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 Golfcraft to Acushnet, reminded me that he was among the first "peddlers" at Dunedin's PGA National GC during a Senior's championship. Then Frank Sprogell, 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 Sprogell is the organizer of the show that has accelerated distribution of merchandise to golfers and been a tremendous saver 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 DiFini, 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 out-grown 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.
Wherever golf is played...

Par Aide Tee Accessory Groups available in three models. The Master—The Deluxe Single—The Twin. Select the particular model best suited for each tee. Ballwasher brush assembly and agitator are interchangeable. Unitized interior can be easily removed for servicing.

PAR AIDE PRODUCTS COMPANY
296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104

FOR COMPLETE LINE OF PAR AIDE GREENS AND TEES EQUIPMENT—WRITE FOR CATALOG
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

Columbia Car Corp., see Pargo, Inc.

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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-444 and the Three-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-
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 $125, retail, per set. The irons are chrome-plated and squaretoed. A setretails 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 squaretoed 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 I 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 mini-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 laminations and bronze inserts. Available with any type of shaft but recom

(Continued on page 76)
Longer driving starts here.........and here!

DON'T HANDICAP YOUR GOLF CARS.
Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.
For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...
GO ELECTRICALLY...GO TROJAN
TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

For more information circle number 272 on card
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.

Flexi-Grip Div. of Eaton Yale & Towne, Inc., features the Crown-Cord model, the Pride Line Putter model and the Ladies Crown model. All three golf grips have indentations for better trac- tion and softer feel.

Great Lakes Golf Ball Company represents the Munsingwear line of golfwear, the Pro Jo line of shoes and caps, E.T. Wright shoes, Tom Hill putters, Edmont-Hill gloves and club covers, Bohn Mfg. Company’s Kaddie Karts and Meiklejohn Company.


Walter Hagen Golf Equipment Company introduces its Ultradyne woods and irons. Woods are precision-tooled and feature a Strata-Bloc construction. They are finished in black and gold fleck and have a Unibond moisture barrier. The face insert is black Ultra Epolec with a gold crest inlay, and has a triple roll crown brass backweight and crown sole plate. The Ultradyne iron is bracket-framed and sandblasted. Ultradyne has lightweight steel shafts and panel leather or composition grips.

Tom Hill Golf Company, represented by Great Lakes Golf Ball Company, makes putters and Bal-Bak retrievers.

Hillerich & Bradsby Company offers the Power-Bilt Citation line for 1971 which features the Mode S7090 stainless iron head which features a beveled sole and the Model S600 wood finished in ebony Perma Seal Tuffwood with a brass back. Also avail-

able is the Model 6992 iron which is Levelume-plated with a flange back and the Model 2292 Scotch blade iron. Both are matched to the Model 315 mahogany finished persimmon wood.

Ben Hogan Company features the Apex shaft in the 1971 Hogan club line. Apex shafts feature a thin-wall construction and Hogan step design. All woods this year feature Accur-Aim face inserts and Dura-Ply laminated wood material, are finished in ebony and available in a Slip-Proof grip. Also new are the Bounce Sole Irons which have weight distribution raising the center of percussion. Putters are fitted with a new flat-top grip.

(Continued on page 78)
Now Chemagro can control almost anything that harms grass

like insects

*BAYGON 70% Wettable Powder is now registered as an insecticide for application to lawns and turf. Economical, easy-to-mix sprays of BAYGON 70% Wettable Powder are noted for their long residual activity.

*DYLOX 80% Soluble Powder provides outstanding control of sod webworms. Three applications at monthly intervals will provide maximum control.

like nematodes

*DASANIT nematicide is registered for the control of nematodes on established commercial turf grass throughout the United States. Merely apply the low-cost recommended dosage of DASANIT and drench with water to leach the material into the root zone and provide fast, maximum control on contact. Each application provides protection for up to 9 months.

like major turf diseases

*DYRENE turf fungicide is well known for the protection it provides against leaf spot, melting-out, copper spot, rust, Sclerotinia dollar spot, brown patch and snow mold. The 50% wettable powder formulation mixes easily with water, and may be applied with any standard sprayer without clogging nozzles or corroding metal parts. Dyed green to blend with turf and eliminate an unsightly deposit, DYRENE will not stain shoes or fabrics when dry.

like cottony blight

*DEXON fungicide is unsurpassed for long-lasting control of Pythium. Start treatment early before the disease appears, and repeat at 7-day to 14-day intervals throughout the season. DEXON will not cause leaf burn, and is compatible with other turf pesticides.

Contact your Chemagro supplier for full details about these time-tested turf chemicals now!

For more information circle number 170 on card
leather grip. Four putter models feature the Apex shaft; the remaining five models have a new matte finish fluted shaft. A low compression version of the standard Hogan golf ball, called Ben Hogan Blue, has been added.

S.I. Jacobson Mfg. Company features its patented pro-line golf bag called the Carry-All. It is a piller-proof shipper and carrier which holds a golf bag and a full complement of 42-inch clubs, an extra pair of shoes and additional clothing. Its zipper tabs lock together with a brass tumbler lock. Available in metallic blue, nut red and black.

Karsten Mfg. Corp. makes the Ping irons, woods and putters. Irons are available one through nine plus a sand and pitching wedge. Woods are available in a complete range from one through six, right and left hand with standard or stiff shaft. Putters feature a balanced heel to toe weight distribution.

Lamkin Leather Company offers rubber and leather golf grips.

MacGregor features a completely redesigned VIP golf club line. Woods have an antique cherry finish to color-coordinate with the grips. Irons have a change in weight distribution. The line features the Tourney Taper shaft.

The re-styled M/T line will have a greater variety in specifications. Irons are available with Split/Level or conventional soles. Woods again feature Tee-Sole construction. The M/T line is available with lightweight steel, aluminum or conventional steel shafts.

Matzie Golf Company, represented by Golf Mart, features its Velvet Touch putters.

Al Northrup carries golf equipment and his own An putters.

Northwestern Golf Company announces its Rosasco Brothers line of men's clubs which feature a choice of steel or stainless shafts, laminated ebony black finished woods, pro-only heads and a choice of Gold Crown or Lamkin slip on leather grips. Also new in this line is the Uniwod putter with a dark walnut finish, heavy brass sole and one-piece construction. In addition a new Superba men's model will be offered.

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, Hercule light weight steel shafts and a choice of rubber cordline or panel leather grips.

Ram Golf Corp. features the Golden Ram golf ball with a Surlyn A plus cover for durability and a Polyplex 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 black 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 MV2 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)
WHATEVER THE JOB...

Miller has a team of irrigation specialists to perform it... Expertly! Where ability and reliability count most in sprinkler irrigation systems... that's where you will find the Miller team. Miller has four groups of specialists that embody a total capability in the field of sprinkler irrigation... In short... the works!

THE TURF SUPPLY DIVISION, Sprinkler Irrigation Supply Company, is well known in the industry as Sisco. It is a veritable supermarket for sprinkler irrigation supplies... Top quality products manufactured by leaders in the industry. Sisco and its dealers stock a broad range of these products because they know that one system can't solve all problems.

THE CONTRACTING DIVISION, Miller Sprinkling Systems, is unique in this industry. Each important phase of an installation is handled by specialists with years of experience... backed up by the most extensive line of specialized irrigation installation equipment known in the industry.

THE AGRICULTURAL DIVISION of Sprinkler Irrigation Supply Company sells, services and installs aluminum portable pipeline systems and mechanical move sprinklers.

THE DESIGN DIVISION, Irrigation Design Associates, brings 40 plus years of experience to bear on design problems and tailors irrigation systems to customer needs.

THE RESULT: Irrigation systems engineered and guaranteed to give you the best possible water distribution, with maximum dependability and minimum operating expense.

Contact Miller today and find out what sprinkler irrigation can do for you!
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 knee-length 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 plaid 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 Harburt's sportswear.

Croston of Boston, Inc., represented by Jack Carnahan, makes crested blazers, sportcoats, crested ties and embroidered crests. Featured is a doubleknit 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.

DiFin 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 feather-weight doubleknit shirts and the Supima cotton mercerized shirts. Also for men DiFin offers a new shirt custom printed through a heat transfer process.

For ladies, DiFin 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 aprés-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 kiltie attached model. The ladies' line includes a Corfam square-toed Oxford shoe, a leather moccasin toe shoe with a kiltie attached and a wing tip shoe with kiltie attached.