

Build Club to Fit Market

(Continued from page 30)

city of Council Bluffs, Ia., has one municipally owned 18-hole course, Dodge Park, which is easily the best of the local municipal layouts.

Also in Omaha we have four country clubs. Three of them are comparable and for a city such as Omaha, are of a type to be admired and emulated. They include the Highland CC, which is an excellent predominantly Jewish club, Happy Hollow Club and the Omaha CC. The fourth club is the Omaha Field Club which years ago was one of the great country clubs. But it is located well within the city in an old residential neighborhood and is not the glorious spot it used to be. In addition, it has lost some of its land to various civic projects, including a veterans hospital. The course now is only 5,427 yds. and is a par 67.

I had a large chart made to use at our initial press conference for announcing our fees. It also was used when we filled speaking engagements with various civic groups and luncheon clubs. It showed the 1960 dues for the four private clubs and the current initiation fees. It also included

the cost of playing at Dodge Park. As I have mentioned, Dodge Park is the superior public course. The proposed cost of playing at Miracle Hills also was shown.

The chart demonstrated the dilemma that confronted the Omaha golfer at the time we began planning Miracle Hill.

The most anyone could pay in one year to play on the public courses was \$75, or the cost of a season ticket at Dodge Park. Since Dodge Park and the four Omaha courses are not unusually good municipal facilities, many golfers were completely dissatisfied with them. In Omaha the next best step would be to join the Field Club which costs \$350 initially plus \$325 per year and provides only a 5,400 yd. par 67 course.

Therefore, if a golfer wanted to play on a standard 6,000 yard plus course he really was confronted with the prospect of paying an initiation fee of from \$900 to \$1,500 and dues in the neighborhood of \$450 per year.

You can see from this that golf in Omaha was designed for the "prince or the pauper." The great mass of reasonably successful people, particularly young married couples with growing families, was completely forgotten.

Give your golfers every scoring advantage...

RECOMMEND SWEET SHOTS!

You want to help your golfers lower their scores. We concentrate on helping you do it — by specializing (for 57 years) in building better golf balls. Nothing else.

Without resorting to wild claims, trick names or costly testimonials, we'll simply make you this promise about today's new Sweet Shot: *no championship golf ball has been built yet that gives you more distance, truer flight and roll, and more durability.* (Sweet Shot's new cover with polyurethane finish is virtually indestructible, always stays sparkling white.)

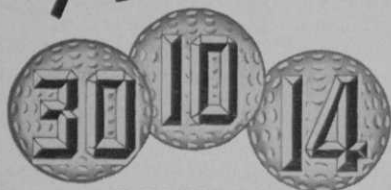
Give your golfers every scoring advantage. Recommend Sweet Shots. Sold exclusively through Golf Professionals.

Worthington
GOLF INC. ELYRIA, OHIO

PREMIER NAME IN GOLF BALL DEVELOPMENTS SINCE 1904

IT'S NEW!

PETERS



SOLUBLE FERTILIZER



THE LATEST IN SPECIALIZED SOLUBLE TURF FOODS BY THE ROBERT B. PETERS CO.

18¢ PER POUND

300 POUNDS AND OVER DELIVERED PREPAID

LESS THAN 300 POUNDS F. O. B. ALLENTOWN, PA.

(ADD 3 CENTS PER POUND WEST OF THE MISSISSIPPI)

ROBERT B. PETERS CO., INC.
2833 PENNSYLVANIA ST. ALLENTOWN, PA.

GOLFTILE Spike RESISTANT INTERLOCKING FLOORING



GOLFTILE is a new interlocking high surface-tension rubber flooring with soft inner body which springs to sharp pressures of golf spikes — recovers original shape without cutting or wear.

DIRECT FACTORY QUOTATIONS ON GOLF TYPE

APPROXIMATELY $\frac{1}{2}$ " THICK 24"x24" SQUARES RESISTS ABRASION AND CUTTING INTERLOCKING EDGES — CHOICE OF COLORS EASIER TO MAINTAIN TOP APPEARANCE NO CEMENT OR MASTIC REQUIRED NO SPECIAL SKILLS TO INSTALL DIRECT FACTORY QUOTATIONS ON GOLFTILE

Also available in same material is our GOLF STRIP RUNNERS 28" and 36" width. One trial size 28" x 36" \$10. F.O.B. factory. Send square footage or floor plan for free estimate to attention of:

M. M. LEVITT, SPORTS DIVISION
MITCHELL RUBBER PRODUCTS, INC.
Dept. 55, 2114 San Fernando Road,
Los Angeles 65, California

We therefore concluded that we should build a golf course that would fill this void. Our next problem was to determine how good a golf course we could afford to build and still keep our rates in line.

We proceeded to analyze the annual reports of the Omaha clubs and the audit reports of as many other comparable courses as we could get our hands on. The results of our analysis were very startling to me as I had always heard the non-golfers at the Omaha CC, where I belong, complaining because they were paying dues to support a golf course they did not use.

Completely contrary to this viewpoint, our analysis indicated that of the total dues that were paid by members belonging to these and other clubs only about one-third went into the golf course and related activities while the balance was spent on purely social activities that are part of country club life.

Looked to Profitable Operation

Pursuing this lead further and after analyzing costs, etc., it became apparent to us that we could actually build the finest golf course in this area, and with proper management, make a profit so long as we held our clubhouse facilities to a minimum. This is exactly what we have endeavored to do.

Miracle Hill was designed by Floyd Farley of Oklahoma City. We are convinced that he did an excellent job.

I am sure that the older country club courses could be reproduced for less money than we spent at Miracle Hill. I am convinced that we very definitely got our money's worth for the money that we did spend. Given a few years in which the 2,500 trees we planted will have an opportunity to grow, and the fairways to become well established, I am sure that we will be recognized as having the finest course between Chicago and Denver or between Minneapolis and Kansas City.

To Avoid Overcrowding

Our entire philosophy and operational program is designed to conform to the type of course we have built. We will, of course, be greatly interested in having as much volume as we can but still we do not plan to start foursomes in intervals of less than 8 minutes. In other words, we want to get our volume from seven-day-a-week play of the course rather than by cramming them on during peak periods.




Number 1 for top golf car performance—Delco “Long Drive” Batteries!


Golf cars will go only as far as their batteries will. To get the longest “drives,” you need the most *dependable* and *durable* batteries—batteries *made* to withstand the rigors of course operation and repeated overnight recharges. That’s why pros and club managers across the country rely on the proved quality of Delco “Long Drive” Batteries. “Long Drives” go farther because they’re designed, tested, and proved *especially* for golf cars.


Delco Quality Provides Top Performance for Rugged Duty in Golf Cars

Check these “Long Drive” custom features:


- 


Thermo-Rigid Hard-Rubber Case—Withstands jolts and bounces—resists heat distortion.




Delcoloy Grids—Resist overcharge damage and destructive acid corrosion.
- 


Microporous Rubber Separators—Protect plates—prolong separator life in rigorous golf car service.




Splashproof Vent Caps—Prevent acid splashout during bumpy or hilly course operation. Minimize electrolyte overflow due to high charge rates.
- 

Glass Retainer Mats—Reduce plate shedding—retain active material for longer plate life.



Dry Charge 100% Fresh—It’s dry till you buy—can’t lose any zing on the shelf.
- 

Specially Designed Plates—Extra heavy—withstand repeated overnight recharges.



Keep your “drivers” happy—install Delco “Long Drive” Batteries in every golf car.

Quality built by Delco-Remy Division, General Motors Corporation. Distributed nationally through . . .

Find your Delco Battery Supplier in the Yellow Pages.



We will feature reserve starting times from dawn to dark seven-days-a week, completely eliminating the need for any waiting at the first tee. We are going to insist that our employees see to it that Miracle Hill meets its starting-time commitments very promptly, eliminating the possibility of a delay on the first tee because of complications.

We will staff the course only with people who are congenial so our customers fully enjoy Miracle Hill. With two surgeons in the family, and on the board, we are going to be highly fussy about the appearance of the clubhouse and grounds.

We do not feel that we are compelled to provide the public with a course that everyone can afford. This being America, having money should still have its reward. So we are catering only to those people who can afford to play on this type of a course and who want the sort of accommodations that they will find at Miracle Hill.

Includes Majority of Players


We feel that this includes the great majority of the golfers in the Omaha area. It includes that large group of pseudo-transient citizens who, working for large national corporations, are subject to transfer and don't care to pay the large initiation fees of the country clubs when they are faced with the possibility of being transferred at any time. As soon as our fairways are in shape we will have electric cars for rent.

We have a Men's Special Day Event season ticket for \$45 and Ladies Day Special Event season ticket at \$45 per 18 holes — or \$30 for 9 holes.

We will operate over a 22 week period beginning on May 1 and continuing through Sept. Thursday p. m. men only will play from noon until 4 p. m. Thursday will be known as Stag Day. In order to play on Thursday afternoon a man must either pay the regular \$3 green fee or, if he prefers, he can buy a season ticket for \$45. This will entitle him to play every Thursday afternoon during this period.

Friday afternoon will be called "Salesman's Day." It will be identical to Stag Day in all respects including the availability of a \$45 season ticket. The Thursday ticket, incidentally, is only good on Thursday and the Friday ticket is only good on Friday.

Tuesday, Wednesday, and Friday mornings will be available for ladies



BENT GRASS STOLONS

- Washington (C-50) • Cohansey (C-7)
- Congressional (C-19)
- Arlington (C-1) • Toronto (C-15)

True to Name, Weed and Seed Free!
Send for Free Literature

We Ship Anywhere in the United States
Phone: KE 1-0361

HIRAM F. GODWIN & SON
22366 Grand River Ave., Detroit 19, Mich.
A Reliable Source of Supply Since 1920

KEN Shop Supplies
Help You Give Better Service



PRORYTHMIC
Golf and Tennis Balance

Used by virtually every golf club maker throughout the world for accurately measuring swinging balance and correct weight. Essential in any Pro shop where golf clubs and tennis racquets are sold. Made and sold **only** by Kenneth Smith.

ALSO: Ellingham Tools, Grip Conditioner, Adhesives, Listing, Buffing and Cleaning Supplies — and all other shop needs. The most complete stock of golf supplies in the golf industry.

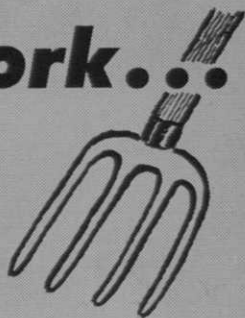
Write for handy SHOP SUPPLY LIST

Kenneth Smith GOLF CLUBS
Hand made to fit You

BOX 41 — GM KANSAS CITY 41, MO.
World's Largest Custom Club Maker

This is a Pitchfork...

You recognize it the instant you see it. You wouldn't try to shovel gravel with it. You wouldn't confuse it with a spade or shovel. In its shape and form it's instantly unique:



**This is an
Aero-Thatch
it is truly Unique!**



Only Aero-Thatch does so many Turf Care Jobs so well . . .

Only Aero-Thatch Aerates through Cultivation,

Relieves Compaction and Removes Thatch . . . the C-H-I-A way!*

Some folks have been confusing the all purpose turf machine, AERO-THATCH with vertical mowing equipment that does only a portion of the job. AERO-THATCH is completely unique in its total operation, in its basic turf-control concept. AERO-THATCH operates 4 times more efficiently than any vertical mowing machine: it aerates, cultivates, relieves thatch and compaction all at one time. You wouldn't confuse a pitchfork with a spade . . . don't confuse AERO-THATCH with vertical mowing machines. Try AERO-THATCH . . . and you'll see why. Call your dealer or write Dept. G461 for information

**Continuous, Horizontal, Invert, Aerification!*

AERO-THATCH, INC.

RAHWAY, NEW JERSEY

Cut Sharpening Costs!



with a NEW

**SIMPLEX
"150"**

COMPLETE
with 1/2 h.p. motor
and reversing switch

- LIGHTER
- MORE COMPACT
- LOWER PRICED

Simplex "150," the newest portable lapping machine reconditions any hand, power, or gang reel type mower with lapping compound . . . keeps mowers in top condition between sharpening jobs. Couples to either side of mower; gang mowers need not be unhitched. Weighs only 30 pounds—easily carried right to the job. G-E 1/2 hp motor with reversing switch for quiet, dependable operation.

Write today for **FREE** folder.

The FATE-ROOT-HEATH Company

Dept. G-4

Plymouth, Ohio

We Have Some
**COHANSEY C-7
BENT STOLONS**
For April Delivery

Also

ARLINGTON C-1

and

**CONGRESSIONAL C-19
STOLONS**

For Fall Delivery

Prices on Request

Link's Nursery, Inc.

11500 Conway Rd., St. Louis 31, Mo.

group play. For \$45 a lady can buy a ticket for any one of these days. For \$30 she will be able to buy a 9-hole season ticket for any one of these days with the requirement that she tee off by 9:30 in the morning and that she play the back nine.

We will have "men only" playing during the \$5 periods on Saturday, Sunday and holidays and will sponsor mixed golf events on Sunday afternoons.

PGA Searches for Survivors of Deceased Committeemen

Some time ago the PGA made up attractive plaques for persons who had served in the past on the organization's executive committees. The men listed below are deceased and survivors, to whom the plaques could be delivered, cannot be located. If you can provide the PGA at Main & Broadway, Dunedin, Fla., with the names and addresses of any survivors of these former officials, an attempt will be made to deliver the plaques to them.

Here is the list of the deceased officials and their sections: Robert Barnett, Mid Atlantic; William C. Byrne, Philadelphia; Charles Clark, Northern Ohio; Stewart Gardner, Illinois; W. V. Hoare, Illinois & Florida; Robert Johnstone, Pacific Northwest; Joseph Mitchell, Northern Ohio; and George Turnbull, Pacific Northwest.

Festivities Mark Opening of Warren's New Pampa CC Shop

When Hart Warren officially opened his new pro shop at Pampa (Tex.) CC early in March he did it with a flourish. An official "open house" was held at which door prizes were given. More than 100 persons attended. Four neighboring pros also dropped in to help with the inauguration festivities.

Warren's new shop contains 2,400 sq. ft. and is of colorful brick exterior construction. A patio, sundeck and floor length windows add to the shop's comfortable look. About one-fourth of the shop is taken over by storage area and the rest contains the display room and Warren's office. The Pampa pro and club officials made a quite extensive survey of other shops in the area before deciding on a final design. Extensive remodeling of the clubhouse is planned to start soon. Pampa CC has more than 400 members.

SPRINGFIELD, VIRGINIA, BUILDER
bans maintenance worries . . .
saves 50% on materials!



The 9,000 feet of CresLINE KL pipe go in fast at the West Springfield, Virginia, course. All that's required to join the 20-foot lengths is a paintbrush, thinner and cement.

with a **CresLINE[®] KL**
PLASTIC PIPE SPRINKLER SYSTEM

Thomas A. Cary, vice president of Carr, Incorporated, wanted a dependable sprinkler system at low cost for the 180-acre, 9-hole golf course near the builder's 600-home housing project at West Springfield, Virginia. He picked CresLINE KL Plastic Pipe because it costs about 50% less than galvanized pipe. He also saved considerable installation time — CresLINE is light in weight and can be joined quickly with plastic cement. Even more important, he knew that CresLINE KL is dependable. It is made of virgin ABS resin and won't rust, rot or corrode — ever. Mr. Cary has no maintenance worries or line failures.

These are solid reasons why CresLINE KL Plastic Pipe should be the Number One choice for your sprinkler system — low initial cost . . . low installation cost . . . complete dependability.

WE WILL MAKE A COMPLETE ENGINEERING LAYOUT FOR A SPRINKLER SYSTEM FOR YOUR COURSE. WRITE FOR DETAILS . . .

OTHER INSTALLATIONS INCLUDE:

- Homestead Golf Course
Hot Springs, Va.
- Oak Crest Country Club
District Heights, Md.
- Dover Air Force Base
Dover, Md.
- Sauk Center Country Club
Sauk Center, Minn.
- Wellington Golf Course
Wellington, Kans.
- Waterloo Country Club
Waterloo, Ill.

CRESCENT PLASTICS, INC.

Dept. G-1, 955 Diamond Ave.
EVANSVILLE, INDIANA

PIONEER MEMBER OF



MEMBER OF
NATIONAL GOLF FOUNDATION

For Grass-Turf . . . at its Very Best!



10 ft. Grass-Turf Special

Gandy Spreaderette

Attaches to Gandy Tractor Model Spreaders for accurate application of granular chemicals for the control of soil worms, turf weeds, fungi and other turf problems

Grass-Turf Special

Designed for building and maintaining high quality grass-turf . . . precision engineered and constructed for accurate application of all grass seeds and fertilizers. 8 and 10 ft. widths. More than twice as many openings in hopper bottom as agricultural models to spread seeds and fertilizers in solid sheets instead of ribbons. Eliminates grass burn.



3 ft. Size Hand Model

3, 4 and 5 ft. Hand Models with 1½, 2 and 3 bushel capacity hoppers. Special Model 604 N.S. for sowing seeds in nursery frames. Draw bar pole with tractor hitch available for all models.

Gandy Company 1st in APPLICATORS!

530 Gandrud St., Owatonna, Minn.

Swinging Around Golf

(Continued from page 20)

Wm. R. King to Avon Oaks CC, Cleveland, O., as pro . . . Carl J. Rasnic named pro at Ft. Meade (Md.) GC . . . Rasnic succeeds Steve Tobash, now pro at Chartwell G&CC, Severna Park, Md. . . Greenwood (S.C.) CC adding second 9. . . Expect to have second 9 of Springfield G&CC, West Springfield, Va., open in July . . . Bobby Bowers is pro . . . Orangeburg (S.C.) CC expects to move to its new 18 in August.

Ed McDermott now mgr., Hopewell (N.J.) Valley CC . . . River Bend G&CC, Shelbyville, Tenn., building 9 to plans of George Cobb . . . Surrounded by residential sites . . . J. D. Ward is River Bend mgr. . . George Volosion building 9 for Green Hills CC, Fairmont, W. Va. . . Volosion will stay on as pro-supt.

Charley Bassler resigns as pro at Turf Valley CC (Baltimore dist.) . . . Disagreement over shop and golf car concessions . . . Einar Andersen, pro at Kearsage Valley CC, Sutton, N.H., will be a director and pro at Saddle Hill CC, Hopkinton, Mass., when it opens in spring, 1962 . . . Bill Mitchell is Saddle Hill architect . . . Tri-City CC, Kennewick, Wash., building second 9 . . . Forrey Bishop, supt., and Bill Welch, pro at Tri-City . . . Chattanooga (Tenn.) G&CC to modernize its 18 to plans of Geoffrey Cornish . . . Old Greenwich, Conn., considering sites for municipal course.

J. Leslie Roberts, 47, for past five years,

Watch for This!

Every golf club in the U.S. is being mailed a form card on which space is provided for names of operating personnel entitled to receive GOLFDOM. Unless this card is filled out and returned, we cannot continue mailing GOLFDOM to these people.

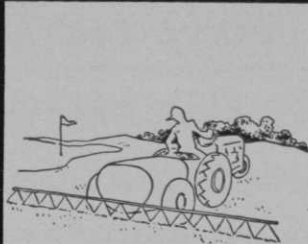
If your club failed to receive this card or misplaced it — use the form on page 136.

Our circulation auditing association requires that the list of persons to whom GOLFDOM is mailed be kept up to date. Without this information we are instructed to stop mailing the magazine to old names on our list.

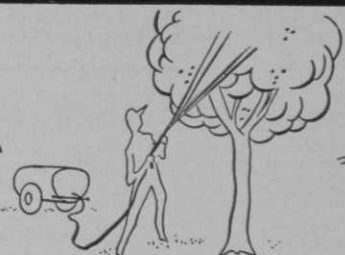
To make certain that your 1961 officials and operating heads receive GOLFDOM, please fill in the form and mail it today!

mgr., Coral Gables (Fla.) GC collapsed and died on the course late in Feb. . . . He was a native of Waterbury, Conn. . . . He is survived by his wife Mrs. Ruby (Neuman) Roberts and two sons, James and Kenneth, both of Waterbury.

Eddie O'Donnell moves to pro job at Co-hanzick CC, Bridgeton, N.J., from Ocean City-Somers Point (N.J.) CC . . . O'Donnell's father



FAIRWAYS



SHADE TREES



SHRUBS



JUST ONE SPRAYER

does all your spraying jobs

Keep fairways weed-free—greens strong and healthy. A versatile Myers sprayer gives you fast application—keeps your course open to the golfers. Converts quickly and easily from boom to gun operation. Available in a wide range of models, with capacities from 10 to 20 GPM.

Special corrosion resistant finish. All Myers sprayer tanks are double protected with "Fire-Cured" Epoxy coating—lasts years longer.

GET ALL THE FACTS—See the Myers Sprayer Dealer nearest you—or write for free, illustrated folder number M-1514.

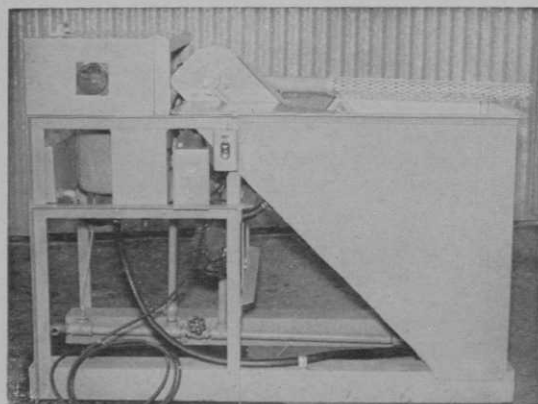


The F. E. Myers & Bro. Co.

ASHLAND, OHIO

KITCHENER, ONTARIO

NOW! FULLY AUTOMATIC!! "MASTER" — DRIVING RANGE BALL WASHER.



Write for complete literature and prices.

"ONE OPERATION"

Dump dirty balls in hopper, press button — That's all.

Use with or without detergents. Continuous fresh-water rinse.

"Compact Size"
 24 inches wide — 54 inches long — 40 inches high.

Hand-fed models also available.

MASTER MACHINE CORPORATION of San Diego

P. O. Box U — 900 W. 13th St. National City, Calif.

was a contender for the world featherweight title. . . . City of Hialeah (Fla.) to have an 18 and a 9 built on city land by investors who will build courses and clubhouses which will become city property in 25 years.

Building second 9 inside San Joaquin County fairgrounds at Stockton, Calif. . . . Jim Faultus is pro . . . He was at Casa Del Mar CC, Dyer, Ind. (later named Longwood CC) before moving to California . . . Ray Jamieson, moves from job as asst. to Tom Hawthorn, pro, Hackensack (N.J.) CC, to post at Rockland CC, Sparkill, N.Y., succeeding John Spencer who retired because of illness.

Laurence S. Rockefeller, who built the Dorado resort hotel and course in Puerto Rico, to build 100-room hotel and 18 hole course at Kaunaoa Beach on the island of Hawaii, about 200 miles southeast of Honolulu.

Dan Peacock of Orinda, Calif., and Y. C. (Chet) Soda of Oakland to build and operate 9 hole Par-3 course at Buchanan airport, Martinez, Calif. . . . Orange, Calif., committee headed by Councilmen Max Reynolds and Otis Stewart, studying feasibility of municipal course . . . Western City magazine, Feb. issue, carried article on 24 California cities under 100,000 population having one or more courses.

Pratt, Kan., Jaycees, headed by Bill Aekley, building 9-hole sand green course to plan of R. C. Barnes, Salina (Kan.) CC pro . . . James C. Plyler heads group planning country club at Monroe, N.C. . . . Jack MacDowall,



Officers of the PGA Seniors ladies auxiliary are (l to r): Mrs. William Graham, corresponding sec.; Mrs. Hugh Bancroft, 2nd vp; Mrs. Carmen Bill, treas.; and Mrs. Carroll MacMaster, pres. Other officers, not shown, are Mrs. David Elphick, 1st vp; Mrs. Fred Moore, recording sec.; Mrs. Bob Williams, honorary pres.; Mrs. Otto Hardt, chmn., advisory committee; and Mrs. Irvin Schloss, publicity chmn.

pro at Cherokee Town & CC, Atlanta, Ga., hires Vonnie Colby of Ladies PGA travelers, as an asst. . . . Roy Faber now pro at Scotch Plains (N.J.) CC.

Plan Roman Catholic cemetery on 100 acres near Los Altos, Calif., with 150 acres adjoining the proposed cemetery to be used for golf course . . . Dixie Contractor, business journal