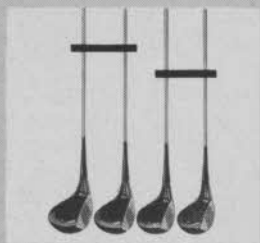


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"Ordinary" sets are only half-matched. Diagram shows how identical shafts are used for more than one club head. Although head weights vary, shaft action does not. No more than half the clubs in "ordinary" sets are truly matched in balance and "feel."



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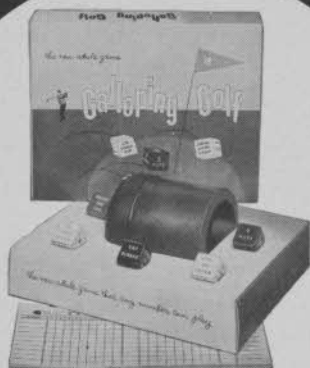
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themselves out of caddying jobs and opened the way for golf cars and bag carts... Brennan adds that during peak of golf season on L.I. between 20,000 and 30,000 caddies are working... He wonders what automation is going to do in curtailing caddie scholarship opportunities... In 1961 there were more candidates for Evans caddie scholarships than ever before, Western Golf Assn. reported.

N.Y. Golf Writers annual dinner in Grand Ballroom of Waldorf-Astoria was a sellout... About 900 attended... Larry Robinson, Linc Werden and their fellow toilers made this the best of the sports writers' windings in N.Y.... There are enough of the writers' affairs in a winter to use up carloads of bicarbonate and aspirin... Every outfit from the horseshoes and hopsotch writers and through the list of sports sells tickets and tucks up their bibs... Paul Runyan's talk about Titanic Thompson, the ace hustler of the Ozarks, at the Golf Writers dinner was amusing and informative... Ti made history and a lot of people.

Wm. C. Foster is building 9-hole Carlyle (Ill.) CC... It's first course in Clinton county... Waldemar Dietz, veteran oil producer, on a recent golfing vacation at Palm Springs, got interested in exploring Indian Wells course with an audio-sonic device he and his associates have developed... The gadget indicates so much oil at 4000 ft. that Eddie Susalla, Indian Wells pro-mgr. is scared to take a deep divot for fear of getting grease over his natty clothes... Dietz says the gimmick also showed oil potential across Highway 111 from Indian Wells on land owned by Bob Hope.

Henry McQuiston now pro at Bala CC, Philadelphia, succeeding Bob Marshall who was pro there 32 years... Joe Goldshinky succeeds Jack Williams who retired as pro at New Haven (Conn.) CC... Del Kinney, from Hotchkiss School course at Lakeville, Conn., to pro-mgr. post at new Plantation CC course in Farmington, Conn.

James Alves, 73, one of five brothers who came to the U.S. from Aberdeen, Scotland, to the gain of the U.S., and became pros, died recently at his home in suburban Cleveland, O... Jim came here about 50 years ago... His first pro job was at Oakwood CC in Cleveland... Then he was at Rochester, Minn. for

Keep your eye on his wallet

That bulge in his hip pocket is what pays your rent. And it's the performance of the Super Maxfli he's playing that makes him reach for that wallet to buy more.

The satisfaction that golfers get from playing a Super Maxfli comes straight from this ball's four key features:

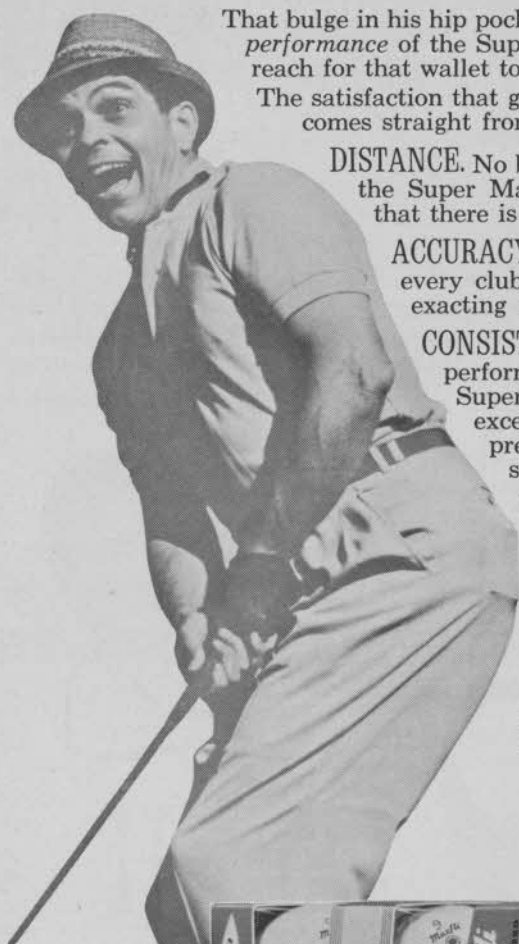
DISTANCE. No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

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!

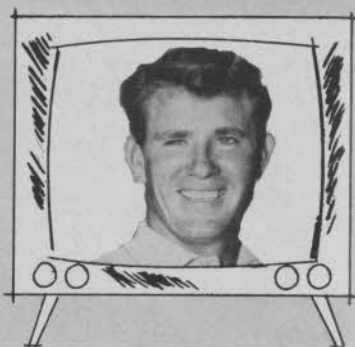
WHITENESS. No ball has a tougher or longer-lasting white finish! Chemically bonded to the ball itself, the Super Maxfli's resilient white armor stays pro-shop white hole after hole.

The biggest advertising campaign in Maxfli history is pre-selling this ball to millions of golfers just like yours. Keep well-stocked with the Super Maxfli.



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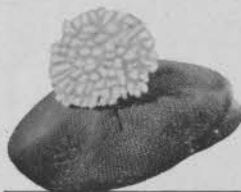
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11 years, after which he returned to Cleveland to be at Pepper Pike and at Pine Ridge . . . He left golf work to go with General Electric and retired from that company several years ago . . . His brother, Grange, died in 1939 . . . Brothers William, Robert and John survive him . . . James Alves also is survived by his wife, Agnes, and son, James Robert.

Northeastern Wisconsin GA will hold its annual meeting and golf club operations clinic May 21 at Oneida G & Riding Club . . . The operations clinic is a valuable session for club officials and department heads . . . Dan Steinberg, Jr., 206 W. College ave., Appleton, Wis., is NEWGA sec.-treas.

Robert A. Stranahan, father of Frank, and founder of the Champion Spark Plug Co., died early in Feb. in Toledo, O. . . . Devoted to golf, Mr. Stranahan was instrumental in bringing the Open to Inverness in Toledo in 1957 . . . A graduate of Harvard University, he started the spark plug firm in a Boston garage in 1908 and moved it to Toledo a few years later . . . Besides Frank, Mr. Stranahan is survived by his wife, Page, a son, Robert, a stepson and four daughters

. . . Frank Hannigan has been named tournament relations mgr. by the USGA, succeeding Bob Renner, who has returned to the newspaper field . . . Hannigan's successor as public information mgr. is Eddie L. Ervin, Jr., formerly associate editor of Golf World . . . John Kile has been named pro at Willowick GC, Santa Ana, Calif., succeeding Gerald Hall, who resigned last fall . . . He formerly had been at the club as an assistant pro.

Gene Littler and Byron Nelson, seen recently in a TV "Wonderful World of Golf" drama, had their long shots ghosted for them by Leo Fraser, pro-owner of the Atlantic City CC . . . It was a most unusual situation . . . In the match between the two last summer at Pine Valley, the cameraman goofed and didn't catch their tee shots and long fairway shots . . . This wasn't discovered until the film was edited, and since neither Littler nor Nelson was available for a quick retake, Fraser filled in . . . He had to keep swiping at the ball until it landed where Gene and Byron had previously hit their shots . . . It took Leo two days to re-enact the action . . . Bob Shields,



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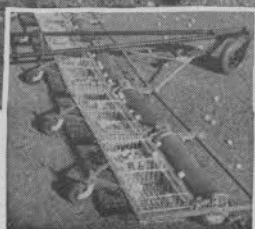
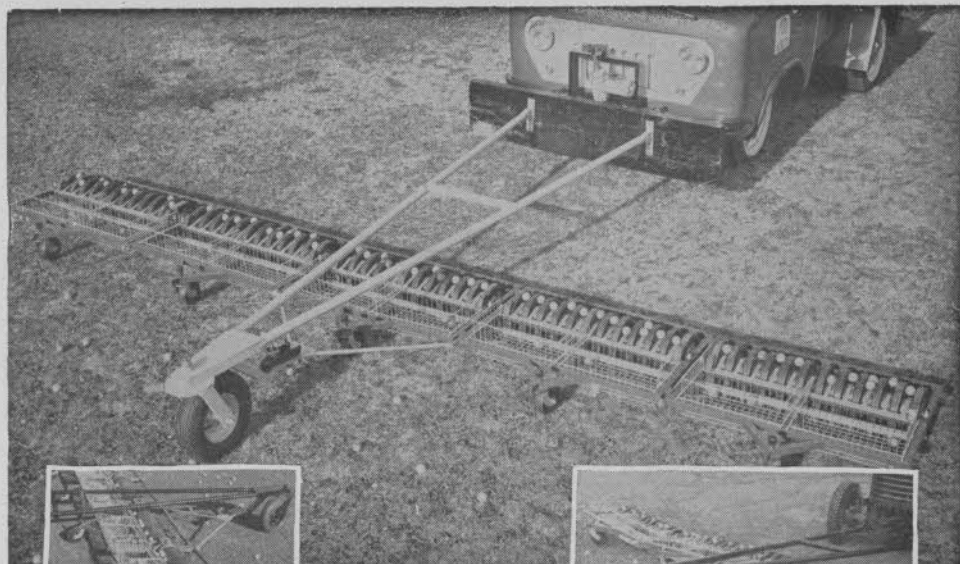
St. Louis 4, Mo.

pro at Quincy (Ill.) CC recently received \$1,000 in the first Old Smugglers Sweepstakes for a hole-in-one scored last summer by one of his players, Mrs. John McCarthy . . . Her reward was \$1,000 and a trip to Scotland for herself and her husband.

General Development has started work on the second 9 at Pt. Charlotte G&CC, near Sarasota, Fla. . . It was designed by Dave Wallace, who also drew the blueprints for the first 9 . . . Moose Nantz is the new teaching pro at Glencoe (Ill.) CC, where he is assistant to Paul Rivard . . . Also new at Glencoe is the pro shop . . . Nantz formerly worked for Byron Harcke in the Chicago Park Dist. golf setup . . . The jet age came of age on Feb. 2, at least for Dick Viergever, supt. at the Olympic Club in San Francisco

. . . He was chairman of the morning education session of the GCSA convention on that date, flew from Miami Beach to Chicago where he spent two hours in the afternoon, and returned to Miami Beach to conduct a meeting of the Northern Calif. turf council executive board from 8 to 10 p.m.

Kankakee (Ill.) CC starting \$380,000 modernization project . . . Clubhouse to be renovated, course rebuilt and an irrigation system installed . . . John Darrah, Matteson, Ill. architect and engineer, is handling the outdoor part of the program . . . Darrah also adding 9 holes at the Youche CC in Crown Point, Ind., and rebuilding the old 9 . . . Job is going to be handled so that at least 9 holes will be continuously in play . . . Andrews (Tex.) CC, where S. A. Smith is pro,



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has added 9 holes, giving it a full course with a par of 70 . . . Paul Runyan, speaking of Phil Rodgers, says: "I'm his coach, not his teacher. You don't teach a mature player like Rodgers." . . . Phil Zullo, Jack Mitchell's assistant at the Essex County CC in N.J. for the last three years, has been named pro at the new Knoll East GC in Boonton.

Ralph Trost, who handled golf assignments for the old Brooklyn Eagle and more recently was sec. of the Long Island GA, died recently . . . Gene Kunes, veteran pro who had been teaching at the Hollywood (Fla.) GC this winter, recently underwent his ninth abdominal operation in Huron Road Hospital, East Cleveland, O. . . . Eddie O'Donnell is the head teaching pro at the new Atlantis CC in Tuckerton, N. J. . . . The course

was designed by George Fazio . . . Ben Hogan has won the Colonial National Invitation five times in 15 trips and finished in the first 10 twelve times . . . Jim Vaughn, one of five pro brothers who hold golf jobs in and around Indianapolis, has been named pro at the new Heather Hills club, located in the Indiana capital . . . Jim, a pro since 1941, left Lake Shore CC to take the new post.

Joseph Dawson, Indianapolis lumberman, has been named chmn. of the 1962 500 Festival tournament, to be played May 24-27 . . . A total of 240 Massachusetts golfers took part in the Jamaica Amateur for Mass. players, held at Runaway Bay CC, Ochos Rios, Jan. 19-28 . . . The excursion was conducted by Bill Corcoran, executive sec. of the

(Continued on page 144)

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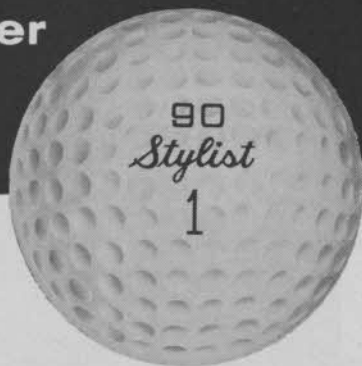
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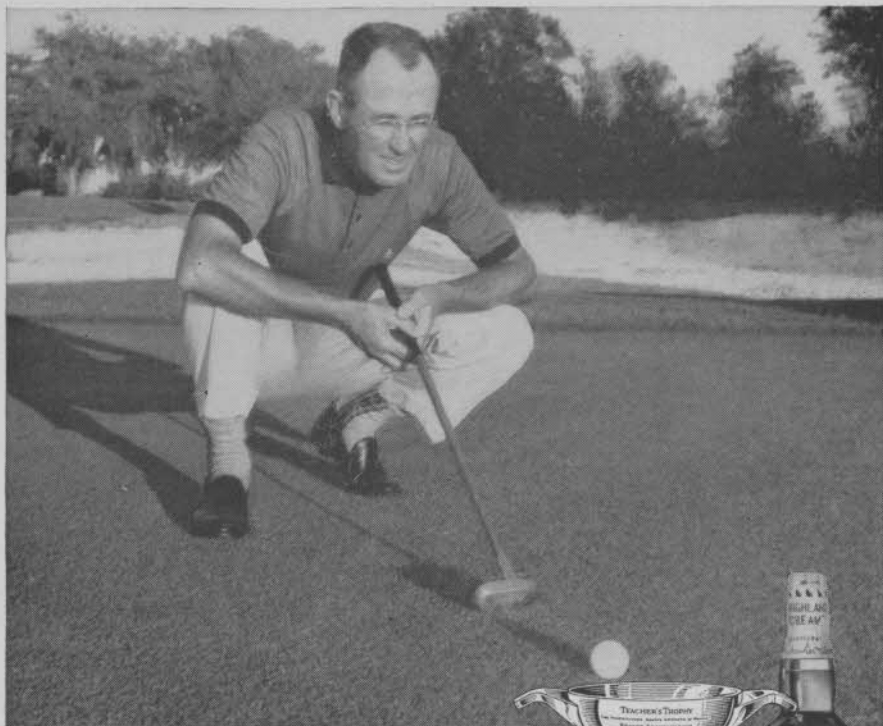
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