When GOLFDOM last year backtracked to get the picture of the start of the Professional Golfer’s Merchandise Show, some names of pioneer salesmen were missed. Morrie Marabon, now fairly rich and retired after Ted Woolley sold Golcraft to Acushnet, reminded me that he was among the first “peddlers” at Dunedin’s PGA National GC during a Senior’s championship. Then Frank Sprodell, general manager of the PGA National Club, got the catch-as-catch-can affair organized, put it under a tent as the PGA’s biggest contribution to pro merchandising.

Definitely Sprodell is the organizer of the show that has accelerated distribution of merchandise to golfers and been a tremendous savor of selling costs. Others who have been skipped by professional golf history’s eyes are Eve Bowen, wife of Kip Bowen who had the Joyce golf shoe, and Jack and Eddie Lust of DiFin, Ernie Sabayrac who had Izod and Foot-Joy and Ben Hogan clubs and Bill Kaiser who was putting Hillerich & Bradsby into pro golf.

Now the PGA show is the Big Time—300 booths are expected to be sold this year compared to 290 in 1970 and floor space will again be expanded. The two big tents at Palm Beach Gardens are approaches to answering major problems of golf merchandising: 1) high cost of selling to professionals whose buying factors are scattered, compared to the compact organized procedure of store golf goods buying, and 2) the outgrown idea that golf is primarily a seasonal selling business. Anybody still sleeping with that delusion is missing plenty of profit, if not directly headed for “going broke.”

It’s fitting that the show should be the flowering of a great idea of golf pro salesmen—fellows who’ve never been cheered for the unique magnificent work they’ve done for golf.

When you figure the jobs the salesmen have gotten for professionals, the ideas they have passed along, the lies and excuses they sometimes have told to credit managers, one can get a notion of what has developed by the tremendous success of the PGA Merchandise Show.

Pro salesman organizations in Ohio, California and New York and other areas that are forgotten, did millions of dollars worth of good for professional golfers and their customers. (PGA show runs from Jan. 23d through 26th.)

—Herb Graffis

On the following pages are highlights of the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The companies appearing are those that have indicated to GOLFDOM that they will be at the show; it does not represent an official exhibitors listing. An asterisk following a company’s entry indicates that specific details on its product line were unavailable at press time.
Golf cars, carts, equipment

Bohn Mfg. Company, represented by Great Lakes Golf Ball Company, has Kaddie Karts.

Club Car, Inc., introduces the 1971 Caroche, a four-wheel electric golf car. It has a gross operating weight of 840 pounds. Suggested retail price: $1,319.50. Club Car no longer manufactures gas-engine golf cars.

Cushman Motors Div. of Outboard Marine Corp. announces the Cushman Trophy, a four-wheel electric golf car featuring corrosion-resistant, prime coated terneplate steel construction. It is equipped with individual bucket seats, automotive steering and a 36-volt electric motor. Cushman also offers the Gran

Cushman in three- or four-wheel models, gas or electric and the Town & Fairway which converts from a package carrier to a people carrier.

E-Z-Go Car Div., Textron Corp., features the Four-Wheel Model X-440 electric golf cars. The X-444 offers a low center of gravity and high ground clearance for stability and short turning radius. Cars are constructed of steel and feature spike-proof dash padding, open mesh bag wells and wrap around bumpers. Available in red, green, white and blue.

General Battery Corp. offers a new golf car battery which features a red polypropylene, dirt-resistant cover for increased durability. Also featured is a non-overfill vent system which incorporates an air lock washer into the polypropylene, top to regulate the amount of water in the battery.

Gould, Inc., offers the Gould Power Breed golf car battery which features heat/pressure welded inter-cell connections, 18 per cent more internal space, quarter turn Spray-Lok vent caps, a self aligning plate design and wider premium glass separators.

Harley-Davidson Motor Company, Inc., announces several improvements in their 1971 golf cars. These include a dry element air cleaner for gas cars and electric car battery holddowns constructed of polyvinylchloride for corrosion resistance. In addition, there is a two-year warranty on all electrical components and Master Drive, a dual voltage system to increase battery life and operating range.

Jarman Company makes a line of golf carts which includes several models under the Bag Boy, Clubster, Camelot and Playday names.

Maynard Sales International, Inc., offers its electronic golf caddy which follows the golfer around the course by means of a homing device which is actuated by a small transmitter carried in a pocket or on a belt.

Meiklejohn Company, represented by Great Lakes Golf Ball Company, has the Prince 12 Cart.

Motor Appliance Corp. introduces the MAC Battery Charger Model 1555E designed especially for golf cars. It has a solid-state timing system with a TVR actuated timer to enable a short-term charge to be applied to a partially discharged battery. The model features winter storage, automatic maintenance, temperature compensation, overload protection and a line voltage compensating transformer.

Pargo, Inc., announces several improvements in its 1971 models. Pargo seat brakes will be equipped with an automatic electric cut-out switch to eliminate possible driving from anywhere other than the driver's seat. A shield enclosure has also been installed on three-wheel models and the bumper design was modified for improved safety and appearance.

Viking Corp. offers the Viking '71 and the Viking Baron golf cars. The former has a fiberglass front cowl with built-in drink holders and a large storage area, customized suspension system, two pedal braking and speed control systems and a 36-volt electric power system. It is available in a color to match a club's color.

The Baron features a combination fiberglass and steel body, a console for the ignition and shift and an arm rest. It is available in lime green.

Westinghouse Electric Corp. introduces the Model 437 golf car, a three wheel vehicle with a four hp traction-rated electric motor. It is all-steel constructed with bolt-on panels, foam-cushioned seats, oversize tires and positive control steering.

Golf equipment

Acushnet Sales Company features the 180 Buckskin Bag in custom-tanned buckskin. The nylon stitching is protected by a double row of raised plastic ridges for rough wear areas. It has brass-plated hardware, dual- (Continued on page 74)
zippered shoe and apparel pocket, fully lined interior and padded shoulder strap. In addition, Acushnet features Titleist Golf Balls with a bright six-dozen display and Titleist clubs. The woods are persimmon with a brass-backed insert for $170. Acushnet also offers the Model AVC Velcro glove, the Straight-in Putter and the Up'n In Wedge.

All Star Pro Golf Company features the Invitational pro-only clubs with woods finished in golden walnut and an epoxied sole plate and square-toed irons with a diamond blasted face. The grips are Golf Pride and the shafts are True Temper multistep-down steel. Also offered are the All Star R/R Plus and the Fore Star clubs. All Star makes several other lines of clubs, balls, bags and gloves.

Atlantic Products Corp. introduces its 1971 golf bag line which includes the Deluxe Sunday Bag with new fold-back accessory envelope. The Ladies Thursday Bag features a mini-purse and midi-bag for personal effects. The 21-Club Round Pro and the 18-Club Round Ladies Pro feature a newly-designed front ball pocket. Atlantic offers a larger variety of pastels and color combinations.

Burton Mfg. Company makes a line of golf bags that feature color-coordinated Delrin zippers, brass hardware, nylon stitching, rayon-backed vinyl materials for extra strength, rust and corrosion resistant rivets and quality leather and vinyl materials. In addition, Burton makes a line of partially molded luggage which is color-coordinated to the golf bags.

Butchart-Nicholls, Inc., introduces from Scotland the John Letters Powermaster’s golf set, which is designed to improve the average golfer’s game by using clubs with synchronized shafts, impact center heads and balanced so that all clubs may be swung the same. In addition, a Heads Up Club Display unit is offered. It holds up to 24 clubs and is steel tube constructed and brass plated.

Chico’s Tomahawk, Inc., offers the Rake sandwedge, which has the clubhead equipped with special grooves on the underside.

Otey Crisman Putter Company features the Super Deluxe model putters with hand crafted walnut lamination and bronze inserts. Available with any type of shaft but recom... (Continued on page 76)
top pro club with a lightweight shaft. Woods are opaque black with a gold trim and a choice of leather or rubber grips. The Lady Faultless is also offered. Faultless has improved their Professional Ball and offers a line of personalized range balls.

Fernquest & Johnson introduces its San Franciscan Custom SP 6000 model golf clubs available with various shafts, grips, lofts, lies, lengths and swing weights. The new clubs are priced to retail at $24 per iron and $35 per wood.

Field Golf Company offers the Victura model Bristol club. A set includes one, three and four woods and irons three through nine. In addition to Bristol clubs and balls, Field distributes Ray Cook and Fore Score putters and a line of golf supplies.

First Flight introduces the FTD no-hosel clubs with Hex Flex steel shafts. These streamlined clubs are perfectly matched, precision weighted, registered and feature a black rubber grip with white fill. A set of four woods retails for $140 and a set of nine irons retails for $225..First Flight also offers the Toney Penna line with Pro-Lite steel or aluminum shafts and the Golden Eagle and Ladies Golden Eagle lines among others.

Curly-Head Golf Company features a line of hand machined putters for proper weight balance. The weight concentration is in the toe and heel. Shafts are made of True Temper steel and grips are Golf Pride pro-only. The all-brass finished putter retails for $17.95 and the black pearl finished putter sells for more. New this year is a dull white finish.

Dunlop Tire & Rubber Corp. introduces Maxfli Widowmakers, a new line of golf clubs. The woods feature a soleplate which completely covers the bottom of the clubhead for even weight distribution and head strength. They are finished in antique brown or ebony black in a choice of Maxlite steel, Dynamic steel or aluminum shafts and rubber, black calfskin or velvet cord grips. The irons feature a Scotch blade, slightly offset loft and graduated weight distribution along the blade. Dunlop also offers the Dunlop, Bob Charles, Susie Maxwell and Clifford Cat Eye putters.

Faultless Golf Products introduces the Faultless Professional, a top pro club with a lightweight shaft. Woods are opaque black with a gold trim and a choice of leather or rubber grips. The Lady Faultless is also offered. Faultless has improved their Professional Ball and offers a line of personalized range balls.

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Conventional soles. Woods again feature greater variety in specifications. Irons correspond with the grips. Irons have designed a golf club line. Woods are available with Split/Level or a change in weight distribution. The feature Fee-Sole construction. The M/7 have an antique cherry finish to color rubber and leather golf grips. Lamkin Leather Company distribution.

VIP are available with standard or stiff shaft. Putters sand and pitching wedge. Woods are feature a balanced heel to toe weight distribution. Its zipper tumbler lock. Available in metallic blue, nut red and black.

Arnold Palmer Golf Company features Tru-Matic woods and irons in the Personal model. They feature new lightweight steel shafts and are personally designed by Arnold Palmer. In addition, the company makes a line of putters, the Lady Palmer golf club line, a line of gloves, bags and balls.

Penfold Golf Balls, Inc., introduces a golf ball with liquid center, called Penfold Ace.

PGA Div. Victor Golf Company introduces Mr. President model woods and irons designed exclusively for country club presidents. The line offers a highland green finished vertical laminated wood head, nickel-chrome plated flowing back designed irons with the weight slightly above the sole, Herculite lightweight steel shafts and a choice of rubber cording or panel leather grips.

Ram Golf Corp. features the Golden Ram golf ball with a Surlyn A plus cover for durability and a Polylex paint finish for strength. Ram also offers the Golden Ram Fullback model men's right-hand club line with Dynalite lightweight steel shafts, two-piece wide-angle face inserts on the woods and a contoured weight flange on the irons. In addition, the Super Ram Bamboo Driver of laminated bamboo with an ivory epoxy face insert is offered.

Royal Golf Equipment offers a set of new golden oak finished woods which come with a solid insert, a half-moon backweight and brass and gold filled Crown-Flexi composition grips. Their new irons feature a new look in club head design and are precision engineered to provide perfect balance and maximum feel through the hitting area. Both woods and irons feature True Temper lightweight steel shafts. Also new is the Fairway II golf ball.

Shakespeare Sporting Goods Div. introduces the XLD WonderCover ball made of extra durable material. It has a solid center and is available in compressions of 80, 90 and 100. In addition, Shakespeare offers the XLD-Mach One clubs with Dynalite lightweight steel shafts and rubber grips. The woods have a box-type laminated head finished in a two-tone blend of cherry and black. Irons are matched, designed with semi-square toe with hard chrome finish on leading edge.

Sit N'Rest Golf, Inc., makes Cart-Bag, the combination golf cart and golf bag. Each model also comes in a deluxe version with a matching fold-up seat and a removeable valet bag.

A.G. Spalding & Bros., Inc., introduces the M72 model clubs with lightweight steel shafts. Set of four woods and eight irons priced to retail at $210. Spalding also will show four new putters with brass finish and a line of men's and woman's Elite Golf Gloves in cabretta with adjustable closure. Spalding's exhibit this year will include the Bernhard Altmann line of men's apparel, Spalding's Top Flite, Elite and Executive golf club models for 1971.

Uniroyal, see Royal Golf Equipment.

(Continued on page 80)
Wilson Sporting Goods Company introduces Berg Ladies Staff woods and irons. The woods feature Strata-Bloc construction and are treated with Aqua-Tite to seal out moisture. The irons have a rounded sole, drilled through hosel and a diamond sandblasted face. Both woods and irons have lightweight steel shafts. Also new for 1971 are the Staff model woods and irons. Woods have a wide, screwless face insert and two-piece sole plate. The Staff Dynapower irons have a wide oval sole design with a beveled leading edge. Also shown will be the X-31 woods and irons and the RO400 Advisory Staff golf bag.

Better Made Headwear Company, division of Stetson Hats, represented by John Van Nortwick and Associates, offers golf hats.

Brookvalley Div., represented by John Van Nortwick and Associates, offers women's shells and sportswear.

Buccaneer Mfg. Company makes a line of men's and ladies' windbreakers and rainsuits. The ladies' line features a three-quarter length slicker with a hood and a pocket on the back, retail price about $16. The men's line features a cotton lined windbreaker.

Calree Company, Inc., offers a line of golf accessories including head covers, hats and caps, men's and ladies' golf hosiery and golf gloves. In addition, Calree features a waterproof jacket with a foam lining.

Jack Carnahan, Inc. represents Jaymar-Ruby, Croston of Boston, Johnston & Murphy, Hadley Corp.

Coberknit, represented by Ernie Sabayrac, features women's kneelength raincoats of nylon K-Kote in six colors and men's Longie rain jackets with concealed hood in champagne, navy or light blue. Also offered are men's and women's pin-stripe nylon golf jackets with no two alike in color and design to give a one-of-a-kind look.

In addition, Coberknit will show men's bermuda shorts of Avril and polyester in plaids and tweedy stripes.

George Cook, Ltd., makes a line of sport coats for men. The line includes a hand-screened flower print, 100 per cent cotton coat styled with lapels and a center vent and a double-knit polyester sport coat that is wrinkle-proof and suitable for year-round wear. In addition, George Cook, Ltd., represents Mr. Dino men's sportswear, Thomson Trouser, J.S.I. Sportswear, Bodin Knits and Habart's sportswear.

Croston of Boston, Inc., represented by Jack Carnahan, makes crested blazers, sportcoats, crested ties and embroidered crests. Featured is a double-knit stretch sportcoat in a two-button shape with a deep center vent, western flap pockets, and a halfbelted by-swing back. Available in navy, royal blue, tobacco and tan for $69.50. Also offered is a line of official PGA lined ties in a set of four for $20. Available in white, light blue, red and navy.

Da-Rue of California, represented by John Van Nortwick and Associates, offers ladies' sportswear.

DiFinis Originals features polyester doubleknits for 1971. For men there is the Trevira line of doubleknit slacks styled with straight legs, Western pockets and without belts, all color-keyed to the Trevira featherweight doubleknit shirts and the Supima cotton mercerized shirts. Also for men DiFinis offers a new shirt custom printed through a heat transfer process. For ladies, DiFinis offers a collection of polyester doubleknit lightweight slacks, culottes, shirts and shorts and a choice of sleeveless shells or Supima zip-front cotton knit blouses. Also offered are velour tank tops, a sporty pant suit line and a limited line of apres-golf blazer suits.

Derby Cap Mfg. Company introduces a woven, patterned baseball type cap to be furnished by the PGA in the Seniors Tournament. The cap retails for about $3. In addition, Derby offers a full line of golf headwear in a variety of colors, styles and fabrics.

Dexter Shoe Company offers a wide variety of golf shoes in Corfam, Aztran, calfskin and leather and suede combinations. Included in the men's line is an Aztran cap toe monkstrap model, a calfskin shield wing saddle oxford model and a blucher saddle with Oxford kilte attached model. The ladies' line includes a Corfam square-toed oxford shoe, a leather mocassin toed shoe with a kilte attached and a wing tip shoe with kilte attached.

Golfwear, gloves, shoes

Ajac Corp., features golf gloves, putters and accessories.

All Star Industries offers four models of its leather golf glove—two Star models, the Crown model and the Royal Crown. In addition the All Star golf shirt is offered. It is machine washable two-ply Supima Durene cotton and comes in either three-button placket or solids and stripes.

Annabelle-Rainbow Sales has added a line of clubs and putters to their golfwear line. Offered are golf gloves, headwear, slacks and ladies' sports handbags.

Arcan Slacks by Corbie Mfg. Company will be offered in doubleknit stretch, permanent press and in walking shorts.
Greg Draddy, Inc., features culottes and skirts in Dacron/cotton, bull's eye pique and cotton prints to retail from $18 to $22. To coordinate with the skirts and culottes are striped, sleeveless cotton shirts with placket fronts and a nylon pique shirt. Also offered are alpaca cardigans and a velour, zipper-front jacket that can be worn as a convertible collar or turtleneck.

Duckster Sportswear, made by Nylon Fabricators, Inc., features a rainbow rainsuit with jacket and pants. It has nylon zippers in the legs and is waterproof with a vented back, flap-over pocket and one-piece construction. Duckster makes a complete line of nylon jackets including the Bi-swing, especially for golfers.

Edmont-Hill, represented by Great Lakes Golf Ball Company, offers a newly-designed display for golf gloves called the Super Salesman. It is supplied free when 2 1/2 dozen of their Super-Grip vinyl palm golf gloves are purchased. The display is a walnut-grained printed box which covers less than one square foot of counter space. The retail value of the standard pack, which contains gloves in every color and size of the Super-Grip line, is $105.


Esquire Sportwear Mfg. Corp., represented by Ernie Sabayrac, will exhibit a complete slack line for both on and off the course. The line features the Flair and Lido models in double-knits of 100 per cent polyester with a choice of 13 solid colors in a waffle weave or stripes and geometries retailing for $32.50. Also offered are all-wool gabardines in 11 colors for $38.50. Esquire offers a wide range of fabric blends which retail between $22.50 and $35. A jacket line is also featured.

Ethel of Beverly Hills, represented by John Van Nortwick and Associates, offers women's sweaters.

Etonic from the Charles A. Eaton Company features the Tournament of Champion Shoe in five styles for 1971. These include buckle shoes for ladies in red, white and blue to retail for $25. Also offered is a line of men's flaired Dacron and doubleknit slacks in solids, plaids, stripes and geometrics, a line of woven, flared men's slacks and a line of ladies' culottes and wrap skirts in bright prints.

Fairfield-Noble Corp., represented by John Van Nortwick and Associates, offers women's shells and sportswear.

Fitzroy cotton knit shirts and knitwear are available from Corbie Mfg. Company.

Flip-It Hats and Caps, represented by Ernie Sabayrac, introduces an array of high-fashion models including safari and gaucho looks, large turned down brims, bucket shapes and rounded crowns. Retail prices range from $6.50 to $10. For those pros who want to test sell them, Flip-It offers a four dozen fashion assortment of eight styles in a variety of colors. Eight-dozen and 12-dozen assortments are also available.

Foot-Joy, by Brockton Footwear, Inc., adds several new golf shoes to its 1971 line. New is the Rex Last black shrunken calf shoe with a smooth calf saddle shield tip. It is leather-lined with a foam cushion innersole and a Perma-Spike plate sole. Suggested retail price $47. Also new is the monkstrap shoe of white shrunken calf with a brown smooth calf monkstrap. Also available in tan grain calf and brown smooth calf or white washable shrunken calf and black smooth calf combinations. Among other additions are several models of crepe sole shoes for men and LaCosta Last, Doral Last and wing tip shoes for women.

The Foursome, Inc., introduces its square-toe monk strap shoe for men and boys in black and white, antique brown and all white. Retail prices range from $20 to $25. These models augment the regular line of blucher models with kilties.

Gean-Edwards, represented by John Van Nortwick and Associates, offers hosiery.


Gold Crown Products offers headcovers in 19 combinations.

Golden International, Inc., offers two lines of golf gloves. The Duragloveh is a full-fingered, English leather glove with a button back available in men's, ladies' and cadets' with a ball marker. The Dura Grip has a wide band of Velcro across the back to tighten the glove. Both styles can be personalized with the club emblem.


Golf Pride, represented by the Golf Mart, makes a line of golf grips.

Golf & Sport Headwear Company, features a one-dozen assortment of women's hats in a variety of fabrics and straws and a wide range of colors, retail price $5). For men the baseball-style cap in linen, poplin and nylon mesh with adjustable closure at back is offered for $3.50. Also offered is the bucket hat for $4.50.

The Hadley Corp., features Easy Care Dacron and cotton seersucker skirts, culottes, dresses, slacks and suits and Easy Care Arnel sharkskin skirts, slacks and dresses. Also shown will be a line of men's shirts.

Harlemark International, Inc., offers a line of golf shirts, underwear and hosiery. New this year is a support hose style in red, navy, light blue, yellow or white, one-size-fits-all. Also offered are Dridocs golf socks, all-sports hose and women's peddies.

(Continued on page 82)

Haymaker, represented by Ernie Sabayrac, features women's Dacron doubleknit shirts and coordinated bottoms (skirts, culottes and slacks). Retail prices on the shirts range from $8 to $15 and from $14 to $25 on the bottoms. Haymaker will introduce a line of women's Dacron/cotton knit shirts accented with applique work and embroidery. Retail price about $15.

Imperial Caps, Inc., features men's bucket shape golf hats in a variety of fabrics and colors including a water repellent model in oxford nylon. Also featured are several new wide brim cloth hats and an economy line of men's caps. For the ladies, new shapes in prints, solids and pastels will be shown. Both men's and ladies' feature increased use of nylon mesh.

International Golf Accessories, Inc., distributors of Allen Solly leisure wear, offers a luxury lisle shirt in a vertical stripe with a half sleeve and four-inch pointed collar balanced by a cross-over placket. Also offered is a wide vertical stripe or floral monotone print half sleeve shirt with a four-inch knitted collar balanced by a nine-inch, four-button placket. In addition, International offers the Gripper golf glove with a wide Velcro patch stitched on to the glove to enable palm adjustment.

Izod, represented by Ernie Sabayrac, features men's Dacron doubleknit coordinated washable shirts and slacks. The slack line includes checks, plaids, stripes and solids. Retail prices on the shirts range from $10 to $20 and the slacks from $32.50 to $37.

Izod also offers the LaCoste orton sweater, about $20 and the LaCoste line of pant suits which includes tunic tops and slacks. Classic LaCoste dresses will also be offered at from $33 to $36.

Jantzen, Inc., introduces a line of completely coordinated doubleknit sportswear under the Jantzen Open label. The line includes dresses, culottes, shorts, slacks, skirts, blouses and sweaters. Jantzen also makes a men's wear line called the Dave Marr Golf Collection, which includes an array of patterned 100 per cent Dacron shirts with a variety of long-pointed collars which coordinate with the company's Three-Under sweaters and doubleknit slack line.

Jaymar-Ruby, Inc., represented by Jack Carnahan, Inc., features men's slacks with wider waistbands and flare bottoms in fashionable patterns and color combinations with front buckles. In addition, their Cary Middle-cuff line introduces an 18-Hours of Fashion model featuring slacks for $18.

Johnston & Murphy Shoe Company, represented by Jack Carnahan, features the LaGorce golf shoe line available in all-black smooth calf skin, antique brown smooth calf skin and white rotolo grain calf skin. They retail for $52.50. Also offered is the Tamaraik shoe in all-white grain Corfam or English ivy grain calf with black mira Corfam tip kiltie saddle and backstay or white grain Corfam with black mira Corfam tip, kiltie saddle and backstay.

Knitcraft, represented by John Van Nortwick and Associates, has baby llama and alpaca sweaters.

The Kimberton Company features a line of men's and ladies' knit shirts of 100 per cent wash and wear, no-shrink perma-press cotton.

Kountry Klub Sportswear features its line of Alpaca sweaters which includes a men's two-ply imported cardigan with a continental styled front, a men's close-weave V-neck pullover and a ladies imported five-button cardigan in six colors. Also included are boys' open-sleeve cotton and Dacron shirts in a variety of styles, suede front sweaters and a line of outdoor wear.

Kunik Kasuals features a ladies' bonded knit, vertically striped, A-line golf dress with a long collar and seven-button placket. Also offered are jamaica shorts with an elastic waist and back pocket.

Annie Laurie Originals has five new styles of women's hats ranging from a narrow to a wide turned up brim, a rain hat of treated straw for $6 and Panama hats. In addition, a complete line of handbags in willow reed, straw or woven wooden strips is offered. Hand painted bags and leather belts are also available.

Lefcourt Imports, Inc., offers a line of ladies' Italian golf hats of hand crocheted straw. They are available in a variety of colors and retail for $5 and $6.

Leon Levin Sons, represented by Donald M. Temple, makes a line of women's sportswear.

Lemmer-Mayer Company, Inc., has a line of imported Austrian knits which features the Prima Alpaca cardigan and pullover in over 100 shades and the Merino wool sweater with a collar that can be buttoned for a turtleneck effect. Lemmer-Mayer also features Hill Star Corp.'s line of Mailcott knitwear imported from France including the Tricot pullovers, Wagner imported German knitwear and Lyle & Scott's Scottish cashmere, shetland and lambswool pullovers and cardigans.


Munsingwear, Inc., represented by Golf Mart, Inc., Great Lakes Golf Ball Company and E.J. Smith, shows a line of Dacron/cotton Grand Slam golf shirts. The newest model has a long pointed, tailored collar with a six button placket, both with contrasting trim. Available in 14 colors, it retails for $9. Also offered is a 100 per cent Dacron polyester in honeycomb knits in three models, knit slacks with flair and conventional legs, golf jackets, wind shirts and a nylon taffeta golf suit.

Needlecraft of Woonsocket, Inc., makes a line of ladies' and men's jackets and raincoats for golfers called the Turfer.

Palm Beach Company will sell their entire coat and pant line directly to the pro this year. They feature coordinated doubleknit pants in stripes, solids and geometrics for $22 with... (Continued on page 84)
Morton Knit Protective Golfwear jackets, trousers and shirts are made of Sudanese cotton which is water repellent and windproof.

Pringle of Scotland, distributed by Acushnet, offers sweaters for men in cashmere, wool and lambswool, cardigans, V-neck pullovers, turtlenecks and sport shirts, as well as cotton shirts in a new range of colors.

Pro-Shu Company, Inc., features a wide variety of shoes for both men and women in stock for immediate delivery. The line features popularly priced, guaranteed waterproof shoes and Aztron styled shoes.

Proette/Marilyn Togs marks its entry into the pro shop market with a line of women's golf apparel, which includes culotte shifts ($22) and culotte skirts ($16) with coordinated shells.

Lilly Pulitzer features a line of men's slacks in doubleknits, Kodel and cotton, polyester and Avril. They are available in solids and Lilly prints. Also offered are shirts with a four-button placket, long collar and sleeves to the hem in the arm. Printed sport coats and swim trunks, and the woman's line of shirts and skirts will also be shown.

Puritan Sportswear features a new approach in short-sleeve Banlon shirts, new tailored collar with five button tailored placket and pocket, as well as Dacron and cotton knits. Puritan will also show the Gary Player line of knit shirts, tailored collars and sleeves and bottoms in jaquards and stripings and solids.

Quantum Company, Inc., offers four new women's sportswear lines and its printed polyester knit culottes and pant suits—all in vibrant colors. For the professional who wants to broaden his merchandise, Quantum offers a line of tennis apparel.

Grant Robbins Company represents Leonardo Strassi, Ltd., line of menswear, Pat Premo ladies' wear, Slack Fashions for men, Tal Tane Mig. Company rainwear, Thorto, Inc., socks and peds, Weinbrenner Shoe Corp. and Greg Draddy, Inc., ladies' wear.

Billie Ross of the Palm Beaches makes a complete line of golf bags, hats and accessories. Included are zodiac sign embroidered bags, straw embroidered, hand painted and velvet covered bags in all shapes.

Ernie Sabayrac represents Braemer Knitwear, Ltd., Coberknit, Esquire Sportswear, Fitt-Hi, Varela Slacks, Foot-Joy, Royce Hosiery, Parker of Vienna, Stanley Blacker, Izod, Haymaker, Ben Hogan Company and his own Golf, Inc.

Saddleman's, Inc., makes the Sahara line of men's slacks, sport coats and blazers. Featured are Cactus Cord doubleknit slacks with a halfbelt, a doubleknit blazer and a hand-made Italian tie.

Mort Silver Associates offers a line of men's and ladies' ribbed knit cardigans. The men's sweaters are available in seven colors; the ladies' are available in white, yellow, navy, beige or powder blue.

Slack Fashions, represented by Grant Fashion Company, Inc., has men's slacks.

David Smith offers a complete line of golfwear for the total golf look. The line includes culottes for from $20 to $24, pants for $22, skirts for $26 and jackets with coordinated pants for $70. The fabrics offered are Fortrel and cotton and 100 per cent Trevira knits. Also available are novelty culottes with polka dots and appliqués for $20 to $24.

E.J. Smith & Sons Company offers sportswear by Munisingwear, bermudas and slacks from Mr. Links, men's and ladies' rainwear by Hodgman, men's and ladies' hats and emblems by Cali-Fame, golf rubbers and umbrellas, men's and ladies' socks, ladies peds, shoe keepers by Rochester Shoe Tree Company, Inc., bags and retrievers, grips and shop supplies.

Softouch Company, makers of Golfsox and Golfped, has a wide selection of socks and peds for men and ladies.

Sport-Fashions Div., H.D. Lee Company, has a line of doubleknit slacks available in two styles, the top pocket continental and the tack-flare slacks.

Star-Grip Glove Company makes golf gloves with a patented method of closure across the back of the hand.
This allows the wearer to take up the stretch in the leather as it occurs.

Leonardo Strassi, Ltd., represented by Grant Robbins Company, Inc., has imported and domestic men's wear.

Stylist Shoe Company features an extensive line of monk strap golf shoes and injected molded shoes with Tungsten spikes. The Stylist line is totally Corfam and priced from $35 to $49.

Stylo Matchmakers International, Inc., makes rainwear, umbrellas and blazers, enamel badges, crested sportswear, polyester and cotton tops, shifts and pantshirts.

Sweet Swinger, Inc., offers skirts, culottes, bermudas, blouses, sweaters, and peds.

Stowell, Inc., represented by John Van Nortwick, makes rainwear.

Tal Tane Mfg. Company, represented by Grant Robbins Company, Inc., has rainwear, umbrellas and jackets.

Tambour, Inc., from John Van Nortwick and Associates, offers ladies' wind and rain hats.

Donald M. Temple represents Leon Levin Sons, Paxton Sportswear, Herman Phillips, Ltd., and Lynn James sweaters.

Texace Corp. features men's golf caps of Galey & Lord's two-ply polyester/cotton poplin with Scotchgard finish. Caps have an unbreakable visor. DuPont Reemay front and side panels and NoSwett sweatbands. Texace offers bucket hats in the same fabric with woven eyelets, multistripe ribbon bands and pliable brims. The company also will display its complete line of women's golfheadwear.

Thomson Trousers, represented by Greg Draddy, features Comflex doubleknits in a range of colors (from $25 to $35 retail), warped knits in stripes and prints (retail price $20 to $25) and woven texturized polyester slacks in solids and patterns $20 to $25). Among the styling features are Western pockets, extension waistbands and flare or conventional legs.

Thorlo, Inc., represented by Grant Robbins Company, Inc., has socks and socks.

Town Talk Mfg. Company introduces its Dacron and rayon stretch knit caps for men in a choice of four colors with large peak and adjustable back closure in wide or narrow stripes. The cap retails for $3.25 with a club emblem or $3 without. Town Talk also makes a wide variety of headwear for both men and women.


Varela Slacks, Inc., represented by Ernie Sabayrac, features pure wool doubleknit sport coats and slacks. Slacks are available in a jaquard or plain weave.

In addition, doubleknit slacks in wool or a wool polyester blend are offered. Featured are rainbow stripe slacks in a blend of silk and wool. Varela also offers the Wildshire model slack with a wide waist band and side buckle.

The Voyager offers ladies' tops, slacks, three styles of culottes, dresses and dresses with shorts and pantshirts. Three polyester groups are featured in mini-checks, multi-stripes and solids.

Weinbrenner Shoe Corp., represented by Grant Robbins Company, features Mulligans' and Lady Mulligans' shoes and a simulated reptile shoe with cushion collar padding around the top line.

Well-Made Pants, represented by John Van Nortwick and Associates, offers slacks for men.

E. T. Wright, represented by Great Lakes Ball Company, has golf shoes.

Accessories

Allsop Automatic, Inc., offers the Shoe-In Valet and Shoe-In Trawler which flatten the sole, straighten the upper, allow proper drying and prevent mildew, rotting and cracking.

Brandell Products Corp., offers the Swing Trainer which clicks to indicate point of contact. Brandell has electric putting cups, club cleaning kits and ball market kits.

Eastern Golf Company offers golf ball pickers, tee-off mats, wooden and rubber tees, ball dispensers and washers, practice changes, scorekeepers, flags, spikes and cup setters.

Fable of Florida, Inc., introduces Fearit sportsman's hand conditioner, a money clip enameled with the club emblem and a tie tac also with the club emblem. Also in the Fable line are club emblem key chains and car badges enameled on brass.

Gold Crest, Ltd., offers crests for sweaters and caps, crested jewelry and blazers, enamel badges, crested glassware, framed trophy crests and desk name plaques. In addition a line of displays are offered which include a shield, a crown, a knight and an armory display.

Kristal Kraft makes Club Kit re-finishing kit for woods which includes Mira-Spray in walnut, mahogany, Wilson red and black stains. The company also handles Minute-Man Epoxy for woods repair, Pro-Shaft Sealer, Mira-Dip and Mira-Strip finish remover.

Edwin W. Lane Company makes Creative Awards, a line of golfing prizes and awards.

Miller Golf Company features their Custom Deluxe golf bag tags with DYMO embossed taper personalization. They come in round, shield or rectangular shapes. Also offered are the Club Crest Coasters.

Reliable of Milwaukee introduces two new styles in its line of Club Sox acrylic knit headcovers. First is the Country Club Sox detailed with golf Roman numerals and available in

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eight colors. Also new is the Americana Club Sox in red, white and blue. Reliable features a variety of headcovers in a wide range of colors.

Scott Mfg. Company features a line of golf bag covers of canvas duck which are mildew and water repellent. They are available in 10 colors and can be personalized with a silk-screened club emblem. Scott also offers practice range bags, par shot bags and shoe bags.

Sports Novelties offers a line of personalized novelties of all kinds. Included in the line are Golf Ball Marker Key Chains and golf jewelry.

Dick Watson offers a line of personalized golf gifts which features the Ball Combo, a combination tee, ball and caddy marker. Also offered is a full line of personalized pencils.

Atlantic Golf Equipment Company makes a line of pro shop supplies, range equipment and ball pickers.

Datono Products Div., Dayton Stencil Works, will feature the Datono Regal plastic golf bag tags which come in a variety of sizes, shapes and colors and can be individually tailored to each pro’s requirements. In addition, Datono offers golf signs and tee markers.

DeVac, Inc., offers the Assistant Pro teaching device for both class and individual instruction.

Display Creations introduces its Chromodular equipment, a modular system of ½-inch square tubing in polished chrome for creation of display cubes, stands and complete shelving arrangements. All components are fitted without tools or screws. All units are available in a large variety of sizes and shapes.

Golf Specialties offers a complete line of merchandise and supplies for the pro shop. Included in the line are club tabs, club cleaners and name tags.

Hornung’s Pro Golf Sales, Inc., introduces their wood and iron cleaning machine, the Combination Club Cleaner. It features a nylon rotary brush and stationary back-up brush, a stainless steel shaft which will not rust and an aluminum tank and cover. A heating element for the water is extra.

National Golf Foundation

Sports Computer Corp. features the Golf Handy-Capper which computes a handicap after each round in 10 seconds. In addition, it will correct for different course ratings and keep a permanent record.

Teleos Industries Corp. offers the Galaxy T10 golf cage, featuring a thermo-sized netting which retains its shape and character. Also offered is the Fairway Swinger, an indoor-outdoor golf practice mat.

Wittek Golf Range Supply Company, Inc., offers equipment and supplies for clubs, country clubs and pro shops.

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