Golf clubs, bags and balls are departing from the "rut" of the past few years, and if golf professionals have done their homework on their members’ buying trends and preferences, they may miss out on what may shape up to be brisk and profitable sales for 1973 and 1974.

Golf club manufacturers are taking separate stands and are divided into two camps—investment cast stainless steel head irons versus conventional forged steel irons. Last year at show time, one could count on one hand the number of manufacturers of stainless steel clubs. In 1973, however, this ratio has been reversed. Currently, only five of the top 24 manufacturers of golf clubs are sticking to forged steel clubheads. The other 19 manufacturers have added a stainless steel club to their forged steel line. Several have more than one stainless steel club. So the debate will range into 1973 and 1974 over which process, investment casting or forging, is best.

Proponents of investment casting say they can make a perfect model with only a plus or minus margin of error of two grams for each clubhead. They say forging introduces the human element causing a greater risk of imperfections. Manufacturers sticking to forged steel irons are not yet convinced that stainless steel produces the "feel" a clubhead should have. Its properties make it brittle. Also, the cost of converting from a forged steel operation is costly. New dies must be made. Because of this and the cost of stainless, the cost of stainless steel clubheads, in many cases, is much greater than forged clubheads.

The enormous success of the pioneer manufacturers, small companies such as Lynx and Karsten’s Ping, has prompted the "big" manufacturers to get into the race. It remains to be seen if all can prosper in this high end, select market. Undoubtedly there will be some casualties. Whether it is the large manufacturers, which cannot get their production geared to the demand, and lose out, or the small manufacturers, which are engulfed by their large competitors, only time will tell—and the consumer.
One bright note for the golf professional: The last several years have been extremely poor ones for club sales. Aluminum shafted clubs burned the professional and many consumers. But this year manufacturers are in an innovative mood, and members are likely to be in a buying mood.

Incorporated with both investment cast and forged clubheads has been the principle of weight redistribution between the heel and the toe. Weight is being shifted from the center of gravity to the extremities "enlarging" the sweet spot. Some manufacturers have added weights to the heel, or the heel and toe to increase this sweet spot. Other manufacturers have taken the weight out of the hosel, shortened the hosel, and added the weight to the clubhead.

Woods remain static. Only a few manufacturers are inserting weights in either the front or back of the club.

An interesting shift is taking place in the golf shaft market. More manufacturers are returning to the dynamic steel shaft. They indicate its strength is probably the best for the new clubheads being manufactured. A majority of manufacturers, however, still are using lightweight steel, but a trend is definitely developing back toward dynamic. Stainless steel and aluminum shafts have died a quiet death and now are on a special order basis from only a few manufacturers.

The golf ball market is equally as exciting, and unpredictable, as the golf club market will be in 1973. Only one thing is certain. Golf ball sales will undoubtedly be the greatest of all time. All indications—amount of promotion and consumer demand—point toward significantly increased sales. The balata cover versus the Surlyn cover, and wound versus solid centers are areas where manufacturers either disagree, or have available several balls. One surprise move was made by Acushnet, long the number one manufacturer of top grade golf balls. The Titleist golf ball has been changed and now contains fewer dimples (324 as opposed to 336). The dimples are also shallower. Royal made the dimple change last year by putting 252 hexagonal-shaped dimples. Acushnet executives said that they have never rested on their laurels of being number one and will continue to improve the Titleist as new materials or data become available. The Titleist has a balata cover. Many other manufacturers, however, are phasing out balata and going to the Surlyn cover. The durability and good feel of a Surlyn-covered ball are cited by its advocates. Solid balls are moderately popular in pro shops. And the two-piece Spalding Top-Flite is having a great sales success. Several manufacturers are introducing additional top grade golf balls to their existing lines.

Golf bags have exploded into a myriad of colors for 1973. Patchworks, as well as new colors in women's bags should prove popular. Most manufacturers are touting expanded vinyl with leather trim. Leather bags are extremely costly, as everyone knows, so the professional should order cautiously on leather.

It should be a good year for golf professionals. Sales should increase in every category of hard goods. But one note of caution. Remember that the normal turnover of golf clubs is every three to four years. GOLFDOM's surveys indicate that 1973 should be a buying year. People have been hearing about stainless steel clubheads for five years and have been waiting to buy. Because the investment casting process is so costly, closeouts should be non-existent next year because manufacturers will be less likely to change for the sake of change over the next few years.

On the following pages GOLFDOM has listed the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The listing is not official; only the companies, not the association, have indicated to GOLFDOM that they will be at the show.

An asterisk preceding a company's entry indicates that details on its line were unavailable at press time.

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INVESTMENT CASTING - THE LOST WAX PROCESS

The Lost Wax process of investment casting is a procedure for manufacturing stainless steel heads from molten metal. The finished clubhead is an exact reproduction of the original master die. The process dates back many thousands of years, but has only recently been sophisticated; now it is used in making jet engine blades for the aircraft industry because it can hold great tolerances both by dimension and weight.

The first step is to make a master die. The master die contains all engravings, scoring lines and hosel hole built into it. Semi-fluid wax is injected into the die. The wax pieces are exact replicas of what the finished stainless steel piece will be. It takes a minute or so for the wax to solidify and harden to the point that it can be removed from the mold. The piece of wax is then dipped in an adhesive, and ceramic sand is sprinkled over the entire area. This dipping process requires a drying time of 24 hours and is followed by a second dipping and sprinkling of sand. Seven dippings are required in all, so there is a total time of seven days from the first dipping to the final dipping.

This results in a shell with wax inside. This shell is then heated to a point where the wax is melted out. This is the reason the process is called Lost Wax. Molten stainless steel is then poured into this empty shell. When the metal settles, the shell is taken to a cooling area where it is carefully broken away leaving only the golf head. There can be no shell wear because an individual shell for every golf head is produced and then destroyed. (Information courtesy of Northwestern Golf Company, Chicago.)
Blue Dot Tops introduces a fiberglass top and vinyl plastic windshield to fit over the top frames of golf cars. According to the company, initial installation takes about 15 minutes.

Boylan Leasing, Inc. Offers leasing, sales and service agreements for Harley-Davidson electric and gasoline golf cars.

Citation Mfg. Company is exhibiting the electronic Golf Caddy.

Club Car, Inc., features the four-wheel electric Caroche golf car with automotive steering, aluminum I-beam; has triple-thick impact resistant fiberglass body. Offers 1,298-square inches of footroom. Accessories include hardtop canopy, windshield, hubcaps, tow bars, wrap-around bumpers, extra bag attachments, lights and horn. Also available are the Caroche Runabout and Vanguard over-the-road electric vehicles capable of sustaining speeds of 24 to 26 miles per hour for a distance of 53 miles on a single battery charge.

Cushman Motors, Div. of Outboard Marine Corp. Eight models make up line for 1973. The four-wheel Town & Fairway comes with 36-volt electric or 10hp gasoline power. Can carry two bags, two passengers. Gran Cushman 400, a four-wheel car, in electric or gasoline model. Storage compartment, replaceable rubber floor mat inserts, garment storage, steering wheel-mounted score card holder are standard. Gran Cushman 300, three-wheel car, in electric or gasoline model. Equipment same as 400. Trophy 400 (four-wheel) and Trophy 300 (three-wheel) electric cars.

ESB Brands, Inc. Features the Wil-lard and Exide EV-88 and EV-106 Electric Vehicle batteries. Newly designed plaque for the EV-88 models and all-white cover for EV-106s for easy identification. Offset terminals, new this year, are combination of SAE post and threaded stud; post top is flat for better electrical connection; stud has full hex head imbedded in terminal body to prevent pulling out or twisting loose when nut is tightened.

E-Z-Go Car Company, Div. of Textron Inc. Features three-wheel (X-440) and four-wheel (X-444) electric and three-wheel (GX-440) and four-wheel (GX-444) gasoline golf cars. Three-wheel models have beefed-up front fork and dual hydraulic shocks. Four-wheel models have low center of gravity, higher ground clearance and shorter turning radius. Electric cars feature a 36-volt D.C. engine with a motor shaft directly connected to differential pinion shaft. Gas cars feature two-cycle, single cylinder air-cooled engine.

General Battery Corp. will introduce the polypropylene E.V. battery designed for performance demands of electric vehicles.

Gould Inc., features the Matched Set—reactance limited battery chargers and power breed golf car batteries for a complete battery system. Off-board model battery chargers are designed for use with all electric vehicles with 36-volt power systems requiring a separate charging source.

Harley-Davidson Motor Company offers a four- and three-wheel electric and a four- and three-wheel gasoline golf car for 1973. The four-wheel cars feature individual front wheel suspension, coil shocks, long life vinyl floor mat, beverage holder and a Master Drive electrical circuitry system. Gasoline cars feature Dyna Start instant ignition system, which starts and stops the engine as the accelerator is depressed or released. All cars have an all-steel frame and fiberglass body and can be ordered with either a tiller bar or steering wheel.

Flagmaster, Inc., introduces the Flagmaster 1000 four-wheel electric golf car. All fiberglass styling with stainless steel trim. Fore and aft adjustable driver's seat, rustproof scorecard holder, rubber spike resistant floor matting and automatic forward and reverse indicator lights. Options include fiberglass surrey top, cigarette lighter, radio, beverage holder.

Jarman Company, subsidiary of Browning. Features Bag Boy golf carts of rugged tubular aluminum with heavy-duty die cast aluminum wheels. Pre-lubricated steel ball bearings, rubber tires, parallel spring suspension, compact fold down system and optional seat. Clubster combination bag and golf cart. Play Day golf cart. Introducing new Bag Boy rental golf cart for pro shops, has vinyl covered brackets, 12-inch balloon tires, all steel, chrome-plated, guaranteed two years.

Maynard Sales International, Inc., features the Maynard Electronic Caddy, which operates through a homing device activated by a small transmitter carried in a pocket or clipped onto a belt. The transmitter sends a signal to a receiver inside of Maynard. Two
analog computers calculate the speed, distance and direction of the golfer and automatically translate these signals into power pulses for the pair of electric motors.

**Motor Appliance Corp.** Complete line of battery chargers for golf cars and personnel carriers. Twelve- to 36-volt chargers with recessed timer, pilot light to show operating condition, 12-hour timer, non-aging silicon rectifiers, heavy-duty Ferro-Resonant Transformer and exclusive Thermo overload protector for maximum protection. The Series E battery/chargers cannot be damaged due to short circuit condition or accidental reverse polarity.

**Pargo, Inc.**, features new improvements in its 1973 golf car line. Electric golf cars with adjustable seat back, increased protection including side rub rails all around the fiberglass segments of the car. Increased leg room and storage space for pocketbooks and sweaters. Car has been designed to give deluxe ride by the use of rear coil springs. Electrical changes have been made for ease of maintenance.

**Shatai Kogyo Company, Ltd.**, features the Skket electric golf car manufactured in Japan. The lightweight car has a steel frame and fiberglass body.

**Sit-N-Rest Golf, Inc.**, features the Cart-Boy combination golf cart/golf bag.

**Playmaster Corp.** introduces the Playmaster golf car, which features a fiberglass body, two reverse speeds, caliber disk brakes and carries four golf bags.

**Westinghouse Electric Corp.** introduces the Model 437 (three-wheel) and Model 436E four-wheel electric golf cars. Cars are powered by a 4 1/2 hp traction-rated motor and feature adjustable seats, all-steel construction, bolt-on panels, oversize tires and full springs for front and rear suspension.

**Westcoaster,** Div. of Otis Elevator Company, features the S71, four-wheel electric golf car. Also 970-A-4 gas turf vehicle.

**GOLF EQUIPMENT**

**Acushnet Sales Company.** Titleist golf clubs have stainless steel irons with the weight redistributed between hosel and toe. Also Finalist and Titelle (ladies') clubs. Introduces new Titleist golf ball with 324 shallow dimples, 12 less than previous ball. Also Finalist and Club Special golf balls. Golf bags come in leather, buckskin and reinforced vinyl, with matching headcovers and carryalls.

**All Star Pro Golf Company, Inc.**, All Star Invitational irons with either stainless steel or conventional steel heads. Super All Star 300 pro-only golf ball.

**American Precision Golf Corp.,** will show golf clubs.

**Ames-Avon Industries.** Avon molded rubber golf grips, including Cobra with a very coarse simulated tire-tread pattern; Falcon, "hourglass" effect for interlocking grip.

**Around-The-Green Enterprises** features blade and flange type putters and the chipper model with a brass head and black line top. Accessories: golf towels, putter/chipper covers, the Bal-Bak retriever and the Pacifica electric pull cart.

**Atlantic Products Corp.** Golf bags, with 15 new model designs for 1973. Lancer front ball pocket; Indexer nine-inch molded bottom, which allows grip separation in a conventional bag; new Pro Harness assemblies; women's vanity pocket design; new full gusset headcovers and new golf bag travel covers.

**Burton Mfg. Company** features Steerhide, Leather Tex, Sports Vinyl and Sunday golf bags. Bags have steel ring reinforcement, padded slings, hidden umbrella well, large pockets and Delrin zippers. Burton also features the Stowaway Carryall which matches golf bag colors. Also available are bag covers and headcovers. Burton also distributes Penfold golf gloves; Penfold golf balls in American and British sizes; Morton Knight men's cool weather jackets and all-weather golf apparel.

**Butchart-Nicholls, Inc.,** introduces SCX golf clubs with investment cast stainless steel heads with power toe and sole extremity weighting. Clubs are not swing weighted, but feature B-N's ration balance controlled total weight with stroke control design. Woods have brass weights in toe; Model X-1 clubs feature semi-flanged sole; Professional woods and irons in men's and women's models.

**Chico's Tomahawk, Inc.,** makes custom made putters, pitching wedges and handmade putter covers as well as the Rake sandwedge.

**Otey Crisman Putter Company.** Handcrafted putters feature hickory, steel, aluminum or bamboo shafts.

**George Diehr Golf Repair** features
handmade woods and putters.

**Double Eagle** Div. of Ajay Enterprises Corp., formerly Fernquest & Johnson. **SSV** golf clubs—investment cast stainless steel irons with balanced square toe design, special alloy insert; woods have special adjustment screw. **XSP** golf clubs—irons have semi-square toe, nickel chrome finish; hard rock maple woods. **San Franciscan** golf clubs and **Marilyn Miller** women’s clubs. **Tru Sphere, Double Eagle, Professional** and **Pro Master** golf balls. Also range balls. **Ajay** golf gloves with Velcro fastener. Golf carts and golf cart/bag combinations. **Kaddie Kart** steel or aluminum rental golf carts.

**Dunlop Tire and Rubber Corp.** features **Maxpower** clubs with stainless steel iron heads with increased loft of one degree. Clubs feature new shaft, which is said to eliminate torque and recover faster in the kick zone. Concentrated step-down shaft. **Maxflite** irons slightly offset, clean Scotch blade; woods feature four-way roll, full sole plate. **Bob Charles** steel forged clubs for left-handers. **Gundy** ladies’ clubs with irons that are precision weighted and balanced. **Susie Maxwell** clubs with weight-balanced irons. Introduces the **Blue Max** wound golf ball with a Surlyn cover; also **Maxflite** and **Pro-ette** golf balls. New airliner golf bag cover with rally stripe. Cowlide and expanded vinyl golf bags. **Dunlop All-Weather** men’s golf shoe in eight colors made of poromeric vinyl with leather lining.

**Easajo Golf Company** features handmade putters.

**Eaton Corp.** Molded Products Div. Rubber and combination rubber/cord golf grips. Features **Golf Pride** grips in 21 styles.

**The Fast Eddie Putter Company, Inc.**, features handmade putters in 10 models.

**Faultless Sports** introduces **Omega** golf clubs, featuring investment cast stainless steel irons with weight distributed across the back pad of an extra length blade, putting more mass behind the sweet spot. Three different driver heads available in a variety of colors in jumbo, regular or shallow. **F-IV** irons have satin chrome Scotch blade design with barrel hosel. Woods have three-dimensional fleck finish. **Lady Omega** irons have smaller blade, but more weight distribution between hosel and toe. New wood head finish and styling. Introduces **Omega** three-piece golf ball with solid center and Surlyn cover; **Professional Plus** computer blend golf ball and solid range balls.

**Field Golf Company** introduces **Registered Professional** model clubs with square toe irons with wide flange at bottom. **Victria** forged irons retailing for under $200. **Lady Bristol** golf clubs with square toe, wide flange at bottom for the irons.

**First Flight Golf Company**, Div. of Professional Golf Company. Introduces the **FTD-OSS** offset stainless steel iron with more weight in the clubhead and less weight in the hosel. Blade is slightly offset with square toe; woods are also offset. Model **FTD** features forged steel iron heads with weight taken out of the hosel and redistributed into the head. Men’s and women’s **Golden Eagle** woods and irons and the **FX-101** golf clubs for left-handers. Also the **Fair Lady** clubs with chrome irons and laminated maple woods. **First Flight, Greenmaster and Fair Lady** golf balls. Gloves, headcovers and accessories. **Greenmaster** golf shoes with steel shank and non-crack easy-flex sole. See separate listing for **Duckster Sportswear**.

**Golf Tech, Inc.**, introduces **Excalibur Plus** stainless steel investment cast irons. Heel, toe and sole weight-, contoured and beveled sole, offset head design with reduction of hosel. Woods come in deep cherry color. **Excalibur** golf clubs are carbon steel forged irons and Cycolac coated woods.

**Walter Hagen Golf Equipment Company** introduces **Haig Ultra** irons with squared-up top line, narrow blade and weight redistribution; woods feature Lamilloy with specially-shaped alloy backweight, also traditional **Model 66** woods. **Ultra-dyne** woods feature triple-roll backweight; irons have stainless steel heads with wide flange soles, lower center of gravity. **Lady Ultra** woods with melody blue finish.

**Hillerich & Bradsby Company, Power-Bilt Citation** golf clubs. **Model 517** woods have brass backing and come with medium or deep face driver; **Model 7292** irons have a power weighted flange back. **Citation Model 317** woods are genuine persimmon; **Model 2392** irons have plain Scotch blade and are levelume-plated. **Power-Bilt** men’s and ladies’ golf clubs with brass backing for the woods and non-scuff beveled sole irons. **Countess Ladies Power-Bilt** have laminated woods, non-scuff contour bevel sole.

**Ben Hogan Company**, Div. of AMF, Inc. **Apex** forged irons with lower weight distribution along the full
length of the blade, new alignment, face scoring with black fill to aid visibility and alignment. Apex woods available with Speed-Slot in low profile, deep face, personal and curved sole models with Accur-Aim insert. Ladies' Apex similar to men's models. Also Ben Hogan Princess golf clubs. Men's, cadet and ladies' golf gloves with Velcro fastener. Golf bags with expanded vinyl/leather trim and matching carryalls. Umbrellas, headcovers and accessories. Apex golf balls in 80, 90 or 100 compression. New Hogan Star golf ball with liquid center.

Karsten Mfg. Company. Ping golf clubs with stainless steel irons, non-glare finish. Features custom color coding system for woods and irons to help select clubs suitable to a player's natural stance and swing. Also Ping putters.

Lamkin Leather Company has leather and rubber grips.

Lynx Precision Golf Equipment. Features Lynx woods, irons and putters. Irons are cast stainless steel heads with improved weight redistribution. Laminated maple and birch woods are available as well as black Cyclac-coated woods.

MacGregor. Introduces the Tourney model clubs. Forged steel irons with measured weights on the heel and toe of clubs for weight redistribution. New sole configuration helps keep clubhead weight low—turf drag is minimized—thin top line, shorter hosel. V.I.P. irons available with conventional or Split/Level soles; woods feature Tee-Sole to reduce drag. MT woods are restyled; irons have bold new MT identification on back pad. Available in conventional or Split/Level soles. DX men's and ladies' clubs feature laminated woods; irons have clubhead weight concentrated low to help get the ball up faster. Introduces the GTO clubs in a 11-piece set retailing for $100. Introduces the DX wound golf ball with a Surlyn cover. Tourney golf ball has Surlyn cover. GTO solid golf ball.

Matzie Golf Company, represented by Golf Mart and Great Lakes Golf Ball Company, features the Velvet Touch line of putters in a variety of grips, shafts and colors. The Scratch putter, end weighted, fully squared, features large sweet spot. New to the line are the Geo. Low putters with epoxy insert on putter face, leather grip, fluted steel shaft.

Merit Associates Inc., manufactures the Sight-Line putter.

R. Neumann & Company. Features a leather wrap-on golf grip with a new tacky substance. The grip is said to get tackier as the humidity or dampness increases.

Northwestern Golf Company introduces the Lady Thunderbird iron with investment cast 18-8 stainless steel heads. Also available: Thunderbird irons with stainless steel head and a choice of several shafts, including stainless steel; also Rosasco Bros., stainless steel heads, and the Ultimate with chrome plated iron heads.


Pedersen, Div. of O.F. Mossberg & Sons, Inc. Introduces the 100 golf clubs, featuring investment cast stainless steel irons with weight redistributed between the head and toe in the engineering process. Model 17-4 features stainless steel offset heads with a high polish look. Pedersen Lady is introduced with a shallow-faced driver and irons with the bounce built into the sole. St. Andrews golf bag line features new styling and colors with suede and vinyl materials. Excel golf ball.

Penfold Golf Balls, Inc., distributed by Burton Mfg. Company. Penfold Ace golf balls in standard American size (1.68 inches in diameter) and British size (1.62 inches in diameter).

Toney Penna, Div. of ATO, introduces the Super Blade stainless steel irons made from the Lost Wax precision casting process. The hosel is part of a head into which the shaft is inserted. This allows weight to be taken out of the hosel and redistributed in the blade. The result is a club four or five swing weight points lighter. Also TP clubs with stainless steel irons.

PGA-Victor. Introduces Ryder Cup II woods and irons. Irons feature investment cast stainless steel with heel and toe weight redistribution. Radically shortened hosel and stylist cavity back design. Woods feature sole plate of aluminum and brass with three dimensional PGA insert. Par Excellence irons
are nickel-chrome finished with greater loft and length and eye-appealing diamond back pad. Woods available up to number seven. Also Professional, Emblem and Classic men’s golf clubs. Introducing Lady Par Excellence clubs featuring greater lofted irons and small diameter shafted woods and irons. Also Lady Contessa and Lady Classic. Champion solid golf balls. Gloves, umbrellas and accessories. See separate listing for PGA’s Ryder Cup Fashions golfwear.

**Princeton Chemical Research (PCR) Golf Ball Company.** Features the PCR Professional one-piece solid golf ball and a full line of solid range balls.

**Progressive Dynamics** introduces Pro Dyn golf clubs featuring offset stainless steel irons made from investment casting. The shaft fits over the hosel. Black persimmon or laminated driver. All flexes, dynamic steel shaft.

**Quality Golf Imports, Inc.,** represents 38 different British equipment manufacturers. Ben Sawyer line of golf clubs including the Big Ben driver; a lightweight steel pull cart; the Persuader putter kit, which comes with one shaft, five hosels and two semi-mallet heads; the Pencil putter. See separate listing for John Jacobs golf shoes by Barkers of England.

**Rainbow Sales—Yamamoto & Company, Inc.** Features Skyway golf ball with thick polyurethane cover. The ball has a liquid center and is USGA-approved.

**Ram Golf Corp.** introduces irons made from investment cast stainless steel. Also Golden Ram golf clubs; irons have the weight redistributed away from the center of gravity; woods have brass power weights on back of heads. Golden Ram golf balls come in 80, 90 or 100 compression.

**Royal Golf Company** introduces Royal Plus investment cast stainless steel irons with weight removed from the hosel and distributed from the heel to the toe of the club. Woods feature power groove design to reduce air drag and increase club-head speed. Royal irons have a hard finish and aerodynamic styling; woods come in Conswept or Sha-lo-face design. Royal Queen irons constructed for the woman golfer. Woods come in choice of three colors. Royal Plus 6 golf ball has hexagonal dimples, random configuration and Surlyn cover. Also Royal, Fairway, Royal Queen and Tiger golf balls and Super V and Dura-Range solid range balls. Also vinyl carryall bags. Royal golf shoes are guaranteed waterproof and come in leather ($32), and vinyl ($24.95) in various colors and styles. Royal golf clothing includes doubleknit men’s and ladies’ golf jackets and Pla-Dri jackets and pants for stormy weather. Royal Snugger golf gloves.

**Shakespeare/Plymouth Professional Golf Div.** Introduces Mach II woods and irons with revolutionary shafts. Clubs available with Tor-Fil Sigma all-graphite shaft, Tor-Fil Alpha combination graphite and silicone shaft or Tor-Fil silicone shaft. XLD golf clubs feature forged iron heads. XLDDEBS ladies’ clubs have blue cast tinted shaft to match woods and grips. Introducing the Stylist three-piece golf ball with high tension windings and Surlyn cover. Plymouth 500 solid golf ball in a six dozen counter display; Buoy floater ball retailing for $.95; Visa-Ball fluorescent high visibility orange golf ball.

**Spalding** Div. of Questor Corp. Introduces Top-Flite golf clubs with dynertial weighting system giving three-dimensional effect. Weight in heels, toe and sole of club. Irons have stainless steel heads, chrome exterior and hollow back. Elite clubs feature stainless steel irons with square toe, straight top line. Executive clubs feature weight redistribution in both woods and irons. MV2 men’s and Sandra Haynie MV2 ladies’ clubs in medium price range. Ladies’ Top-Flite has weight redistributed between heel and toe. Top-Flite, Dot and Pro-Flite golf balls. Headcovers, umbrellas and accessories. See separate listing for Bernhard Altmann line of men’s apparel.

**Wilson Sporting Goods Company.** Introduces Model 1200 woods and irons featuring Fore-weighted woods that bring the center of gravity forward in line with the shaft; perimeter weighted irons with tungsten disk in toe of club for better weight redistribution. X-31 irons feature stainless steel heads, wide sole. Woods have special brass soleweight. Staff Dynapower irons have adjustable weights in each iron head, fluid-feel hosel. New Staff LD golf ball with livelier center, more durable cover.

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**All Sports Wear, Inc.,** will exhibit a sportswear line for men.

**All Star Industries** features the All Star golf glove.

**Bernhard Altmann**, represented
by Spalding. Men's apparel, including doubleknit slacks and sportcoats, five lines of shirts, velours, alpaca and orlon sweaters in V-neck or cardigan. Also tennis jackets, shirts and shorts.

Stanley Blacker, Inc., represented by Ernie Sabayrac. Features doubleknit twill suits, popcorn knit sportcoats, worsted wool flannel, bones, checks and hopsacking suits and sportcoats.

Bodin Knits makes polyester doubleknit wear, which is machine washable and dryable. Blazers, vests, slacks and blouses that are interchangeable and color coordinated. Doubleknit dresses for golf and street wear.

Brentwood Sportwear, represented by Donald M. Temple. Features a line of men’s knit shirts.

Tom Brown and Associates offers doubleknit slacks, golf jackets, shirts and socks for men and slacks, blouses, jackets, peds for women.

Buccaneer Mfg. Company offers a complete line of men's and ladies' outerwear, including golf jackets, rainsuits and slickers. Introducing a women's action jacket with white kasha lining.

Calree Company, Inc., will show golf jackets, caps, hats and socks.

Jack Carnahan, Inc., manufacturer's representative for Johnston & Murphy golf and street shoes; The Hadley Corp. men's and ladies' golfwear, and Esquire slacks and sportcoats.

Carnoustie Products, Inc., features golf umbrellas in 48 and 52-inch widths. Men's, women's slacks, gloves and socks.

Champion Glove Mfg. Company features leather golf gloves in half or full-finger. Also golf caps and hats, socks, peds, towels and tennis gloves. Items have display units.


George Cook, Ltd., introduces John Jacobs men's golf shoes by Barkers of England. Men's sportswear lines represented by George Cook include Thomson slacks, shorts, coordinating shirts and tennis shorts and shirts; J.S.I. shirts, sweaters and socks. Barrie cashmere sweaters from Scotland; Golf and Sport Headwear; Isotoner golf gloves and custom tailored sport coats, slacks, suits and belts. Ladies' sportswear includes Bodin Knits and golfing coordinates; Mr. Dino; Barrie cashmere sweaters from Scotland; Golf and Sport Headwear; Liberation, tennis outfits; J.S.I. peds, pompon and flap, Isotoner golf gloves and handbags; Miller belts. Also featured are pro shop displays and display aids by Display Unlimited.


Creation Genette, Ltd., will show a complete line of golf clothes.

Croston of Boston introduces three button Dacron and wool golf blazers. Also available are doubleknit stretch sportcoats, two-ply worsted flannel and hopsacking blazers. Models include Pro, a three button natural shoulder blazer with patch pockets and center vent, and Club, a two button semi-drape model with etched waistline and side vents.

David Crystal Company. See LaCoste.

Derby Cap Company features men's and ladies' caps and hats with special Derby bounce fabric. Wide variety of patterns and colors.

Dexter Shoe Company introduces the 4140 series of golf shoes. Fully leather-lined with cushion innersole and lightweight sole. The shoes are three-toned and retail for approximately $27. The Bookbinder Brown Monk Strap, an all-leather shoe, comes in brown or white, retails for approximately $26. Also available are ladies' golf shoes with a new saddle featuring a square toe.

DiFinis Originals and Knitwear introduces slacks and shirts for men and pantskirts and blouses for women made from Comfortissimo, a newly-developed doubleknit fabric with an all-polyester face and all-pima cotton back. The material provides stretch and recovery with cool comfort and non-snap, non-pill advantages. Three styles of men's golf slacks will retail for approximately $38, and two styles of shirts for approximately $16.

Dorsan Sports, Inc., features golf gloves, umbrellas and headcovers.
Duckster Sportswear features a variety of waterproof, repellent and weather resistant outerwear. Jackets feature bi-swing which permits maximum freedom of movement, vented back, raglan sleeve and convertible collars. Rainsuit pants have long leg zippers to slide easily over shoes.

Edmont-Wilson features a lightweight canvas golf bag in a variety of colors which retails for under $10. Super Grip vinyl men's and ladies' golf gloves with Velcro backing for $3.50 and $4. Also a new Merchandiser display unit.

Esquire Sportswear Mfg. Corp., represented by Jack Carnahan, Inc., features coordinated sports clothing, slacks, sportcoats.

Etonic, Charles A. Eaton Company. Golf shirts featuring block prints or random multi-color polka dot prints of 100 per cent Arnel triacetate. Four-button placket, 4 1/2 inch collar, machine wash and dry. Suggested retail is $16. Golf slacks in 100 per cent Dacron polyester, flex-a-waist, two-inch waistband, western pockets, variety of colors, suggested retail, $30. Shell and sleeveless blouses, 100 per cent polyester, machine wash and dry. Suggested retail is $14 to $16. Bahama skirt in solids or geometric patterns. Golf shoes in white calfskin with trim featuring leather lining, flexible stainles steel plates and removable sure-lock spikes retailing for $52.95.

Fana Fashions introduces double-knit sportcoats to coordinate with over 20 different patterns and styles of slacks.

Flip-It, Inc., Div. of Byer-Rolnick. Represented by Ernie Sabayrac.

Men's and ladies' headwear. Introduces a new golf cap in a warpknit.

Foot-Joy, by Brockton Footwear, Inc. Represented by Ernie Sabayrac. Introduces FJ emblem shoe with an emblem on shawl, in all white buckskin, black/white and brown/tan. Introduces the ladies' 21st Century line of golf shoes with poromeric uppers and four interchangeable shawls, Velcro attached, to give a one shoe wardrobe. Shoes feature foam cushion innersoles, leather lining and tungsten carbide tipped spikes. Also Ben Hogan Tunnel Gore men's and ladies' golf shoes with plain toe in a checkerboard pattern, guaranteed waterproof. Introduces soft leather boot with tassel and zipper in white kidskin or brown or black goatskin.

Golden International, Inc., imports golf gloves from England. Duragluv is a full-fingered leather glove with a button back.


Golf & Sport Headwear Company features men's and women's caps and hats in a variety of colors and styles.

Great Lakes Golf Ball Company distributes Munsingwear Grand Slam sportswear; Sun Sport headwear; Pro-Jo men's and ladies' golf shoes; E.T. Wright golf shoes; Matzie Golf Company line of Velvet Touch putters; Kiddie Kart rental golf carts; Kristal Kraft refinishing equipment; Flexi-Mat golf mats; Edmont-Wilson golf gloves and Tom Hill & Associates putters.

The Hadley Corp. Solid cotton/polyester culottes with oversized patch pockets; skirts with contrasting braid trim detailing the waistband, pockets and hem; nylon sleeveless, striped V-neck tops color coordinated with other outfits. Men's Trevira print shirts with cut and sew collar and long four button placket. Also men's knit pullovers and Esquire slacks.

Harburt Corp. will exhibit a line of women's golf apparel.

C.F. Hathaway Company features Golf Classic shirts, made of cotton lisle, in solids, prints and stripes. New this year is a line of Golf Classic sweaters.

Haymaker, by David Crystal, represented by Ernie Sabayrac. Very washable knits featuring a new line of skirts and culottes. Also Cut-N-Sewn blouses, from $10 to $20.

Hill Star Corp. introduces a wide selection of golf shirts in solids, stripes, seersuckers and fancies in many fabrics. Introduces golf slacks in doubleknit, woven, madras and seersucker. Hill Star represents Lyle & Scott-Scotland cardigans, pullovers and shirts and Mailcott-France pullovers, cardigans.

Hornung's Pro Golf Sales, Inc., will show Dexter golf shoes and Jockey Sportswear.

International Golf Accessories, Inc., pro shop distributors for Allen Solly golf leisure wear. Print golf and leisure shirts with four button plackets and full-fashioned knit collars. Variety of styles including long and short sleeve dress and sports shirts in a variety of cotton, lisle, polyester and blended fabrics. International golf gloves in Snap and Gripper models. Cotton twill golf hats. Custom embroidery of club

continued on page 40
crest on shirts and hats. Also representative for John Pomer men's sportswear.

Izod, by David Crystal. Represented by Ernie Sabayrac. Featuring third line, summer wear in addition to spring and fall wear. Texturized polyester and lightweight cotton golf shirts. Breezy sport shirt in a variety of prints retail for $15. Saturday Suit, texturized polyester sport jackets, which coordinate with slacks.

Jantzen, Inc., features Jantzen Open leisure wear. New are a rain jacket and pants of 100 per cent polyurethane with nylon backing. Men's cardigans and pullover sweaters. Doubleknit texturized polyester slacks with side belt loops, hook flex extension waistband, shaped or straight leg in solids, check, argyle, houndstooth or speckled plaid patterns. Ladies' golfwear includes panel, yoke and zip pocket skirts and sleeveless, mock turtleneck and short sleeve shirts, polyester blazers, slacks and shorts.

Jaymar-Ruby, Inc. Men's slacks. Introduces Sansabelt II with a four-inch elastic webbing on the inside of waistband. Also Sansbelt, Belt Loop and Adjustable, Knits, Jaymar Walk Shorts and Cary Middlecoff.


Johnston & Murphy Shoe Company introduces men's and ladies' ComfortTop golf shoes. Men's line includes combination leather/polymeric shoe with all-white plain toe in calf, three shield tips. Also three styles in three-tone saddles with kilties. Suggested retail, $60. Four new ladies' styles in plain toe saddle, soft patent, retailing for $44. Lady Medalist all-white shoe has four replaceable kilties, $25.95. Men's Lakeside is a wing-tip blucher with kiltie in black, brown or white shiny alligator print, $54. Men's street shoe with alligator print tassel in white/black, $47.

Kasco Corp. will show golf gloves.

The Kimberton Company features custom designed men's and ladies' sportswear.

Morton Knight, distributed by Burton Mfg. Company. Men's cool-weather jacket with a weather-proofed fabric in body of the garment and an insulating layer of fiber. Pullover style, color coordinated, knitted collar, cuffs and waistband. All-weather men's and ladies' golf apparel.

Lace and Liberty features women's golf skirts, Bermudas, dresses.

LaCoste, by David Crystal, represented by Ernie Sabayrac. Features a line of doubleknit tennis, golf and street wear.

Lady Pro Enterprises, Inc., features Lady Pro golf balls; three styles of blade putters and men's and ladies' shirts, sweaters, gloves.

Annie Laurie Originals introduces for 1973 the Jeanne Anne line of decorated handbags designed and sold for pro shops only. The bags accent the golf motif and retail from $10.75 to $15.75. A new line of hats will complement the handbags in the $3 to $5 range. Also featured will be the Annie Laurie line of handbags on which any photo can be reproduced such as a special hole, clubhouse or club insignia.

H.D. Lee Company features the Pro-Line knit collection of sweaters, shirts, slacks, jeans and shorts. Sweaters include a blend of mohair and wool and retail for $18. Knit shirts come in a variety of styles, colors and fabrics and retail from S8 to S10. Monterey Knit golf slacks feature Twill Jamboree ($18); Patterned Squares ($22); Impact ($20); Brightness ($22); Crossquares ($22), and Flag Club ($20). All these models feature Ban-Rol continental waistband. The Tack Flare II Knit features belt loop model slacks in either the Miniature Cable ($16); Seersucker Stripe ($16); Linen Window ($22) or Houndstooth Check ($16).

Lefcourt Imports, Inc., offers a line of straw hats, shawls, capes and belts.

Leon Levin, represented by Donald M. Temple. Features a ladies' line of coordinated sportswear.

E.J. Manley Company features doubleknit slacks and coordinated solid, pattern and print knit shirts under the EJM label. Also color coordinated belts, sweaters and velours. Manley also represents Quantum Sportswear, Texace Corp., Dexter Shoe Company, Gold Crest, Ltd. and Buccaneer Mfg. Company.

Mayflower-Medalist, Ltd., introduces Datsun putter with a bronze double-slotted head made by Lost Wax casting. Also, jumbo size Cannon towels in four separate colors are available for printing any design or emblem. Mayflower also distributes Edmond-Wilson and English Tournament golf gloves, SunSport headwear, Jockey sportswear, Converse rainwear, Ring-It retrievers, Ball Shags.

Munsingwear, Inc., features the Grand Slam line of golf and sports shirts. Style 2880 is a Dacron/cotton fashion knit shirt with pointed collar. Style 2841 features a Scotchgard soil release finish and long tailored collar. Style 2842 has a mock turtle neckband and loose-band sleeves with contrast stripes. Introduces a 100 per cent orlon, six button, alpaca-stitched sweater, which retails for $16.

Needlecraft of Woonsocket, Inc., features a full line of men's and ladies' rainwear including the Turf nylon, water-repellent, flannel-lined jacket with snap or zipper front. The jacket is also available unlined.
or with a heavier, pile lining. Introduces new rainsuit with two large flannel-lined pockets to keep hands dry with additional pocket in rear.

**Original Fur Company** features *Golfers for Golfers* fur golf headcovers and putter covers.

**Palm Beach Company** introduces seersucker texturized polyester sportcoats ($69.95) and slacks ($30). Also solid-colored texturized slacks retailing for $22.50. *John Weitz* line of doubleknit slacks retailing for $40. Also *Austin Hill, Ltd.*, line of lightweight straight leg slacks and three-button sportcoats.

**Par Ace Glove Company** features *Par Ace* gloves with wide Velcro back, 11 colors, in men's, cadet and ladies' models in right or left hand. Suggested retail is $5.50. *Match-Play* golf slacks featuring polyester doubleknit in latest styles, colors and fashions.

**Parker Golf**, Division of Mohawk Recreation Products, will show a line of golf gloves.

**Parker of Vienna, Inc.,** represented by *Ernie Sabayrac*. *Parker* 100 per cent alpaca sweaters; *St. Joseph* V-neck and crew neck sweaters, and *Cezar* pullovers and cardigans.

**Par-Mate.** Wide Velcro full and half-finger men's and ladies' golf gloves with ball markers; golf socks, ped's and umbrellas. Also tennis accessories.

**Paxton Sportswear.** Represented by *Donald M. Temple*. Men's doubleknit slacks and sportcoats.

**PGA-Victor Ryder Cup Fashions.** Men's golf shirts in *Filigree* or *Floral* patterns, *Solids*, *Stripe* or *Bullseye*. Styles include zipper or four-button front, 100 per cent cotton-Durene or Dacron/cotton blend. Slacks are washable and come with either extension waistband or belt loops, modern flares and bold patterns or classic solids.

**David L. Pransky & Sons** features *Vanderbilt* shirts, slacks and outerwear and *Springfoot* hosiery.

**Pringle of Scotland.** Men's sweaters. *Angus* two-ply cashmere sweaters, long sleeved, no pocket cardigan and pullover with V-neck. *Earl* two-ply lambswool V-neck pullover and no pocket cardigan. *Rubert* sportshirt, 100 per cent zephyr wool, features four button placket, long sleeves. *Hubbard*, 100 per cent zephyr wool, sportshirt with ribbed turtleneck, long sleeves.

**Pro-Pro, Inc.,** features men's and ladies' *Panda* leather golf gloves with Velcro back.

**Pro-Shu Company, Inc.,** introduces 17 men's and five ladies' styles to their golf shoe line for 1973. Available are four new men's leather golf shoes retailing from $35 to $37.50. One new style ladies' leather golf shoe retails for $27.50. New are three series of waterproof golf shoes.

**Pro-Temp Knits** will exhibit golf slacks and sports jackets.

**Lilly Pulitzer** introduces *Mens Stuff*. Polyester/combed woven cotton slacks in assorted prints with quarter top pockets, straight leg, belt loops retailing for $30; doubleknit slacks in *Lilly* prints, beltless in either western or quarter top pockets, $40; polyester V-neck pullover shirt, three quarter sleeves, $25; cotton lisle shirt, four-inch collar, four button placket, $13; four-inch ties in assorted prints, $10; Navy blazer, $125; sport jacket in assorted prints, $90.


**Quantum** features ladies' golf, tennis and spectator sports leisure wear.

**Reliable of Milwaukee** features *Super Sox*, a 24-inch giant knitted super pom headcover. Also *Club Sox* knitted headcovers, knitted putter covers, men's and ladies' *Kings-Pins* socks and hats.

"Billie" Ross of the Palm Beaches features resort hats, bags and accessories. Bags are lined, hand-painted and/or decoupage.

*Ernie Sabayrac, Inc.,* represents *Stanley Blacker, Inc.*, sportcoats and blazers for men; *Brockton Footwear, Inc.*, *Foot-Joy* and *Ben Hogan* men's and ladies' golf and street shoes; *Coberknit Corp.*, men's and ladies' golf and tennis jackets and rainwear; *Flip-It, Inc.*, men's and ladies' hats and caps; *Haymaker*, women's sportswear; *Izod*, men's sportswear; *LaCoste*, women's dresses; *Parker of Vienna, Inc.*, *Parker, Cezar* and *St. Joseph* imported woven sweaters, and *Vanela Slacks Inc.*, hand-tailored sportcoats and slacks.

**Sahara Slacks.** Custom care slacks. Introduces new doubleknit called *Patchwork*. Also *Saddlecut* in polyester, wool and doubleknit with contrast stitching and belt.

**Mort Silver Associates-The Silver Fox Sportman** will exhibit men's Arnel and polyester golf shirts with raglan sleeve; pullovers in four button and zipper. Also *Andren-Arrenti* knitwear.

**David Smith, Inc.,** features a complete line of color-coordinated ladies' active sportswear. Variety of knit outfits including body shirts, sweaters, pant/skirts, pants, jackets, shorts, wrap-around skirts and playdresses. Also tennis wear.

**E.J. Smith & Sons Company** represents *Munsingwear* and *Mr. Lings* sportswear: *Calif-Frame* men's and ladies' hats and emblems, and the *Rochester Shoe Tree Company, Inc.*, line of golf rubbers, socks and shoe keepers.

**Softouch Company** features dress, support, golf socks and hats.

**Star-Grip Glove Company** features 39 different sizes of gloves for men.

*continued on page 42*
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Texace Corp. features Galey & Lord's polyester/combed cotton broccata and bulwark two-ply fabrics in golf hats and caps. Also featured are predominant use of lock-stitching. Nosswett sweatbands.

Thomson Sportswear. Represented by George Cook, Ltd., introduces Club Series '73 with patch madras, screen prints, Indian madras, madras plaids, bandanna print slacks in tapered, straight or flared bottoms and coordinated knit shirts.

Town Talk Mfg. Company features a complete line of men's and ladies' headgear. Introducing a new knit fabric golf cap into the line in houndstooth, solids and candy stripe.

Varela Slacks, Inc., represented by Ernie Sabayrac, features hand-tailored sportcoats and slacks.

The Voyager offers a complete line of ladies' golfwear.

Whimiscals. Div. of Penn Valley Inc. Features ladies' golf skirts, shirts and slacks in hand-screened prints.

Jerry Wolf Associates, Inc., will show a line of golf shirts.

GOLFPING ACCESSORIES

Adventures in Golf, Inc. Supplies of golf accessories, pro shop supplies, display units and golfwear.

Allsop Automatic, Inc., offers the Shoe-In Valet and Traveler.

Brod Golf Studios features greeting and Christmas cards for golfers, notes, plaques, crying towels, golf pictures, calenders, stationery.

Cherokee Shaft Guard introduces a solid state impact-proof protector for wood covers. The headcover is an injection molded polyethylene designed to protect the wood head, grip wrappings and shaft.

Creative Awards by Lane introduces Mulligan drinking mugs for hot or cold drinks. Also can be used
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For more information circle number 174 on card

as a pencil holder, table piece and special gifts for pro shops. Mr. Spike art piece designed in several golfing poses.

Delmas Creative (AKA Golf Masters) will show golf motif jewelry and jewelry items for PGA.

Eastern Golf Company introduces Tee-Pak tee holder for golf bags; Oasis beverage holder; Carryall nylon golf bag. Also golf ball washers, spike cleaners, commercial golf ball pickers, driving range equipment, fairway driving range mat and electrified bug killers.

Golf Accessories of America introduces its Cleat Cleaner, designed to clean debris such as hard dry mud and leaves from golf shoes without damage to the shoe itself. The device utilizes notched wheels, thereby eliminating the need for bristle replacement. Distributed by The Golf Mart, Inc., Great Lakes Golf Company.

Gold Crest, Ltd., introduces a golf teaching aid in conjunction with Billy Casper called Educational Golf. The playback device shows the golfer what he is doing wrong and tells him how to correct his error. Also new are a double knit jacket and new uses of crests as awards.

Golf Masters features custom designed golf motif jewelry.


Miller Golf Company features classic pewter golf statues, silver tour-
nament awards, women’s and men’s Carry-Alls, clocks, golf shoe mittens, golf towels, deluxe golf bag tags and labels, tournament key tags, ball markers, tees and vertical bag racks for storage.

* Old Golf Shop

Peggie by the Sea Originals features Mr. Motif iron-ons.

John Roberts, Inc., will show PGA rings and golf awards.

* Information unavailable at press time.

Scott Mfg. Company features canvas golf bag travel covers, shoe bags, duffle bags, range bags and Par Shot markers, canvas flags.

* Stuart Specialties

Dick Watson’s Personalized Golf Items features personalized golf tees with wrap-around printing, ball markers and pencils.

Daytono Products Division. Golf shop supplies including golf bag tags, pro shop signs and marking devices for golf professionals.

Display Creations, Inc., features pro shop merchandising display units including Chromodular, modular equipment in polished chrome.

S.B. Dunlop Enterprises, Ltd., Features a golf ball picking machine.

Golf Shop Service Company features stationery, business forms, bag tags, inventory control booklets, tournament gifts and souvenirs. New this year is a line of gift wrapping materials for golf professionals and a do-it-yourself wall covering for pro shops.

Golfsonic, Inc. Features ultrasonic club cleaning equipment, which is said to clean, polish and dry an entire set of irons in less than a minute. The unit is compact, weighs only 25 pounds and will not harm metal, plastic or aluminum finishes.

Acme Iron Works, Inc., features Rac/Me golf bag storage racks with plastic tips to keep golf bags in separate compartments. The racks are made of rigid, cold rolled steel construction and are designed for ventilation and aisle cleaning.

American Massage Inc., massage products including hand massagers, thermo pads, car pads.

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For more information circle number 185 on card
Gustafson Mfg. Company, Inc., will exhibit a golf ball retriever and ball washer.

Hornung's Pro Golf Sales, Inc., features the Golf Club coin-operated club cleaning machine. Also range equipment, driving nets, trophies and display units.

*Information unavailable at press time.*

Jerral Packaging Company offers pro shop supplies.

Kristal Kraft, Inc., introduces a new golf club refinishing kit for individuals. Available for professionals are stains, finishes, shaft sealers, epoxies, insert material and sole plates.

Hugh J. McLaughlin and Sons, Inc., features solid range balls imprinted with the club's name or insignia.

Wittek Golf Range Supply Company features a complete line of golf course driving range equipment, including solid and wound range balls, range clubs, indoor and outdoor mats and netting.

* Ford Paint & Varnish Company

Paul Hahn Golf Show. Trick shot exhibitions and golf clinics.

Score With Northrup, manufacturer's rep and jobber, will show literature on its service.

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