

now hear this

Note: We're convinced the all-new PGA is the finest ball money can buy. And we're going all out to tell your customers about it. This ad, the second in a series, will appear in Golf Digest, Golf Magazine and Golf World. Watch for it.

**You can actually hear the sound of distance—
with the all-new PGA ball.**

The 1969 PGA is like no other ball. Everything about it, from its liquid center to its bright white cover, is new and better.

But you've got to hear the new PGA to really believe it. The sound is loud, powerful, satisfying. It's the sound of distance, and distance is what you get. More of it than ever.

The secret: Sonic-Winding, a PGA exclusive. It winds the rubber thread around the center faster, tighter and more accurately than any other method. And the result is louder, livelier performance.

Blast off with a new PGA. Play it all day. If it's anything less than the best sounding, best playing ball you've ever used, return it to your golf professional.

He'll refund your money.

the pga ball. golf's great new sound.



PGA Division, Victor Golf Company, Morton Grove, Illinois 60053, Products of Victor Comptometer.

Golf resort of the future

Continued from page 17

parks, some are strictly for vacation and retirement living and still others are a blend of all these elements. The one common denominator of trans-urban life is that the genesis and focal point of planning is golf. In fact, one real estate expert estimates that close to 20 per cent of such housing starts in the past year have been tied in with a golf course.

To the golf industry, as an industry, this presages a pronounced change in the physical layouts upon which golf will be placed a generation from today. Perhaps even more important are the changes that will take place in the attitudes of golfers and golf business people because of this new concept. These changes, of course, are still shrouded in the mystery of the murky future.

The recreational planning that goes into the making of a successful golf course still requires a careful study of all factors involved in the question "is the course economically feasible?" For the developer, this question must certainly be answered, because it will become much more complex and, of course, will involve greater amounts of money.

The factors that must be considered in golf course planning are: the economic condition of the community; type and amount of employment population; condition of existing facilities; commercial activities in the area, and the area's appeal to families and investors who are golf-oriented.

How have some of the developments of this type fared? One of the biggest trans-urban developments is Boca Raton, West on the east coast of Florida, just five miles from the famed Boca Raton resort hotel.

Boca Raton, West, when completed in 10 years or possibly less, will have four championship golf courses adjacent to clusters of condominium apartment buildings, a hotel, clubhouse, swimming pools, tennis courts, bridle paths, lakes, gardens, waterways, roads and over 1,400 acres of land.

Prospects thus far, and for the future, are limitless if Boca Raton

expectations are indicative of how the public will accept these leisure complexes. Arvida Corp., parent company of the Boca Raton project, reported a net income of \$2,435,000 for 1968, an amount more than double the corporation's income for 1967. Arvida's real estate sales for the year totaled \$15,244,000, an increase of \$3,458,000 over 1967's

\$11,786,000.

These happy figures have spurred Arvida to rapidly move ahead with development and construction programs in its rather leisure-oriented communities. President Brown L. Whatley caps this by saying: "The momentum we have achieved in our operations during 1968 may be expected

Continued on page 49

SELECTING A SUITABLE SITE

Proper soil is of primary importance in selecting a suitable site. Natural features, which make the game more interesting and reduce development and maintenance costs, also are advantageous. Among these features are:

1. *Soil.* Preferably sandy loam.
2. *Drainage.* Adequate to prevent standing water and disease. Installing tiles is often necessary. Swampy, low land near rivers should be avoided because of the added costs for moving earth and drainage.
3. *Terrain.* Gently rolling, but not so rugged or hilly that players would tire easily or be forced to use a power-driven cart, that many blind shots would be required, or that the cost of turfing would be unreasonable. Flat land may need bulldozing to build up knolls.

4. *Trees, rivers, creeks and ponds.* To add interest to the game and increase aesthetic beauty of the course. (Trees also screen parallel fairways.) Heavily wooded sites are undesirable, however, because of high costs for removing trees, stumps and stones. Rivers, creeks and ponds also serve as a natural water supply.

5. *Weather and climate.* Sufficient rainfall to maintain water supply. Mild enough climate for reasonably long-playing season and minimal damage to greens and fairways during the off-season.

Site selection is based on these factors as well:

1. *Shape.* Preferably rectangular, not an irregular, strung-out site. Less land is needed for a well-designed course, maintenance crews can work more ef-

ficiently and distances do not seem so great to golfers.

2. *Utilities.* Availability of public service water, sewer and electricity.

3. *Accessibility.* Especially important for public courses dependent on transient green fees. One or two holes parallel to the highway create interest in the course and improve appearance along the highway.

4. *Past use of the lands.* On a rundown farm, most of the soil's natural plant food may be depleted and excessive amounts of fertilizer will be needed for proper cultivation of the turf. Well-maintained pasture land usually makes a good golf course site.

Because few available sites have all these qualifications, costs to correct deficiencies generally must be incurred. The total development cost is an important consideration in site selection, particularly when comparing one site with another. In certain geographic areas some features may be entirely lacking and must be artificially created. In other locations, those deficiencies which cannot be corrected (for example, a short playing season) must be allowed for in the operational economics of the golf course project.

The suggested minimum size for a nine-hole course is 50 acres for level terrain and 70 to 90 acres for a hilly site. An 18-hole course requires at least 110 acres, but if the terrain is rough, 140 to 180 acres may be necessary.

Some acreages for average courses are as follows:

9 holes	83 to 88 acres
18 holes	87 to 180 acres
27 holes	163 to 181 acres.

The 16 most wanted features:

only The Gran Cushman
offers them all



The Gran Cushman
the golf car that thinks
it's a sports car

1. Automatic seat brake for safety.
2. Individually adjustable bucket seats for comfort.
3. Completely enclosed sliding contact switch, for clean, smooth starts.
4. Automatic line-compensating charger for easy power.
5. Award-winning sports car styling for dashing appearance.
6. 1208 square inches of footroom for solid comfort.
7. Individually adjustable bag racks for easiest possible club access.
8. Automotive steering for easiest maneuvering.
9. Low center of gravity for extra stability.
10. Complete glide-riding suspension fore and aft for a smoother ride.
11. Dashing sports car console for easiest control accessibility.
12. Front, rear, side bumpers... it's surrounded by steel.
13. Carpeted roomy rear sweater deck; fiber-reinforced rubber floor mat.
14. Huge ball, drink, glove, tee compartment, completely carpeted.
15. 9.50 x 8 Terra Tires for comfort and for turf protection.
16. Service and parts by your nearby Cushman Distributor. He's the man who knows golf cars; in fact he's "Mr. Golf Car!"

These 16 advanced features combine to make the Gran Cushman the most successful golf car ever introduced to the American golfing public; the one golf car that is not already obsolete! Have you tried it? Available with gas or electric power, three wheels or four.



CUSHMAN MOTORS

A Division of Outboard Marine Corp.
1089 N. 21st Street, Lincoln, Nebraska 68501

Please send your colorful free literature about the Gran Cushman!

Name _____

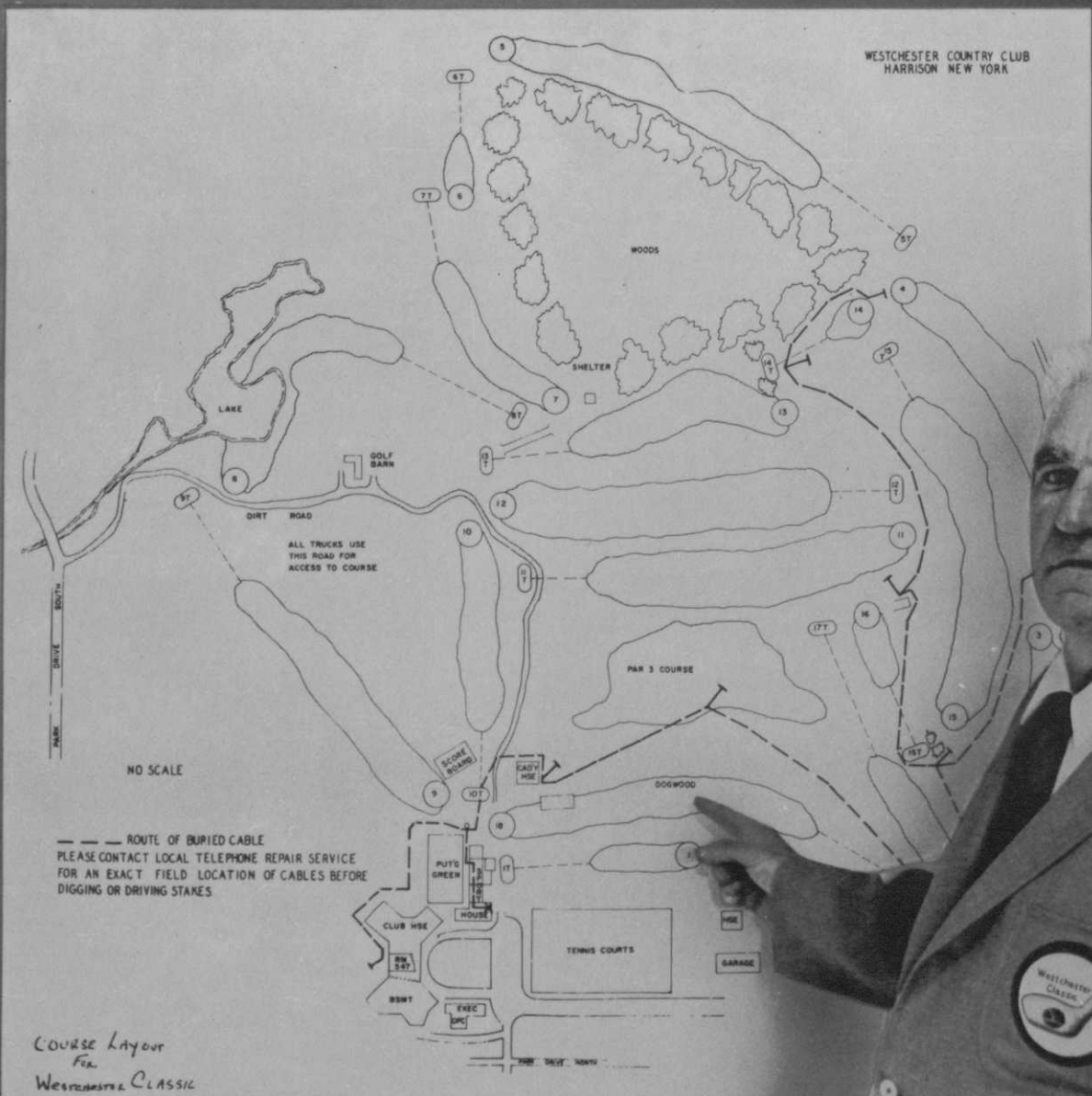
Address _____

City _____ State _____ Zip _____

Westchester in August: a double challenge

JOHN GARVEY

Superintendent of Golf Courses, Westchester Country Club, Rye, New York
(Mr. Garvey was formerly with the Pike Brook CC in Belle Mead, New Jersey.)



With over 350 acres and 45 holes to take care of, our 21-man staff keeps pretty busy most of the golf year. But in August, we really have our hands full.

That's when we hold the annual Westchester Classic. Although this is quite a new tournament, we've had national TV coverage from the beginning. Last year, Julius Boros took the top prize of \$50,000. The tournament profits are shared with the neighboring hospitals.

The event is carried by six local stations, taped for sports shows, and in 1969 ABC will be carrying the national TV coverage.

About 95% of our TV cables are permanently installed so we can keep the setup time to a minimum.

While the tournament is in progress on the West course, we keep our South course and our 9-hole pitch-and-putt course open to members. Add to that our crowd of something like 22,000 spectators, and you can imagine the work we have waiting once the Classic is over.

One of the problems we have to handle is crowd control. For this, we get members of Westchester and neighboring clubs to act as marshals. And we've had police patrolling the grounds the week prior to the event—ever since the year we found a 12-foot gash on the 16th green four days before the tournament.

The Classic is only one aspect of our August problems. The other is the heat. Its effect on our fairways is murder.

Our principal grass is *poa annua*. I say grass, but I really feel it's more like a weed. It's fine in spring and fall, but during July and August, I've seen *poa annua* disappear in a matter of hours on a good, hot afternoon. And once, a week



before the Classic, we had a half-inch of rain in a half-hour. The *poa annua* started wilting. The roots just couldn't handle the water fast enough. The temperature was in the nineties, too.

This is why we're changing to bent. To drive out the *poa annua*, first we'll be cutting down the water. Then we'll aerify and verti-cut the fairways, over-seed and fertilize. Once we get the bent in, we should have pretty good control of the situation.

On the roughs, we have bluegrass. We keep it four to six inches long for the Classic.

Our soil type is primarily clay. And based upon recent soil reports, we've switched fertilizers and are now using

Milogranite in the summer.

The water we use comes from the Westchester Joint Water Commission.

Our mains are cast iron pipe. They were installed in 1938. My foreman, who's been here fifteen years, recalls only a single break in the entire cast iron system. We operate at pump pressures of 140 to 160 pounds; our high spots are 75 feet up and pretty good distances are involved, too.

All in all, the pros consider Westchester a top course with near-perfect greens. We here at Westchester Country Club consider this the greatest country club in the world. I know we work hard to keep it there. In August, we don't get much sleep.



This series is sponsored by the **Cast Iron Pipe Research Association**. Cast iron pipe is preferred for the irrigation systems of golf courses throughout the country. Its superior strength, corrosion-resistance, quick-handling push-on joints and easy tapping, plus its recognized long life, have made it by far the smartest investment your club can make. For helpful tips on golf course irrigation, send for our free fact-filled 20-page booklet.



Nothing serves better than
CAST IRON PIPE
THE MARK OF PIPE THAT LASTS OVER 100 YEARS

CAST IRON PIPE RESEARCH ASSOCIATION, 3440 Prudential Plaza, Chicago, Ill. 60601

An association of quality producers dedicated to highest pipe standards through a program of continuing research

ALABAMA PIPE COMPANY • AMERICAN CAST IRON PIPE COMPANY • CLOW CORPORATION • GLAMORGAN PIPE & FOUNDRY CO. • LONE STAR STEEL COMPANY
LYNCHBURG FOUNDRY COMPANY • McWANE CAST IRON PIPE CO. • PACIFIC STATES CAST IRON PIPE CO. • UNITED STATES PIPE & FOUNDRY COMPANY

For more information circle number 209 on card



Catering to celebrities may have its problems, but it can be fun. Ultimately, running a successful pro shop means knowing who your customers are

By Robert Joseph Allen

One day a few months ago MacGregor Hunter, pro at Riviera CC in Los Angeles, was having lunch with the writer in the club's grill room. At the next table were Jim Backus, Bob Wilke and Lindsey Crosby. There were several other celebrities in the room.

Writers being what they are, and the Riviera being famous for the number of its members who are movie, television and stage stars and for members who are celebrated in other walks of life, this writer was irresistibly inclined to ask Mac Hunter how these luminaries stacked up as customers in his pro shop.

"The very best," he said. "They have to be handled with care, of course, and perhaps pampered a bit, but as customers and all-around members, you can't beat them. Besides being unusually generous with their money, they are very outgoing with everyone around the club. They know their public image is part of their stock in trade and they didn't get where they are by being careless with it.

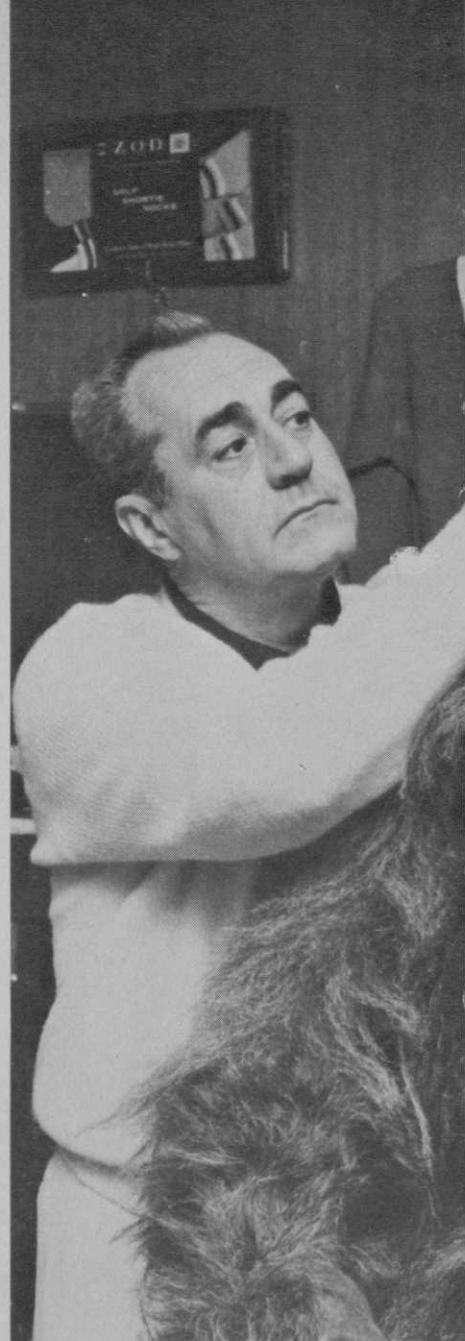
It is an axiom that entertainment people work hard and at work

CELEBRITIES MAKE THE SCENE AT RIVIERA CC

that must be sustained at a fast pace during the making of a movie, TV series or during the run of a stage play. Money comes to them quickly and in abundance at these times and so does tension and nervous and physical exhaustion. Consequently, when they have a chance to enjoy leisure periods they tend to spend their money and enjoy themselves at the same pace which characterizes their work. This is particularly true of the golfers among them, who during leisure periods like to play golf every day they can, as much as they can.

"They are more appreciative of extra attention, even though I suppose they could be considered entitled to a little extra fussing over. I have to be careful along this line; a pro shop has to have an impeccable image for impartiality, because the man next to a celebrity may be as good a customer, maybe even better. He would no doubt get a little indignant about any favoritism he saw.

This is particularly true of the quality of membership we have here. While I've never seen an estimate of the total wealth of the



Jim Backus and MacGregor

membership of Riviera, it must be somewhere in the neighborhood of the combined assets of the Swiss banking fraternity. Which reminds me: Harold Lloyd and Jack Warner are members here and used to play a lot, although they don't play much nowadays. Harold, incidentally, has always had a nine-hole golf course in his backyard."

Among those members who are more or less regular customers of the Riviera pro shop and teaching range, or who come to play a lot on the course are Robert Morse, Jack Carter, Don Adams, Jack Oakie, Andy Williams, Jim Backus, Donald O'Connor, Lind-



Hunter in the latter's pro shop outfitting a prospective qualifier for the 1968 U.S. National Open golf tournament.

sey Crosby, Jim Garner, Mike Connors, Dean Martin, Ed Sullivan, Richard Long, Bing Crosby, Buddy Greco, Vic Damone, Jack Ging, Gregory Peck, Bob Hope, Jack Douglas, Bob Wilke, Jack Elliot, Richard Widmark and Gary Morton.

"Of course," said Mac, "I like to yak yawk with the celebrities—who wouldn't—but I keep this indulgence strictly within what time and opportunity permits, using for a measure a scale that is fair to all members.

"The nice thing about the vast majority of our members is that they are very approachable, mainly because they are people of at

least some financial standing and consequence, which makes them secure and this in turn keeps them relaxed on all occasions. They're not given to saying hello first to someone they aren't acquainted with, but if somebody says hello to them in a friendly and warm way he will find them very responsive. Practically all of them are a lot of fun and very interesting. This is especially true of the entertainment stars and particularly around golf courses.

"And I don't know of any of the latter who aren't good buyers of golf equipment and clothes. For one thing they are color and clothes conscious, especially of

shoes. They are also very aware of style, but I've noticed that they only go for styles that personally become them. They never swallow *Haute monde* whole. This is particularly true of the women stars who are customers of our shop. They are naturally beautiful to begin with and have exquisite shapes. And because they are before the public most of the time, they have to dress well. They have almost infallible judgment of what makes them appear chic and beautiful. Therefore, if a style isn't particularly becoming to them, they'll allow merely a hint of it to creep into their

Continued on page 91

The Sweater Guys announce the revolutionary new Touring Pro Mohair & Wool Golf Sweater.



At last, a quality golf sweater at a reasonable selling price. Touring Pro has just created the exciting, new, Mohair & Wool Golf Sweater in 75% mohair and 25% wool with all the look of luxurious alpaca at half the cost: retailing around \$15.95. Choose from a complete rainbow of colors: white, red, navy, light blue, maize, black, olive and brown. Cash-in on the handsome profits. Order your Touring Pro Mohair & Wool Golf Sweaters for April 1 delivery. Write now. The Sweater Guys are waiting.

Gilison Knitwear Co. Inc.

America's leading manufacturer of Golf Sweaters.

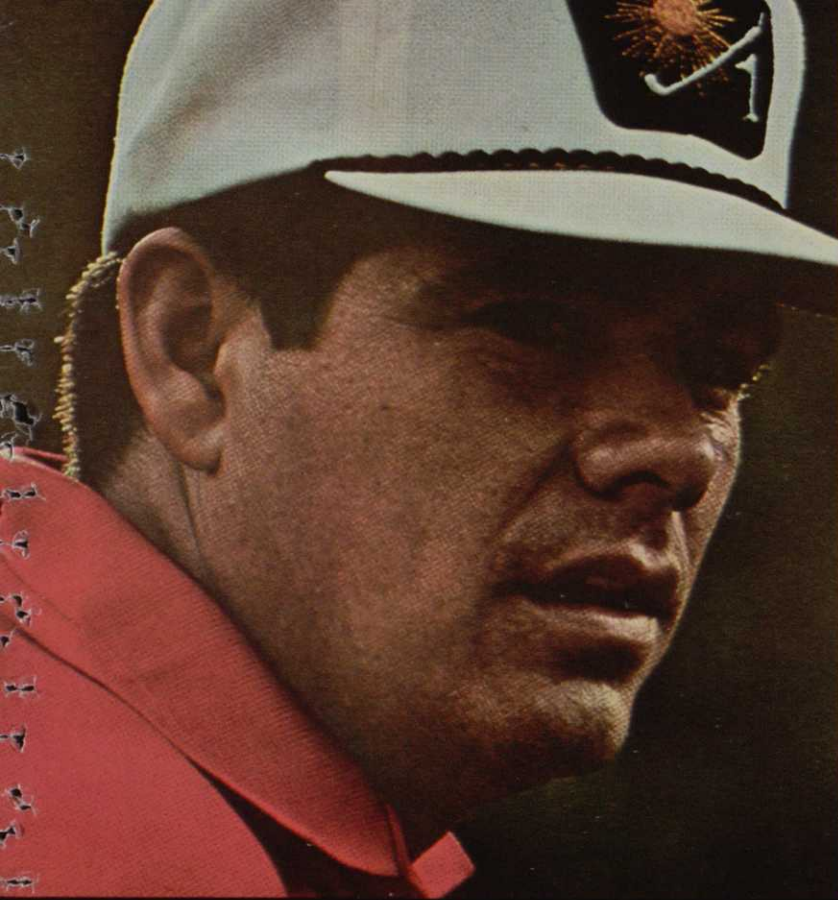
65 W. John St.

Hicksville, N. Y. 11802

Tel.: 516/WE 1-0041

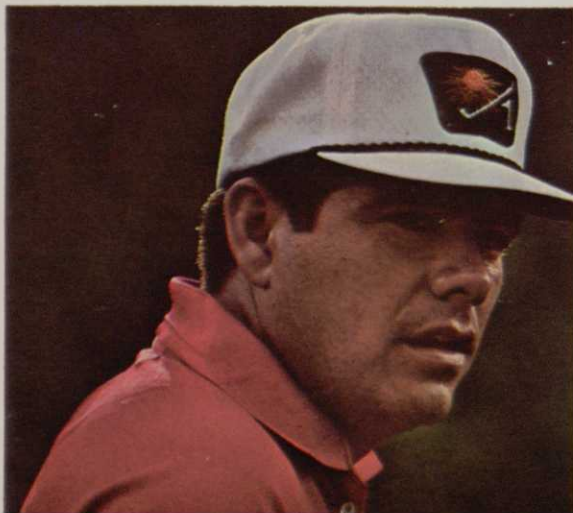


Write for free catalog of men's and women's golf sweaters. Touring Pro Sweaters are sold exclusively in America's finest golf pro shops.



**“Endorse it?
Hell, man...we play it!”**

Lee Trevino and Lee Elder champion the Faultless line in '69



**"Endorse it?
Hell, man...I play it!"** Lee Trevino

For a professional, endorsing a golf ball is one thing.

But to go ahead and use it in big-money tournaments... that's enough to make you stop and think.

And while you're at it, here are a couple of other things to consider:

Certified tests prove the Faultless ball goes as far—*or* better than—conventional big-name balls.

There's no cone or winding in the Faultless one-piece construction, nothing at all made to get out of balance.

And a Faultless ball is virtually indestructible—no hitting a new ball every time.

Now that you've thought about Faultless, put it out of your mind and into your game.

The Faultless Ball: Division of Abbott Laboratories.



Professional golfer Lee Elder, chosen by Golf Digest as the man to watch in '69, has done some choosing of his own. He's decided to play the Faultless solid ball. Which means he's got a lot of faith in it, especially since he'll be playing the Faultless in some of the biggest tournaments on the tour.

Elder says the Faultless drives as long as any ball he's ever played.

And maybe a little more accurate, too.

(That little goes a long way, because the most beautiful part of Elder's game is the pinpoint accuracy of his drives.)

Keep your eye on Elder this year. And on the ball he's playing. (Trevino plays it, too.) The cut-proof Faultless solid golf ball.

Faultless. The ball to watch in '69.



**Elder plays to win.
Elder plays the Faultless.**

Photo: Richard D. Young / AP/Wide World Photos, Omaha, Ohio

