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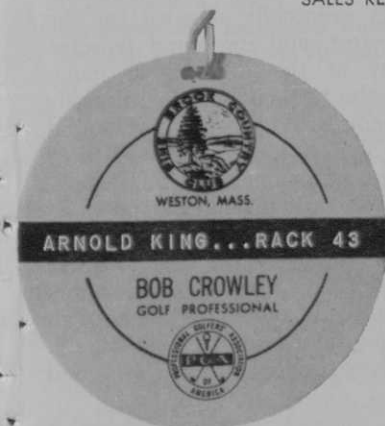
Irv Schloss



Aerial View of New Home of Miller Golf Company

RANDOLPH, MASS., OCT. 10 Irv Schloss, well known P.G.A. golf pro and founder of The Miller Golf Company, Dunedin, Florida, has announced his company's move to new and much expanded quarters in Randolph, Mass., where it has joined forces with Adams Pro Products to offer the world's most complete line of equipment and accessories for the club, course and pro shop. Expansion of the product line is focused on a new and uniquely coordinated system of club and player identification, especially in deluxe golf bag tags, club key tags, and personnel badges featuring DYMO personalization. Golf pros everywhere are urged to write for the completely new Miller Golf Company catalog.

SALES REPS NOTE: SOME TERRITORIES STILL OPEN



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Bigger and better par-threes

The beautiful Blue Rock layout on Cape Cod is a fine example of how a modern par-three can attract every type of golfer—from novice to expert.

By ABBOTT BAKER

Businessmen in general have become aware that older people, to borrow an apt if ungrammatical phrase, "have never had it so good." Better living conditions, medical care and old-age retirement plans have created a leisure-time market that can be turned into profit.

Certain areas of the golf business have not been caught napping in this respect. One such area is the development of par-3 courses. They first started around amusement centers, but now they are being built with all the characteristics of full-length layouts. One such par-three is the beautiful Blue Rock course located in

a small town called South Yarmouth, in the heart of Cape Cod.

The proprietors, John Davenport and his son Palmer, or "Pete" as he is better known, were inspired by a par-3 set-up they saw in Palm Beach, Florida. They had been interested for some time in building a course, but they hoped to construct something a little different and with ample eye appeal.

Knowing what to build and why, the next step was the selection of a site. The Davenports eventually decided on the Mid-Cape area, and for sound reasons: accessibility of the location to major roads and also to their market—primarily retired people making their year-round homes on the Cape. In addition, there were few courses open to the general public in this particular area.

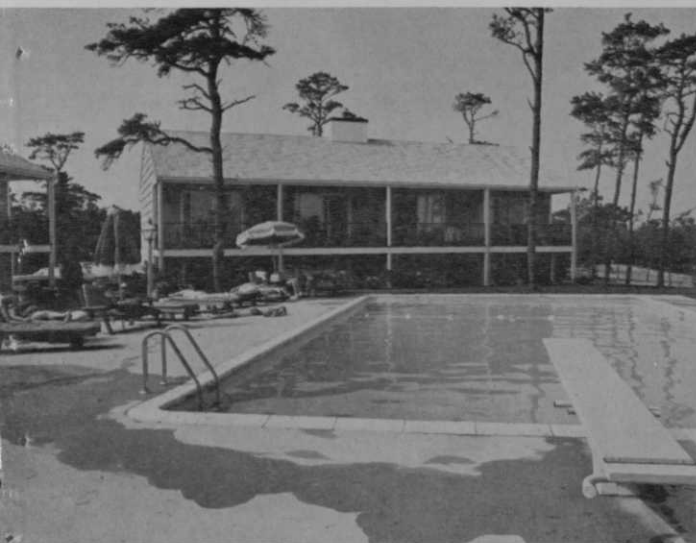
The most practical consideration in pinpointing exactly where and how was water. Neglecting the obvious, many course owners do not make a thorough investigation of where to get enough water to keep their courses "alive" and lush.

Finding some acreage containing a cedar swamp with 30,000 to 35,000 cubic yards of peat which when dredged out would be displaced by an equal amount of water, the Davenports were immediately convinced that this was it.

The dredged peat turned out to be a real plus factor, along with another natural resource—sand. They were able to make their own loam, which if bought



The Blue Rock Club House, designed in the tradition of Cape Cod Early American.



Palmer "Pete" Davenport, right, Blue Rock co-owner, has created a golfers' paradise on Cape Cod. The Motor Inn, left, is just a nine-iron away from the first hole.

through regular channels, can be an expensive proposition. From the cedar swamp, that has now long since been turned into a rather pretty pond, they can pump 250 gallons of water per minute, which is adequate indeed for a par-3 course.

The Davenports desired one basic distinction from other par-3s; they wanted to build a GOLF COURSE and not an incidental attraction in a lighted amusement park with average holes a mere 70 to 80 yards long.

Wanting something on the idea of the par-3 layout in Palm Beach, they wisely employed the talents of golf course architect Geoffrey Cornish. He designed a course that was indeed a challenge. On it, you can hit every club in your bag from the pitching wedge to the driver—there are many full-length courses that can't make this boast. The course is now four years old. The first bulldozer started clearing in June of 1960, and construction was completed in May of '61—just 11 months.

The course measures a lengthy 2,803 yards, with 18 par-three holes.

It is built through dense pines and marked by two very demanding water holes, the ninth and 18th.

Thanks to the ingenuity of Cornish, every hole has a personality all its own. The bunkers are akin to those on the traditional Scottish seaside links and are meticulously kept. The beach sand in the traps is the best to hit out of and also aesthetically the most pleasing to look at. Cornish was influenced by all the great par-3s he had seen or designed throughout the world.

The greens are on the large side, averaging 8,000 square feet. Cornish has shaped them so that no two are similar and this adds to the visual appeal of the entire layout. In addition, the greens are contoured and slightly raised so that they can be clearly seen, besides making for interesting and challenging putting problems. The turf is Pencross Bent, ensuring a superb putting surface; the aprons and tees are Merion Blue and a little Kentucky Blue. Merion is ideal for tees and aprons where you get a tremendous amount of play. It's a very tough strain and can stand up to wear

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Reminiscent of the days of Nantucket whalers is the Blue Rock dining room Captains' chairs.

PAR-THREES Continued from page 83

and tear better than most other kinds of grass.

The golf course plus the practice area covers approximately 45 acres, with the course itself occupying about 32 acres. This seems to be the acreage required for a full-length par-3 18-holer. In contrast, a regulation course averages between 110 and 160 acres, so Blue Rock is about one-third the overall size of a full-length course. In length, a standard course averages about 6,300 yards, Blue Rock measures 2,803 yards, so it rates as a long par-3 course.

The Davenports concentrated on building an attractive course before adding all the frills. It's the course, not the other facilities, they feel, that chiefly draws the people.

There is always an air of uncertainty as to the success of a business venture. But from the very start, the Davenports felt they had a winner. Golf unquestionably is on a continuous upswing. For many retired folks, Blue Rock offers an opportunity to become active in a sport for which they had little time before. Also, there is the wonderful opposite sex. Although not too seriously considered at first, the girls now make up at least 50 per cent of a season's total play. Lastly, the par-3 course encourages novices of both sexes, whereas the regulation-length 6,500-yard tracks frighten the day-

lights out of a tyro golfer.

The charm then of this par-3 golf course is that *anyone* can enjoy a round of golf.

Also you can play 18 holes in about two hours and still be in shape for the beach with the family. For example: Tee it up at 9 a.m. and be on the beach at noon, not even breathing hard. Another encouraging feature of par-3 golf is the abundance of husband-wife participation. When the better half is a beginner she doesn't have to be a drag

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"Little things mean a lot." Mementos on Blue Rock's fireplace of all the holes-in-one.

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to the breadwinner on his day of golf; the holes are short enough so that whether it's her first time or 10th, Dad can still enjoy himself and not spend the day in the woods looking for the lady's golf ball—a common occurrence on a regulation course.

Well, it's one thing to have a great product, but it's still another to get people interested. Blue Rock, unquestionably a good product, still needed to be promoted.

The first year, Pete Davenport employed the services of all communications media. Short blurbs appeared in local newspapers and magazines and on local T.V. and radio. He invited Dave Marr (current PGA champ) and Patty Berg to give a teaching clinic and exhibition.

"Patty," said Pete Davenport, "is as great an entertainer as she is a player. She helped us tremendously, and I strongly urge anyone interested in kicking off their first day to invite someone like Patty."

Marr, also a charmer, established a course record of 51, which stood for more than a year.

Patty Berg was quoted as saying that it was the best par-3 she had ever seen.

In October of the first year one section of the Annual Indian Summer Golf

Tournament was held there. It's played over four different courses and although skeptical of Blue Rock at first, the pros had the time of their lives. Now it's a regular one-day stop in the tourney, held in October every year.

"The little course is not so little," said Pete Davenport. "Over 20,000 rounds were played on it before anyone matched the par of 54.

"The results of a few promotional ideas and the fine playing conditions for such a new course led to a very favorable first year," remarked Pete.

From the first day the course was heavily played. The increase in play the second year over the first was at least 60 per cent. In the last two years the rise has not been so marked, but it's becoming increasingly difficult to accommodate all the people who want to play the course. The average daily play is approximately 180 registrants.

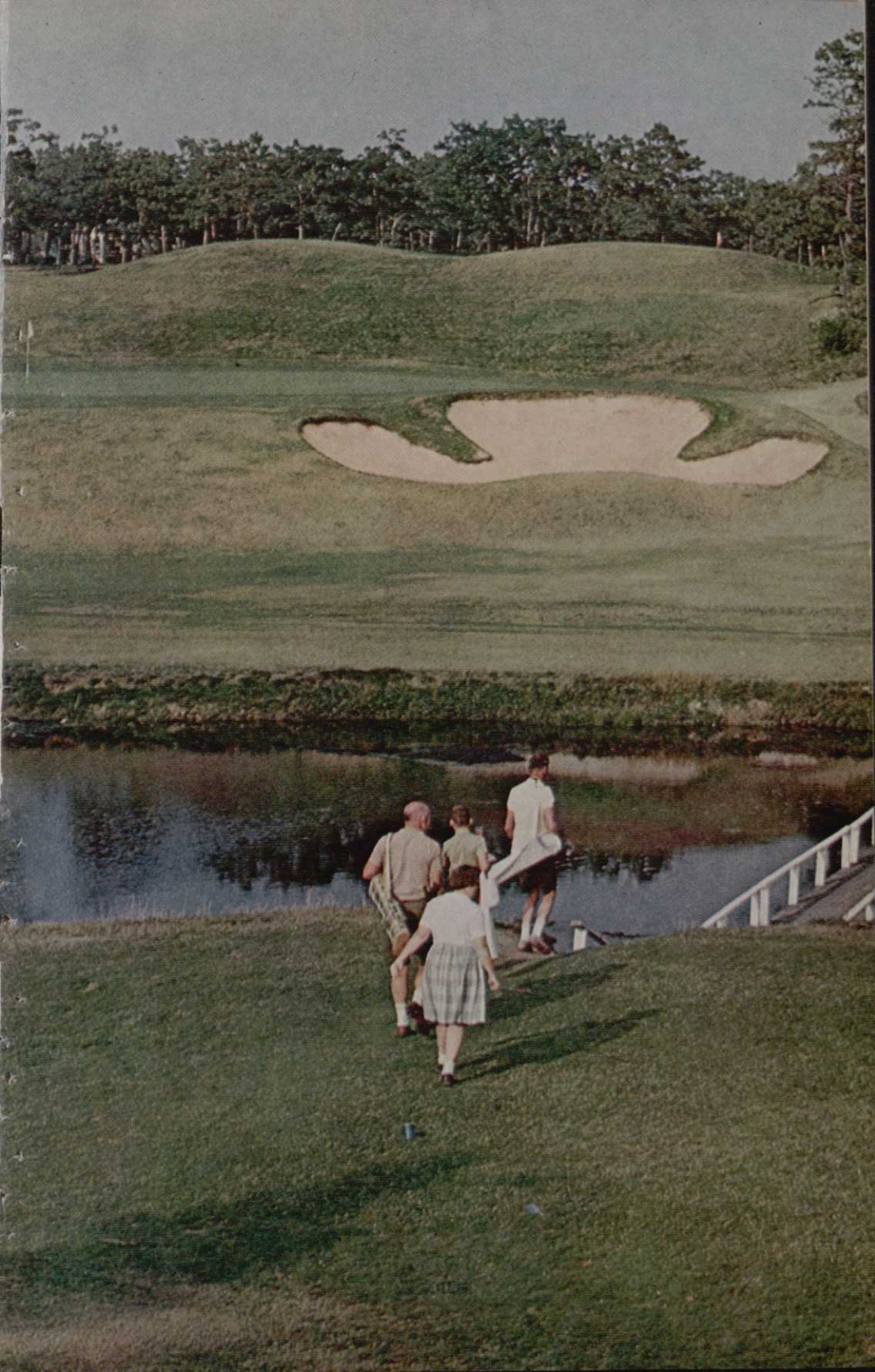
"We figure capacity is about 260 players," said Pete, "and many times we exceed that figure."

Since Blue Rock is located in an area where golf is played practically all year long, (in this part of New England snow doesn't last long), the off-season green fees are reasonable.

It looks as though the par-3 courses are here to stay. Let's hope so. They seem like a good deal of fun. •



The Blue Rock pro shop, left, is one of Cape Cod's best. Karl Warnick, right, golf pro, keeps it well-stocked. A three-par of this kind requires a complete shop. Beautiful, but demanding ninth (facing page), is one of the sportier holes.





Seed selection is important

*This first step in turf operation may seem relatively simple—
but there are pitfalls.*

By DR. ROBERT W. SCHERY

Director, The Lawn Institute

Seeding the golf course may seem a singularly uncomplicated operation, compared to the delicacy in rates and timing needed for weed control, disease prevention and fertilization of the pampered greens. Yet, there are factors the superintendent may never have considered. Conceded, that every superintendent understands good seedbed preparation; still, the best in planting can be defeated if choice of seed is not wise.

For plantings where the soil has been sterilized, chiefly greens, the superintendent must be exceptionally careful about the seed he sows, or the sprigs and stolons he plants. If not, he may waste his sterilization investment.

Fairway plantings are less demanding, but even there careful scrutiny of seed quality is merited. The close clipping that tournament play now calls for increasingly focuses attention on bolster-seeding. Overseeding becomes a regular maintenance requirement, just as is the winterseeding of southern greens.

Dr. Daniel, Purdue University, points up the revival of interest in Kentucky bluegrass fairways, once considered impossible under low mowing. Now Daniel feels bluegrass has much to recommend it, provided modern maintenance precautions are taken. Among them he advises "repeated light overseedings at 10-40 lbs. for each acre." Seed purchase shares importance with other budgeted items.

With the spread of fairway irrigation (and close mowing), many turfs have

turned largely to *Poa annua*. These may need partial renovation, including introduction of low-growing species such as economical Highland bentgrass. Firestone Country Club, site of the All American Golf Classic, vertical-thinned its fairways, overseeding with Highland bent in the hope of having "something else" handy should the prevailing *Poa annua* find the going too rough during a muggy summer spell.

ABOUT SEED SPECS—The required label effectively covers familiar marketing standards such as germination—the ability of the seed to sprout—the importance of which is obvious. But other implications are less obvious. For example, what are the underlying inferences from the "purity" figures on the tag? A lower purity percentage might occasionally be a better buy (if the remaining percentage is merely inert). Even where purity is extremely high, a small unspecified residue can be hazardous if it includes live seeds of species that are *weeds* in fine turf. These don't necessarily have to be listed on the label (it varies with state law).

A couple of winters ago imported rough bluegrass (*Poa trivialis*) winterseeded to southern golf greens carried a bit of rosette crucifer seed, probably shepherd's-purse. Courses utilizing it had to lavish many man-hours of hand digging to eradicate the pockmarks (since herbicides could not be trusted on the delicate green grass). This was certainly

SEED SELECTION

Continued from preceding page

an expensive seed purchase regardless of price.

Let's review some of the factors that make for a good seed buy. Price of seed by the pound is really the least important. Far more meaningful to a golf course are the "headaches" to be avoided by choosing seed wisely.

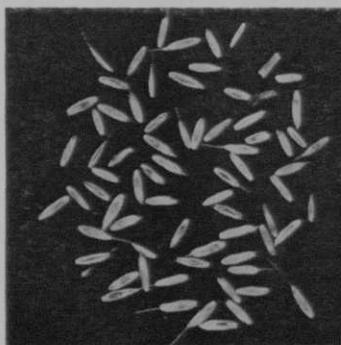
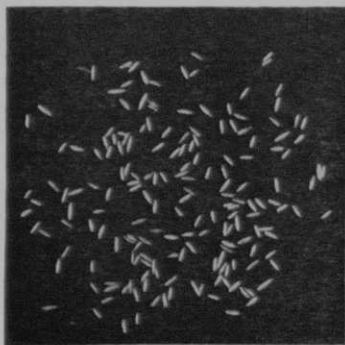
CHOICE OF SPECIES—I can't tell the superintendent what variety to choose. Proper genetics are his to assess, in the light of local conditions, experience and preference. Some managers prefer one variety, some another. So long as the proper environment is maintained for the chosen variety, its performance will be excellent. If anyone, the superintendent is capable of maintaining proper grass environment. It's his profession. For the green he will have many vegetative strains to choose from, each with its subtle peculiarities. Typical are such true-to-type vegetative varieties as Toronto, Cohansey, Washington, Congressional, Old Orchard, Arlington, Pennlu, Evansville and Nimisilla, listed in the order of their rating by Dr. J. B. Beard, Michigan State University.

A convenient, economical alternative is seeded creeping bentgrass such as Penn-cross. Reports indicate Penn-cross to have performed remarkably well all across the country, though its vigor does entail a bit more attention to avoid thatch. Seaside, an old favorite creeping bentgrass from seed, is considered more disease-susceptible than is Penn-cross. There is also a velvet bent, Kingstown, now available as seed; and of course the recog-

nized colonial bentgrasses (used mostly for fairways, but occasionally for bolstering greens), such as the work-horse Highland, and at higher prices Astoria and Exeter.

For fairways and tees a number of seeded bluegrasses and fine fescues are standard, often preferred in combination. Kentucky bluegrass has no equal as a rhizoming sod-former. Fine fescues such as Chewings, Illahee and Pennlawn are included especially for dry soil in the shade and for sandy outcrops not well fertilized. Mowed tall, as in the roughs, Kentucky bluegrass-fine fescue seedings endure indefinitely with little attention. Merion Kentucky bluegrass has been much used for tees. Its relatively low growth and dense foliage equip it well for this use. Non-premium varieties are usually used for the voluminous fairway seedings, natural Kentucky bluegrass or a combination of proven varieties that include Arboretum, Delta, Park, Newport.

Other than for winterseeding of greens, increasingly being done with northern "fine-textured" grasses (fine fescues, Kentucky bluegrasses, bentgrasses, various Poas), Southern golf turfs receive relatively less seeding. Improved Bermuda selections such as Tifdwarf and Tifgreen for the greens, Tifway for the fairways, must be vegetatively planted since they don't come true from seed. A good many golf courses do seed common Bermuda, and perhaps occasionally in the deep South bahia, carpet, centipede and zoysia. For discussion here, however, we must confine attention to species adapted to the northern two-thirds of the nation where seeding is usual.



Kentucky bluegrass, far left, is nearly 100% pure, with little inert, and no detectible, weeds or crop. Rye-grass, right, two stem fragments (inert), upper left, some smaller seeds could be fescue; if so, they are "crop" in ryegrass.