The world's best players require

distance

each ball must be capable of all the initial velocity the rules allow and

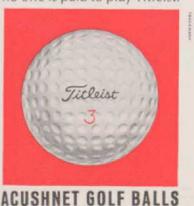
uniformity

each ball must perform exactly like every other to avoid errors in club selection... That's why they choose

titleist

overwhelming favorite of professionals and top amateurs in every major tournament this year.

And remember: no one is paid to play Titleist.



SWINGING AROUND GOLF

NEWS OF THE GOLF WORLD IN BRIEF



Lincoln Werden, golf writer of New York Times and former president of the Golf Writers Assn. of America, was rushed to Methodist hospital, Indianapolis, during Speedway "500" tournament, with attack of pancreatitis . . . Jack Nicklaus' suggestion that PGA tournament schedule be cut to about 30 engagements to "guarantee" sponsors a good field, and so touring golfers can play exhibition matches and take part in unofficial money competitions in between scheduled tournaments has golf writers wondering if a head-on clash between PGA Tournament committee and Mark McCormack, manager of Nicklaus, Palmer, Player, et al, is imminent.

PGA officials and lesser lights of tournament circuit maintain the PGA has done the work of making tournament golf big business and shouldn't and won't take an inferior role as a caddie for the Big Wheels . . . Television interests of tournament promoters, golf associations and individual players are big, complicated and a source of potential brawls . . . The "unofficial money competitions" between tournaments, to which Nicklaus refers, are regarded by many as synthetic championships . . . Following the PGA champion-ship, the big money winners aren't eager to play for the taxman so the circuit at times gets to be too much minor league to please or profit sponsors . . . The Caribbean minor league circuit in winter is accented heavily as a distiller's publicity gimmick.

There are 51 tournaments plus uncounted pro-ams on the journeyman pros' calendar . . . Bruce Crampton played in 38 tournaments last year — more than any

other of the first 25 money-winners... Player played in 19, Palmer in 21 and Nicklaus in 26... Championships that mean the most to the people who want to see the players (and hence build up the TV demand, too) are the National Open and the Masters... PGA Tournament committee has been wise in not messing

FRONT COVER

The eleventh hole at Big Cypress G&CC. Naples, Fla., was reclaimed from the Big Cypress swamp, which is the largest section of the Everglades. Architect William Diddle devised this hole, which is 170 yards from one tee that juts into a small lake, and 135 yards from another peninsula tee. One of the trees bordering this picturesque hole is topped by an eagle's nest. Phil Darbyshire is professional and Paul Nevers is supt. of Big Cypress.

in these events although it has been prodded to declare itself part-owner of the two top championships . . . The tournament situation right now calls for foresight and for consideration for the goose that lays those big golden eggs.

Through mid-June, Mickey Wright had won \$11,132 on the Ladies PGA circuit and six of ten events in which she competed . . At that rate, she was running well ahead of 1962 . . . Marilyn Smith, having her best season, was second with \$8,133 and two victories . . . Deadline for the seventh Brunswick-MacGregor newspaper writing competitions is Oct.



NATIONAL CASH REGISTER COUNTRY CLUB



Clubhouse, National Cash Register Country Club, Dayton, Ohio. Built for NCR employees, the Club covers 470 acres and includes two courses. The North Course is designed for "average" golfers, the South Course for players of championship calibre.

à day...



USES CAST IRON PIPE



Sprinklers go to work on the 10th hole of NCR's South Course. Pipe sizes for the Club's watering system range from three inches to eight inches.

Seven-and-a-half miles of cast iron pipe irrigate NCR's two18-hole golf courses. 72,000 gallons can flow through the system in an hour; and more than a million gallons have been handled in a 24-hour period.

Installed in 1953, the watering system, according to Greens Superintendent Jack Hart, "... has served us without disappointment. Its care is extremely simple despite the heavy volume of water handled each season and the terrain of our championship South Course."

Cast iron pipe is tested at 500 psi at the foundry...easily handles the high pressure necessary to deliver the required volume of water. And because its joints are as strong as the pipe itself, you get down-the-line dependability.

Forget about the stress of external loads, too. And earth movement. And temperature extremes. Cast iron shrugs off shock and strain—delivers the water you need for optimum playing conditions, for at least a century.

Get the worry-free pipe. Get cast iron.

For a wealth of information on planning and installation of golf course watering systems, send for your free copy of "Golf Course Irrigation," today.

CAST		- No.	ħ.
Wallace T. Miller	r, Managing Dir	1,000	1
3440-G Prudent Chicago 1, Illino		100	
Send copy of boo		se Irrigation."	P
Name			-
Position			
Name Position Name of Course Address			

Pro-Grip



First choice of better golfers everywhere. (Same product only the jar is new.)

MANUFACTURER'S SPECIALTY CO. INC.

2736 Sidney St.

St. Louis 4, Mo.

18, according to Charles Bartlett, sec-treas. of the Golf Writers Assn. . . All entries should be sent to Carol McCue of the Chicago Dist. GA, Room 221, LaSalle Hotel, Chicago 2 . . . Assn. of British Golf , Writers observed its 25th anniversary on June 2 with a party at St. Andrews in Scotland.

There are no parallel fairways on the new course at the Union Pacific resort at Sun Valley, Idaho . . . It's 6,225 yards long and was designed by the late George Von Elm . . . Maury Nee, Texaco company treasurer and member of Apawamis, recently was inducted into the Georgetown University Hall of Fame . . . He was one of the school's golfing greats and also played football . . . When the Pacific Northwest Junior Girls' Championship is played July 22-26 at Portland GC, members of the club will provide lodgings in their homes for the girls . . . The Association pays half the breakfast and lunch tabs for the girls . . . Paul Hahn has joined the staff of Cape Coral (Fla.) CC, according to Ed Caldwell, the head pro . . . The club was recently opened . . . The 6,800 vard course, designed by Dick Wilson, has five lakes.

ELECTRONIC HANDICAPPING

Throughout industry more and more companies are turning to electronic data-processing.

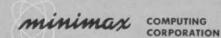
Now Minimax brings the speed and accuracy of electronics to golf handicapping.

This revolutionary method of establishing and maintaining handicaps is a must for every country club and golf association.

Electronic computing is not only accurate, but it accomplishes in seconds what handicap committees attempt to do manually in days.

From past experience every golfer recognizes the complete impartiality of the automatic system. No work — no inaccuracies — no arguments!!!

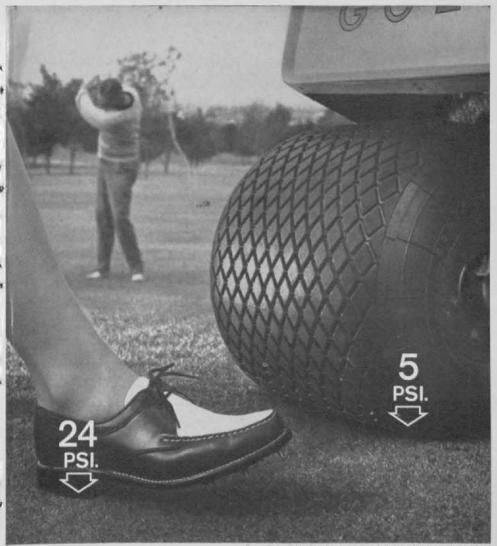
For further information contact:



P. O. BOX 20367 • DALLAS, TEXAS

ME 1-8502

FL 1-6878



Terra-Tire-T.M., The Goodyear Tire & Rubber Company, Akron, Ohio

A foot is tougher on turf than Terra-Tires

Even a dainty foot puts 24 pounds per square inch on your turf; Terra-Tires put down only five. Now you can get golf cars with Terra-Tires from most manufacturers. You get the well-known advantages of golf cars—faster play, happier members—plus the additional benefits of Terra-Tires. They're so gentle to turf, wet or dry. They

go anywhere. They roll so easily, you often get an extra nine holes out of a battery charge. For the whole Terra-Tire story write The Goodyear Tire & Rubber Company, Akron 16, Ohio.

NOTE TO CAR BUILDERS: Terra-Tires come with smooth, rib or traction treads. Write for details.





Rancho Bernardo (Calif.) GC has set aside each Tues., Wed and Thurs, as a free golf day for persons 50 or over . . . Senior citizens started moving into the Rancho Bernardo community in June . . . Hotel Sahara Invitation, to be played in Las Vegas, Oct. 17-20, is to be a \$77,777 event with 13Gs going to the winner . . . Sponsors say its the fifth richest tournament on the 1963 card . . . George D. Widener, better known as a horseman, is the honorary chairman of the Whitemarsh Open, to be played Oct. 3-6, at White-marsh Valley CC, Philadelphia . . . Robert Stuck is Gerald E. Hall's assistant at the Santa Ana (Calif.) CC pro shop . . . He succeeds Rich Merkel who is pro at Dominguez Hills Par 3, near Santa Ana.

Southern California GA's 64th Amateur will be played July 25-28 at Hillcrest CC in L.A. . . . Par 29 muny course is part of the City of San Leandro's shoreline recreation development area . . . California city has hired Ev Rooney, former assistant at Spokane (Wash.) CC, as its pro . . . Third Children's Memorial Hospital pro-am to be played at Onwentsia Club, Lake Forest, Ill., July 29, will pair 150 amateurs with 50 touring pros . . . It costs \$500 for an amateur to enter the benefit competition . . . Hollywood Hackers, com-

Deluxe Electric Golfster.

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.

CUSHMAN—MOTORS

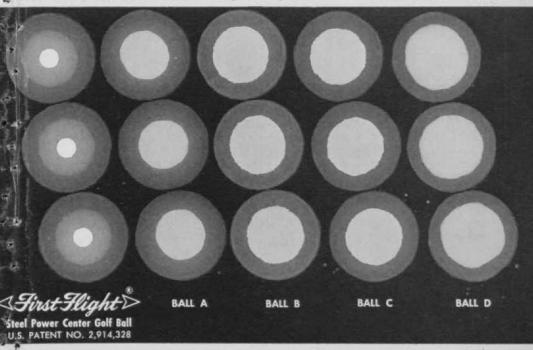
997 North 21st, Lincoln, Nebraska . A Division of Outboard Marine Corp.

attested

of the FIRST FLIGHT golf ball is greatly superior to that of any other golf ball we have examined and the only one that has a perfectly true center.

* Quoted from technical report which will be sent you on request.

PRESIDENT, INDUSTRIAL LABORATORIES, INC.



This un-retouched X-ray of the five top selling \$1.25 golf balls shows why the FIRST FLIGHT Steel Power Center® is the "greatest success in golf ball history."

Sirst Flight >

PLAY it...But how many

WIN WITH IT!

in 1962, and to date in 1963, the patented steel power center golf ball has won more money on the tour than any other golf ball.



AVAILABLE IN THREE COMPRESSIONS

80+, 90+, 95+

MONEY BACK GUARANTEE

Buy three First Flight balls from your golf professional. After playing them, if you do not agree with Jimmy Demaret, Gary Player, Gene Littler, Doug Sanders, Bo Wininger, Joe Campbell and other top professionals that First Flight is the greatest ball you ever played, you may return them to us for full refund.

63-30

SOLD ONLY IN GOLF PROFESSIONAL SHOPS

If not available in your pro shop, send \$15.00 per dozen and name and address of your golf professional so we can send him his usual commission.

KEN Shop Supplies

Help You Give Better Service



PRORYTHMIC

Golf and Tennis Balance

Used by virtually every golf club maker throughout the world for accurately measuring swinging balance and correct weight. Essential in any Pro shop where golf clubs and tennis racquets are sold. Made and sold only by Kenneth Smith.

ALSO: Ellingham Tools, Grip Conditioner, Adhesives, Listing Buffing and Claming Supplies.

ALSO: Ellingham Tools, Grip Conditioner, Adhesives, Listing, Buffing and Cleaning Supplies — and all other shop needs. The most complete stock of golf supplies in the golf industry.

Write for handy SHOP SUPPLY LIST

Kenneth Smith

Hand-made to fit You

World's Largest Custom Club Maker

Box 41-GM, Kansas City 41, Mo., U.S.A.

posed of the entertainment industry's top 75 golfers, play an 18-hole tournament each month at a different L.A. area course.

Club Managers Assn. of America passes 2,300 membership mark . . . Requests for loans from Farmers Home Administration of U.S. Dept. of Agriculture, for financing golf courses exceed all other recreation loan requests made of FHA . . . Spring conference and tournament of Midwest Assn. of Golf Course Supts. and Greater Chicago Club Managers' Assn. held June 3 at Beverly CC, Chicago, drew nearly 100 managers and supts. plus a dozen club presidents and Chicago District Golf Assn. officials . . . New York taxi drivers and golfing employees of United Nations in New York played recently at Forsgate GC in New Jersey . . . The outing drew 56.

Gerald Dearie, Jr., son and grandson of two noted course supts., is making a reputation of his own by his work in construction supervision of Mexican courses . . . Jerry is building 18 at Cuernavaca and Acapulco that he says will be valuable tourist attractions . . Ladies PGA's \$15,000 tournament at Stardust GC, Las Vegas, Oct. 10-13, will be televised by NBC-TV Oct. 13 . . . First time the girls will be on U.S. and Canada networks . . .

Ready For The Front Nine

- Cars delivered uncrated ready for immediate use ... no unloading facilities needed.
- Up to 30 cars per load . . . delivered in covered vans, fully protected from the elements.
- From manufacturer to you . . . the most economical way.

For more information write or call today!





TRANS-AMERICAN VAN SERVICE, INC. 7540 S. Western Avenue Chicago 20, Illinois

Phone: HEmlock 4-1000