

Swinging around golf

by Herb Graffis



Second annual Tony Lema Memorial tournament at Marco Island (Fla.) CC for benefit of boys' clubs in Florida and California drew a fine field of 38 pros each with three amateurs, many of them stars in TV and other sports, and a gallery of about 5,000 . . . Club pro George Corcoran, tournament director Gene Sarazen who lives at Marco in the winter, Frank Mackle, president Marco Island Development Co., are entitled to brag about a delightful new community built on miles of glistening beach and a grand golf course . . . Jack Paar at the pre-tourney dinner showed a film of comical incidents cut out of National Football League game pictures and other laughable news shots that is by far the funniest sports movie I ever saw . . . Randy Glover, pro winner set a course record; a six under par 66.

Mark Perrault succeeds his former boss, Paul Yurick, as pro at Franklin CC, North Attleboro, Mass. . . . Yurick moved to Florida . . . Perrault, 26, is another of the many foresighted young pros who got ready for advancement by attending PGA business schools in winter . . . PGA educational plan is developing steadily while PGA lack of golf business market research and development is costing pro golf millions each year and letting business go from pros to stores.

Advance publicity on National Open on Oak Hill CC east course, June 13-16 says nearly 1,300 people will be involved in operating the Open with a field of 150 . . . Oak Hill east will have a different 5th hole from the one played in the 1956 Open and the 1949 National Amateur . . . Present No. 5 will become No. 6 and a new 180 yd. hole will have its tee convenient

to the 4th green and the new 6th tee.

The Byron Nelson Classic for \$100,000 with a \$5,000 curtain-raising pro-am April 24 at the men-only Preston Trail CC, Dallas, is an over-due big time recognition of one of pro golf's nicest guys . . . He has had class from caddie days on . . . He was one of the greatest players and a major reason why tournament golf was kept alive during WWII . . . Byron went to more earnest effort, really trouble, to get into World War II than many athletes did to stay out, but got caught by medical examiners and tossed out because of hemophilia . . . Byron was one of those bleeders who would be in dangerous condition from a shaving scratch . . . L. B. Icely, head of Wilson Sporting Goods Co., and Maynard (Scotty) Fessenden, Western Golf Association official, underwrote wartime tournaments to keep the affairs going for recreation, entertainment and fine places for pros in the armed forces, but not in combat, to get passes and pick up prize money.

Nelson's restraint in a National Open championship at Canterbury

when his caddie walked through the gallery which was roped closely behind Nelson's ball, and kicked the ball, penalizing Nelson, was the finest display of sportsmanship I can recall during an Open . . . The kid probably cost Nelson the title but Byron promptly made it plain that he didn't blame the boy . . . Nelson has been doing TV jobs that many golfers consider most informative, interesting and accurate . . . He also has been busy in a sales promotion capacity for Lincoln-Mercury automobiles.

Fred Waring to put on "Golf Workshop" April 28-May 1, with 25 tour pros as instructors at his Shawnee Inn, Shawnee-on-Delaware, Pa. . . . Price of \$200 is overall including two days of intensive instruction and playing lessons . . . Bruce Devlin is the most recent of the tour pros to get a course architectural side-line . . . He's with Bob von Hagge, working on a course for the Dutch island of Aruba in the Caribbean off the northwest tip of Venezuela . . . Hagge, a protege of the late Dick Wilson first gave evidence that he is to be rated in the top strata of designers by his work on the exclusive Boca Rio course west of Boca Raton, Fla. . . . Wilson was a genius in handling earth to convert flat ground into scenic and testing fair contours and Hagge's job at Boca Rio in this respect, especially, is outstanding.

Fred Kawmy, now manager, Vermilion Hills CC, Danville, Ill., from 1954 to 1964 was public relations assistant, cultural affairs in the American embassy at Damascus . . . Maple Hill GC, near Hemlock, Mich., sold to members by Carl Hegenauer, who built the course and opened it as a public course

Continued on page 10

fairway fashions...with DiFini



The wonderful world of DiFini is everywhere golf is spoken. Even a rack room comes alive when Fairway Fashions make the scene. And DiFini lets you in on the latest lessons in swinging Spring-Summer styles, colors, and fabrics.

(Left) He's fitted to a tee in his coordinated Pinehurst link-stitch golf cardigan of washable 50% Dacron*/50% Orlon* blend, over a boucle-styled Pinecrest mock-turtleneck shirt of "Wintuk" yarns, 100% Orlon* acrylic, with accent collar stripe. His tapered slacks feature continental pockets and are a cool blend of 65% Dacron*/35% rayon. Cardigan, about \$18; shirt, about \$9; slacks, about \$16.

(Center) She's ready to swing in her coordinated golf set of full-fashioned sleeveless mock-turtleneck shell of silky Antron* with collar stripes and dyed-to-match, man-tailored silk-blend shorts, topped off with luxurious mohair and wool link-stitch golf cardigan. Shell, about \$11; shorts, about \$14; cardigan, about \$15.

(Right) She calls the shots in her single-needle tailored sleeveless blouse of cotton blend, with matching polka dots on her shorts glimpsed through the peek-a-boo action "D-skirt"—a DiFini exclusive! Blouse, about \$7; combination skirt and shorts, about \$19.

*Du Pont's registered trademarks.

Di Fini
ORIGINALS and KNITWEAR

Available at Country Club
and leading Resort Pro Shops
367 Southern Boulevard
New York, N. Y. 10454

Graffis

Continued from page 8

in 1952 . . . He and Mrs. Hegenauer, will continue to operate the club . . . Stanley Murphy, Saginaw, is president . . . The Hegenauers also built Frankenmuth (Mich.) G&CC which they have turned over to their son Mike, and his wife . . . Cliff LeMieux resigns as manager Keokuk (Ia.) CC to become area recreation director of Honeywell CC at Minneapolis . . . Honeywell Corp. for its employees has one 18 near Minneapolis and plans to build 27 more holes and other recreation facilities.

Ike S. Handy, the octogenarian Texan, has scored well again with his latest book "How to Hit a Golf Ball Straight." . . . It's published by Cameron & Co. 444 Market St., San Francisco 94111, and sells for \$4.95 . . . Handy boils his observations and theories down to the delicate essential of timing and gives you a lot to think and argue about and to experiment with . . . He maintains that the best straight shots are hit with the wrists remaining cocked until after the ball is hit . . . He urges "Learn the simple mechanics of hitting a ball and leave every other factor to your subconscious mind." . . . This is a book with a stimulating golf argument on every page . . . Ike and Dick Forester, pro at Houston CC where Handy has been a member for years, have had debates on golf technique that should have been recorded . . . Ike is unorthodox and glories in it . . . He maintains that the computer figures introduced last year show there are very few tourney pros who could

Continued on page 12

Miss Us?

Shouldn't you be reading GOLFDOM each month? If you aren't presently receiving a copy each month, you can help us keep our mailing list up to date by filling in the Buyer's Service Card at the back of this issue. Newly elected officials at every club should fill in the card and mail it to GOLFDOM in order to make sure they receive copies which were formerly sent to their predecessors.

Gino Paoli
is for golfers who still dress
for golf.



Golfing without Gino Paoli is like playing tennis in purple shorts. Unthinkable. Gino Paoli designs golf clothes exclusively for golf.

For both men and women. They've even color-coordinated accessories with their golf clothes. So you can have freedom of movement and a free hand with style.

Ask for Gino Paoli wherever authentic golf clothes are sold. Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N.Y. 10018.



Gino Paoli color-coordinates you from your hat to your shoes. For more information circle number 164 on card

Graffis

Continued from page 10

be considered genuinely good golfers but keep in the money by recovery shots and putting . . . The Handy book is illustrated by action pictures of Mary Anne Villegas Rathmel of Dallas, formerly of New Orleans . . . Ike says Mary Anne, now 34 and mother of four children, has the most perfect golf swing he has ever seen . . . She has won many championships although golf has been simply a pleasant game to her and at no time a very important part of her living.

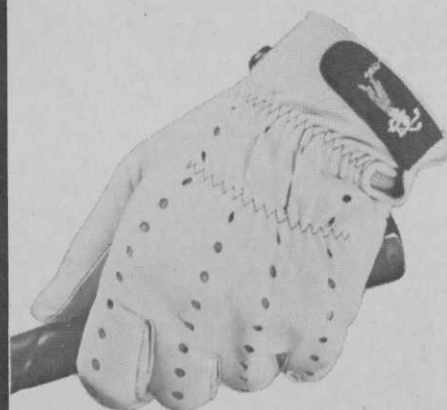
New format of National Golf Foundation's monthly report giving courses opened for play, under construction and the prospects that have come to the Foundation's attention, plus list of Foundation's new publications and other news is a highly useful improvement over the former monthly record . . . Private Club Administration, a new 640 page book, published by Club Managers Association of America, 1030 15th St., NW, Washington, D.C. 20005, brings to a stage of great utility a project of the CMAA started by Carl Jehlen, Baltusrol GC, manager and a past president CMAA, and brought to publication by Henry O. Barbour, director of the Michigan State U Hotel and Restaurant Management school . . . The book is \$12.50 to CMAA members and \$18 to non-members.

American Society of Golf Course Architects at their annual meeting, held at Boca Raton, Fla., elected Ferdinand Garbin, president, succeeding Wm. F. Gordon . . . James G. Harrison was elected vice president and Edward L. Packard, secretary-treasurer.

David Imber now pro at Southern Illinois G&CC, Marion, Ill. . . . James A. Hector named pro at Davis (Calif.) municipal course . . . Vernon Johnson engaged as manager Athens (Ga.) CC . . . Jimmy O'Brien goes as pro to South Gleason Park muni course at Gary, Ind., from Old Orchard GC at Elkhart, Ind. . . . Pat O'Brien, Jimmy's son, is assistant to Hal Miller, pro at Evanston (Ill.) GC . . . Al Renzetti's evening instruction programs for Clarkstown (N.Y.) recreation

Continued on page 89

JUST FEEL THE DIFFERENCE THE PAUL HAHN GLOVE IT PUTS THE "POW" IN GRIP POWER



We call it "The Gripper". You'll call the Paul Hahn Glove the greatest improvement in golf gloves. Just grab hold of your favorite club and feel the difference. It's got the grip that really holds.

In fact, it's got everything you want in a golf glove! Skin-thin imported leather. Adjustable Velcro wrist tab. Trick shot emblem. Perforations. Snap-off ball marker.

In 8 popular colors: Beige, Pecan, Gold, Grey, Black, Red, Blue, Olive.

Men's Sizes: S-M-ML-L-XL
Also Men's Cadet Sizes, Lefts Only.
Ladies' Sizes: S-M-L.
Lefts, Rights, Pairs. **\$5.00**

Sold at Pro Shops only.
SEND FOR NEW CATALOG

PAR-MATE

10 WEST 33rd STREET
NEW YORK, N.Y. 10001

For more information circle number 214 on card

New Trophies!
New Low Prices!!

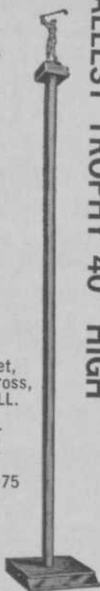
THE WORLD'S

A NEW Concept

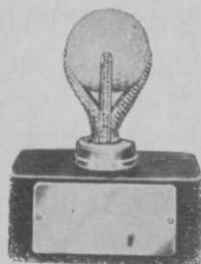


IN
TROPHIES!
Genuine
Pewter Mug.
•English
Import
•Full Quart
Capacity
•Glass
Bottom
•Height,
5 1/2"
•Ideal for
Engraving
Only \$10.00 list.

TALLEST TROPHY 40" HIGH



HOLE-IN-ONE TROPHY



For
High Net,
High Gross,
40" TALL.
With
Male or
Female
Figure
... \$7.75
list

**BIG
PRO
DIS-
COUNTS**

XPW-4-5 Hole-in-One
Sunray Ball Holder &
Engraving Plate. Genu-
ine Walnut Base.
Ht. 4 1/8" — \$5.95 each
Ball not included

Write today for FREE
32-Page Colorfully
Illustrated Catalog.

THE TROPHY & MEDAL SHOP
4560 N. Western Avenue, Chicago, Ill. 60625
Telephone: Area Code 312/271-7600

For more information circle number 203 on card

TROUBLE FREE RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan



For more information circle number 240 on card

Graffis

Continued from page 12

commission last winter were so successful Al was signed to repeat the program in spring . . . He also conducted golf classes one night a week for members of the Clarks-town fire and police departments.

Joe Lee who was associated with the late Dick Wilson in design and construction is covering a lot of territory in his work on new courses . . . He's doing 18 on the shore at Acapulco, Mexico; 18 for P.H. Ludwig at Freeport, Bahamas; remodeling Stardust at Las Vegas; doing another 18 at Great Harbor Cay in the Bahamas . . . Flat Creek CC and Peachtree City are Lee's new ones in Georgia.

Quite a party at the formal opening of Toney Penna's new plant at Jupiter, Fla., where Toney and his staff are turning out custom woods and irons . . . Mr. and Mrs. Bob Hope, the Perry Comos, the Lou Strongs, Governor Kirk of Florida and other notables, some of whom are Penna's stockholders attended the plant's christening.

British PGA voted to use the larger (1.68) USGA size ball in their tournaments for the next three years . . . In the British Open the R&A 1.62 size will be used . . . British ball makers long have made both sizes and don't think British pros' switch to larger ball will mean the British play-for-pay boys now will sweep world-wide opposition to low places on the prize lists . . . British Open prize money this year up to \$48,000; \$12,000 more than last year . . . First prize upped \$2,160 to \$7,200 . . . USGA Open purse this year will be \$190,000.

There are some amateur golfers left . . . Enough of them who are prominent enough to make big companies and advertising agents pay attention to USGA amateur status code when putting on big prize amateur golf tournaments . . . Astrojet Golf Classic prizes were turned down, as in excess of amateur limitation by Otto Graham, Bill Rigney, Alvin Dark, Daryle Lamonica, Mickey Mantle, George Andrie, Willie Mays, Gino Cappelletti and Carl Yastrzemski . . . Graham wouldn't take a new auto

Continued on page 91

B & W

C-U-T-P-R-O-O-F

**Solid Range or resale ball
HI-COMPRESSION**

Brilliant Polyurethane Finish

Looks, Feels Like a

Conventional Ball

\$2.85 Doz. Red Striped.

Samples Available On Request

PRO SHOP SPECIAL

LIKE-NEW STANDARD
GOLF BALLS SUCH AS
WILSON, SPALDING,
ACUSHNET, ETC. NEAR PERFECT
\$2.40 PER DOZEN

We feature a complete line of
range, miniature, par 3, and Pro
Shop equipment.



Write in for free catalog.

bw

GOLF BALL CO.

6246 West Belmont Ave., Chicago, Ill. 60634
PHONE: (312) AVenue 3-7111

For more information circle number 163 on card

play it "cagey" with
jayfro NYLON GOLF
PRACTICE CAGES
great for warm-up at 1st tee
indoor and outdoor units!



Original pro-preferred, deluxe knotless
nylon cages with frame. Adaptable to any
situation. Used in golf schools, clubs, col-
leges, etc., throughout the U.S.A.

Also built to your specifications.

jayfro
CORP.

30 Bridge St.,
Montville, Conn. 06353
(203) 889-2311

CLIP & MAIL THIS COUPON FOR FREE CATALOG

Name
Club
Address City
State Zip

For more information circle number 211 on card

Graffis

Continued from page 89

and \$5,300 cash, preferring to remain an amateur golfer.

Ernie Nagy now pro at Lake Front GC, Columbiana, O . . . Louis Bernal named superintendent, Whittier Narrows GC (L.A. dist.) succeeding the late Fred Day . . . Brackenridge Park course at San Antonio, Tex., where Texas Open began in 1922 and helped establish the tournament circuit, is getting a major renovation . . . Murray Brooks, course manager, who has been at Brackenridge since it opened in 1917, has a lot of pro tourney history to tell . . . Charles Rizzo now pro at Lomas Santa Fe CC, new club near San Diego . . . Al Kern is general manager . . . Rizzo formerly was at Carlton Oaks and Stardust . . . Bill Zech, formerly pro at Circle-R Ranch CC near San Diego, now is pro at Whispering Palms CC, Rancho Santa Fe, Calif. . . . Albie Pearson, former baseball star, signed as general manager, Hesperia (Calif.) G&CC by new owner Victor Anderson . . . Jim Ellis now pro at Exeter (N.H.) CC.

Mike Shepard now pro at Glen Lakes GC new 9-hole course at Glendale, Ariz. . . . Fred R. Seitz, Jr., from Sunnehanna CC, Johnstown, Pa., to manager post at CC of North Carolina at Pinehurst succeeding Calvin H. Buswell who switched from the Carolina job to become manager, New Haven (Conn.) CC . . . Bob Pritchett signed as pro by Diamond Oaks G&CC, Haltom City, Tex. . . . Danny Gaskill signed as pro by Pitman (N.J.) CC . . . Ron De Santis switches from pro job at El Rio CC, Tucson, Ariz., to become Tucson CC pro, succeeding Darrel Hickok who went back to the tour . . . Charles Lambert now pro-manager, Hohenwald (Tenn.) Recreation and GC . . . Jack Snyder now pro at Ruggles Army course at Havre de Grace, Md., succeeding J. Lawrence Wisner who retired.

Rolling Hills CC, Denver, which was bought two years ago by the Adolph Coors Co., which agreed to build Rolling Hills a new club, has been leased to Gene Root, long time pro at the Lakewood CC, Denver . . . Root will operate

Continued on page 94

Specialists in Golf Course Construction Since 1924!

**GOLF COURSE
CONSTRUCTION
BY CONTRACT**

FOR FURTHER INFORMATION
WRITE or CALL

MADDOX

CONSTRUCTION COMPANY

GOLF COURSE BUILDERS

P.O. BOX 66
ST. CHARLES, ILL.
312-231-2665

212 W. FAIRCHILD
DANVILLE, ILL.
217-442-2411

For more information circle number 268 on card

Increase battery life with Lester MATIC

**Golf Car
Battery
Chargers**



- Compensates automatically for line voltage variations. No taps to set.
- Superior capacity, allowing equalization of cells each cycle.
- Silicon diodes with surge protection for highest reliability.
- Convection cooled for maximum life—minimum maintenance.

**Insist on LESTERMATIC
Leader in
Motive Power Chargers**

LESTER ELECTRICAL
625 West A St., Lincoln, Nebraska 68522
LESTER EQUIPMENT
151 W. 17th St., Los Angeles, Calif. 90015

For more information circle number 151 on card

GOLF CAR — VIBO \$890⁰⁰

Tow behind your car at highway speeds



NO BETTER
BUILT
at any price
Call or write
for detailed
information

VIBO MFG. CO.
5701 - 2nd Ave. N.
Des Moines,
Iowa 50313

Phone 515
243-2512

For more information circle number 134 on card

PAR GOLF MFG. CO.

Miniature

Driving
Range



Par
3

Finest Resale
Equipment

**FREE 1968 WHOLESALE
CATALOG NOW AVAILABLE
UPON REQUEST**

1117 - 46th Avenue
Rock Island, Ill.
AC 309 788-8461

For more information circle number 200 on card

TAT

GOLF COURSE SIGNS

**Extremely smart looking signs
with self fastening stakes.**

**Signs 50c & 75c
Stakes 25c & 30c**

**Shipped in 24 hours
Write for Free Brochure**

**TAT GOLF SIGNS
BOX 1, DUNEDIN, FLORIDA 33528**

For more information circle number 236 on card

MANUAL & AUTOMATIC TURF IRRIGATION

Design—Installation
Complete Pumping Installation

SKINNER/BUCKNER/J-M
PVC/TRANSITE/RAINBIRD

Alcoa Aluminum Portable Pipe—Pumps
RENTAL & SALES

OLDFIELD EQUIPMENT CO.

430 W. Seymour Ave., Cincinnati, O. 45216

Phone: 821-5582

For more information circle number 184 on card



USE THIS GANG OF **PIXTONES**

One tractor and operator pulls three **PIXTONES**—triples area covered. Unique revolving arm and rake mechanism pick stone 3/4" to 9" dia., pulverizes, aerates, leaves perfect seedbed. Hundreds in use by landscapers, parks, golf courses, contractors. Write for complete details.

BRIDGEPORT IMPLEMENT WORKS, Inc.
Box 491G Stratford, Conn. 06497
Phone: (203) 378-0060

For more information circle number 152 on card

from Plans to Play



COLONIAL GARDENS
GOLF COURSE CONTRACTORS

write or call: W. W. Ullman, Consultant
COLONIAL GARDENS INC.
P. O. Box 435 • Marietta, Ohio 45750
Phone—614 373 2188

For more information circle number 168 on card

GOLF

NATION-WIDE DISTRIBUTORS
FOR OVER 30 YEARS

OF

GOLF SHOP-DRIVING RANGE
PAR 3 & MINIATURE COURSE
SUPPLIES

SEND FOR CATALOG:

**NORTHERN
GOLF BALL CO.**

2350 W. ROSCOE ST.
CHICAGO, ILLINOIS 60618

For more information circle number 237 on card

Graffis

Continued from page 91

the former Rolling Hills as a public course known as Applewood CC... Root is a first class golf businessman who has made it a point to know more than the pro department operations at a club... Bill Farkas leaves Black Mountain CC, Henderson, Nev., to join pro staff at Desert Inn CC, Las Vegas... Bob Day succeeds Farkas at Black Mountain.

Fred Billings, basketball coach at Kincaid high school in Houston, has arranged a golf school for youngsters at Fairway Farm course near St. Augustine, Tex., July 14-19 and July 21-26... Pro instruction in shooting, fishing, swimming, water skiing and other sports also on the program... \$125 a week includes everything... These schools remind us of what a tough job it was in the early days of the National Golf Foundation to promote golf in high schools by providing golf instruction to scholastic coaches attending summer coaching schools... Many fine pros volunteered their services at expense and sacrifice of time to themselves and did a great deal to establish the sound base on which high school and collegiate golf has grown.

Larry Willige switches from pro job at Pinecrest CC, Pelham, Ga., to become pro-superintendent at Redstone Arsenal course, Huntsville, Ala... Wallace Martin, pro at new Foxfire CC, near Pinehurst, N.C., with Vic Sorrell, Jr. as assistant... Gene Hamm designed the course... John J. Nixon now manager, Pine Valley CC, Ft. Wayne, Ind. □

MILLER TRENCHING SERVICE

Irrigation & Drainage Contractor

Star Route, Millersburg, Ohio 44654
216-674-6196

Since 1946

Call Day or Night

For more information circle number 175 on card



OVER 40 YEARS
EXPERIENCE IN
Automatic Golf Tees
WRITE: Dept. GF

PAR-TEE, INC.

4373 N. Elston Ave.
Chicago, Ill. 60641

For more information circle number 158 on card



Cut this COUPON!

Learn to Cut Out worry
and Down on
grass cutting costs!
Send Coupon

Send me **FREE Literature**
on **Locke REEL MOWER**

... and also on Devere-Locke rotary and
Manco-Locke highwheel mowers. I'd like the
name of closest dealer too.

(name)

(street)

(city)

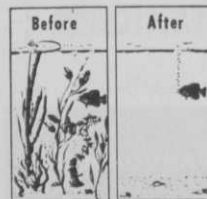
(state) (ZIP)



Locke Mfg. Cos., Inc. 5620-L MacCorkle Ave., S.W.
South Charleston, W. Va.

For more information circle number 215 on card

KILL LAKE WEEDS!



New Aquacide pellets
destroy unwanted
underwater weeds. Easy
to use. Lasts for
months. Spread like
grass seed, and special
2-4D concentrate
kills weeds at any
depth. Used and tested
by many state
conservation departments.
Proven safe for swimmers
and fish.

10 lb. can, (treats 4,000 sq. ft. of
lake bottom) \$14.95 plus \$2 for postage.
Or write for free information to:

AQUACIDE CO.

308 Prince St. Dept. No. D5 St. Paul, Minn. 55101

For more information circle number 199 on card

COMPLETE GOLF COURSE CONSTRUCTION

Also rebuild, move tees and greens, install
watering systems.



**IBERIA
EARTHMOVING SERVICE, INC.**

IBERIA, OHIO • Ph. Gallon, O. 419 468-5454

For more information circle number 185 on card

WE FINANCE PRO SHOPS

Public and Private Courses

Write for information:

PRO GOLF BANKING CO.

Room 3210, 51 Madison Ave.
New York, N.Y. 212-685-5998

For more information circle number 255 on card