

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.

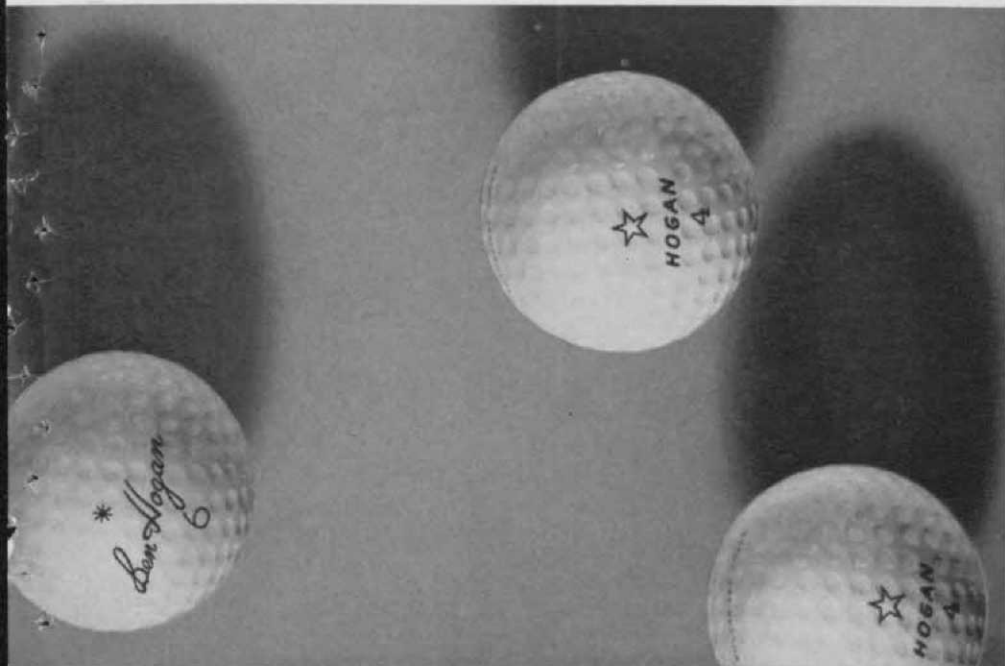
Improved Flash Reaction is a major step forward in the exclusive Hogan concept of **Total Playability** — a concept giving equipment of which all parts work together for the golfer's finest performance. It offers a vivid example of Ben Hogan's unswerving dedication to one goal: **perfection.**



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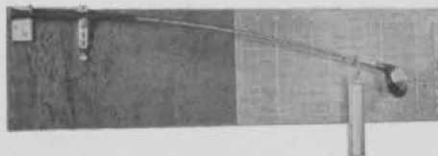
. . . Houston range and course owners say that after the "Wonderful World of Golf" and "Challenge Golf" were shown this spring, people "piled in like they were getting off a bus."

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, Doylestown, Pa., design nine for Oak Hill GC, near Frenchtown, N. J. . . . C. K. Martin, Inc., Commack, N. Y., designing nine for city of Glen Cove, N. Y. . . . Small Business Administration loan of \$250,000 goes to K&A Corp. which is building Tumblebrook 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 Farley remodeling Milburn CC 18 at Overland 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 Shawneon-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-

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flatter every hairdo; fit every head. Orlon or wool. Attractively bagged. Bright and light colors. Sug. Retail, \$2.



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National Golf Day • May 25

tered 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 Elmshurst, 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 lefthanded golfers the biggest boost they've had . . . The handsome New Zealander is righthanded in everything but golf . . . He won the U.S. Lefthanders' 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 Hawkins . . . 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

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ahead of Jack Nicklaus . . . The Masters champion won \$3000 for his work.

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, USGA 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

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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.

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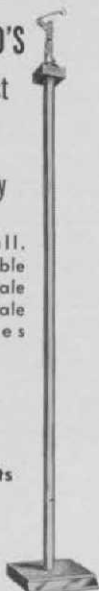
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the number of clubs a player can carry . . . Club professionals differ on a 16-club limit . . . Some are afraid the increase might give competing retailers too much of an advantage with their smaller or open sets and a larger price differential, especially 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 topgrade club market which club professionals have made and are maintaining despite fierce low price competition.

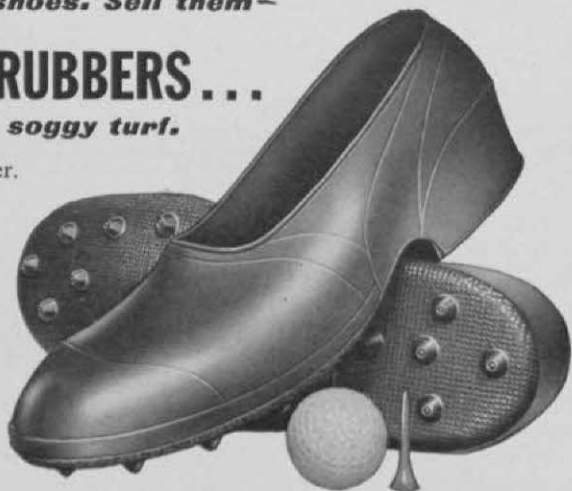
Club pros who are uncertain about what a 16-club rule might do to their business say they wouldn't worry if there was a strong demand for 16-club sets from the millions of amateurs who pay for their clubs . . . Some club pros, taking the other side of the subject, say that if the tournament pros played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

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were carrying two or three woods and a 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 pars 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 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)

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