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B.T.*, ST. PAUL, MINNESOTA

“ I used your Fiberglas center ball this past weekend and can't praise its performance enough. I got 30 to 40 yards more distance. ”

A.S.*, NEW ORLEANS, LOUISIANA

“ I had a unique introduction to your Fiberglas center ball. One turned up in my practice bag, and on hitting wood shots one evening, noticed the XLD was longest off the tee every time. ”

J.F.*, LEAVENWORTH, KANSAS

“ You get more distance with the ball. It seems to jump off the tee. ”

N.M.*, INGLEWOOD, CALIFORNIA

“ The XLD is without question the best ball I've ever used in any of the world tournaments in which I've played. And I've played them all. ”

GARY PLAYER**, JOHANNESBURG, SOUTH AFRICA

“ That Fiberglas center makes the XLD. I definitely believe the XLD has helped my game and let me win more money on the pro circuit. ”

BRUCE DEVLIN**, CANBERRA, AUSTRALIA

*Unsolicited testimonial. Name withheld to protect amateur standing.

**You didn't expect us to keep his name a secret, did you?

And \$1.25 says the XLD is the best ball your *members* have ever used, too.

We're going to prove it by saving them \$1.25 on a package of Fiberglas* center XLD's—they get 3 for the price of 2. And we're cutting you in on the deal. During the promotion (ends July 1) you can buy 1 to 11 dozen XLD's for just \$7.00 net per dozen, and 12 dozen for just \$6.50 net (limit 12 dozen per order). What's more, every 48 customers taking advantage of our 3-for-2 promotion entitles you to purchase up to 12 dozen additional XLD's at the special promotion price—all you have to do is send us the redeemed coupons. Which means the more XLD golf balls you sell, the more profit you make. And our promotion is going to make it easier than ever to sell XLD golf balls. Send us the coupon for full details. But hurry—your customers will be reading about the promotion next month.

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Shakespeare Company, Dept. 45GF02, Kalamazoo, Michigan
Your 3-for-2 promotion sounds great.
Count me in and send full details.

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Club _____
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Sweaters,
and Knits by
**DiFINI
KNITWEAR
LTD.**

New clubhouse at Bend (Ore.) GC opened on Apr. 1 . . . With completion of clubhouse the greens are being renumbered . . . Forty pros will take part in the Salton City (Calif.) pro-am invitational for \$2500 prize money . . . The event will be at the Salton City GC in honor of its pro, **Jack Berweiler**.

Phillips H. Lord has granted an option to a group interested in developing his land as an 18-hole course in Trenton, Me. . . . Architects **V. D. Wagstaff & Co.** are designers of the 9-hole Leland (Mich.) CC course . . . Two Nashville, Tenn. clubs plan irrigation installations, Belle Mead CC and Richland CC.

Tracy (Calif.) CC will have nine holes completed this year . . . An FHA loan of \$110,000 has been granted to Ellsworth (Minn.) CC for development of a 9-hole course and clubhouse . . . Town and Country GC's carefully prepared loan request to the FHA was so long in being acknowledged that officials of the Grundy Center, Ia. club thought it must have been lost or overlooked . . . On the contrary the FHA Washington office liked what it saw so much that copies of the Town and Country application were reproduced for distribution as a guide for future applicants.

The Gulf Shores GC is being readied for play by the end of May, according to **Joe Davis**, president of the Foley, Ala. club . . . **R. Albert Anderson** is architect for the new course being planned by the Green Valley Corp. between Groveland and Clermont, Fla. . . . Charter memberships are being offered for the Lea-Hi Greens GC at Quincy, Ky. . . . An 18-hole illuminated public course has been proposed on a 173-acre site near East Granby, Conn. . . . A public course, with a late summer completion date, is being built on a scenic site by **Jerome Luedtke** at Lomira, Wis. . . . Low bid of \$999,634 was accepted for development of the Los Angeles County (Calif.) Victoria GC at Gardena, Calif.

Work has begun on the \$250,000 building expansion program at the Selva Marina CC in Atlantic Beach, Fla. . . . **Robert Bruce Harris** is architect of the Valley Oaks GC at Clinton, Ia. . . . Opening date of Memorial Day, 1966 planned

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"If there was ever a golf professional versed in the lore of trouble shots and their execution it is Paul Hahn. Paul seems to have the grasp on shot making in any given situation . . . and his clear presentation should prove invaluable to all who read his concise counsel." — ARNOLD PALMER in the Introduction.

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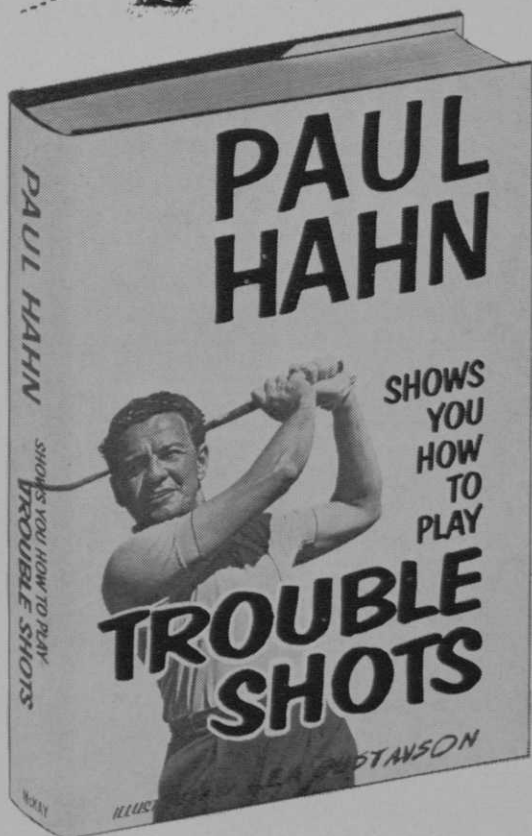
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. . . Even though a fire causing damage of \$200,000 recently leveled the clubhouse at the Lancaster CC (Buffalo, N.Y.), the scheduled 43rd annual N. Y. State Golf Assn. amateur tournament will be held there as scheduled July 20-24.

Houston, Tex's. Lakeside CC will undergo an \$800,000 renovation and expansion . . . Early May opening is planned for the Forest Cove CC in Houston . . . John Plumbley is course architect . . . The City of Grand Prairie, Tex. has purchased \$15,072 worth of equipment for its new municipal course, which should be ready for play by July 4 . . . Clearing for the second nine has been completed at the Burning Tee CC (Greenwich, Conn.) and plans are being made for construction of a new clubhouse.

Work is underway adding a second nine to the Chippewa GC at Bentleyville, Pa. . . . Granite Falls (Minn.) GC plans to build a new clubhouse, with members donating most of the labor . . . Land has been cleared for the new \$450,000 Semo CC in Sikeston, Mo. . . Aberdeen (S. D.) public links will have all grass greens by the end of the 1965 season . . . This course has operated for 30 years with sand greens . . . Plans to add various recreational facilities to the 18-hole course and clubhouse have been announced by Gardner Livingston, developer, for the Yucca Valley (Calif.) CC . . . Bensenville, Ill.'s. Mohawk CC clubhouse has just had a \$75,000 facelifting that includes 480 feet of space added.

Ellis Maples is designer of the new Brook Valley GC near Greenville, N. C. . . . The first nine of 18 at River Bend GC (Shelby, N. C.) will be open by Sept. 1, according to pro Stan Sherman. . . . Canyon Club in Palm Springs, Calif. opened its doors April 1 . . . The 7000-yard course was designed by William Bell . . . Club auditors, accountants and office managers of clubs in the Midwest area have met to organize . . . Persons interested may contact Anthony Rosso of the Beverly CC in Chicago, Ill. or Richard Wallace of the Medinah (Ill.) CC . . . Harry Dinnerstein of the Stephenville Lake Hotel, Swan Lake, N. Y., reports that construction has started on the new 18-hole course.



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Face screws don't help a golfer hit a ball farther. Or straighter. Actually, they can only weaken the strength and resilience of the club head. That's why Spalding makes their Top-Flite® Registered woods without face screws.

And for 1965, Spalding has made a significant advance in the shape of the club head itself. It's been subtly redesigned to put more weight behind the sweet spot . . . which pays off in greater power and accuracy—even when the ball is mishit.

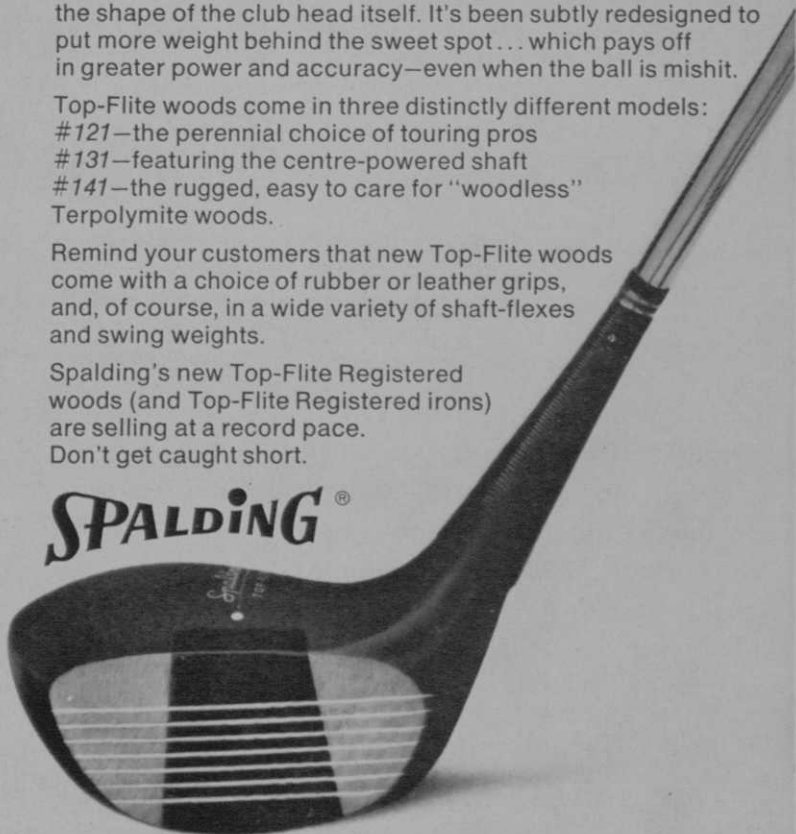
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Philip Berkovitz has donated a 125-acre tract of land for use as the new Winter Haven (Fla.) GC . . . Developers **Jack Bowles** and **Harold Boardman** say that ground will be broken for an 18-hole course and 2,000-home development on the old Goshen plantation near Augusta, Ga. . . . Contract for construction of the Lake Shore CC (Lake Spivey, Ga.) has been let with work due for completion around July 1.

J. Porter Gibson is architect for the Lake Norman public course (Charlotte, N. C. area) . . . Construction has begun and the first nine is expected to be finished by August and the second nine by October . . . **Dale Hendrickson** is new supt-pro at the Mauna Kea Beach GC at Kamuela, Hawaii . . . **Mrs. Jackie Pung** has been named Mauna Kea's woman pro . . . **Don Symcox**, pres., has announced that the Twin Lakes G & CC (Norman, Okla.) will spend \$40,000 for a new irrigation system and clubhouse improvements.

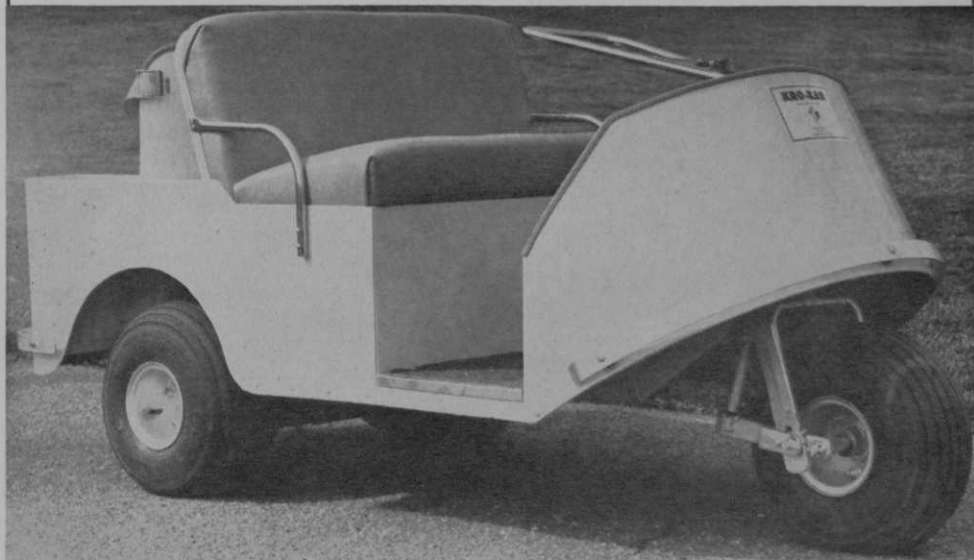
Rock Manor GC will remain as a 9-hole course even after land is taken away from the Wilmington, Del. municipal course for a freeway interchange . . . Present plans call for restoration to 18 holes by acquisition of adjacent property or by building a new course in cooperation with the state or county government . . . The so-called "guest-only" policy in regard to public recreational facilities in Greenwich, Conn. has been "violated" by the new public course allowing golfers from other areas to use the course on weekdays . . . Some Greenwich citizens, mostly golfers, want the restrictive policy of guests only applied to the course, not realizing, many claim, the new facility needs to pay its way at once.

Dave Sanford will design the Winter Haven (Fla.) municipal course . . . **Gerald Messia**, of the Troy (N.Y.) CC is the new president of the Eastern N. Y. Golf Assn. . . . **Kitty Hawk**, N. C. will soon begin construction of an 18-hole course financed by a \$250,000 FHA loan.

Jacob Frank (Jake) Zastko is head pro at the Spring Lake (N.J.) G & CC . . . Boiling Spring Lakes CC in Southport, N. C. has a new pro, **Jim Batten** . . . He replaces **Marvin Watson** who is now pro at

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The new KRO-KAR, performance champion of Golf Cars, is the latest updated design descendent of the WORTHINGTON CHAMP . . . long known for its dependability, low down-time and maintenance cost, and high day-to-day reliability.

The KRO-KAR, where your purchase dollar goes first for planned simplified trouble-free design and structural and mechanical strength.

Note These Quality Features

A thick wall, square tube frame integrally welded to a heavy gauge all steel reinforced body and battery compartment, bonderized and enamel painted.

A knee-action, cast steel fork and yoke front end for strength, a joltless ride and better steering control.

Two-shoe, disc type smooth, positive action brake—easily adjusted.

Automotive type rear axle, with ring gear

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Moving, load carrying components protected with premium bearings: Wheels: Timken roller, Steering: Timken tapered, etc. All lubrication points Zerk equipped.

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Duplin CC in Warsaw, N. C. . . . **John Rotella** has started building an 18-hole lighted Par 3, to be called West Hill CC, in Camillus, N. Y. . . . **Hal Purdy** is the course architect . . . New president of the Northern Ky. Golfers' League is **John Meyers**.

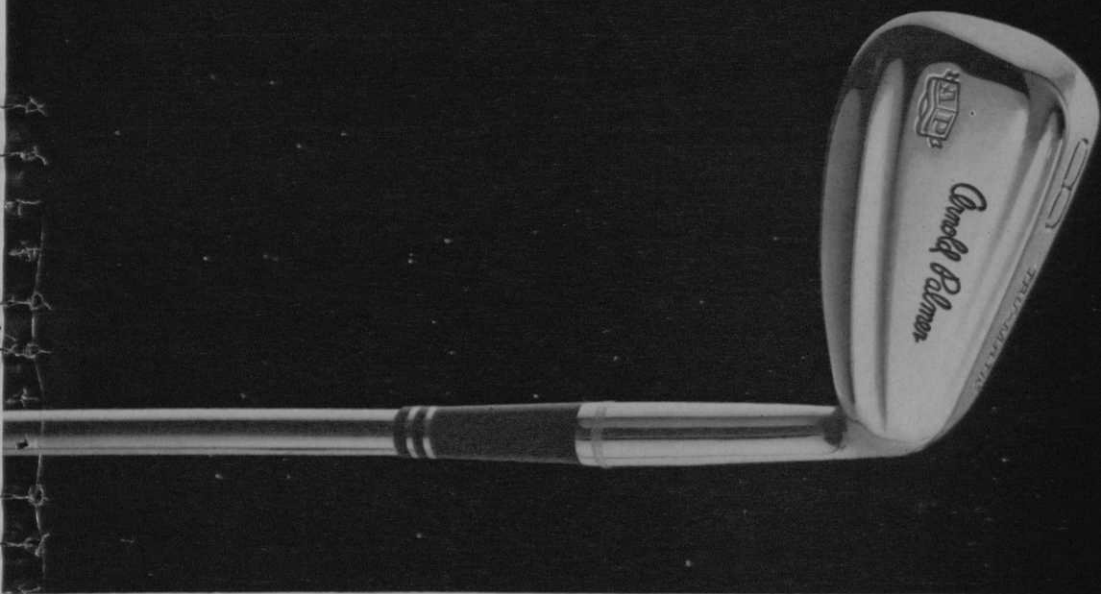
A 65-year-old country club site that was once planned as a housing development will now be developed as a nine-hole course by Serca Land Co. at Rehoboth Beach, Del. . . . **Homer Fieldhouse** has been retained to design the Eagle Bluff GC at Hurley, Wis. . . . **Riverside CC** in Winnebago, Minn. has plans for improvement of the clubhouse and addition of a new building . . . A \$100,000 improvement program has been announced by president **John Rodencal** for the Bull's Eye CC in Wisconsin Rapids, Wis.

Second municipal course for Dubuque, Ia. has been authorized by the Dubuque Recreation Commission . . . A group has leased 33 acres of the Orange County (Calif.) Fair Grounds for 25 years and is starting an 18-hole Par 3 course . . . **Tom Langston** is new pro at the Antelope Hills municipal course in Prescott, Ariz.

Scotty McBeath has returned to Sunken Gardens GC, Sunnyvale, Calif., as pro McBeath had been head pro at Emerald Hills GC in Redwood City for the past five years . . . Rockwood CC (96-acre 18-hole course and clubhouse) in Independence, Mo. has been sold to a group of club members for a reported \$500,000 . . . Scottsdale, Ariz.'s Century CC has hired **Bill Blanton**, formerly at Denver (Colo.) CC, as its pro. . . . New clubhouse opened recently at Colonial Acres in Montgomery, Ala., according to **Fred Larsen**, pro-owner . . . This club is possibly the only one in the area owned by the pro.

William J. (Bill) Meyers is opening a 20-tee lighted driving range and an 18-hole carpeted miniature course outside Pleasant Valley, N. Y. . . . Meyers will also teach at the range . . . The Columbus (Ind.) Park Board has established a priority in developing 9-holes of a proposed Par 3 in Rocky Ford park. Apple Valley GC, a 9-hole course, to be opened early this spring by Arthur Chapman, Jr. at Lewiston-Auburn, Me.

(Continued on page 118)



In a word: class.

ARNOLD PALMER is an amiable man, but he has firm ideas about equipment.

Last year he decided to have his own clubs manufactured in his own way. And golfers ever since have been asking their golf professionals: "What makes them special?"

There's a long answer and a short one. The long answer is: "Everything."

Take the matching of sets. It's so exact that all nine different clubs *feel* identical in your hands.

The engineering of heads and shafts is special, too. It's calculated to give each club a flight pattern as predictable as that of a guided missile.

And there are dozens of little perfections you might not even notice. Like the subtle beefing up of the *top* of the blade, where most clubs are thin. Or the studied simplicity of the back design. Even the depth and luster of the chrome work is deliberate; it may not influence the ball, but it makes *you* feel good.

Arnie's whole idea is to place in your hands a set of tools so mechanically flawless you can forget about every-

thing except your form. "After an hour," wrote one golfer, "the clubs began to feel like part of my own arm."

What about the short answer? It's in one word: class. If you have a touch of it, nobody needs to explain it to you. You'll just go to your pro shop some sunny Spring morning, and you'll fondle these beautiful weapons, and a bell will ring inside your head, and you'll do what comes naturally.

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Arnie's own.



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Older Players Take New Lease on Golf at Rogue Valley

But it wasn't that way until four years ago when it was decided that all the Senior members needed was organization . . . Now, the Medford, Ore., group serves as a perfect example of what can be done when elder golfers decide to help themselves

By **ROBERT J. WELLS**

President, Senior Golf Association
Rogue Valley CC, Medford, Ore.

Senior players are well organized on a sectional and even national basis, but so far as many individual clubs are concerned, the golfing elders seem to be among our forgotten men. There probably isn't any question that if the oldsters want to organize associations at their clubs, they'll have to personally take the initiative in getting them set up. Here, Bob Wells gives an interesting description of how it can be done. — Ed.

At the Rogue Valley CC in Medford, Ore. 30 miles from California's northern border, there is an unusual organization. It is an association of Senior golfers — a club within a club.

Medford is not a large town (population 27,000) but its golf club is rapidly

becoming one of the largest on the Pacific slope. The club membership is now close to 1300, of whom about 700 are playing members. The clubhouse is large and rambling, with a huge terrace looking out onto the beautiful Siskiyou mountains.

The locker rooms and pro shop are housed under one roof in a new and fully equipped building. A new swimming pool and twin tennis courts complete the picture. The course layout is 27 holes, with three full sized practice holes.

Exclusion is Excluded

The club is owned by the Golf Holding Co. of which Glenn L. Jackson, Medford businessman, is the chief stockholder. The club is essentially Jackson's concept — a club for the entire community, and not one that prides itself on being exclusive.

The initiation fee is an extremely low \$75, plus tax, and dues are only \$17.40 per month for playing members and their