been converted to a pro shop. It's only about 50 feet from the range.

Glassed-in dining room looks out on range and Par 3. On left, in the distance, diners get a glimpse of the race track and Arlington's huge grandstand.

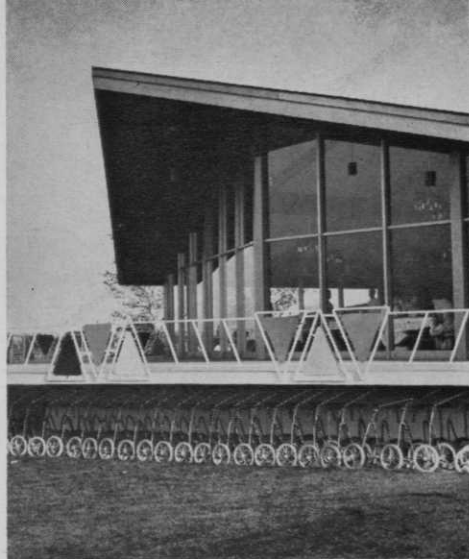
amendments to the turf, even non-golfers are attracted. Last winter, after the restaurant manager arranged to have the lights turned on during the dinner hour, patronage increased quite noticeably.

#### Six Par 4 Holes

The Par 60 is more than 3,400 yards long. Six holes are par 4s and five of these are 290 yards or longer. It is conceded that the starting holes on the two sides, of 150 yards and 110 yards, may be just a little too short to keep traffic moving fluidly on busy days. However, limitations of the acreage on which Architect Dave Gill laid out the course made it necessary that the No. 1 and No. 10 holes be abbreviated.

The 6,000-foot greens are seeded to Pencross and the 4,000-foot tees and the fairways are planted in Highland and Astoria. Two small lakes are located on the course, which was built without traps. Located between the course and range and directly in front of the restaurant is a large, lighted practice green. More than 20,000 rounds are expected to be played on the Arlington course this summer. Weekday rates are \$3 for 18 and on weekends and holidays they are raised to \$4. There is no miniature at the center.

The practice range, with its second



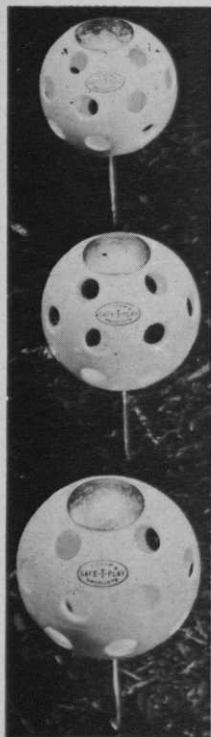
deck, is a spectacular sight. It is painted in the Jockey Club colors and at night is lit by 66 1,500-watt quartz lamps that are strung across 11 diamond-shape standards. As it works out, there is a lamp for each tee. There are 46 tees on the ground level and 20 on the mezzanine. Two Ball-o-Matic dispensers serve the range patrons and a total of 12,000 balls are kept in stock. Thirty balls are dispensed for 50 cents and 60 for \$1. The balls are collected early in the morning and again around 4 p.m. One attendant constantly polices the range picking up litter.

Approaches to the range are blacktopped. A yellow line, set back about 30

*(Continued on page 102)*

Here's the 19th Hole restaurant and cocktail lounge. Pro shop formerly was in wing on the left.





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## For the Horse Players

*(Continued from page 34)*

feet from the tee area and which runs the length of the lower mat line, is a boundary marker for spectators. Persons using the tees aren't permitted to bring their bags beyond the yellow line. These are precautions that the Arlington management feels that it has to take in the interest of safety. In addition, children under 14 aren't allowed to hit balls off the second deck tees. There is parking space for 250 cars at the combination range and Par 60.

As for the depth of the range, even the big hitters don't have to worry about stroking a ball into the stable area, which is about 350 yards from the tees. Flags in the center of 50-foot diameter circles are spotted at 50-yard intervals to give the patrons targets to aim at. The width of the range is about 200 yards.

Sam Rauworth's pro shop is located in what formerly was the snack bar. Last year the shop occupied a wing of the

restaurant, but it was decided that this location is too far from the tee line to give proper control of the range operation. It was also thought that more merchandise could be sold if the shop were moved closer to the double-deck tees.

In 1963, according to Lou Ruef, Rauworth's assistant who was at the Jockey Club center last year and is staying on as a teacher, sportswear sales at Arlington were satisfactory but equipment sales lagged. It was something of a problem to lure golfers into walking the short distance to the pro shop in the restaurant wing where they could look over the equipment displays. But this situation is expected to be corrected now that the shop is only 50 feet from the tee area.

"Golfers," says Ruef, "are funny people. You have to shove the merchandise right under their nose or they won't buy. They'll walk 10 miles in playing a round of golf but they won't walk 50 yards to take a look at what you'd like to sell them. So, the thing to do is bring your shop to them."

Sam Rauworth, who has the big stake

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in Arlington's operation, hopes Ruef's theories are correct. If the horse players mistake the shop for the \$2 windows he won't be unhappy.

## June 1 Deadline for Ladies' PGA School

Officials of the fifth Ladies' PGA National Golf School have announced that June 1 is the final date for registration. The 1964 session is co-sponsored by the Ladies' PGA and the University of Vermont and will be held in Burlington, Vt., June 22-26. Attendance is limited to teachers of golf at recognized institutions of learning, golf clubs and civic groups.

Shirley Spork and Betty Jane Wills are co-chairmen of the 1964 school. This year's faculty will include Patty Berg, Shirley Englehorn, Vonnie Colby, Peggy Kirk Bell, Ellen Griffin and other members presently competing on the Ladies' PGA tour.

Since its inception in 1960, the Ladies' PGA school has had a total attendance of 289. The school provides instruction for

teachers, workshops and clinics in merchandising and sessions on the selection and care of golf equipment, rules, and course management.

Complete information and registration forms are available from the Ladies' UGA National Golf School, Southwick Building, University of Vermont, Burlington, Vt.

## Cullenward Wins GWA Tourney

In the annual Golf Writers tournament at the Dunes Golf and Beach Club in Myrtle Beach, S.C., in early April, Nelson Cullenward of the San Francisco News-Call shot a 39-33—72 to claim first place. Tom Michael of the Memphis Courier-Appeal was second with 77. Ray McNally of Golf World and Gardner Dickinson, Sr., of the Panama City (Fla.) News tied for third with 78s.

**NATIONAL GOLF DAY**

**MAY 30**