



## Here's our newest glove And here's the inside story

Our new Double-A glove is for the very serious golfer. Controlled tension at the back of the hand eliminates bagging across the palm. It also assures a taut, skin-thin fit for the life of the glove. And there's a tacky touch that lets you grip with confidence.

The leather? Cabretta. An expensive South American hide that combines delicacy with durability. We cut it by hand to guarantee uniform fit. But the real story of our new Double-A glove is inside — in those two V's that start at the thumb, and go clear across the back.

Those V's are elasticized. They give with your hand. They do away with bunching, bagging, binding. The two V's and the Double-A emblem identify this top-quality glove, tailored for those who will accept no compromise in quality or style.

You can choose your Double-A in button-back or gauntlet style, left or right. In a wide range of colors. In a full selection of men's and women's sizes. But there's only one place you can buy your Acushnet Double-A glove: in the shop run by the man who really knows the game (and your game). Your golf course professional.



**ACUSHNET**

Balls • Putters • Gloves • Head Covers  
Sold Through Golf Course Pro Shops only.

# The New... LA COSTA

La Costa Country Club is considered by experts to be one of the finest golf clubs built in the United States in years. It was chosen last year as the site of The Haig & Haig Mixed Scotch Tournament and The C. B. S. Classic.

The impressive golf car fleet at La Costa consists of one hundred deluxe Cushman Electric Golf Cars. Trojan Mileage Master Golf Car Batteries are used exclusively in the Cushmans at La Costa.

Eddie Susalla, General Manager, is shown at the left with Golf Professional Don Whitt.

LA COSTA COUNTRY CLUB, CARLSBAD, CALIFORNIA



**TROJAN**  
®  
**"MILEAGE MASTER"**  
**GOLF CAR**  
**BATTERIES**

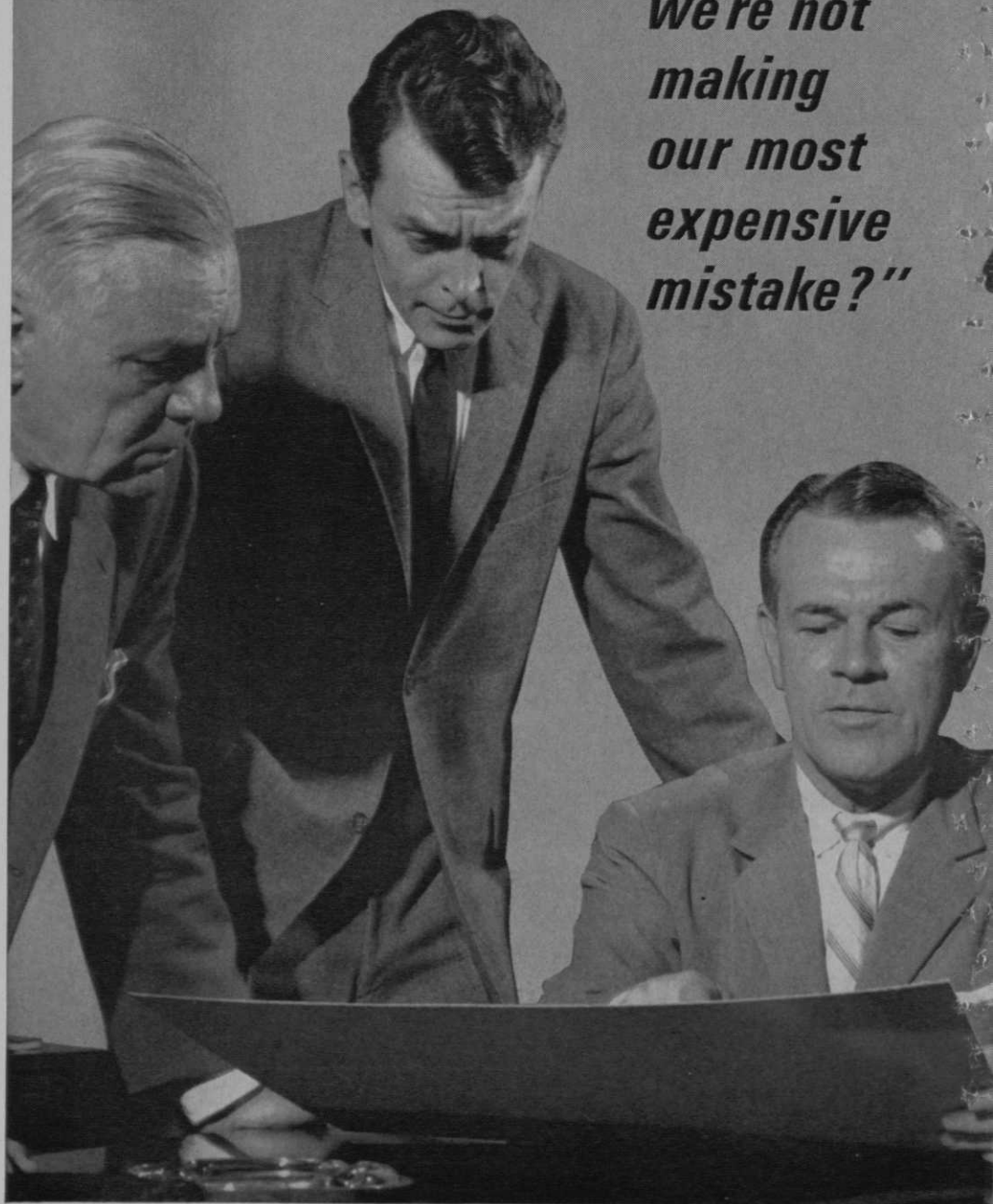


TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES 1, CALIFORNIA

For more information circle number 235 on card

If your club is planning a watering system, face up to this nagging question:

*"How can we be sure we're not making our most expensive mistake?"*





## Specify Cast Iron Pipe ... you can't go wrong.

When your club makes a major investment in a sprinkling system, you can't afford a mistake. Like any other big decision, ease and speed of installation, maintenance, life expectancy of the pipe, and operating efficiency have to be considered. And this is where cast iron pipe really shines . . . it insures minimum disruption of play.

Cast iron pipe is used by almost all of the major tournament courses. Tested and proved for decades on courses under conditions like yours, it provides these special advantages:

- Cast iron pipe withstands surge pressures—won't burst with sudden pressure changes so often found in golf course sprinkling systems.
- Cast iron pipe taps better. Joints are as strong as the pipe itself. Pressure is easily maintained, leaks are prevented.
- Cast iron pipe doesn't freeze, crack or deteriorate due to water absorption.
- Cast iron pipe has far greater crushing strength. Back-filling can't pinch or collapse it, as it can with nonrigid, thin-wall pipe.

Why take chances when you don't have to? Invest in cast iron pipe . . . you can't go wrong.



### **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. Has vital design and installation tips and other planning aids. Mail coupon for free 20-page booklet.



**CAST IRON PIPE RESEARCH ASSOCIATION**  
Wallace T. Miller, Managing Director  
3440-G Prudential Plaza, Chicago, Illinois 60601  
Please send me a copy of your booklet,  
"Golf Course Irrigation."

Name \_\_\_\_\_

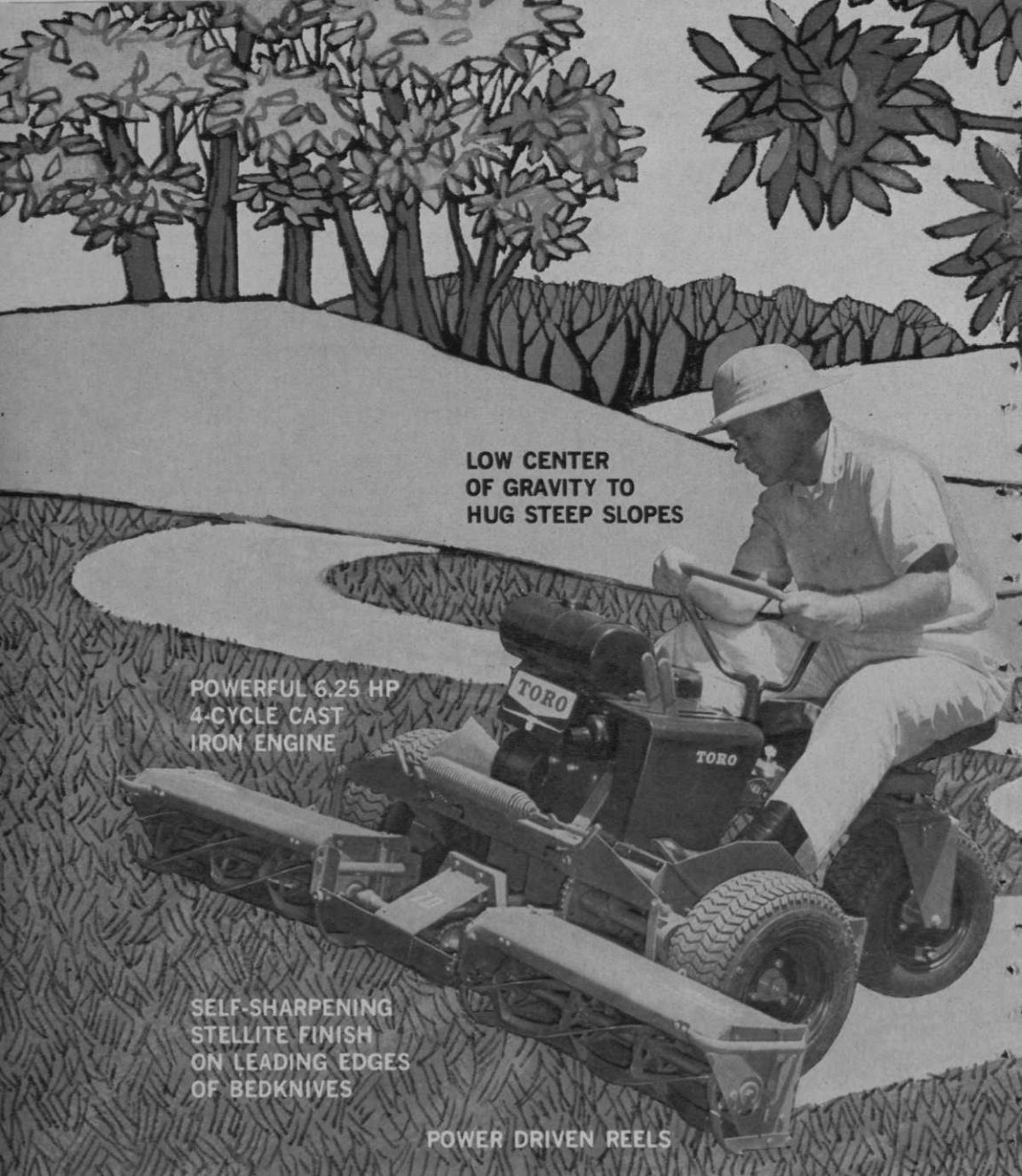
Position \_\_\_\_\_

Name of Course \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

For more information circle number 156 on card



LOW CENTER  
OF GRAVITY TO  
HUG STEEP SLOPES

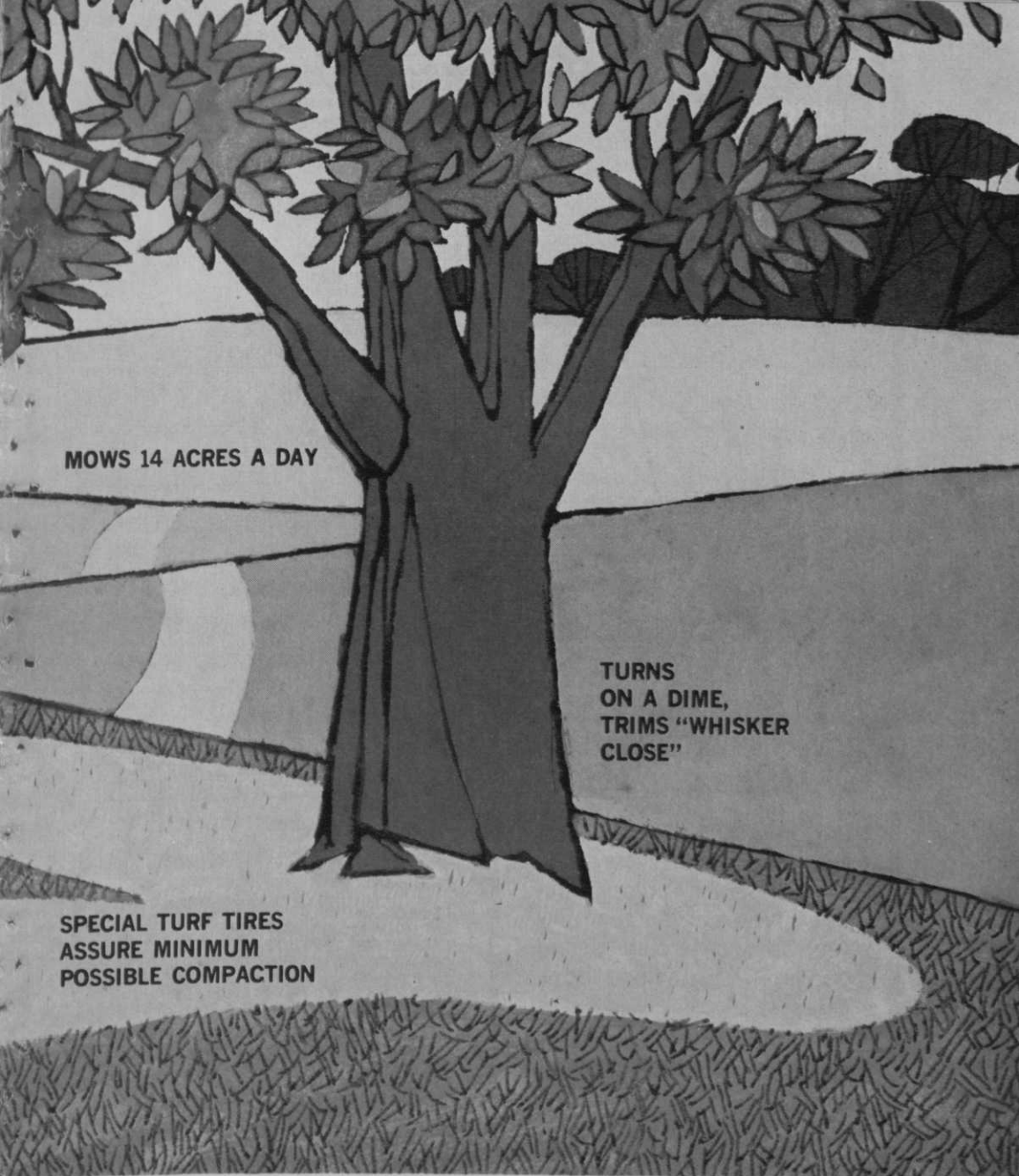
POWERFUL 6.25 HP  
4-CYCLE CAST  
IRON ENGINE

SELF-SHARPENING  
STELLITE FINISH  
ON LEADING EDGES  
OF BEDKNIVES

POWER DRIVEN REELS

# Toro announces the new 70" Pro

... a high capacity mower  
priced about 40% less  
than you'd expect to pay  
Those features above only  
hint at the kind of performance  
you'll get from Toro  
with the new 70" Pro. But  
the biggest surprise of all is  
its low, low price. Contact  
your Toro distributor now...  
see exactly what you'll save.



**MOWS 14 ACRES A DAY**

**URNS  
ON A DIME,  
TRIMS "WHISKER  
CLOSE"**

**SPECIAL TURF TIRES  
ASSURE MINIMUM  
POSSIBLE COMPACTION**

**Meet the senior member of the PROFESSIONAL® family**

For years the famous 76" Pro has enjoyed the reputation as the industry's most dependable workhorse. Powered with a 9.2 hp engine this unit mows up to 20 acres a day cutting as narrow a swath as 30 inches or as wide as 76 inches. Its many features include 5 — 6 bladed

reels, "Pivot-Power" steering and convenient controls.

**TORO®**

TORO MANUFACTURING CORPORATION  
8111 Lyndale Ave. So., Minneapolis, Minn 55420



**Reduce  
trouble spots  
and improve**

greens,  
tees,  
fairways,  
and lawn  
areas.



**PREPARE YOUR COURSE EARLY WITH  
THE HENDERSON CONTOUR 18T...**

Proven by many years of use on golf courses in every state. The Henderson *Contour* Thin-Cut gives earlier recovery from snow mold damage and winter-kill on northern courses.

The Henderson *Contour* Thin-Cut excels in removing winter over-seeding and speeding Bermuda green-up on southern courses.

For full information write to:

**HENDERSON  
MFG. COMPANY  
FISHER 2, ILLINOIS**

For more information circle number 153 on card

ARNOLD E. ABRAMSON  
PUBLISHER  
ROBERT J. ABRAMSON  
ASSOCIATE PUBLISHER  
JOE GRAFFIS, SR.  
ASSOCIATE PUBLISHER  
JOHN M. ROSS  
EDITOR-IN-CHIEF

WILLIAM TANLER  
EDITOR  
HERB GRAFFIS  
EXECUTIVE EDITOR  
DESMOND TOLHURST  
MANAGING EDITOR  
RALPH KEENAN  
ART ASSISTANT  
PATTY KEATING  
EDITORIAL ASSISTANT

BILL PARKER  
SENIOR EDITOR  
ABBOTT BAKER  
FRANK KEARNS  
ASSOCIATE EDITORS  
JOYCE HAKLAR  
FASHION EDITOR

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

JACK MCKENNA  
PRODUCTION DIRECTOR  
MAURICE SEIDE  
ADVERTISING PRODUCTION MANAGER  
MYRIAM LAUREANO  
PRODUCTION ASSISTANT

GEORGE BAUER  
ADVERTISING DIRECTOR  
ROBERT W. GRAHAM  
ASSISTANT ADVERTISING DIRECTOR

EASTERN ADVERTISING OFFICE  
ARTHUR MAY, STEVEN S. HELD  
WILLIAM O. COLEMAN  
MID-WEST ADVERTISING OFFICE  
400 West Madison Street  
Chicago, Ill.  
ROBERT R. GLENN, MANAGER  
JOE GRAFFIS, JR., RICK GENDRON

ADVERTISING REPRESENTATIVES:  
FLORIDA & CARIBBEAN  
METROPOLITAN PUBLISHERS  
REPRESENTATIVES, INC.  
Suite 108, 924 Lincoln Road  
Miami Beach, Fla.  
NORTHERN CALIFORNIA & PACIFIC N'WEST  
HUSTED-COUGHLIN, INC.  
444 Market Street  
San Francisco 11, Calif.  
SOUTHERN CALIFORNIA & SOUTHWEST  
HUSTED-COUGHLIN, INC.  
1830 West Eighth Street  
Los Angeles 57, Calif.  
AUTOMOTIVE  
ADVERTISING SALES ASSOCIATES  
Reid Building  
600 Woodward Avenue  
Birmingham, Mich.

## CONTENTS OF THIS ISSUE

### ARTICLES

- 26 WRAP UP OF GCSA SHOW \_\_\_\_\_ BY HERB GRAFFIS
- 28 BUYING FOR THE PRO SHOP \_\_\_\_\_ BY HARRY OBITZ and DICK FARLEY
- 34 BUYING FOR THE GOLF COURSE \_\_\_\_\_ BY JAMES MANKA
- 41 GOLF HAS ITS ART GALLERY, TOO \_\_\_\_\_ BY JACK ZANGER
- 50 BUYERS GUIDE TO 1966 GOLF CLUBS
- 68 WATER STILL NEWS IN NEW YORK \_\_\_\_\_ BY DESMOND TOLHURST
- 84 NEW CMAA OFFICERS ELECTED IN DETROIT
- 90 WHY NOT BENTGRASS BLENDS? \_\_\_\_\_ BY DR. ROBERT W. SCHERY
- 98 IRRIGATION A LA CARTE \_\_\_\_\_ BY HERMAN R. JOHNSON
- 112 BEST OF GOLFDOM: BIRDS CAN BE COSTCUTTERS
- 122 GOOD PUBLIC RELATIONS IS GOOD BUSINESS BY JOHN A. KRAFT, JR.

### DEPARTMENTS

- 11 SWINGING AROUND GOLF \_\_\_\_\_ BY HERB GRAFFIS
- 18 GOLF BUSINESS OUTLOOK
- 20 GLANCING AT GOLFWEAR \_\_\_\_\_ BY JOYCE HAKLAR
- 86 TEACHING TEE
- 172 CLASSIFIED ADS
- 161 COMING EVENTS
- 174 ADVERTISING INDEX
- 162 NEW PRODUCTS
- 175 BUYERS' SERVICE
- 170 PEOPLE IN THE NEWS
- 176 OFFICIALS' PAGE

GOLFDOM, Incorporating GOLF BUSINESS, Mar. 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 10017, N. Y. Volume 40, No. 3. 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, \$2.00; foreign, \$3.00 per year.







**FORE FREE**

For more information circle number 126 on card

Tee off at your next Golf Club meeting with a one-hour, full-color film from the television library of Shell's Wonderful World of Golf. Your choice from many fast-moving TV matches...the only cost to you is the return postage.

For the list of free shows and details of how easy it is to order them send this coupon to Shell Oil Company, 50 West 50th Street, Room 4154, New York, New York 10020.

Please send us the list of free color films available from Shell's Wonderful World of Golf television series.

Name \_\_\_\_\_

Group \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_



*Wherever golf is played . . .*

Par Aide Practice Greens Markers now available in two attractive styles. Ball easily retrieved by removing marker from cup. Marker tops are constructed of durable red plastic with white plastic numeral on three sides.



FOR COMPLETE LINE OF PAR AIDE GREENS  
AND TEES EQUIPMENT—WRITE FOR CATALOG

**PAR AIDE PRODUCTS COMPANY**  
296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104

For more information circle number 199 on card

DEPT. G