



Bernard Hunt, one of England's leading pros, tees off at Sunningdale in England as his Shell match opponent, Dave Marr (l) and Commentator Gene Sarazen (in knickers) follow flight of ball.

PLAYERS	LOCATION	BROADCAST DATE
Dave Marr Bernard Hunt	Sunningdale Golf Club, Sunningdale, England	Jan. 17
Barbara Romeck Isa Goldschmid	Monte-Carlo Golf Club, Monaco	Jan. 24
Tony Lema Cari Poulsen	Rungsted Golf Klub, Copenhagen, Denmark	Jan. 31
Jay Hebert Friedel Schmaderer	Hamburg Golf Club, Falkenstein, Germany	Feb. 7
Juan Rodriguez Tommy Jacobs	Lyford Cay Club, Nassau, Bahamas	Feb. 14
Ben Hogan Sam Snead	Houston Country Club, Houston, Texas	Feb. 21
George Knudson Al Balding	Cape Breton Highlands, Nova Scotia, Canada	Feb. 28
Joe Carr Al Geiberger	Killarney Golf Club, Killarney, Ireland	Mar. 7
Johnny Pott Roberto de Vicenzo	Maracaibo Country Club, Maracaibo, Venezuela	Mar. 14
Phil Rodgers Aldolfo Angelini	Villa d'Este Golf Club, Lake Como, Italy	Mar. 21
Marley Spearman Marilynn Smith	Luxembourg Golf Club, Luxembourg	Mar. 28

In color on the ABC Network starting January 17, 1965

### Starts on January 17

## 'Wonderful World' Series Comes Back for Fourth Season

Shell's "Wonderful World of Golf," returns to the air for its fourth season Sunday, Jan. 17, on the ABC television network.

Featured will be such outstanding golfers as Tony Lema, Juan Rodriguez, Johnny Pott, and all-time greats, Ben Hogan and Sam Snead. Two of the hour-long matches will pit top American women golfers against their European counterparts.

Shell's "Wonderful World of Golf" will be televised in color on 11 successive Sundays through Mar. 28. Times will be 4 to 5 P.M., Eastern; 3 to 4 P.M., Central; 2 to 3 P.M., Mountain; and 4 to 5 P.M., Pacific.

### American vs. Foreign Golfers

In each of the 11 shows top American golfers play outstanding foreign golfers on the world's most famous and demanding courses. The opening match on Jan. 17 is between Dave Marr and England's Bernard Hunt at Sunningdale GC, England.

G. G. Biggar, vice president of pub-

lic relations for Shell Oil Co., says the company is sponsoring the show for the fourth successive year because of its great popularity as shown by audience ratings. Viewers have indicated they like the show because of its unusual approach to the game and its world-wide scope.

As each match progresses, the styles and techniques of the golfers are analyzed. The way each golfer uses different tactics according to his strengths and weaknesses is explained. Commentators again will be Gene Sarazen and George Rogers.

An added highlight is the clinic at the end of each show in which the contestants give tips on technique. These are demonstrated in slow motion.

Brief travels that introduce each match and add to the show's popularity catch the distinctive flavor of each region where the match is played, and give viewers a look at the people and the way they live. The commercials on the show are extensions of the travels.

Thirty-one golf matches shown during the first three years of the television series are now available on 16 mm sound color films. Each an hour long, these outstanding golf films are offered to the golf clubs, service clubs, sports organizations and similar groups on a free loan basis. Further information on ordering films can be had by writing to the Public Relations Dept., Shell Oil Company, 50 West 50th St., New York, N.Y. 10020.