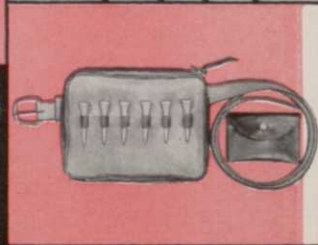


HILL'S

# PRO Grip

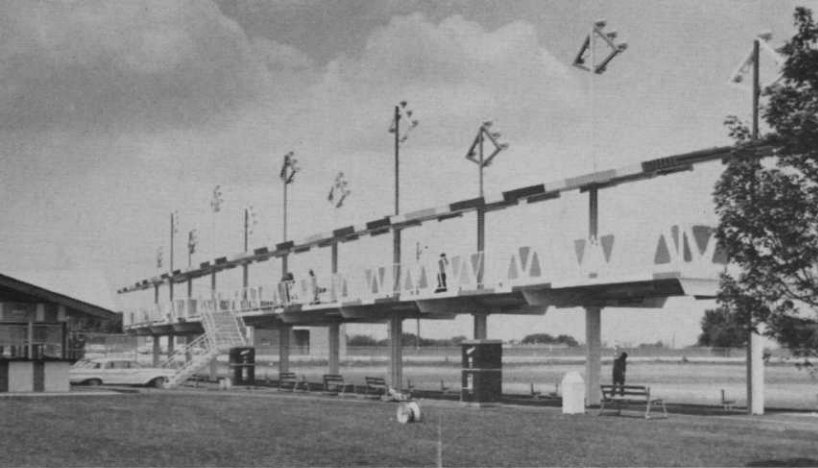
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Here is approximately the same sight you saw on page 30, only this photo was taken from the back of the tee line. There are 46 tees on the lower level, 20 on the deck.  
*Fred Kuehn photos*

## **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.

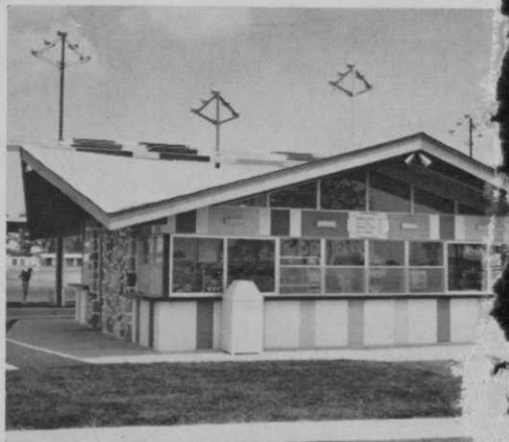
The Arlington golf club was opened last summer but never really got very far out of the gate because of the usual difficulties that plague a new enterprise. But now the turf is well rooted and greens, tees and fairways have come around in exceptional fashion thanks to the skillful tillage of Supt. Ray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



## Keep your greens up to par with **PREP SOIL CONDITIONER**

Let PREP help solve your green maintenance problems. PREP is a hard, granular, sorptive mineral that helps eliminate the greenkeeper's greatest problem—**compaction**—by maintaining a well-aerated soil. PREP conditions soil naturally and helps grass to breathe and fertilizers to act. PREP's high moisture-retention capacity promotes healthy root growth by preventing the loss of vital nutrients. Improve your greens this season by using PREP in your top dressing or in your seed bed mixtures. And remember, PREP works just as effectively on tees, fairways, aprons and lawns. Try PREP.

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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.

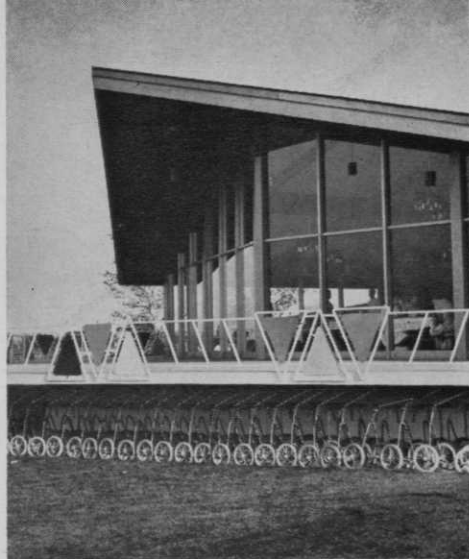
amendments to the turf, even non-golfers are attracted. Last winter, after the restaurant manager arranged to have the lights turned on during the dinner hour, patronage increased quite noticeably.

#### 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.







## **New Excellence by CHAMPION**

The new Eagle Sta-tite golf glove by Champion is beyond compare! It offers a new superb feel for the golfer who wants the finest. Sold only through Golf Professionals.

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**Model 2879.** 60% cotton, 40% Dacron® polyester stripe mesh. Solid collar, cuffs. Retail **\$5.95**



**Model 2965.** 100% Du Pont Orlon® Acrylic cardigan sweater. Italian bone buttons, ribbed bottom. Retail **\$13.95**



**Model 2843.** Worn by Jackie Burke, Jr. Smart new Rimaldi sweater-type bottom on shirt of light weight cotton honeycomb mesh. Dolman sleeves, 2-button placket, set-in welt pocket, stripe trim. Retail **\$5.95**

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All Munsingwear Grand Slam Golf Shirts have these exclusive features: patented nylon reinforced underarm gusset\*, 2½ in. longer shirt tail, machine washable, guaranteed not to shrink out of fit. Matching styles for women and boys.



**Women's Model 2882.** 100% Du Pont Antron Nylon sleeveless golf shirt, fashion collar, 2-button placket. Retail **\$5.95**



**Women's Model 2886.** Honeycomb mesh. 50% Vycron® polyester and 50% cotton. Sleeveless shirt. Peter Pan collar. Retail **\$5.00**



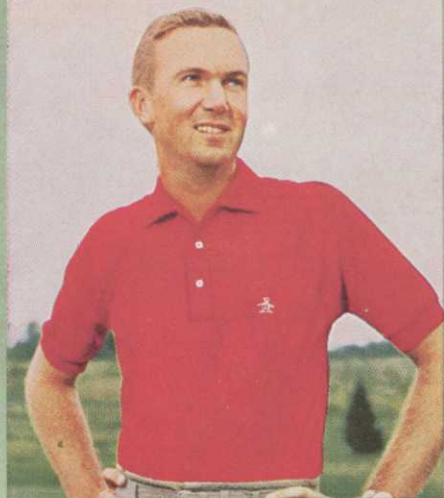
**Women's Model 2887.** 100% Textured Du Pont Antron Nylon. Sleeveless overblouse style, fully buttoned front. Peter Pan collar. Retail **\$7.95**



**Model 2872.** Worn by Bobby Nichols. Tuck-stitch mesh of 65% Dacron® polyester, 35% combed cotton. Two-color contrasting stripe on fashion collar and cuffs. 3-button set-in placket. Retail **\$5.00**

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**Model 2834.** Worn by Al Gieberger. Classic simplicity in a well tailored shirt of light weight 2-ply lisle cotton honeycomb mesh, 3-button placket, fashion collar and cuffs, embroidered Penguin. Retail **\$5.00**



**Model 2838.** Worn by Bob Goalby. 100% Textured Antron Nylon interlock knit. Welt trim on fashion collar and cuffs, Lycra and Antron action gusset, hemmed bottom. Inverted set-in pocket. Retail **\$7.95**

## SALES SOAR FOR grand slam golf shirts



**Model 2815.** Worn by Dow Finsterwald. Light weight honeycomb mesh of 66% combed cotton. 34% Dacron® polyester in two-tone patterned stitch. Solid collar, cuffs, embroidered Penguin. Retail **\$7.95**



**Model 2860.** Worn by Johnny Pott. Matching golf shirts for father and son. Light weight honeycomb cotton mesh with contrasting stripe trim. Boys' Model 4801 exactly like Men's shirt. Retail (Boys') **\$4.00**  
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Bud Williamson is seen at the right in his new, circular CC of Lincoln shop. Windows are high enough so that he can display merchandise directly below them without shutting out natural light.

## CC of Lincoln Has A Day for Bud Williamson

# *It's in Keeping with Support Members Have Given Their Pro*

**B**ud Williamson is a popular fellow at the Country Club of Lincoln, Neb.,. Members let him know it at a recent dinner celebrating his 23d year as professional at the club. Tribute to Bud as a key man in the Club's growth from 200 to 600 active members was recorded in a large and beautiful leather-bound book. Members' appreciation of Williamson's service was further expressed by gifts of a custom-made shotgun and a \$5000 Treasury note that were given him. A "Beat Bud" tourney, in which 150 persons played, climaxed the festivities. The net scores of nine golfers beat Williamson's 70. Bud's wife, Cecelia, received a golf charm bracelet from the club members.

Bud's success at Lincoln is best evidenced, though, by the loyal support that golfers have given his pro shop. Over the years, Williamson has found it necessary to carry a very high inventory as a convenience for the members. His heavy investment in merchandise is repaid by numerous sales that cause several stock turnovers each year.

The shop maintains year around operations even though the club is in the heart of the central states and is subject to winter's severest blizzards. The successful 12-month operation is a result of smart merchandising techniques that Bud has developed in 27 years in the golf business.

As part of the 23d year festivities, Bud



Most of the fixtures in the CC of Lincoln shop are custom-made. Rack, at left, has plate glass top. Lounge at right is a departure from the usual in that it is large enough to seat a dozen persons. Liquors service is available here from adjoining men's lockerroom.

opened a new pro shop located on the ground floor of the clubhouse, just below the grill room. The semi-circular shop is at the end of the building and convenient to the parking lot, first tee, practice range and practice tee.

The shop facilities were developed under Williamson's supervision with valuable assists from the club architect, officials and his pro shop staff as part of a \$500,000 clubhouse remodeling project at Lincoln. Around the 180-degree, semi-circular wall, twelve windows are placed about five feet from the floor. This arrangement permits the maximum use of wall space for display without blotting out natural light.

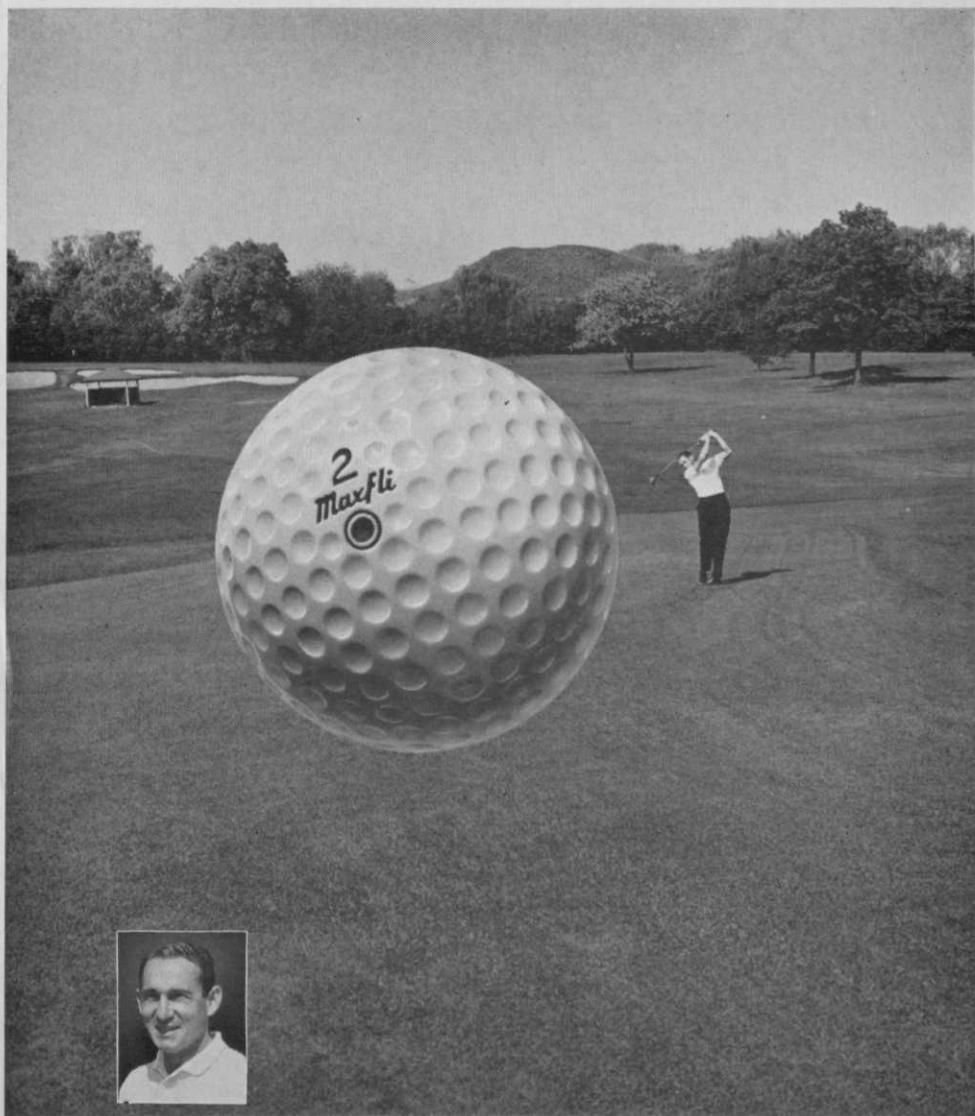
#### Large Lounge Area

The flat back wall of the shop is of rugged fieldstone and provides an attractive backdrop for the lounge area



which is equipped with three tables and 12 chairs. In this area customers relax with drinks served from the adjacent men's lockerroom and look over the nearby pro shop displays. The lounge and service areas are out of the way of normal shop traffic — a distinct advantage over many pro shop lounge setups.

In the new shop every fixture is mobile.



## Mr. Consistency\* hits it *a Maxfli mile*

And when your golfers need two big drives... one from the tee, one from the fairway on the par 5's... that's where their Super Maxfli comes in. No other ball gives them more yards per shot. Continuing tests prove it. Then when they go for the bird... their Super Maxfli holds its line from anywhere on the green. And its gleaming white finish comes shining through round after round. Super Maxfli. Make sure you've got plenty on hand.

\*Dow Finsterwald, Dunlop Golf Advisory Staff member.



SPORTS DIVISION 500 Fifth Avenue, New York, N.Y. 10036



## Cantrell Tells Why PGA Pulls Out of Palm Beach

This simplifies the re-arrangement of merchandise every couple of weeks to give regular customers a new view of the stock practically every time they shop. Bud credits this continual change with being a prime source of sales. "In a static shop, it's easy to shop by habit. If the golfer has to look around a bit, chances are he'll spot something he hasn't noticed before," he says.

The recessed lights installed in the ceiling of the new shop haven't proved adequate in Bud's scheme of mobile merchandising. Often, the area in which he wants to place a display is not illuminated properly. This problem might be solved by several strategically-placed, swivel-style spotlights that could be turned to light the re-arranged displays.

### Know Your Customers

"Spotlighting customers can be a successful selling tool, too," points out Bud. "Buy for their individual needs and tastes — make custom purchases for your members. Then, give a specific customer a phone call when you have an item you think would interest him. He'll appreciate the extra service."

Besides the traditional golf supplies, Bud stocks an increasing amount of sportswear. Sales in this department are up 15 to 20 per cent over two or three years ago. During the winter months, club members even can purchase topcoats from Williamson. Since the shop is located just off the men's lockerroom, Bud has found a ready market for men's shaving creams, soaps and cologne.

"Women are buying more," Bud says, "because they now shop more on their own. Our lounge area is a popular gathering spot for the ladies and this helps our sales. As sales to women have increased, we've devoted more attention and space to their needs. My wife, Cecelia, and Barbara Stempski, one of my sales assistants in the shop, handle the distaff department. They both have a sharp eye for new trends in ladies' sportswear and equipment."

### Don't Give Them Away

Commenting on his trade-in policy on used clubs, Williamson says, "I always allow a little less than I think I can realize on re-sale. A pro has to make up his mind

In announcing the PGA's decision to vacate the 36-hole Palm Beach Gardens, Fla. golf project on May 1, Warren Cantrell, the pro organization's president, declared that it is five months behind schedule and no action is being taken by the contractor to bring it to completion.

The decision to leave Palm Beach Gardens was made in mid-April following a series of fruitless meetings of the PGA executive committee with John D. MacArthur, owner and developer of the project.

In a letter to MacArthur telling of the PGA's intention to vacate the property, Cantrell cited the following contract violations:

The course watering system is unworkable and inadequate;

A number of details of clubhouse construction aren't completed;

Halfway houses aren't completed and nothing has been done in recent weeks to bring them to completion;

Landscaping of the course and clubhouse area is not adequate and not in conformity with the terms of the contract;

The basic soil structure of the greens is not in keeping with specifications;

Neither the course nor the clubhouse has been approved by the architects employed by the PGA to make final acceptance.

The PGA has been using the two Palm Beach courses and the clubhouse since early in 1964 at the invitation of MacArthur. However, it never has taken formal possession of the project.

The property was scheduled to be turned over to the PGA last November, but delays in construction and legal wrangling caused an indefinite postponement of the transfer date.

---

to realize some profit on used equipment. The market for trade-ins at Lincoln is my out-of-state customers, and those who don't belong to the club."

A pro's appeal to his members depends to a great extent on the extras he's willing  
(Continued on page 106)

# How many of your customers are Birdwatchers?

The bird is back. Spalding's Black Dot is designed in the proud, powerful tradition of the famous Distance Dot. It delivers the same sharp, clean satisfying click. It even sounds like distance. And it should. With its high energy center and its

lively white cover, the Black Dot unleashes maximum distance shot after shot, round after round. So watch for the bird on the display box. Watch your sales take off. Sold through **SPALDING** golf professional shops only.





Sam Randolph, LaCumbre pro, slips bag into one of the new racks in his pro shop.

## Use Chipboard in Re-Building LaCumbre Racks

By ROBERT INGLE HOYT, A.I.A.

**G**olf bag storage is as various and perhaps nondescript as the swings of beginning golfers. Uniformity is one of the routine necessities of golf shop operation that should have been developed years ago. The need for protection of members' property is of the greatest importance, but where club storage is involved it has been neglected to often.

A recent survey of club storage at one club indicated that the racks had been designed by a person who had nothing to do with the pro operation. How many times has this happened?

This article is intended to show what the study of a professional packaging expert has uncovered . . . that it may be usefully shared . . . and possibly improved upon by those who care to try.

During a recent remodeling and extension program at the La Cumbre G & CC clubhouse in Santa Barbara, Calif., some enthusiasm, ideas and money spilled over into the pro shop. The club professional inherited what passed for racks that held bags six tiers deep between pipe dividers

against a wall. This resulted in inaccurate storing, clumsy service by the staff, inefficient use of the allotted space and was extremely abusive of equipment.

### Protect Members' Property

Sam Randolph, the club pro, asked the professional in the building program, the club architect, to study his problem. A survey demonstrated that the most convenient storage method was through the use of cubbyholes with clubs put in the racks horizontally. The advantages of accessibility and storing, as well as protection of the members' property, was the prime consideration.

The space utilization of the horizontal method, in view of building construction costs, probably is the most efficient that has been devised. The architect, recognizing the dimensional efficiency of stacking circular holes over square holes, checked the use of concrete, plastic and cardboard pipes. The small advantage of the increased number of cubbyholes was offset by higher cost, but it was worth it.

### Material Proves Superior

Normal construction of cubbyholes is of ¾-inch plywood and 12 to 16 inch holes or openings. The architect checked other materials that could have been adapted for this purpose and found one that to date has proved superior. A by-product of the lumber industry is a non-warping sheet sold under various names but generally described as "chipboard".

*(Continued on page 110)*