

TWO IN A ROW!

Doug Sanders WINS DORAL OPEN AND PENSACOLA OPEN



with First Flight Steel Power Center® Balls and Registered Swing Weight First Flight Custom Made Clubs. You can have these same matched registered swing weight clubs built to any specifications prescribed by your Golf Professional AT NO EXTRA COST.

*Ask Your Golf Professional
For Details*

First Flight®

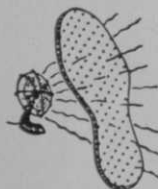
STEEL POWER CENTER® GOLF BALLS
CUSTOM MADE CLUBS



FIRST FLIGHT GOLF COMPANY • CHATTANOOGA, TENNESSEE 37405
SOLD ONLY IN GOLF PROFESSIONAL SHOPS

Extra Profit

LIKE
WALKING
ON
PILLOWS!



*Air-Cooled!
Air-Ventilated!
Air-Cushioned!*

Dr. Scholl's AIR-PILLO[®] INSOLES

Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

3 PAIRS FREE!

With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.



YOUR COST \$14.40. YOUR PROFIT \$9.00

Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE.

SELL ON SIGHT!

Mail your order today!

THE SCHOLL MFG. CO., INC.
213 W. SCHILLER ST., CHICAGO 10, ILL.
62 W. 14th ST., NEW YORK 11, N. Y.

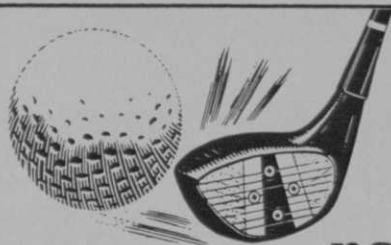
along Old West lines, being built entirely from rustic logs . . . It measures 68 x 80 feet overall . . . Don Kierbow, two-time Sacramento, Calif. tennis champion, has joined the shop staff of pro Adrian Wilson at Lindale GC in Sacramento.

Springville City, Utah has planned a 9-hole public course in Hobbles Creek Canyon, to be completed this year . . . Total cost is an estimated \$75,000 . . . Plans have been drawn and application for a loan to the FHA has been made by the 5 by 80 CC (Stuart, Ia.) . . . Plans have been completed for purchase of an abandoned 18-hole course at Punta Gorda, Fla. . . Formerly attached to the Hotel Charlotte Harbor, the unit, which was discontinued in 1958, will be a country club operation.

The Pueblo, Colo. City Park course clubhouse is scheduled for completion in Jan., 1966. . . Greenville (Tex.) city council has agreed to pay \$75,000 for the Greenville CC course and clubhouse . . . Norfolk (Neb.) CC members have voted to build a new \$225,000 clubhouse and swimming pool . . . Claude Heniger is new pro-manager of the new Foothills CC (Longmont, Calif.), an 18-hole course. New manager of the Leawood CC, Shawnee Mission, Kan., is Jesse Campbell . . . Azusa (Calif.) Greens public course has named Ed. A. Cooney manager.

Bill Scheibe, supt. of parks for Dallas, Tex., was elected president and Quinton Johnson, supt. at Brookhaven CC in Dallas, was elected vp of the Texas Turfgrass Assn. for 1965. . . Grover Keeton was reappointed executive secretary and A. W. Crain was reappointed editor of "Turf News Texas" . . . Attendance at the 1964 USGA Open at Congressional CC in Washington D. C. was the second highest in its history . . . The three-day total of 55,458 was second to the record 62,300 for the 1962 Open at Oakmont CC in Pittsburgh, Pa.

William J. Teepe, Cincinnati, O. developer, plans to build an 18-hole, par 72 course (tentatively named Carolina Trace CC) in the northeast corner of Dearborn county along the Franklin county (Cincinnati) line . . . Nassau County (N. Y.) will open two new nine-hole layouts this



**only
natural
balata
puts the
"CLICK"
in
golf balls...
naturally!**

natural balata . . . the original golf ball covering

Listen for the identifying "click" when your club meets the ball! This sound tells you your ball is covered with Natural Balata, a refined and processed kind of rubber, known for its toughness and high abrasion resistance. No synthetic material developed by modern scientific methods has duplicated the "click" of Natural Balata.

For over forty years Hermann Weber has been supplying golf ball manufacturers with Natural Balata in vast quantities . . . enough to cover some hundred million golf balls. And there's plenty more where that came from! We operate two processing plants and maintain a revolving inventory of finished refined Natural Balata.

Next time you buy golf balls,
be sure they're covered with Natural Balata.



HERMANN WEBER & CO., INC.

76 BEAVER STREET · NEW YORK, N. Y. 10005

Telephone: Whitehall 4-5937



2 A Counter Merchandiser

that stops traffic and helps make sales. Displays 2½ dozen Super-Grip gloves in self-selling packages.

3 The Best Profit Margin.

The Edmont Super-Grip retails for \$3.00. Gives you a better profit margin than any other glove. You also get one glove *free* with every merchandiser you buy.

4 National Advertising Support

with 4 ads in SPORTS ILLUSTRATED, and 3 ads appearing in GOLF DIGEST. And these ads pre-sell the Edmont golf glove *only*, not as part of a larger golf equipment line.

Sports Illustrated

GOLF DIGEST

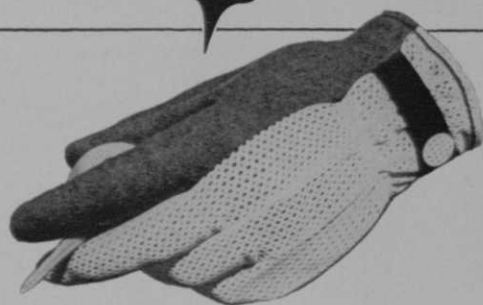
5 The Edmont Super-Grip Golf Glove.

The only new golf glove on the market today.

The patented fabric palm never loses its grip...wet or dry. Stays soft, always.

And, the Super-Grip glove is cool . . . long-wearing . . . washable.

In men's and women's sizes for



right or left hands. Choice of colors. Displayed in self-selling packages, and pre-priced at \$3.

Boost your sales and profits with the Super-Grip Tee-to-Green Sweepstakes. Contact your wholesaler for details. Or, write Edmont Inc.

year—one at Christopher Morely Park (formerly Ryan Park) in Roslyn, and one in Hicksville.

The third annual Newark News—N. J. PGA golf show was held Mar. 25 at Westmont CC in West Patterson, N. J. . . . Theme for the show was "Play Better Golf This Season." Jon Gustin, pro at Echo Lake CC in Westfield, N. J. has resigned to become pro at the 36-hole Birmingham (Ala.) CC. . . . Birmingham is his home town . . . Visiting the U. S. to encourage golf tourists to visit his native Scotland is Ian Jack, manager of the Gleneagles golfing hotel in Perthshire, Scotland.

California manufacturer, R. M. Murdock, has purchased a half interest in Cornoa, Calif's. Mountain View CC . . . Along with the announcement of the purchase came proposal plans for an extensive building program by Manager Bill Walcher . . . Bob McCallister will be head pro at MVCC . . . Francis Duane was architect for the Fatogue, L. I., N. Y. Golf Hill G & CC 18-hole course that will be ready for play this spring . . . A reno-

vation project to extend and renovate the Winnapaug CC in Westerly, R.I. is under way.

Briarcliff Turf & CC has received a \$282,000 loan from the Small Business Administration to develop a country club eight miles south of Gainesville, Fla. . . . Work is progressing on the Antioch (Calif.) municipal course . . . The new Corpus Christi (Tex.) CC has no opening date as yet for its course, but the clubhouse will be completed by June 1 . . . A \$100,000 program for adding nine holes and remodeling the clubhouse is underway at the Millbrook G & CC, Picayune, Miss. . . . Holly Greens Public GC, near Pontiac, Mich., designed by Robert Bruce Harris, will have its 18 holes and clubhouse open late this summer.

A University CC is being formed at Boulder, Colo. with the idea of taking over the present facilities of the Boulder CC, which will be moving this spring to a new location . . . A northern N. J. country club has lost its liquor license for 90 days on bookkeeping violations . . . This same club has been subjected to a year-

2,000 Pro's now use . . .

PRO SHOP "BLUE BOOK"

An official standard of trade-in values for used golf equipment.



TRADE INS CAN BE VALUABLE

1. EASIER TO SELL NEW EQUIPMENT.

Upgrading your customer to the top pro-shop line is easy when you can offer fair market value for his old equipment. The trade-in values suggested in the "Pro-Guide to Trade-ins" are taken from questionnaires sent to over 2,000 golf pro's.

2. THE PRICE IS RIGHT ON USED EQUIPMENT.

Pricing used equipment comes easy when you have a national average from which to work. The book is edited-published for pro's by Tom Murphy, a P.G.A. pro.

3. TWO HANDY NEW SECTIONS IN '65

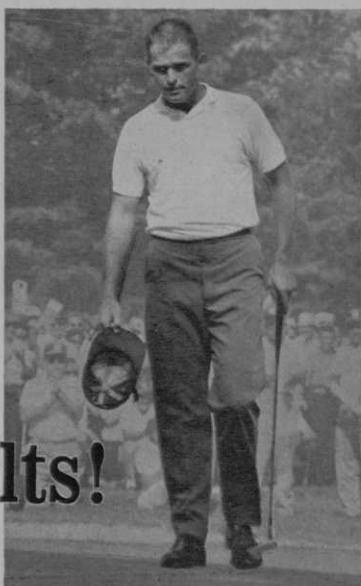
In addition to the 7 year coverage of 28 lines of golf equipment, Pro-guide for '65 includes a section on 1965 NEW club prices on Pro-line only, and a section on the systems of registration used by manufacturers to identify the production year of equipment.

SUBSCRIPTION RATE \$8.50 ANNUALLY

Write today for your subscription, to

PRO-GUIDE CO. Box 1127 Provo, Ut

These Tournament Champions All Play Power-Bilts!



Bobby Nichols—PGA Championship—1964
 Carling World Open—1964
 Seattle Open—1963
 Houston Classic—1962
 St. Petersburg Open—1962



Gay Brewer—Waco Turner Open—1963
 West Palm Beach Open—1961
 Mobile Sertoma Open—1961
 Carling Open—1961



Miller Barber—Cajun Classic—1964



Frank Beard—Frank Sinatra Open—1963



*Sold Only By
Golf
Professionals*

You can put the same confidence in Power-Bilt saleability as these tournament winners do in their playability!

The engineering principles by which Power-Bilts are made result in clubs of uniform excellence beyond compare. Each club in a set is Master-Matched to swing exactly alike. This guarantees your members the ultimate in golfing enjoyment. Make Power-Bilts your first choice, too!

Hillerich & Bradsby Co., Louisville, Kentucky

Master-Matched
Power-Bilt
 Golf Clubs

you only need $\frac{1}{3}$ THE INVENTORY

WITH **TINGLEY** GOLF RUBBERS

RUBBER CORPORATION

FOR MEN & WOMEN

SOUTH PLAINFIELD 26, N.J. EST. 1896



MEN'S GOLF RUBBERS

4 sizes fit perfectly over all men's shoes sizes $6\frac{1}{2}$ to 13 suggested list price in brown or black, \$3.95



WOMEN'S GOLF RUBBERS

5 sizes fit all women's shoe sizes and widths suggested list price \$3.50 NOW AVAILABLE IN BRIGHT RED, brown and black.

DISTRIBUTED BY A. G. SPALDING & BROS., INC.

long investigation by local, state, and federal officials interested in the comings and goings of various Cosa Nostra figures.

Jerry Boykin is the new pro at Lake-wood CC in Westlake, O. . . . Paul Schojan is new pro at the Kanandaque CC, Canandaigua, N. Y. . . . Pine Brook CC in Gloversville, N. Y. now has Jim Murray as its pro . . . Succeeding Murray at Amsterdam (N. Y.) municipal GC is Charles Kuiber . . . Stanley Zontek has moved as pro from White Manor CC in Malvern, Pa. to Rolling Green GC in Springfield, Pa.

Frank Stone has begun his duties as pro-manager of the Mooresville (N. C.) CC . . . Dan O'Rawe recently took over as pro of the Packanack (N. J.) GC . . . Mike Krak has moved from Middle Bay CC in Oceanside (L. I.), N. Y. to Wee Burn CC, Darien, Conn. . . . Tom Ritter has been appointed pro-manager of the Golden Tee Golf Center, Cincinnati, O.

Dale Loviers has assumed the duties of restaurant and lounge manager of the Kings CC in Hanford, Calif. . . . Oak Ridge

(Tenn.) CC has Clifford W. Kennedy as its new manager . . . Mike Cavanaugh, former assistant pro at Milwaukee (Wis.) CC, became pro at the West Bend CC on April 1 . . . Chris Mathews is now manager of the Peacock Gap CC and Peacock Gap Beach and Yacht Club, San Rafael, Calif. . . . R. W. Jones has resigned as manager of the Midland (Tex.) CC to enter a different business . . . A. M. Lucha has resigned as manager of the Wilmington (Del.) CC to take the post of general manager of the American Club of Tokyo, Japan . . . Third Scottsdale (Ariz.) Senior Golf fiesta to be held Apr. 26-30.

Expected completion date for the 9-hole course at the Kauni Surf Resort at Lihue, Hawaii is July 1 . . . It is reported that six courses are opening this spring on Long Island, New York . . . Of all the features in these clubs, the one that is perhaps most unique is the bite size course designed for the busy exec who can only spare an hour or two before or after lunch . . . This course has three starting tees located around the clubhouse (Mill River, Upper Brookville, N. Y.), allowing the



OPERATE A FLEET OF **CAPRI** GOLF CARS AND YOUR PLAYERS WILL DRESS FOR THE OCCASION

They just can't help it! The style-setting beauty of the corrosion-proof fiberglass body . . . the luxurious foam cushion seats . . . the vibration-free steering and the "finest ride on any course" convinces them that this is something special. And there's something special for your club, too, in this ride that keeps bringing them back again and again. And of course, the easy maintenance features that keep these cars on the course bringing in profits day after day is not hard to take either. Capri offers both electric or gasoline models . . . and the price . . . even with the many deluxe features, Capri cars are still competitively priced!



Made to give you
the finest ride on
any course

CAPRI MANUFACTURING COMPANY

Subsidiary of The Huffman Manufacturing Company
1821 Columbus Ave., Dept. G-3, Springfield, Ohio

Please send me more information on the 1965 Capri Golf Cars

Name _____

Address _____

City _____ State _____

The
Lightweight
BAG
 that's
EASY
 to
 carry . . .

The stick
 does the
 trick!



**CLUBS CANNOT
 FALL OUT!**

World's largest seller — the only lightweight bag with the patented balancing feature that makes it easy to carry and prevents clubs from falling out. Ideal for the player who objects to excess weight . . . for caddy-less days . . . for beginners and juniors. Generous size — holds 14 clubs. Made of top quality green canvas . . . has heavy-duty rubber bottom.

Packed 5 to the carton — permits shipment to be made via parcel post. Minimum shipment — 5 bags. Suggested retail, \$7.50 each.

Balancing feature covered by U.S. Patent 2364223.

Balanced Golf Bag — a division of C. M. Hill Co. Peoria, Ill. Sold only through distributors of PRO-GRIP Golf Gloves and Head Covers.



ASK YOUR DISTRIBUTOR

golfer to play a quick six holes and finish near the clubhouse.

Koshkonong Mounds CC (Ft. Atkinson, Wis.) has named **Richard Theno** as its new manager . . . A public course of nine holes is being completed two miles north of Anderson, Calif. . . . The course was designed by the late **Forest Tucker** . . . Members of the Spartanburg CC have given approval to a \$600,000 building program that will include renovation of the present clubhouse.

Dallas Larsen has been appointed vp and sales manager of the Lake Montezuma G & CC development in Rim Rock, Ariz. . . . Carthage (Tex.) Forrest Acres CC opened its new clubhouse recently . . . **Joe Finger** is to design the Bella Vista, Ark. course as part of the northeastern Ark. retirement village. A contract has been signed with the Thomason Golf Course Design and Construction Co. for completion of a new nine-hole course at Williamsburg, Ky. **Robert Trent Jones** will design an 18-hole course on St. Croix, Virgin Islands with a scheduled opening date of 1966.

Franklin (O.) GC has hired pro-manager **Wayne Kelley** as part of its reorganization and expansion program . . . A new \$20,000 clubhouse is expected to be completed 60 days from the beginning of construction on Mar. 1. . . . Oberlin (O.) GC's new \$90,000 clubhouse is expected to be completed by July 1. . . . **Jim Boyle** is pro at the Borego Springs (Calif.) CC where the first nine was opened in December . . . Pitch-and-putt course there measures 1,325 yards . . . A new clubhouse and pro shop at Old Fort (N. C.) GC are currently being constructed . . . Rock Island, Ill. park and recreation board is planning a lighted pitch-and-putt course in the city's Sunset Park.

The first three golf holes of the nine opened last summer at the new Poplar (Wis.) camping grounds will be completed this June or July . . . Temple (Tex.) CC has approved a \$150,000 bond sale to finance a general improvement program . . . Land for extension of nine holes to the Elks Club GC in Louisville, Ky. has been given by a group of realtors wishing to develop homesites on the new addition.