

This satisfaction sells the Super Maxfli...

When a golfer feels like *this* about the way a golf ball plays, he comes back for more! It's exactly this sort of satisfaction that sells the Super Maxfli... the satisfaction that comes from playing a ball that means better golf! Here's why this is true!

DISTANCE. No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

ACCURACY. No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

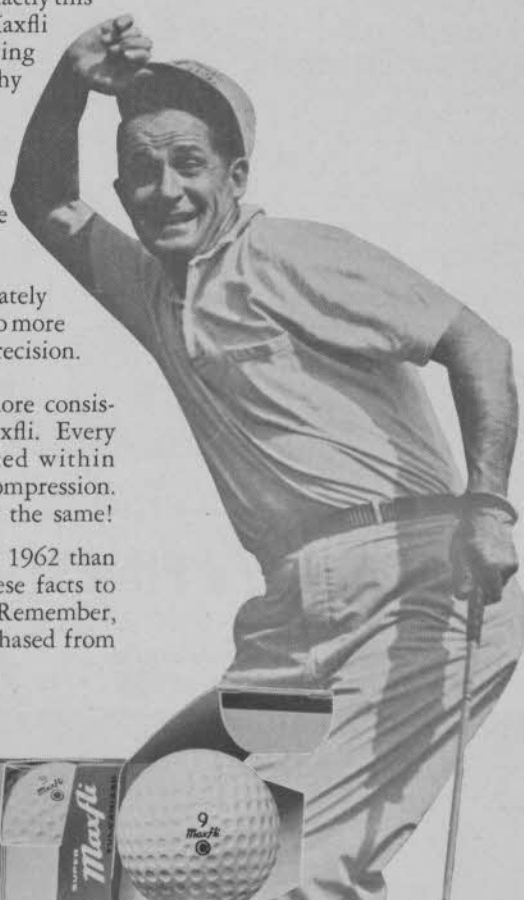
CONSISTENCY. No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

There will be more Super Maxfli ads in 1962 than ever before—and each one will tell these facts to your golfers and millions of others. Remember, Super Maxfli golf balls can only be purchased from golf professionals. Keep well-stocked.



Sports Division

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Calhoun, well known veteran in Toronto dist., signed as Glen Eagle supt.

Dewey Slocum's 9, which is 18 miles west of Milwaukee, Wis., on Highway 30, will open July 4 . . . Slocum's watering system has grass plugs over outlets on greens . . . PGA has issued revised edition of its "Tournament Sponsors' Guide" . . . Copies are \$2 . . . Winter play thus far at Palm Springs (Calif.) munny course, reported by City Mgr. Dan Wagner, has set new records . . . Pro Zell Eaton says the course never was in better condition notwithstanding heavy play.

The late Gene Marzolf made golf course maintenance history . . . He started at Buffalo, N. Y., then helped build Canterbury in Cleveland, went to the Los Angeles dist. where he built the Montebello course, changed Brentwood's greens from sand to grass, and then was supt. at Inglewood, Calif. for 15 years . . . In 1947 he was elected councilman at Inglewood . . . The following year he became a sales executive for Toro . . . He was an expert whose advice helped many course architects and builders, supts. and chmn. who were in trouble . . . He had a lot of fun as a \$2 horse player and Hollywood Park track officials named a race for the supts. because of

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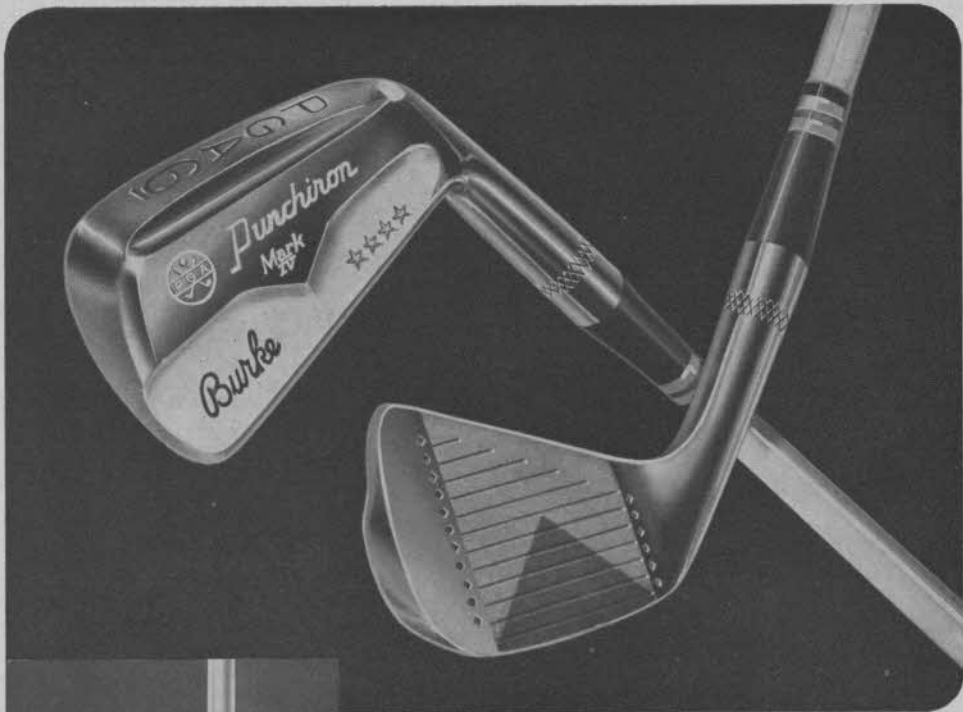
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Here are woods and irons with really new features — Features that will create sales. The new Burke Fibreglas Shaft is vibration-free. It has unusual “feel” — definitely aids control and distance. New “Peak Power” design of these PGA Clubs offers 20% more hitting area. Molded insert with 2-way roll provides the finest and most accurate hitting area on any clubs today.

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Gene . . . He served in all offices of the Southern Cal GC&SA and the SC Turf-grass Council.

W. E. (Bill) Haslett, pres., Fairfield CC, Winnsboro, S. C. says saving of time and material by seeding of the new course with International Paper Co. Turfiber indicates possibility of immense reduction in cost of building . . . This type of seeding and fertilizing is beginning to look good to architects, builders, officials and supts. and is being intensively investigated.

Guy Bailey had his CC of Miami's first 18 in good playable condition about one month before the announced opening date . . . Bailey and his gen. mgr., Joe Benner, put on a press party for the opening . . . Robert Trent Jones designed the course . . . Arnold Palmer is its roving pro. . . Expect to have Persimmon Hill CC, Saluda, S. C., in play in July . . . Fred Bolton is architect.

Pros are interested in announcement of "Tent Fair Exhibit" to be put on at Aronimink GC, Newton Square, Pa., during the PGA championship July 16-22 . . . They're hoping it is a deal that will give Aronimink's pro, Joe Capello, a good break.

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Uncrated-Via Enclosed Vans

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GOLFING's PRO-conscious presentation of golf news, features and instruction builds prestige, friends and support for the Pro with his members and officials . . .

BECAUSE —

GOLFING's PRO-ONLY advertising protects the Pro, promotes and features the merchandise the Pro sells — does not accept advertising that competes with the Pro . . .

BECAUSE —

IT's EASY TO USE — works during the busiest months of the year, when the Pro cannot take time out from club duties and shop selling to personally cultivate each member as he should . . .

BECAUSE —

IT's LOW IN COST — for only pennies per member GOLFING goes into members' homes, keeps them Pro-conscious during the year's busiest selling months!

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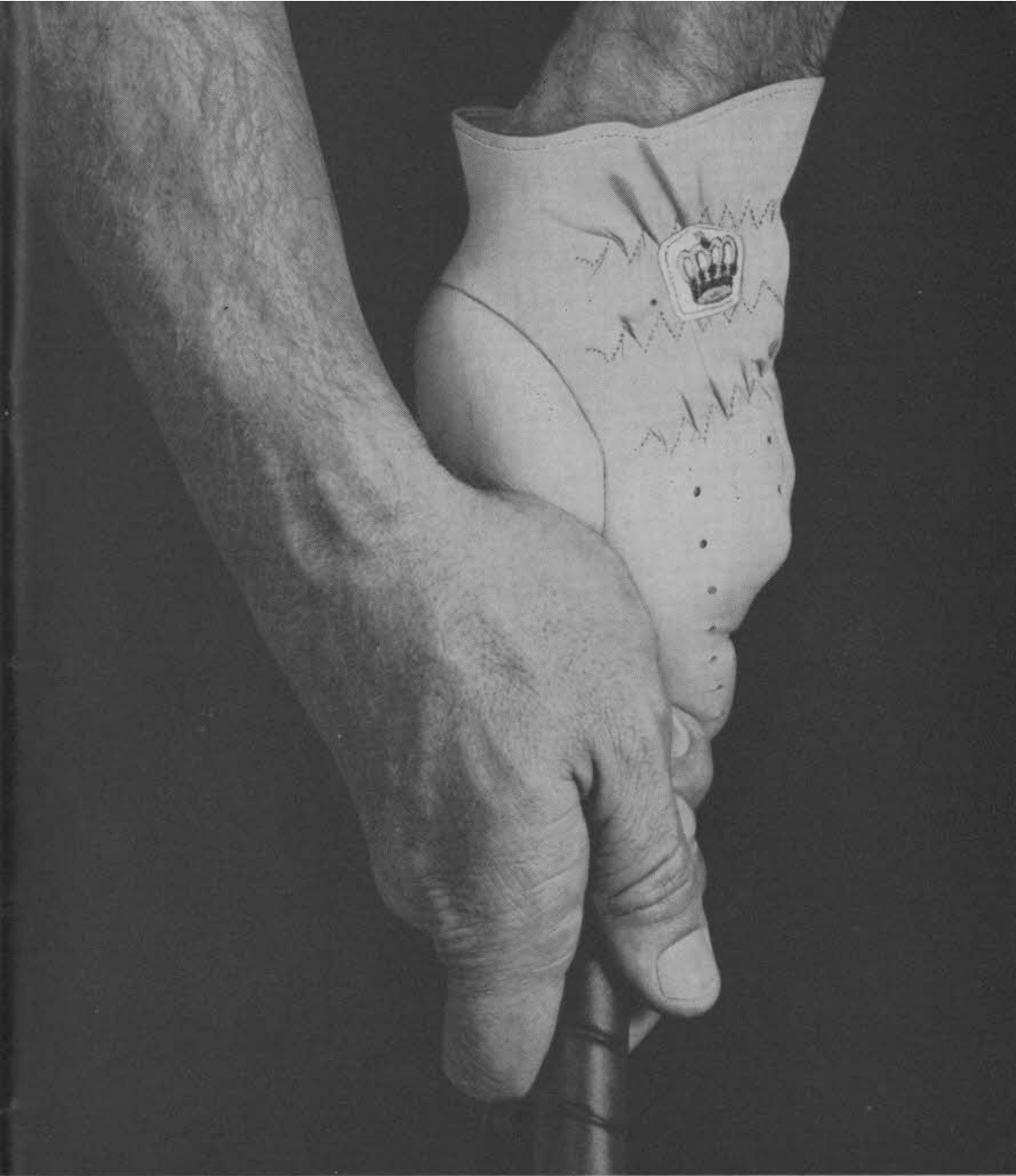
Tom Armstrong and Walt Lapszynski of course maintenance dept. of Meadowlark CC (LA dist.) and Meadowlark co-owner, Gomer Sims, get loud cheers from Long Beach VA hospital for rebuilding fourth green of hospital course . . . Jack Redmond, veteran trick shotmaker, now making his base at 2976 Sloat Rd., Pebble Beach, Calif. . . . Tam o' Shanter CC (Chicago dist.) thinks it may have some sort of a record with three golf cars missing at a bridge that spans the north branch of the Chicago river . . . Club has built a sort of chute arrangement with heavy banisters to prevent similar mishaps in future.

Jack Nicklaus' turning pro and Sam Snead's putting \$60,000 into a nationwide chain of Par 3 courses made news the same day in the sports sections and got space in papers where the PGA annual meeting didn't get a line . . . Biggest pro golf news of the winter, money-wise, got very little attention on sports pages . . . Pro shop golf Christmas gift business in 1961 was estimated to be more than \$3 million.

Jack Samuelson, Nordic Hills CC., was elected pres., Chicagoland Golf Assn., composed of daily fee course owners . . . Samuelson succeeds John Coghill, Silver Lake CC, who becomes sec. . . Richard Chamberlain, Sportsman CC, was elected vp and Harold Vial, Timber Trails, was re-elected treas.

Florida PGA and Paul Bell, Naples (Fla.) G& Beach Club pro, can advise other pro sections to get the ladies into the act when a sectional championship is being staged . . . Naples Community Hospital women's auxiliary earned nearly \$1,500 by ticket sales at the state PGA championship . . . Half of gate receipts were contributed by the auxiliary to the PGA purse.

William M. (Bill) Frank, who apparently was able to keep everybody happy at Forest Hills Field Club, Bloomfield, N.J., during his six-year tenure as president, was given a "night" in December with 300 members turning out to honor him . . . Bill was presented a diamond studded gold ring, an oil portrait of himself, painted by Joe Messina, and a pencil sketch, drawn by Bill Canfield of the Newark News . . . That wasn't all . . . Before the festivities were over, Forest Field members gave Bill a 14-year old, slightly spavined strawberry roan . . . Onwentsia Club, Lake Forest, Ill., will stage its sec-



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Your golf grip is in good hands when you slip into the new All-Star golf glove. This is the glove designed to fit skin-tite, for that snug, comfortable grip your game needs. Made in England of soft, smooth imported leather. Choice of handsome colors. Each glove emblazoned with distinctive crest. Endorsed by professional golfers — available at all pro shops.

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1962

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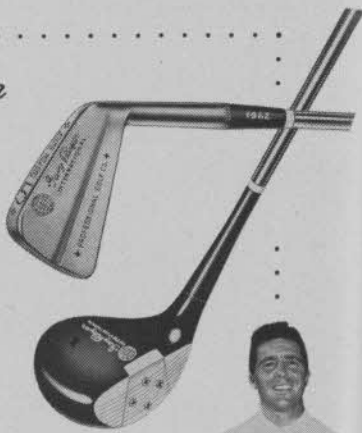
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AT NO EXTRA COST

Gary and Jimmy personally developed the 1962 lines of clubs. They incorporate the best ideas of two of the greatest golfers of all times and are custom built to any specifications prescribed by your golf professional at no extra cost.

Every club in a set feels and swings exactly alike. Think what a set of these superb custom built clubs can do to increase your pleasure in your game and to lower your score!

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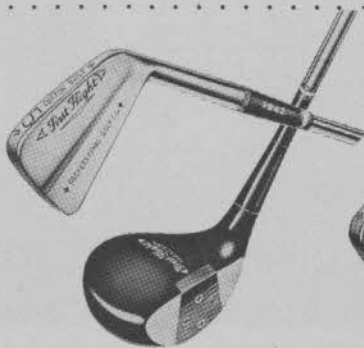
*Irons, \$18.00 Each. Woods, \$26.00 Each.



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The First Flight ball has a perfectly round steel center positioned exactly in the center of the ball. This serves as a stabilizer, helps the ball spin smoothly through the air, resulting in greater distance, greater accuracy . . . and more holes-in-one.

61-45



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ond pro-am for the Chicago Children's Memorial Hospital, July 2, the day after the Western Open is played . . . John D. Ames, former USGA pres., is chmn. of the committee staging the event.

1962 Open ticket committee at Oakmont CC, Pittsburgh, was shooting for \$180,000 in sales by Dec. 31 . . . Upon hearing the name of the man who is in charge of ad sales for the Open program, you kind of get the impression that gladiatorial games and not a golf tournament are in the offing . . . It's Marcus Aurelius . . . Mrs. W. B. McCullough, Jr., has been elected pres. of the Women's Golf Assn. of Philadelphia, made up of women from 57 area clubs . . . Palm Springs (Calif.) many courses had golf receipts of \$21,525 in Nov. from 3,627 players, an increase of 359 in the latter department . . . Receipts for the July-Nov. period were \$51,793, a \$14,700 increase over the same period in 1960.

There will be a lot more talks at PGA meetings about the work of the National Golf Foundation . . . At the 1961 annual meeting, a veteran member of the PGA's advisory committee said, "It's incredible that in a business as big as pro golf, PGA officials and members haven't made it a point to learn what the Foundation has been doing to promote the creation of hundreds of pro jobs."

Ski lodges in northeastern and southwestern resorts have been adding courses to get something like year-around operation . . . Sporting goods and department stores have been promoting successful tournaments for women at Par 3 courses . . . That's competitive action the pros had better watch before much new business gets away from them.

Several par 3s going in in Kentucky, according to Kentuckiana Klippings, GCSA publication in that state . . . Latest is the course at the Elizabethtown recreation center, designed by Morgan Boggs, supt. of the course at Fort Knox . . . They say that George Gnau, who heads the house committee for the Lucky International Open, to be played in San Francisco, Jan. 25-28, plays well enough to be a tournament participant . . . Trans Mississippi amateur championship to be played at Old Warson CC, St. Louis, July 9-14 . . . Herb Durham of Dallas is defending champion . . . German Amateur and Ladies Open to be played July 23-26 in Hamburg Falkenstein and the Open will be played at the same location,

(Continued on page 60)



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E. P. Hagler, pro and manager of the Duke University Course, is pictured at right with a Cushman Golfster, and above with the Golfster fleet.



CUSHMAN Gasoline Golfsters. flatten out the hills on the **Duke University course**

Located at Durham, N.C., the course is famous as the training grounds for many of the nation's best known golfers, including such outstanding pros as Art Wall, Skip Alexander and Mike Souchak. A rolling, forested, 4½ mile long layout, it presents a rugged challenge to the golfer . . . and to any golf cart chosen for the club fleet.

Cushman Gasoline Golfsters have successfully met that challenge, according to E. P. "Dumpy" Hagler, the course pro and manager who has been the Duke varsity golf coach since 1932 and who also served as varsity football line coach from 1931 to 1956.

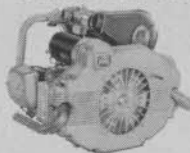
"We have had excellent service from our Golfsters," said Mr. Hagler. "Personally, I think it is the only

type of cart that could be used on this course because of our hills. Incidentally, we are also well satisfied with the two Cushman Trucksters that we use in course maintenance."

UNMATCHED QUIET--UNLIMITED RANGE

The sturdy heart of the Cushman Gasoline Golfster is a new OMC two-cylinder, die-cast aluminum, 18 HP engine with unlimited range and power to spare. It always loafs—never labors—which is part of the

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