

**WIDE-LITE.**

## Do you have an after-dark handicap?

Eliminate it with Wide-Lite\*—finest lighting for regulation courses

Sunset doesn't *have* to end a good round of golf and put a stop to your day's income. Not if your course is equipped with "Wide-Lite" floodlights. When the sun goes down, turn on your floodlights and golfers can keep playing instead of going home. They can tee off after dark, *any* night of the week . . . and they'll give your pro shop, bar and dining room *extra* patronage!



Wide-Lite has the experience (as the pioneer in mercury vapor golf course lighting) *and* the equipment to light your course—efficiently and economically. "Wide-Lite" golf lighting provides broad, smooth, glare-free coverage that lets golfers follow the ball from tee to cup . . . lets them *enjoy* the game enough to come back and play again and again.

\*Trademark of Wide-Lite Corporation



For more information circle number 105 on card

**WIDE-LITE**

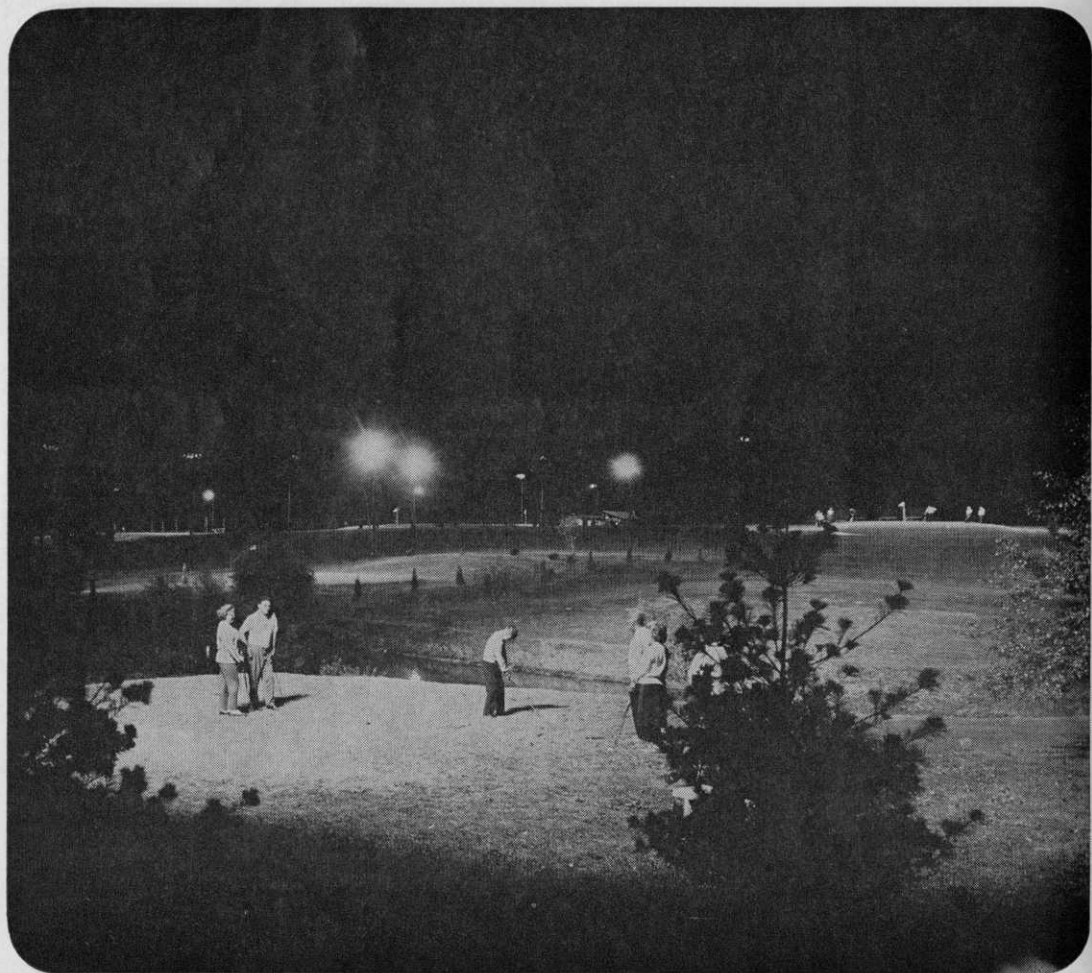
## No short course is up to par without good lighting!

Good lighting lets you—instead of the sun—determine the “open hours” on your course! That’s why so many owners already have lighted par-3 and other short courses. And the smooth, uniform lighting produced by “Wide-Lite” floodlights is the reason more par-3 installations use “Wide-Lite” equipment than any other make!

If you’ve been considering lighting your layout, take a look at some

of the other par-3 lighting installations, then compare them with “Wide-Lite” installations. This is the best way to find out why par-3 owners who insist on the finest lighting choose “Wide-Lite” floodlights.

Call the “Wide-Lite” representative in your area. He’ll arrange a lighting demonstration, show you successful installations, and show how soon you can expect to earn back your lighting investment!



**WIDE-LITE.**

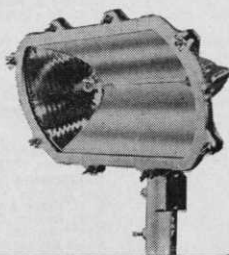
## Increase driving range and miniature course profits!

Is slow nighttime business a problem at your facility? It could be your *lighting* is inadequate. If your business needs a boost, "Wide-Lite" lighting may be just the booster you need to attract more repeat business!

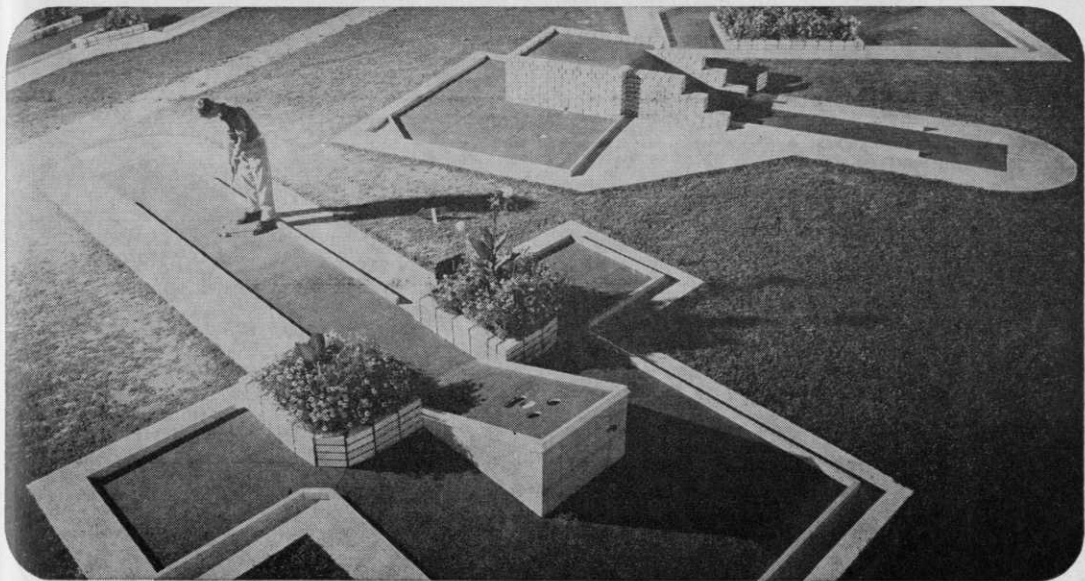
For driving ranges, "Wide-Lite" mercury vapor floodlights and Lumitor\* quartz-iodine floodlights produce illumination that's broad, uniformly distributed and shadow-free near tee stations — yet has the punch to let golfers follow a well-hit drive all the way!

For miniature course lighting, "Wide-Lite" 1000-watt mercury vapor flood-

lights, installed around the perimeter of the course, provide broad effective coverage that's remarkably free of shadows! Or you may prefer the Mercury "4000" area light. *One* of these 4000-watt floodlights efficiently lights an *acre*.



\*Trademark of Wide-Lite Corporation



WIDE-LITE CORPORATION Dept. 24A-223  
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Send more golf lighting information. No obligation,  
of course.

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# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



**C**ongratulations, good luck, happiness and a long, long run of all the blessings to **Warren Cantrell**, Professional Golfers Association ex-president, and his bride, pretty **Marilyn Allen**, formerly secretary to **Tom Crane**, PGA executive director . . . Matrimony should be Cloud 9 for a pair who've been through the problems Warren had as PGA president . . . Cantrell's judgment and guts saved PGA members a bale of money and considerable embarrassment as businessmen . . . It was great entertainment at the PGA President's Dinner during the annual convention to hear **John MacArthur** practically sing "Let Me Call You Sweetheart" to Cantrell and other PGA officials with whom he'd battled over the PGA National golf courses, clubhouse and headquarters at MacArthur's Palm Beach Gardens subdivision. MacArthur is a very entertaining, really great and rich guy who is an enthusiastic Pier Six fighter. He's always looking ahead—far ahead . . . Within a few years MacArthur won't have to bother about PGA participation in his real estate promotion . . . Palm Beach Gardens is developing swiftly and solidly.

With **Max Elbin** elected president, **Leo Fraser** secretary and **Warren Orlick** treasurer, the PGA has a top command that promises to get the organization moving ahead . . . Too much valuable time has been lost at critical periods on unprofitable matters, both dollar- and prestige-wise . . . What's puzzling in this is that, individually, PGA officers are exceptionally good businessmen . . . They've got to be to get by in the rough business of being club pros . . . But some-

thing messes up the deal on PGA collective business . . . Business management experts, called in as consultants, have compounded the confusion . . . It's easier to learn what goes on at Ku Klux Klan meetings than to learn what is of interest and value to pros and all golf in annual PGA meetings.

Although the PGA annual meetings concern club pro operations that involve about 96 per cent of the money annually handled in pro golf as well as the 4 per cent that's in tournament golf prize money and TV, some rookie pro taking 16 on a hole can get about as much sports page space as the PGA annual meeting gets . . . The Golf Pro of the Year, **Hubby Habjan**, and the Pro Golfer of the Year, **Dave Marr**, got a few lines in the papers but far fewer than the baseball, football, basketball and hockey Most Valuable Players . . . The PGA awards need a great deal more showmanship.

The annual President's Dinner was handled smoothly by **Harold Sargent** in introducing with merciful brevity an army of guys, but the real stars of the show were smothered by numbers . . . USGA President **Gus Benedict's** talk on slow play, which would have made sports section news if delivered in New York, Chicago or Los Angeles, got merely mild "amens" and polite applause at Palm Beach . . . PGA Advisory committee, conceived as a liaison operation between the PGA members and the employing golfers, met again without anything happening, so far as was revealed in publicity handouts.

**H. Franklin (Bud) Waltz** from Toledo, elected secretary of the Advisory Com-

Continued on next page

## HERB GRAFFIS

Continued from preceding page

mittee, succeeding the late **Harry Radix**, knows pro business from close contact as a manufacturer and he should be able to marshal advice that will improve the publicity operations . . . The PGA frequently is unjustly rapped for bad handling of tournament matters which constitute a minor fraction of PGA pros' annual business . . . This criticism is due to flaws in PGA publicity policy, if there is a policy . . . Publicity operations improved during the Cantrell administration but have a long way to go.

PGA publicity men are able but handcuffed on everything except detail . . . **Bob Russell** was tied tightly by official restrictions . . . His successor, **John Hubbard**, is a smart, eager lad with a baffling job of finding out what is news that's happening in the PGA . . . **Jim Gaquin**, PGA tournament manager, handled a swiftly growing, complex business in a way that would have got him \$35,000 a year or more in pro football, baseball or basketball . . . Now he's

gone to the Royal Canadian Golf Association and making more money than he did with the PGA . . . The organization has an able man in **Lloyd Lambert**, who's grown into the executive secretary and counsel job, work that **Tom Crane** used to do . . . Lambert knows where the bodies are buried and plenty of answers . . . It seems that what he needs to make himself very valuable to the PGA is the same latitude of judgment and operation a first-class pro expects from club officials to handle a job well.

Golf Course Superintendents Association of America undoubtedly will show further improvement in its publicity for its annual conference and equipment show at Kansas City, Feb. 13-18 . . . **Charley Burns** has showed the superintendents how to get their convention into the papers . . . And with **Ben Chlevin** and **Joe Doan** now working for the GCSAA and knowing what publicity the superintendents need they'll see there won't be another case of laboring to get releases of convention talks of the sort that any first-class professional and

Continued on page 20

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**For Technical Information and Product Availability**, contact the nearest district office listed below or Agricultural Chemicals, Synthetics Department, Hercules Powder Company, Wilmington, Delaware 19899.



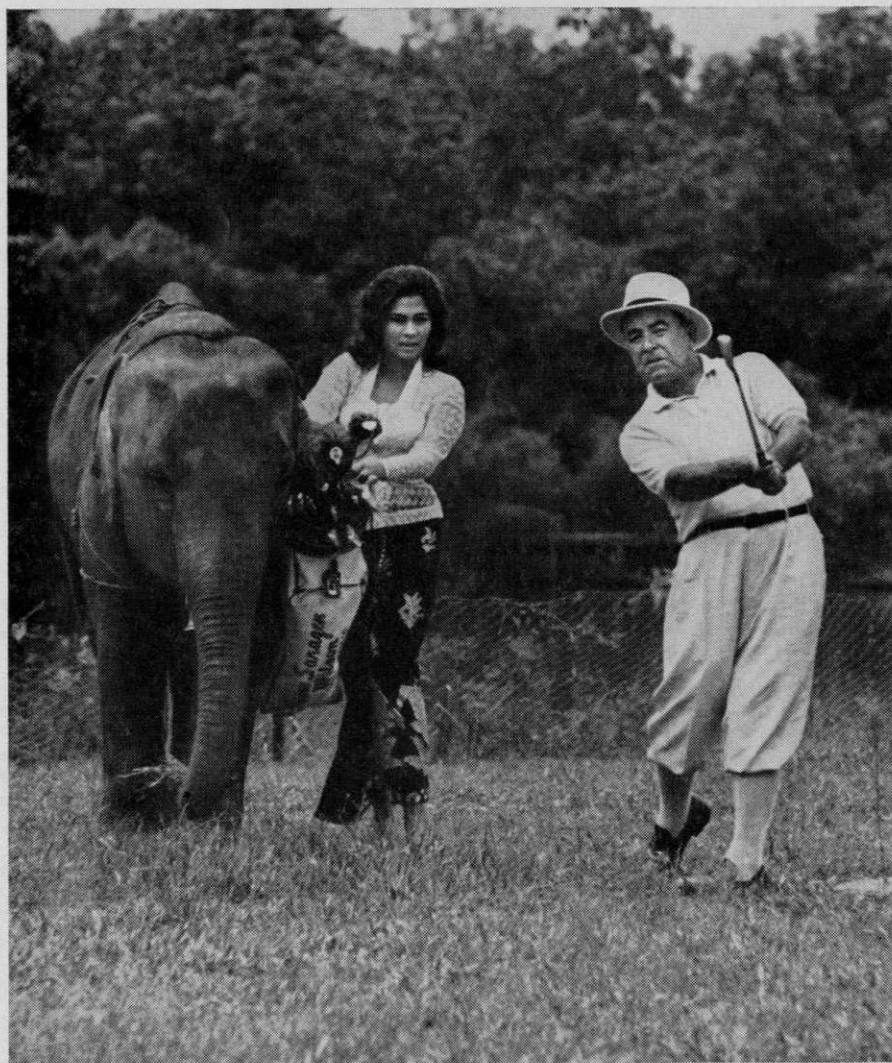
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Mike Souchak	Chi-Chi Rodriguez	Club de Golf de Panama (Panama)	Jan. 15
Marlene Streit	Marilynn Smith	Oslo Golf Klubb (Norway)	Jan. 22
Bill Casper	Doug Sanders	Brookline Country Club (U.S.A.)	Jan. 29
Bruce Devlin	Charles Sifford	Royal Selangor Golf Club (Malaysia)	Feb. 5
George Knudson	Gene Littler	Royal Ottawa Golf Club (Canada)	Feb. 12
Ramon Sota	Bobby Nichols	Club de Campo (Spain)	Feb. 19
Sam Snead	Jimmy Demaret	Air Force Academy (U.S.A.)	Feb. 26
George Will	Dave Marr	Turnberry Golf Course (Scotland)	Mar. 5
Ben Arda	Dow Finsterwald	Valley Golf Club (Philippines)	Mar. 12
Chen Ching-Po	Tommy Jacobs	Ibaraki Country Club (Japan)	Mar. 19



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## HERB GRAFFIS

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technical organization wisely makes available for any interested publication . . . Doan, the patient, able wordmaster has sat in on meetings of the GCSAA greenmasters until he almost went stir-crazy trying to get a story the superintendents needed more than he did . . . The USGA, with more delicate publicity problems than the PGA or the GCSAA, adheres to the policy that it's got nothing to hide and plenty of work to do in informing and educating the golfing public . . . Maybe that's one way the USGA reflects the bosses.

Testimonial dinner to Willie Hunter at Riviera C. C. (L.A. district) jammed the club with 400 dinner guests . . . The old pro listened to more glorifying talk than ever heard before outside a national political convention and the New Testament . . . Maurie Luxford was MC . . . The stars shining for Willie and Jo and their kids included **Bob Hope, Corbett Monica, Jim Bachus, Jack Oakie, Greer Garson** and **Donald O'Connor** . . . Maurie introduced 34 who gave awards to the 1921 British Amateur champion who came to the U.S., then turned pro in 1925 . . . Willie was given a Buick Riviera and Jo a gold necklace.

Hollywood's Luxford is golf's busiest guy on the jobs that call for a lot of work so somebody can have fun . . . Last year he worked at 15 charity tournaments . . . He is chairman of the Los Angeles Open's Golden Circle which campaigned to sell 500 memberships at \$100 each to help finance the Open . . . He's **Bing and Larry Crosby's** top sergeant in arranging for Bing's tourney . . . This year there were 9,002 applications for amateur invitations to the Crosby clambake, with no more than 40 openings available.

Akiro Sato, Japan's famed golf and landscape architect, and his assistant, T. Suzuki, have construction of **Francis H.I. Brown** 18 at Kalauao, Hawaii, near Pearl Harbor, well under way . . . Club will cost \$1,700,000 . . . It will be ready for play in a year . . . Brown, pioneer and head man of Hawaiian golf, will be president and chairman of the board

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