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SOLID ONE-PIECE
CONSTRUCTION
EXCLUSIVE
PURE WHITE RUBBER**



TO MAKE PRACTICE PERFECT
Successful Driving Range operators know that for maximum player pleasure: it's the matting that matters!

**RIBBED SURFACE
FOR NON-SLIP TRACTION
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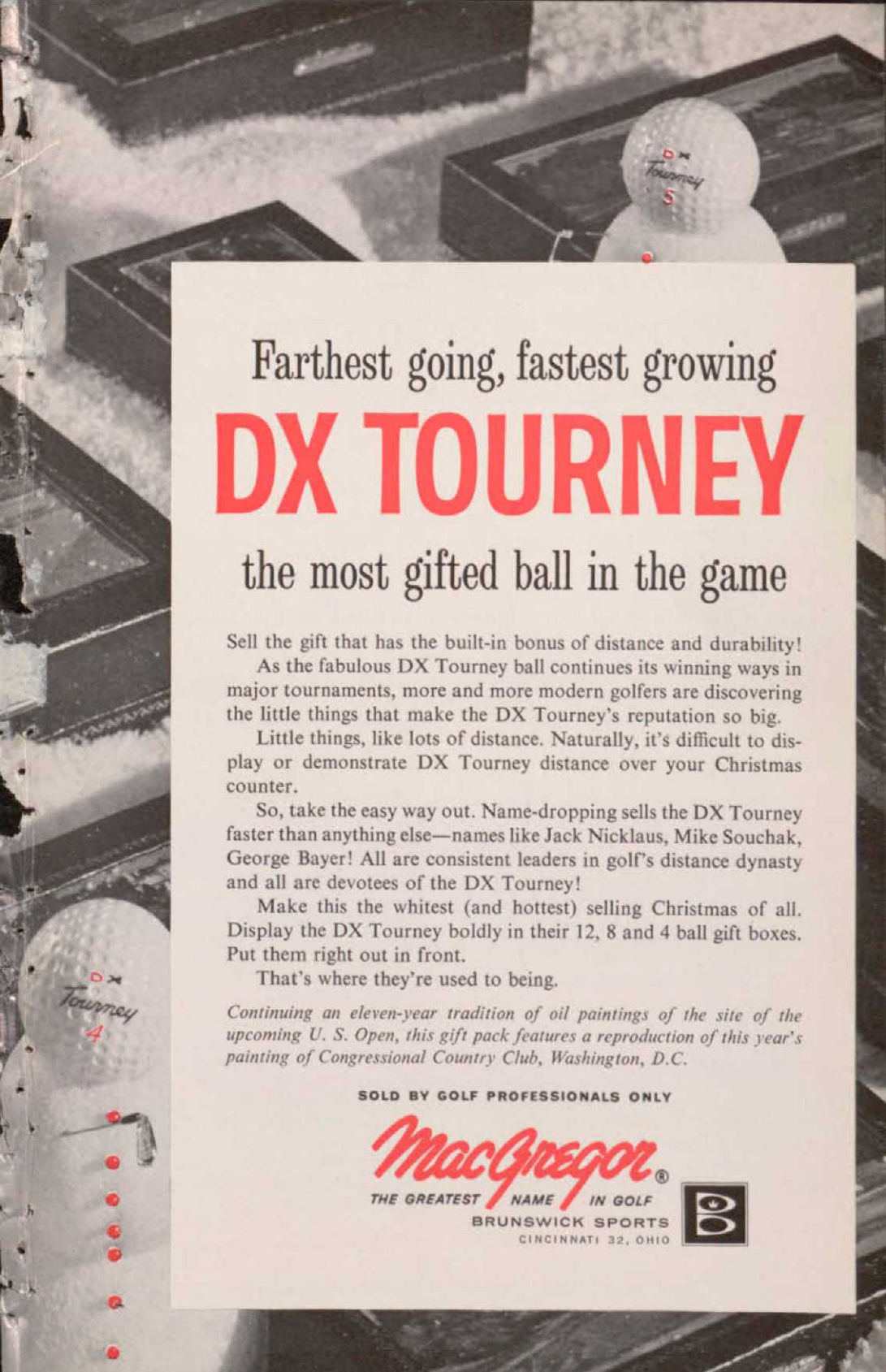
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DX TOURNEY

the most gifted ball in the game

Sell the gift that has the built-in bonus of distance and durability!

As the fabulous DX Tourney ball continues its winning ways in major tournaments, more and more modern golfers are discovering the little things that make the DX Tourney's reputation so big.

Little things, like lots of distance. Naturally, it's difficult to display or demonstrate DX Tourney distance over your Christmas counter.

So, take the easy way out. Name-dropping sells the DX Tourney faster than anything else—names like Jack Nicklaus, Mike Souchak, George Bayer! All are consistent leaders in golf's distance dynasty and all are devotees of the DX Tourney!

Make this the whitest (and hottest) selling Christmas of all. Display the DX Tourney boldly in their 12, 8 and 4 ball gift boxes. Put them right out in front.

That's where they're used to being.

Continuing an eleven-year tradition of oil paintings of the site of the upcoming U. S. Open, this gift pack features a reproduction of this year's painting of Congressional Country Club, Washington, D.C.

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THE GREATEST NAME IN GOLF

BRUNSWICK SPORTS
CINCINNATI 32, OHIO



They're Pushing Ahead at A Slow But Steady Pace . . . Many of the Ladies Aren't Yet Pro Brand Conscious . . . The story is that

Women's Club Sales Haven't Made Big Leap Forward

Sales of women's golf clubs have not increased spectacularly in the last five years. They are moving along at a somewhat better rate than "slowly", but considering that women's play and the number of women playing golf are up at least 35 per cent over what they were in 1958, sales of clubs through pro shop outlets continue to lag.

In 1958, the pros estimated that they were selling clubs to approximately 50 per cent of their women players. Now that percentage is up to very close to 70. From the volume standpoint, the situation is brighter if, for no other reason, than there are more women players.

About one of three pros say that the majority of feminine golfers now are investing in three woods where, in 1958, they struggled along with two. As for irons, most women are content to go along with the 3-5-7 and 9 copies, the same as they did in 1958. However, more women than in 1958 are filling in their iron sets with 4-6 and 8 irons and wedges. About one out of seven women players owns full sets, according to estimates.

At one club, a pro reports, the ladies seem to have discovered the 4-iron. This came about when one of the leading women players at the club began telling everyone what a great weapon this club is. It wasn't long before other distaff swingers, seeking to emulate her success as a player, became interested in buying 4-irons and a mild boom was on. The same thing has happened with the sand wedge at numerous locations, although most pros point out that the majority of women are still satisfied to use 9-irons in extricating themselves from traps. A wedge, however, remains an excellent starting point for talking the ladies into expanding their iron sets.

Two out of three professionals, recent-

ly queried by Golfdom, say that they have their women's club displays set up in a separate department, and more than 90 per cent attach price tags to the clubs as well as the golf bags that are displayed along with them.

Approximately an equal number of shopmasters say that confidence in the pro and gratitude for his service are as instrumental as club prices in persuading women to buy playing equipment in the golf shop. Lesson tee suggestions also play an important part in the sale of clubs. Attractive shop displays, most pros agree, don't do any harm, but few feel they supply the spark that moves women to buy clubs. As one pro puts it: "You can sell apparel on the strength of good displays, but clubs are another matter."

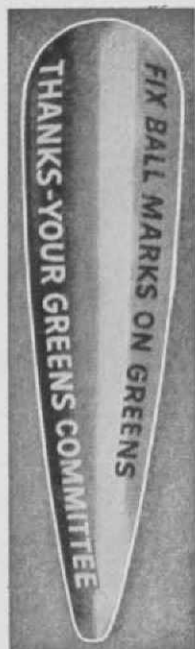
Don't Know Values

He accounts for this with the observation that women are completely brand conscious where sportswear is involved, but perhaps 75 per cent of them don't know an expensive make of club from a cheap one. "Golf clubs are golf clubs as far as the ladies are concerned," says this pro. "They haven't been sufficiently impressed with the idea that people play better with better playing equipment."

The champion salesman of women's clubs among pros queried by Golfdom undoubtedly is Ole B. Clark of Longmeadow (Mass). CC. He estimates that 85 to 90 per cent of the ladies who play at his club have bought their playing equipment from him and, of this number, 65 per cent own full sets. Nearly 250 of the 650 Longmeadow players are women. How does Clark account for his almost unbelievable success?

Teaching His Mission

"I have made a mission of teaching," he says. "I want all my members to derive as much satisfaction as possible from play-



ACTUAL SIZE

STOP BALL MARKS ON GREENS

Deep or shallow ball marks can now be a putting hazard of the past.

If only 20% of the approach shots hit the greens, it would total thousands of ugly ball marks per green, each year.

The golfers who wait for the Superintendent and his men to do this expensive repair job will continue to putt over the shallow and deep ball marks.

Remember these holes must be repaired a few minutes after they have been made. Your Superintendent does not have enough money or men to repair ball marks as soon as made.

This and other years, be kind to those beautiful greens, your fellow golfers and that proud and hard-working keeper of the greens, Your Golf Course Superintendent.

Prices: For plain or imprinted as shown — F.O.B. Des Moines, Iowa —

1000 — \$65

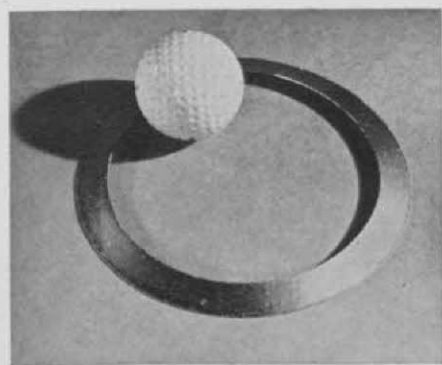
500 — \$35

250 — \$20

Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each. Ten dollars extra for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

This tool made and sold by a Golf Supt. of 33 yrs. experience.

WOODSIDE GOLF & PARK SUPPLY CO., Des Moines 13, Iowa



Superintendent's Labor Savers!

CUP-LESS

"Since using cup-less rings our practice greens have been in perfect condition!"

Supt., Woodside G.C.

The NEW, practical practice putting target rings. . .

Easy on greens—Easy on Golfers!

- Eliminate constant cutting and recutting of putting cup holes on practice greens.
- Eliminate player stooping and bending to remove balls from putting cups.
- Eliminate concentration of turf wear and tear on practice green surfaces.
- Allow players to choose their own practice putting lines.
- Get more mileage out of practice putting greens — save on maintenance costs!

CUP-LESS practice putting target rings have inside diameter of $4\frac{1}{4}$ inches (same size as regulation putting cups), are easily moved with putter blade to any location on green — spreading traffic wear and tear over entire green surface instead of localizing it. . .

Packaged in dozen lots

1 doz. . . \$10; 2 doz. . . \$18

Shipments prepaid



Joe Redanty, pro at LeRoy (N.Y.) CC, feels that pros at small clubs can supplement their gross by selling advertising space on golf cars. In his first year of selling space, Redanty got \$50 per car plus the expense of lettering. Next year he plans to increase the rate to \$100 because already he has three times as many applicants for ads as he has cars. Nearby Midvale CC, which owns around 50 cars, plans to copy Joe's idea in 1964.

ing golf. I think most of them sense this. It has given them confidence in me — so much, in fact, that many of them send non-members and guests to the shop to buy equipment from me. I don't trust any type of merchandise at anyone. I only try to sell Ole B. Clark, feeling that this will take care of the rest."

Ranking close to Clark in getting the patronage of his women players in the club sales department is Maurie Wells of Cascade Hills, Grand Rapids, Mich. "Close to 19 out of 20 of the women golfers at Cascade," Wells says, "buy their clubs from me. However, no more than one out of four owns a full set, although I estimate that the majority carry three woods, five irons and a putter.

Feel It's An Obligation

"Unfortunately," Wells continues, "I can't contribute much to a discussion of how to spur women's club sales. My members give me nearly 100 per cent support in buying their golf merchandise. It is something they have been doing for a long time. Probably it's because they feel it is the right thing to do."

Another who is in the 90 per cent bracket is Pat Patten of Orinda (Calif.) CC,

although he concedes that something like only five per cent of his women swingers own full sets. "It isn't so much that they won't invest in complete sets," Patten remarks, "but that many of them don't see the necessity for 14 clubs. The 5 or 10 or 15 yards difference in distance that a woman might get by switching from one club to another isn't as important to her as it is to a male golfer."

9 Clubs Standard?

James D. Fogerty of Sunset CC, Sappington, Mo., and Bill Clarke, Hillendale CC, Phoenix, Md., are in the 70-75 per cent class, with sales of full sets running from five to ten per cent for both. The 9-club set (putter included), in Fogerty's estimation, has to be accepted as standard so far as women are concerned. "If we try pushing more at them," he adds, "we may build up a lot of resentment. Our apparel sales to women compensate in a fairly large way for the club sales we don't make, and we don't want to take a chance in disturbing these. But don't think I'm stopping here," the Sunset pro continues. "We're just starting to dent the general women's market. Eventually, the 10-club

(Continued on page 107)

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Landscapes that are always inviting and usable, never dry and never soggy—require a scientific watering program.

An Aqua-Dial system is a scientific watering supervisor which may be set to precisely water the landscape at night or in the early morning hours when water pressures are usually highest, evaporation of valuable water lowest, and wind distortion negligible.

Aqua-Dial's complete line of turf irrigation equipment offers many valves, sprinklers, and automatic controller combinations, ideally suited to meet the exacting demands of golf courses, parks, and other similar large turf areas.

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WILL CONVERT
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FULLY AUTOMATIC!



AQUA-DIAL

The **QUALITY** Line
of Sprinkler Equipment

Clubhouse, now being built at Mukwonago resort course, is of heavily beamed design to complement the rugged countryside.



18-Minute Green

In Mukwonago, a town in the rolling country of southern Wisconsin about 30 miles southwest of Milwaukee, golfers are playing a beautiful new 18-hole course. Nearby, a rich crop of grass is sprouting on still another new 18-hole course that needs only sun, water and time to ready it for play.

A year and a half ago the wooded countryside, alternately hilly and swampy, was inhabited only by rabbits, fox, quail and other wild life. Then, Francis Schroedel, a Milwaukee builder, moved in with an imposing array of "cats," "clams" and other heavy construction equipment. His construction army cut down hundreds of trees, carved three artificial lakes out of the landscape and filled them with spring water, and installed several miles of cast iron pipe in an irrigation system. In a vast landscaping job, his work crews moved hundreds of thousands of cubic yards of earth and added new beauty to an area that was already naturally attractive.

No. 12 at Rainbow Springs wasn't shaped quite this quickly . . . But it gives an idea of the speed in which the 36 holes at this club were built.

Exactly 143 days after ground was broken, 160 acres of a 945-acre tract had been transformed into an 18-hole course. Billy Sixty, of the Milwaukee Journal sports staff, describing the speed with which builder, Schroedel, worked, facetiously said the entire 12th green was "raked and shaped by a cat-dozer in exactly 18 minutes." He wasn't too far wrong because about five miles of cast iron pipe were installed in the irrigation system in seven days.

When the job was done, Schroedel and his battalions started work on a second 18-hole course on the same tract. This, too, was completed, except for seeding, by the time the first heavy snow fell.

The first course was dedicated last October, seven months to the day after

(Continued on page 91)



Here is the unfinished finishing hole as it was being cut to size by the big machines. Pro shop is now located in the foreground.

(See article on page 70)

GOLF RANGE AUTOMATION

CUTS COSTS—BOOSTS PROFITS!

with **WITTEK** golf range equipment



BALL PICKERS

— The fast, economical way to pick up range balls. Easy on turf, can be pushed or pulled. Frequent ball pickup reduces weather damage to balls, reduces pilferage. **SINGLE UNIT PICKER**, 3½' wide; **JUNIOR MODEL** (above), 7' wide; **SENIOR MODEL**, 10'-7" wide; **SUPER PICKER**, 18' wide.

Junior Model

\$325.00

F.O.B.
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WITTEK ALUMINUM BALL WASHER

FULLY AUTOMATIC. No special electrical installation required. Just plug into any 110 volt outlet. Wire hopper holds approximately 1,000 balls; washes approximately 30,000 golf balls per hour.

Price, F.O.B. Chicago, Ill.:

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FAMOUS BALL-O-MATIC

2B

(Adjustable to dispense up to 30 golf balls.)

The **ONLY** machine that **AUTOMATICALLY WASHES**, counts and dispenses 6,000 balls an hour! Cuts down payroll, cash handling, storing costs, reduces service time per customer. Available with intercom and remote control ball release for use with charge systems in private clubs. Available on purchase or lease.

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WRITE FOR COMPLETE CATALOG TODAY!

NEW

3A

BALL-O-MATIC



Coin-operated golf ball dispenser provides 100% cash control, faster service. Pilfer-proof coin box. Can be adjusted to dispense any number of balls, up to 36 (i.e., 33, 30, etc.). Stores 4,000 balls. Optional Base Cabinet (see below) serves as stand for dispenser unit and as additional storage for balls, buckets, etc. (F.O.B. Denver, Colo.)

3A Dispenser Unit ONLY

\$645.00

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Irrigation System Pre-Assembled at Rainbow Springs

The unique feature of the Rainbow Springs installation of the cast-iron piping system is that it was designed and planned using modular coordinates. Starting from the back of each of the 12-foot long tees, there are three sprinkler heads installed at 40 feet intervals on each tee. The piping then continues through the center of each fairway, with sprinkler heads at 90-foot intervals, to the front of each green. The piping continues in the form of a Maltese cross.

It was installed before the greens were built, with the result that there are four sprinkler heads around the perimeter of each green. The green piping was varied in length from front to back, and from side to side (depending on the layout of each green) but still held within the modular coordinates. Five miles of pre-assembled piping was laid in seven working days.

Cutting, Fitting Made Easy

The design and engineering also included pre-assembly of all fittings, valves, etc., above ground prior to installation of the cast-iron pipe. These were fitted to the pipe before it was laid. This completely eliminated all cutting and fitting in the tight confines of the two-foot deep trenches. The vertical piping from the cast-iron pipe is galvanized. Valves, etc. are copper. Laterals are of cast-iron.

The fairways of the regulation course consist of a mixture of 50 percent Kentucky Bluegrass, 30 percent Red Fescue, and 10 percent Seaside bent and 10 percent Astoria. This mixture was seeded on the basis of 40 pounds per acre.

Quick development of the turf and greens on the regulation course can be attributed to:

A chemical analysis of the soil before seeding;

The spreading of at least 40 tons of lime, plus at least 45 tons of fertilizer on the fairway and rough areas before seeding;

The preparation of a seedbed mixture



Cast iron irrigation pipe is being laid across the Mukwonago River in front of the No. 2 tee on the standard course at Rainbow Springs.

for the greens of 60 percent torpedo sand, 20 percent black soil, and 20 percent peat moss. This was thoroughly mixed, spread to a thickness of 12 inches and then compressed to a final thickness of 8 inches in the construction of all greens, including the practice greens;

Fifteen pounds of Penncross bent was used in seeding each green;

All fairways and greens are watered as much or as little as required, with the cast-iron piping system and the automatic controls that are in integral part of the system, being used.

Turf in Eight Months

Rainbow Springs had an excellent stand of turf only eight months after seeding (this includes the dormant winter season of 1962-1963) and a statement made in June, 1963, by the state course rating committee said greens, collars and should-ers were as good as any existing golf course in Wisconsin.

There is no artificial tiling of any sort on any part of the course. Greens were designed with natural drainage, ventilation, etc. In addition, each fairway is slightly crowned in the center for natural drainage to adjoining roughs. The roughs, in turn, are swaled and also pitched to drain into the Mukwonago River, which winds its way through the course. This natural drainage eliminates standing, and "casual" water even after a heavy downpour.