



Do you know
the best reason
for carrying
Acushnet's
complete
line of
gloves?

You've put
your finger on it.

Acushnet is carried only by golf course pro shops — your kind of shop. But we can give you lots more reasons for going with Acushnet.

Acushnet is a complete line. From open-finger models to wool-back styles. From stretchy Helencas to super-thin Cabrettas. From \$1.75 (suggested retail) to \$4.75.

Acushnet means top quality. Top-of-the-line materials, workmanship, styling.

Acushnet gives unsurpassed service. The fast and full service that's become the standard of the industry.

Acushnet has immediate customer acceptance. Example? Our new Double-A. Less than one year old, and already golf's best seller.

Golfers go hand-in-glove with Acushnet. How about you? Acushnet Process Sales Company, New Bedford, Massachusetts 02742.



ACUSHNET

Balls • Putters • Gloves • Head Covers
Sold thru golf course pro shops only

For more information, circle number 215 on card.

You'll find a
LOT to LIKE
in a

Westcoaster GOLF CART



PRICE: Because Westcoaster Golf Carts are available either as remanufactured or spanking new models, your price range can be adjusted to fit any pocketbook. Our remanufactured jobs are completely rebuilt from the inside out.

STYLE: The model shown above is our Surrey Top, but also available are hard tops and completely enclosed models. Your choice of colors and upholstery.

FEATURES: A 2½ HP 6300 RPM 36 Volt DC motor, driven by six heavy duty 6 Volt, 170 Amp. Hr. batteries in series. Built-in charger and timer with cord; heavy duty brakes—band type on drive line; pedal-lock parking brake, upright bag rack. Fiberglass body construction with steel frame.

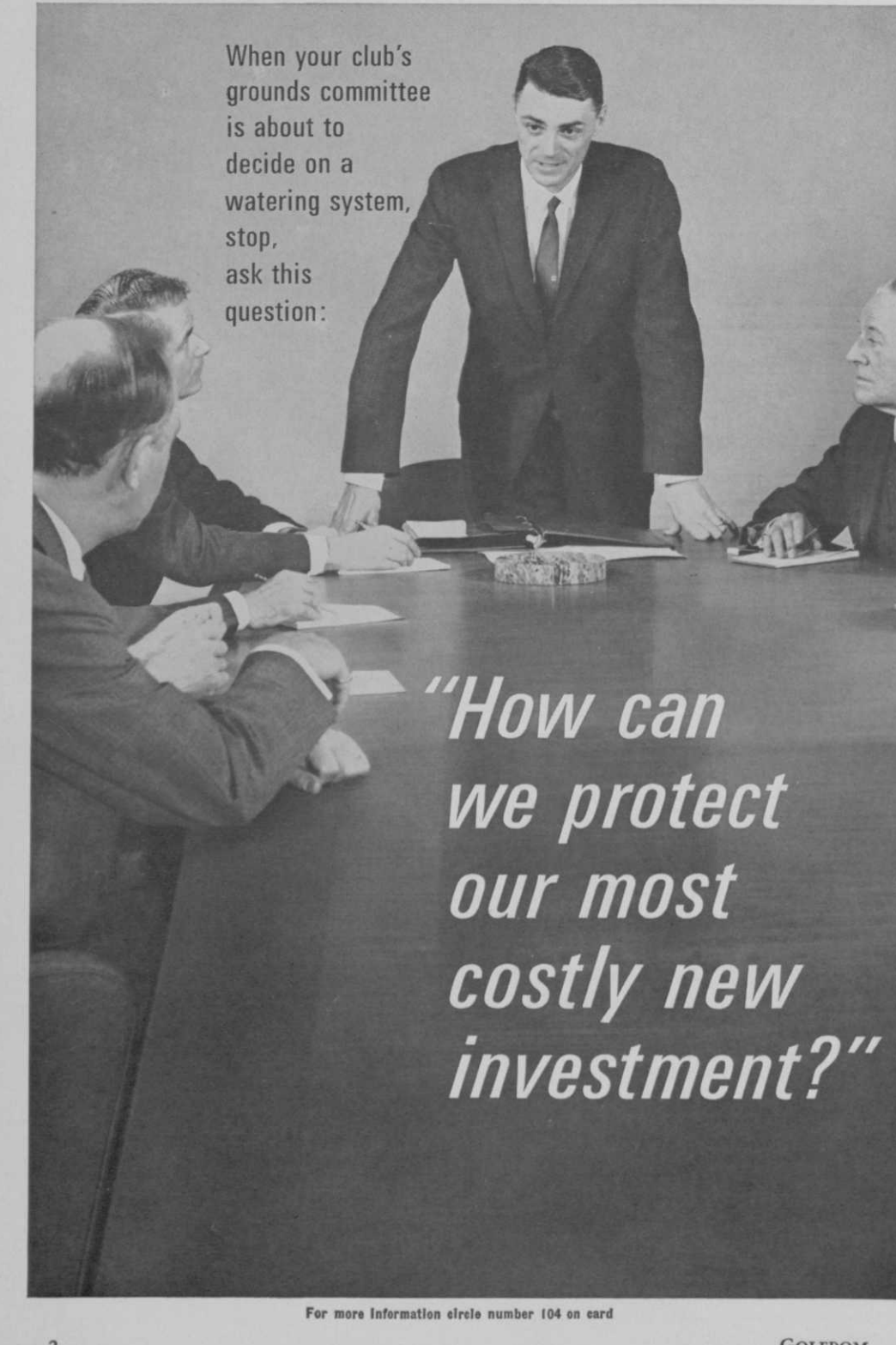
Many factory options available.

For Handsome Brochure Write:

wcm

WEST COAST MACHINERY, INC.
P. O. BOX 8600 • STOCKTON, CALIFORNIA 95208

For more information circle number 187 on card



When your club's
grounds committee
is about to
decide on a
watering system,
stop,
ask this
question:

*"How can
we protect
our most
costly new
investment?"*

For more information circle number 104 on card



Choose Cast Iron Pipe ...you can't go wrong

Golf course sprinkling systems are not alike. Some work well. Others have to be replaced or repaired, after only a few years. But they are all a major investment. That's why it makes sense to buy cast iron pipe and install your watering system just once.

Cast iron pipe will give you years of trouble-free service, because it's been tested and proved on golf courses like yours. Only cast iron pipe gives you all of these benefits:

- Cast iron pipe withstands surge pressures—won't burst with sudden pressure changes commonly found in golf course sprinkling systems.
- Cast iron pipe has far greater crushing strength. Backfilling can't pinch or collapse it, as it can when nonrigid, thin-wall pipe is used.
- Cast iron pipe taps better. Joints are as strong as the pipe itself—pressure is easily maintained—leaks are prevented.
- Cast iron pipe can't absorb water and therefore doesn't freeze and crack.



CAST IRON PIPE

THE MARK OF PIPE THAT LASTS OVER 100 YEARS

CAST IRON PIPE RESEARCH ASSOCIATION • AN ASSOCIATION OF
QUALITY PRODUCERS DEDICATED TO HIGHEST PIPE STANDARDS

Get help on your irrigation system plans with the industry's most complete booklet. Contains vital design and installation tips. Mail the coupon for free 20-page booklet.



Wallace T. Miller, Managing Director
Cast Iron Pipe Research Association
3440-G Prudential Plaza, Chicago, Illinois 60601

Please send me a copy of your booklet,
"Golf Course Irrigation."

Name _____

Position _____

Name of Course _____

Address _____

City _____ State _____ Zip Code _____

ARNOLD E. ABRAMSON
PUBLISHER

ROBERT J. ABRAMSON
ASSOCIATE PUBLISHER

JOE GRAFFIS, SR.
ASSOCIATE PUBLISHER

WILLIAM TANLER
EDITOR

JAMES M. HOBSON
MANAGING EDITOR

ABBOTT BAKER
TECHNICAL EDITOR

JOHN M. ROSS
EDITOR-IN-CHIEF

HERB GRAFFIS
EXECUTIVE EDITOR

BILL PARKER
SENIOR EDITOR

FRANK KEARNS
ASSOCIATE EDITOR

DESMOND TOLHURST
EDITORIAL DIRECTOR

JOYCE HAKLAR
FASHION EDITOR

PATTY KEATING
EDITORIAL ASSISTANT

EDITORIAL CONSULTANTS:

ROBERT TRENT JONES
GOLF ARCHITECTURE

HARRY OBITZ
DICK FARLEY
MERCHANDISING

DR. MARVIN H. FERGUSON
AGRONOMY

FRANC L. ROGGERI
EXECUTIVE ART DIRECTOR

MARIUS N. TRINQUE
ART DIRECTOR

PETER J. ABRAMSON
ASSISTANT GENERAL MANAGER

DOROTHY M. SHEEHAN
ASSISTANT TO THE PUBLISHER

HERBERT C. HAUPTMANN
CIRCULATION DIRECTOR

DAVID SIMMONS
PRODUCTION DIRECTOR

RON GUZIK
PROMOTION DIRECTOR

RALPH KEENAN
ART ASSISTANT

MAURICE SEIDE
ADVERTISING PRODUCTION MANAGER

DELMAS W. ABBOTT
ADVERTISING ASSISTANT

SALVATORE EBAYER
PRODUCTION ASSISTANT

GEORGE BAUER
ADVERTISING DIRECTOR

WILLIAM RAISER
ASSISTANT ADVERTISING DIRECTOR

EASTERN ADVERTISING OFFICE
ARTHUR MAY STEVEN S. HELD WILLIAM O. COLEMAN
800 Second Ave., New York, N. Y. 10017

MID-WEST ADVERTISING OFFICE
ROBERT R. GLENN, MANAGER JOE GRAFFIS, JR. RICK GENDRON
400 West Madison Street, Chicago, Ill. 60606

ADVERTISING REPRESENTATIVES:

FLORIDA & CARIBBEAN
METROPOLITAN PUBLISHERS REPRESENTATIVES, INC.
Suite 108, 924 Lincoln Road, Miami Beach, Fla. 33139

ROCKY MOUNTAIN STATES
HUSTED-COUGHLIN, INC.
666 South Sherman, Denver, Col. 80203

NORTHERN CALIFORNIA & PACIFIC NORTHWEST
HUSTED-COUGHLIN, INC.
444 Market Street, San Francisco, Cal. 94111

SOUTHERN CALIFORNIA & SOUTHWEST
HUSTED-COUGHLIN, INC.
1830 West Eighth Street, Los Angeles, Cal. 90057

AUTOMOTIVE
ADVERTISING SALES ASSOCIATES
Reid Building, 600 Woodward Avenue, Birmingham, Mich. 48011

HIGHLIGHTS OF THIS ISSUE

HOT WEATHER FOODS. Many club managers worry about ways to entice members away from their backyard barbecues. One way is to make the club dinner informal; another is to serve appetizing meals that please the eye. See page 20.

BUILDING A GREEN. Superintendents can learn how a new Southern golf course built its greens to last many years in this word and picture story. See page 26.

FALL FASHION PREVIEW. Tips for pros on what to stock this autumn include color photos of new knitwear for sweaters, shirts and ladies' slacks. See page 34.

CONTENTS OF THIS ISSUE

ARTICLES

- 20 'COOL' MEALS CAN BEAT THE HEAT _____ BY JERRY MARLATT
- 23 SUMMER RECIPES
- 26 BUILDING GREENS TO LAST _____ BY VERNE FLOYD
- 32 BEST OF GOLFDOM: RUNNING A CLUB CAN CAUSE MANY HEADACHES
- 34 RICH COLORS IN FALL FASHION LINES _____ BY JOYCE HAKLAR
- 38 THE PROPER SLANT ON PESTICIDES _____ BY DR. MARVIN H. FERGUSON
- 42 CASCADES SET FOR CURTIS CUP
- 46 GIVING GOLFERS WHAT THEY NEED _____ BY HERB GRAFFIS

DEPARTMENTS

- 9 SWINGING AROUND GOLF _____ BY HERB GRAFFIS
- 12 GOLF BUSINESS OUTLOOK
- 14 SIZING UP GOLFWEAR _____ BY JOYCE HAKLAR
- 86 NEW PRODUCTS
- 98 ADVERTISING INDEX
- 92 PEOPLE IN THE NEWS
- 99 BUYERS' SERVICE
- 97 CLASSIFIED ADS
- 100 OFFICIALS' PAGE

COVER: SUGARBUSH GC, WARREN, VT., BY BILL BARD ASSOCIATES

GOLFDOM, Incorporating GOLF BUSINESS, July Issue, 1966. Published monthly January through October by Universal Publishing and Distributing Corp. at New York, N. Y. Executive Offices: 800 Second Avenue, New York, N. Y. 10017. Volume 40, No. 7. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; Herbert C. Hauptmann, Vice President; David Rowan, Senior Vice President; John M. Ross, Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1966. Universal Publishing and Distributing Corporation. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right of reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines 2, Iowa. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Member of Business Publication Audits, Magazine Publishers Association, and National Golf Foundation. Subscription rates: Domestic, \$3.00; foreign, \$4.00 per year.





Spring Branch Golf Center, Spring Branch, Texas

This driving range operator tried two Wide-Lite^{*} fixtures—then threw out his old lighting system!

Carl Garrett, owner of this driving range, didn't start out to replace his entire floodlighting system. But after he added two "Wide-Lite" floodlights to beef up his light output and saw the difference they made, he replaced all his old fixtures with "Wide-Lite" floodlights. And he used two types . . . mercury vapor and quartz-iodine.

Why *two* kinds of lighting?

For smooth, evenly distributed over-all lighting, "Wide-Lite" mercury vapor floodlights cast wide patterns of shadow-free low-



glare lighting out in front of the tees and along the sides of the range, making hooks and slices easy to follow. So are balls hit high in the air, because of the excellent vertical illumination. Even though these lights are mounted close to the tees and are aimed out onto the range, these fixtures provide excellent light for the tee area. The "Wide-Lite" quartz-iodine floodlights punch a wide, powerful beam of light out to the limits of the range. Even 300 yard drives are plainly visible.

Want to know how "Wide-Lite" lighting on your golf course or driving range can give you more light from fewer fixtures and better light with less maintenance? Just send the coupon. There's no obligation.



Floodlights • Poles • Indoor Luminaires
Ballasts • Transformers

WIDE-LITE CORPORATION  A Division of Esquire, Inc.

4114 Gulf Freeway, Houston, Texas

Also manufactured in Australia, Belgium, Canada and Mexico.

*Trademark of Wide-Lite Corporation

Wide-Lite Corporation Dept. 24A-296
4114 Gulf Freeway, Houston, Texas 77001

Send me more information on "Wide-Lite" lighting
for a driving range _____hole golf course.

NAME _____

COURSE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

For more information circle number 196 on card

MacGregor

**Strike
it rich with
the bag
that
is.**

Made of genuine Australian kangaroo, this MacGregor bag is designed with elegant simplicity, finished with attention to detail, and has countless extra touches (like horizontal zippers on ball pocket).

When golfers feel the supple soundness of its kangaroo, and note the flawless craftsmanship, they're sold. This bag makes a man look like money didn't matter. And you know how many golfers like to look like that.

MacGregor / BRUNSWICK 
CINCINNATI, OHIO DIVISION OF BRUNSWICK CORPORATION

For more information circle number 102 on card

Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Colonial Open's 21st annual "National Invitational" tournament had \$150,000 advance ticket sale and record gate sale, too . . . Couldn't have been a smoother-operated event. Tournament Chairman **Frank Rogers** and the brother and sister committee workers and club staff apparently had every detail covered in their planning . . . Colonial members, some tourney pros and golf writers regard Colonial's 7,132 yd. par 70 the toughest course on the tournament circuit . . . **Bruce Devlin's** par 280 won . . . Record is 272 set by **Clayton Heafner** in 1948 . . . **Ben Hogan** won in 1946, '47, '52, '53 and '59 . . . It's his home course . . . He shares record 65s with **Chandler Harper**, **Mike Souchak**, **Arnold Palmer** and **Ken Nagle** . . . Hogan one-putted three consecutive holes this year then got back to normal, missing "makeable" ones but tying for fourth at 284 . . . From tee to green Hogan, at 53, is as good as the best of them . . . Maybe he is the best . . . If he isn't, who is? . . . He knocks a lot of long shots from six to ten feet from the pin when the Old Yips grabs his putter.

Marvin Leonard, founder of Colonial and the man who brought major championships to Texas, has in his newer Shady Oaks CC at Fort Worth one of the most beautiful of all club houses and a grand course . . . **Ben Hogan** gave his annual dinner there and like everything else Hogan does, this was done with top class in every respect . . . Since Leonard got the USGA to put the 1941 National Open at Colonial (Wood won it with 284), there have been the 1952 Open at Northwood in Dallas, the 1963 PGA at Dallas AC CC and there'll be the 1967 Ryder Cup matches at the Champions'

Club in Houston . . . In 1927 when **Walter Hagen** won his fourth consecutive PGA championship and his fifth over-all, at Cedar Crest CC at Dallas, no campaign was necessary to get the championship for the club . . . The PGA was having difficulty placing its championships . . . PGA records still don't show what the prize money was for that event . . . It was Hagen who brought the PGA championship at match play into the Big Time.

Colonial's President **Cecil A. Morgan**, has the sort of a staff that club officials want . . . Manager **Vergal Bourland**, pro **Roland Harper** and Superintendent **Joe Cano** are an all-star line-up . . . Bourland presents epicurean meals and name dance bands for the Colonial Invitational . . . Harper and his assistants **Bobby Maxwell**, **John T. Rhodes, Jr.**, and **John Crow** run the pro shops, indoors and out, as valuable supply stations, fashion centers and information booths . . . Joe Cano and his force, despite high heat, heavy rains and humidity manage to present a course in perfect condition . . . And with the framing of roses at the fences Colonial becomes a picture course . . . Cano started with the course when it was being built in 1935 . . . He was 14 years old then . . . **John Bredemus** was architect with **Perry Maxwell** as associate in the job for **Leonard**, and **Ralph Plummer** was doing the construction as John's man.

Bredemus was a good player, competing in the Open around 1919 . . . He was pro at Texas clubs and branched into course architecture . . . Plummer started with him on the Edinburg, Tex. nine-hole course and was John's builder for

Continued on next page

"WIZARD OF THE CLUBS" PAUL HAHN PREFERS THE MAGIC OF DiFINI!

You can teach an old pro new tricks! Golf showman Paul Hahn learned fast that DiFinis' action-cut shirts, slacks, shorts and sweaters deliver all the comfort and freedom he needs to keep him at his spellbinding, crowd-pleasing best!

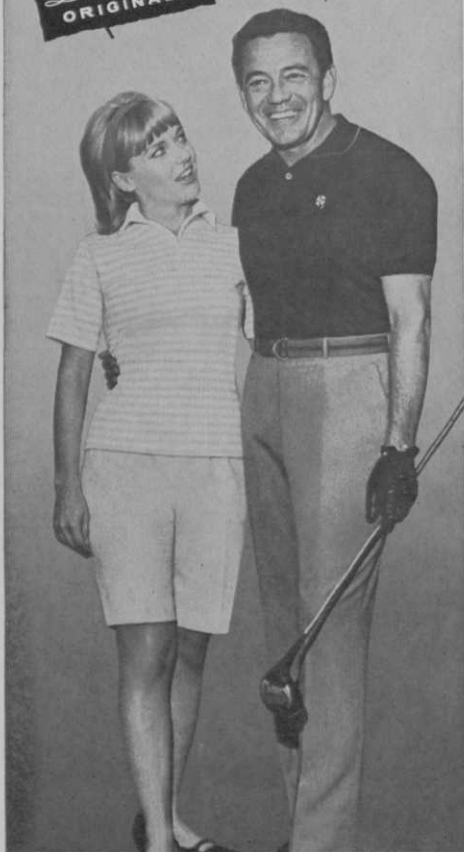
For her—new course sorcery in color-keyed coordinates! And the wardrobe witchery of DiFinis' shorts, skirts, slacks, culottes, golf shirts and sweaters.

The choice of the pro — and those in the know! At better professional shops everywhere.



Shirts, sweaters and knits by
DiFini Knitwear, Ltd.

Slacks and shorts by
DiFini Originals, Inc.



For more information circle number 107 on card

HERB GRAFFIS Continued from page 9

about nine years . . . Their top early job was Ridgelea CC at Fort Worth that cost about \$100,000 in 1930 when that sum was a tower of money . . . Bredemus had a dispute with the government about income tax . . . John was ag'in it and went to Mexico where he built five or six courses . . . Plummer went in on his own in Texas and has designed and built great courses, among them the two for the Dallas AC, Preston Trail, the new Adamless Eden at Dallas . . . Three 18s for *Pollard Simmons* at his big deluxe development, a second 18 for Ridgelea, rebuilding Northwood, 18 full-sized and a nine lighted par-3 for the Southwest CC are among Plummer's recent jobs in Texas . . . He's now designed and built 88 courses since he began with Bredemus . . . He recalls one of the toughest jobs being Memorial Park at Houston in 1932 . . . Bredemus got in a tall tree and Ralph walked through the brush with a flag on a long pole spotting green and tee sites . . . Plummer says Bredemus had been a mathematics teacher at an Ivy League university and was very careful about estimates and measurements.

Golf Rules in Pictures, new 1966 edition, an official publication of the USGA, compiled by *Joe Dey*, published by Grossett and Dunlap, New York, is issued at \$1.95 . . . Every pro shop ought to have a copy of it and every locker room of a first class club ought to have a copy around to officially settle disputes and to educate members in playing golf instead of whatever that game is when they make up their own rules . . . Every adult male and female who claims to be a golfer can get entertainment and enlightenment out of the Dey compilation which is clearly illustrated by *George Kraynak* . . . Dey has lectured on the rules of golf and diagrammed them more than anybody else, living or dead, and has explained them so some rules dummies, including myself, have rules staying with them.

This year the USGA Seniors is at Tucson National GC Sept. 26-Oct. 1 and next year the event will be played at Shinnecock Hills, Southampton, N. Y., Sept. 25-30—Second Open and Amateur championships of the USGA were played

Continued on page 76