Completely new Ben Hogan and Hogan 90+ Golf Balls, now both with IFR, overcome these structural weaknesses. In IFR construction, the liquid core center, special thread winding and cover all compress uniformly. This uniform compression of the whole ball triggers a built-in remembrance factor which snaps the ball back to perfect roundness in a split second. Greater distance results because response is added to the force of striking the ball, and deadening friction of ball against club face is reduced. Furthermore, new Ben Hogan Golf Balls have a special poly-urethane finish that is more resilient and maintains its brilliant whiteness under the hardest use.

**Improved Flash Reaction** is a major step forward in the exclusive Hogan concept of **Total Playability** — a concept giving equipment of which all parts work together for the golfer's finest performance. It offers a vivid example of Ben Hogan's unswerving dedication to one goal: perfection.

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Par-Mate puts a lot of love in
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This no-slip glove features an ex-
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... Houston range and course owners say
that after the “Wonderful World of Golf”
and “Challenge Golf” were shown this
spring, people “piled in like they were
going off a bus.”

Joe Finger designing 18 to be built in
northeast Houston, and a nine for the
NASA site in Houston Clear Creek section
... William F. and Dave Gordon, Doyle-
town, Pa., design nine for Oak Hill GC,
neat Frenchtown, N.J. ... C. K. Martin,
Inc., Commack, N.Y., design nine for
city of Glen Cove, N.Y. ... Small Business
Administration loan of $250,000 goes
to K&A Corp. which is building Tumble-
brook CC, near Pewaukee, Wis. ... Carl
Hoff, K&A pres., says Tumblebrook plant
will cost nearly $600,000 when completed
... Bismarck, N.D., to build first nine
of eventual municipal 18 ... Floyd Far-
ley remodeling Milburn CC 18 at Over-
land Park, Kan. ... Charles Novotany
signed as pro at Newburg (N.Y.) CC by
Mike and Frank Mazzarelli, owners.

The 18th Waite Memorial invitation
tournament will be played at Shawnee-
on-Delaware, Pa., Aug. 24-29 ... Fred
Waring, as usual, will serve as host ... That
barometer of golf business, the Palm
Springs, Calif. muny golf course, regis-

KEN Shop Supplies
Help Your Give Better Service

Deflection Board

A “must for every Pro who does any re-
pairs. Shaft or complete club is placed on
the bracket, weight is suspended on the op-
posite end. Amount of bend is shaft deflection.
ALSO: Ellingham Tools, Grip Conditioner, Ad-
hesives, Listing, Buffing and Cleaning Supplies
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Box 41-GM, Kansas City 41, Mo., U.S.A.
NEW Knitted Club Sox

Sports Sacks
the handiest, handsomest "hold-all" for tees, balls, cosmetics, etc. In leather-looking vinyl... gold, red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, $5.

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Foot-Lights by Reliable

Orlon knit circlets are the FASHION and the FASTEST WAY to make a sales hit. Keep hair neatly, nicely in place on the fairway or in the clubhouse. 1 size fits all. Gay or pastel colors, plain or decorated. Bagged individually.

WRITE FOR FULL-COLOR, PRICE-LISTED BROCHURES.

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National Golf Day  •  May 25

There is no better golf car

Nothing else adds so much prestige or comfort as a Cushman Deluxe Electric Golfster. Powerful, far-ranging, smooth-riding, with every deluxe feature already built in, the Cushman Deluxe Electric Golfster is first choice on the finest courses.

Made by the world's largest maker of golf cars. Write for complete information and name of nearest distributor.

SOLD DIRECT FROM MILL TO PRO SHOP

from the exciting country club line
distinguished quality

Magic Fleece

ROCKFORD TEXTILE MILLS, INC.
Mcminnville, Tennessee

National Golf Day  •  May 25

stered 6,704 players in March . . . Two years ago when 6,101 players teed off in March the city fathers thought they had a record that would stand up . . . Receipts for last month exceeded $35,000 . . . Eddie Golen, former assistant to Ralph Haas at Transit Valley CC in Elms- hurst, N. Y., has succeeded Toby Lyons as head pro at Moonbrook CC, Jamestown, N. Y. . . . Al Burns now pro at Lancaster (N. Y.) CC, succeeding Joe Savodny.

Bob Charles, in winning Houston Open and $10,000 with a 12-under-par 268, gave left-handed golfers the biggest boost they've had . . . The handsome New Zealander is righthanded in everything but golf . . . He won the U.S. Left-handers' National Open at DeSoto Lakes G & CC, Bradenton, Fla., last fall by 21 strokes . . . He represented New Zealand in Eisenhower Trophy competition, then turned pro and played for New Zealand in the Canada cup event . . . Another performance at Houston that got the customers talking was the third place finish of amateur Homero Blancas, Jr., with 270, a stroke back of the veteran, Fred Haw-kins . . . Blancas, 25-year-old University of Houston graduate, is the son of one of Supt. Bill Leonard's staff at River Oaks CC . . . Homero poured in a fourth round 64 . . . He got $000 for finishing a stroke
Why PGA advertising tells golfers, "See your golf professional."

That's what we're saying—ad after ad. Why? Simply because we believe no one other than a golf professional is qualified to specify and "fit" fine golf equipment like PGA.

We go to great lengths to make PGA equipment to the exacting specifications of your PGA Emblem Specifications Committee. These golf professionals help us design it. They help supervise its construction. Golf professionals test it after it's made. So nobody else should—or ever will—sell PGA equipment other than you, the golf professional!

PGA is your line—the only golf equipment tested and approved by the PGA itself. Sell it with pride—and profits!
Labron Harris, Jr., son of the professional at Lakeside CC, Stillwater, Okla., who coaches the Oklahoma State University golf team, was the top amateur in the Masters . . . Harris, Jr., National Amateur champion, had a stage-fright start with a 79, then went on to 71, 73, 75 to finish 12 strokes back of Nicklaus . . . Last year at the South Central PGA meeting in Tulsa, Harris, Sr. had lads from his varsity squad demonstrating his putting instruction device . . . Harris, Jr., gave an impressive demonstration of putting at Augusta . . . There may be something to that putting instruction gimmick.

Nothing exciting came out of the press session of John M. Winters, USCA president, and Lou Strong, PGA prexy, during the Masters . . . John and Lou agreed there should be only one set of rules . . . But whose? . . . After USGA and R&A meeting on rules this month you can be reasonably certain the present rule permitting the flagpole to stay in the hole will be tossed out of the book in 1964.

Tournament pros want club limit raised to 16 or, at least, they want the 14 club restriction tossed out and no limit put on...
NEW DOT

THE ONLY BALL IN ALL GOLF
THAT IS ELECTRONICALLY TESTED TO DELIVER MAXIMUM DISTANCE

The new DOT is tested on a Spalding-developed electronic machine (Pat. Pend.) to assure the utmost in raw distance. In simple truth, distance is the DOT's purpose in life. Every single part of it is dedicated to distance...

NEW ONE-PIECE COVER (Pat. Pend.)—the first and only one ever put on a high-compression ball. Hit it. Hear its clean, satisfying click. Sounds like distance. See its flat trajectory—aerodynamically pure. The exclusive new Polyunidyne™ one-piece cover surrounds...

NEW VIBRANT WINDINGS—isoprene thread, stretched 9.52 times its original length. This builds a reservoir of energy. It is distance, waiting to be freed. To complete the DOT's vital interior...

A RESILIENT NEW CORE (Pat. No. 2,998,977) of cis-4 polybutadiene. This is the heart of the new DOT. It is one important reason for the DOT's lively feel. It is a reason no DOT ever feels "stony." In short, everything is new and...

EVERYTHING IS TESTED. Beyond the test for maximum distance, Spalding subjects every DOT to further electronic tests for compression, concentricity, weight, size. No dud can ever reach your shop. Finally, no other ball is so stubbornly white; none can take more punishment. Sell the all new DOT: give your golfers the advantage of the only assurance of maximum distance in all golf. The new DOT is designed for—and sold only through—golf professional shops.
the number of clubs a player can carry ... Club professionals differ on a 16-club limit ... Some are afraid the increase might give competing retailers too much of an advantage with their smaller or open sets and a larger price differential, especially on women's and beginners' clubs ... That would be tough to buck ... With around 75 percent of all top grade 14-club set sales at pro shops involving acceptance and resale of used sets, a number of successful pro businessmen are concerned about what would happen if the trade-in sets ran up to 16 instead of 14 clubs ... These fellows say the 16-club proposal is something for manufacturers to consider cautiously because of risk of a negative effect on the top-grade club market which club professionals have made and are maintaining despite fierce low price competition.

Club pros who are uncertain about what a 16-club rule might do to their business say they wouldn't worry if there was a strong demand for 16-club sets from the millions of amateurs who pay for their clubs ... Some club pros, taking the other side of the subject, say that if the tournament pros played with 16 clubs the 100-shooters also would want that many ... At the Masters, numerous pro stars

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**TINGLEY GOLF RUBBERS...**

for a firm stance on soggy turf.

Molded one piece in natural rubber. No plastic or other substitute is used. Worn over ordinary street shoes, they are perfectly molded rights and lefts and because they stretch, 4 sizes provide a comfortable fit over any type of shoes 6½ to 13. Can be instantly washed inside and out ... dry quickly. Will not cut or mark upper leather of shoes or roll over sole edge as plastic often does.

Suggested retail, from $4.25

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Stay out Front by a Maxfli mile...

IN PRO SHOP SALES AND PROFITS!

The ball that keeps your golfer out front on every hole... the Super Maxfli... and see how easy it is to stay out front in profits, too. • Apparently more and more golfers are covering the winning difference the Maxfli makes because last year saw every previous sales record smashed... again. And you can expect more of the same in '63. • This year we're telling your golfers to "hit it a Maxfli mile" through their favorite golfing magazines in our biggest advertising effort ever. And we're backing up every word of this challenge with the ball that delivers all that it promises. From its Energy-Bank center to its gleaming white, chemically-bonded finish, the Maxfli is engineered to the "nth" degree to give your golfer greater distance, accuracy and consistency... and to give you a ball that keeps 'em coming back for more. And when they do... make sure you're well-stocked. A Super Maxfli fan won't settle for anything almost as good!

Dunlop
Sports Division
500 Fifth Ave., New York 36, N.Y.
Sold only by golf professionals
Con-Voy were carrying two or three woods and putter, and the rest of the 14 clubs were irons.

Horton Smith played in his 27th Masters using a golf car, the first player in Masters history to be allowed to use a car... He got a 91 with a lot of 2s and wasn’t shy about turning in his card... Horton’s high-hearted, uncomplaining battle against illness and the handicaps of major surgery have the MDs thinking they may be learning something from his case... He is regarded as one of golf’s top teachers and other pros consulted him often at Augusta.

Craig Wood, winner of the 1941 Masters and 1941 National Open, a pretty good Junior Slam, was paired with Smith... Craig has been ailing painfully with something like gout in his fingers and toes... Now it looks like he’s got it whipped... Craig is spending considerable time at Freeport, Grand Bahama Island, where Dick Wilson is putting in 18 holes a day as a feature of the Lucayan Beach hotel development, a Canadian capitalist’s enterprise... Charles T. Craddock, formerly at Boca Raton, will be in charge of hotel operations.

(Continued on page 115)