

# "Power-Bilt irons help keep your control game under control."

Bobby Nichols  
Golf Professional, Firestone Country Club  
and member of the H&B golf advisory staff.

Control is what the iron game is all about. So H&B designs irons to make control come easy. The Power-Bilt® non-scuff, contour bevel sole helps get a clubhead into the ball cleanly and consistently. Even in tight lies. The power-weighted flange back distributes weight effectively behind the face of the club. Helps make shots that start off a little less than perfect end up a little more on target. And master matching gives your swing a consistent "feel" through every club in your bag. Why settle for anything less? See your golf professional and get the story firsthand.

## The *PowerBilt* experience

**Hillerich & Bradsby Co.**

The hardest hitting name in sports.  
LOUISVILLE, KENTUCKY

Circle No. 142 on Reader Service Card

1884-1974  
**90**  
ANNIVERSARY

# THIS IS WHAT MAKES OUR NEW SUPER SOX SUPER.

It's our great fat fluffy pom poms that are going to give your sales a big fat boost.

Wait till your customers see that Super Sox are made of 100% Creslan® acrylic fiber.\* So they can wash them all they want without worrying about shrinking, stretching or fading those bright bouncy colors. And they are available in 17 different color combinations. Super Sox. They make sense. And sales.

\*exclusive of ornamentation

**SUPER SOX**  
**SUPER-POM**  
**KNIT CLUB SOX**

**Reliable of Milwaukee**

233 E. Chicago Street, Milwaukee, Wisconsin 53202



Complete set of four  
nos. 1, X, 3, and 4

**Creslan**  
LUXURY ACRYLIC FIBER

Suggested retail (shown—Style #5030) \$6.00 each. Other knit club sox styles to retail from \$2.00 each. Write for catalog showing complete line of golf accessories.

Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

Circle No. 227 on Reader Service Card

## SUPPLIER INDEX

Schneider, sls. eng.

ARTISTIC FURNITURE MFG. COMPANY—  
4879 Spring Grove Ave., Cincinnati, Ohio  
45232 (513)681-4800

Furniture

A. Marcus Levy, pres., gen. mgr., and adv.  
dir.; E. G. Levy, v.p.

ART-MOLD PRODUCTS COMPANY—780  
Wellington Ave., Cranston, R.I. 02910 (401)  
781-5653

Golf tees, wood and plastic, regular and  
extra long; golf ball markers; stainless steel,  
aluminum and plastic divot fixers; golf towels;  
bag tags; golf jewelry; locker room acces-  
sories; golf shoe horns; golf clothes brush  
Harold Holland, pres.; Mel Hyman, v.p.;  
Joel Pressman, cont./off. mgr.; Sharon  
Cooper, exec. sec.

ASHAWAY LINE & TWINE MFG. COM-  
PANY—Laurel St., Ashaway, R.I. 02804  
(401) 377-2221

Racquet strings

J. T. Crandall, exec. off.; H. G. Waters,  
sls. mgr.

ASSOCIATED COMMERCIAL COMPANY,  
LTD.—501 Oregon Pacific Building, Portland,  
Ore. 97204 (503)223-4225

Findlater's Scotch; Boord's dry gin, vodka  
Erwin I. Davis, pres.; Robert N. Davis, v.p.

ASTRA BENT WOOD—Maple St., E. Arling-  
ton, Vt. 05252 (802)375-2566

Admiral's, bosun's mariner's, pilot's, cap-  
tain's, mate's, commander's, navigator's  
chairs; Windsor side chair; Sudbury stool;  
mate's stool. Note: all chairs and stools are  
available with upholstered backs, seats or  
both

Barry G. Patton, v.p. mktg.; Madine Pero,  
cust. ser. mgr.

ATALANTA CORP.—17 Varick St., New  
York, N.Y. 10013 (212) 966-3600

Unox Holland canned hams; Celebrity Dan-  
ish and Hungarian canned hams; Tivoli  
Romanian canned hams; Celebrity rock lob-  
ster tails; Tiger, Valio cheese; Celebrity  
tuna fish; sardines; Mandarin oranges  
Leon Rubin, pres.; George Gellert, v.p.;  
Fred Conrad, sls. mgr.; Wayne Conrad, sls.  
prom. mgr. and adv. mgr.

ATCHISON LEATHER PRODUCTS  
COMPANY—P.O. Box 248, Atchinson, Kan.  
66002 (913) 367-6431

Tennis bags

A. R. Berger, exec. off.; R. G. Platt, sls. mgr.

# 1906

Since the beginning, man has overcome great obstacles endured in the royal and ancient sport known as golf. Man has survived. Golf also has



survived, even though it was outlawed in 1457. The Scottish Parliament of King James II decided that golf was interfering with archery training and thus weakening national defense. Through the centuries, the game and its playing equipment have been refined. Golf shafts made of hickory wood appeared in the early 1900's and, despite their lack of uniformity, truly great players developed such as Britain's Ted Ray and Harry Vardon, and America's Francis



Quimet and Jerry Travers. Many of the great hickory players made the transition to steel during the latter part of golf's golden 1920's. The steel shaft became the standard

# 1924

for celebrated golfers like Walter Hagen, Gene Sarazen, and Bobby Jones.

By the 1930's, the steel shaft had arrived. And with it the long hitters. Bright new stars appeared. Jimmy Demaret, Byron Nelson, Sam Snead, Ben Hogan.

As steel revolutionized the golf shaft in the 20's, the introduction in the 1970's of carbon-graphite may be the beginning of a new golden golf era. But, Not all carbon-graphite shafts are alike!

Most are lighter than steel which means greater clubhead speed. (The faster the clubhead travels at impact, the



farther the ball will go.) A few recover instantly due to the use of pre-stressed, continuous filament fibers. (That contributes to accuracy as well as to distance.)

The Carbonite shaft is lighter than steel. Recovers instantly.

And it resists radial twist. (That means Carbonite is



square to the target at impact.) The important combination of all three of these advantages separates Carbonite from the also rans.

# 1973

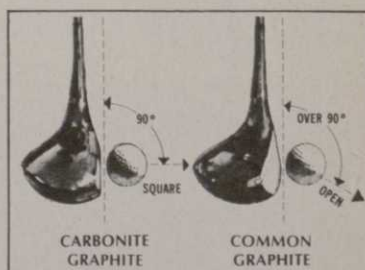


## CARBONITE GRAPHITE—

Carbonite's unique process resists radial twist, allowing the clubhead to be SQUARE at impact.

## "COMMON GRAPHITE"—

inability to resist radial twist forces clubhead to be OPEN at impact.



Don't settle for just any carbon graphite shaft. Insist on all 3 advantages:

1. Lighter weight (greater clubhead speed)
  2. Instant recovery (with less vibration)
  3. Resistance to twist (clubhead square at impact)
- Because it has all 3 advantages . . .

Many players on the PGA tour are already using Carbonite shafts and the list is growing daily. Chances are your pro has several demonstrators you can try. Do it next chance you get.

All you need to know about carbon-graphite golf shafts is Carbonite. After all, "carbon" is two-thirds of our name.

## CARBONITE

GRAPHITE GOLF SHAFTS

CARBONITE CORPORATION  
5569 Kearny Villa Road  
San Diego, California 92123  
(714) 560-1155



Photographed at Diamondhead Corporation's Pinehurst C.C., Pinehurst, N.C.

## Harley-Davidson. Club champions again this year.

This season, as usual, more Harley-Davidson golf cars will be driving on more golf courses than any other make in the world. For example, Diamondhead Corporation is the owner and operator of the largest fleet of Harley-Davidson golf cars in the world. Why Harley-Davidson?

Because they're so good-looking? And so dependable? And so quiet?

Of course. But there's more.

Our 4-wheel cars, for example, have independent front wheel suspension, mounted on trailing arms. And coil spring shocks. The

rear wheels? Coil springs, hydraulic dampers, torsional stabilizer.

Both our four-wheel and three-wheel models deliver sharp, effortless steering. With tiller bar or steering wheel. And all Harley-Davidson golf cars are protected by molded rubber bumpers in the rear. Four-wheel cars also have heavy duty front bumpers while the three-wheel models employ chrome tubular steel front bumpers.

Did we say quiet? Our gasoline cars are quieter than a voice in normal conversation.

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Another nice thing. Our electric cars will run longer between charges. (Because they use less power at low speeds.)

Four-wheel, three-wheel. Gas or electric. Harley-Davidson golf cars are the champions. By popular vote. Naturally, we'd be happy to meet you at the nineteenth hole. And show you our scorecard. AMF Harley-Davidson Milwaukee, Wisconsin 53201



Harley-Davidson



## SUPPLIER INDEX

**ATHLETIC BAG COMPANY**—118 W. Crystal Ave., Salt Lake City, Utah 84115 (801) 466-8181  
Tennis bags  
E. Wheeler Oliphant, exec. off.

**ATHLETIC PRODUCTS DIV., GENERAL TIRE COMPANY**—Chambers Ave., Jeanette, Pa. 15644 (412) 527-3501  
Tennis balls, presses; racquet frames; wooden racquets  
S. Salem, exec. off.; S. Brisco, sls. mgr.

**ATKINS & DURBROW, LTD.**—Box 55, Port Colborne, Ontario, Can. L3K5V7 U. S. phone (716) 854-7535; Can. phone (416) 834-3641  
A & D Canadian sphagnum peat moss  
J. O. Fletcher, sls. mgr. U. S.; Harry Zapp, rep. Can.

**ATLANTIC PRODUCTS CORP.**—1 Johnston Ave., Trenton, N. J. 08605 (609) 587-6000  
Tourmate golf bags; club bags; headcovers; travel covers; Spacemate luggage; tournament prizes; tennis bags  
John P. Murray Jr., pres.; Robert J. Shaw, v.p. mktg.; Michael Macauley, sls. mgr.

**ATLAS ATHLETIC EQUIPMENT COMPANY**—Airport Industrial Site, P.O. Box B, Sikeston, Mo. 63801 (314) 471-4801  
Court markers; net posts; net center straps  
R. King, exec. off.; W. P. Johnson, sls. mgr.

**ATLAS LAWN EQUIPMENT COMPANY, INC.**—9719 Olive Blvd., St. Louis, Mo. 63115  
Howard 82, 82 inch rotary commercial power mower; Howard 60, 60 inch rotary commercial power mower

**ATWATER STRONG, DIV. OF GOUGLER IND., INC.**—6284 Waterloo Rd., Atwater, Ohio 44201  
Lo-Blo leaf blowers, comm.; Lit-R-Blo leaf blowers, homeowners; Mi-T-Vac loaders, vacuum sweepers; Lif-Table work positioning platform; Tote-Tarp material handling tarp; Mi-T-Trail material trailers  
W. W. Morris, chm.; J. Marsh Lane, pres.; Bert Raffath, v. p. treas.; Bob Breckenridge, v. p.; Carl Rinker, gen. mgr.

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Golf course architect  
Edmund B. Ault, ASGCA

**AUSTIN ATHLETIC EQUIPMENT CORP.**—705 Bedford Ave., Bellmore, N. Y. 11710

(516) 785-0100  
Golf practice cage; chip and drive mat; chipping net and frame; golf practice net and frame; No Shag practice net  
Raymond E. Austin, pres.; Lee C. Austin, v.p., Mariane T. Austin, sec., treas.

**AUSTIN MFG. COMPANY, INC.**—1708 N. Irwin Ave., Green Bay, Wis. 54305 (414) 435-0451  
Adios golf travel bags; hanger clothes bags; carry-all clothes bag  
Howard Austin, pres.; Edward Langert, v. p.; Norbert Prokash, v.p.

**AUSTIN, NICHOLS AND COMPANY, INC.**—58th St. and 55th Drive, Maspeth, N.Y. 11378 (212) 894-1234  
Wild Turkey bourbon; Metaxa and Mouquin brandy; Campari; Murphy's, Paddy Irish whisky; Gilt Shillin', Wee Burn Scotch; Nicholas Blended whisky; F & R Canadian whisky; Pedro's rum; Chauvenet wines; Lagosta rosé wine; Wedding Veil, Black Tower German wines; Nicolaou Greek wines  
K. G. Peters, pres.; Thomas R. McCarthy, exec. v. p.; Lawrence Yaffa, v. p.; Howard Nutt, sls. prom.

**AVCO EZEE FLOW**—1st & Sycamore, Coldwater, Ohio 45828 (419) 678-5396  
Ezee Flow #105 Turf Care fertilizer spreader; Ezee Flow #106, 109 broadcast spreader-seeder; Ezee Flow #113, #115 broadcast seeder; Ezee Flow #125 rotary cutter  
Ralph Morr, mgr.

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Angostura aromatic bitters; Wuppermann grenadine, Drylem  
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Axaline golf putters  
Alvin V. Byers, pres.; Jerry A. Ross, v.p. mktg.; Mori Y. Bacle, v.p. sls.

**AZRAC HAMWAY INTERNATIONAL**—22 W. 23 St., New York, N.Y. 10010 (212) OR5-3427  
Tennis balls; presses; racquet covers; wooden racquets

## B

**BABCOCK AND WILCOX**—1551 S. Linden

Ave., Alliance, Ohio 44601 (216) 823-0500  
Suppliers of graphite shaft used on Wilson Graphite II line  
Jim Arens, gen. mgr.; Fred Carstens, mktg. mgr.; Philip Leopold, eng. mgr.

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E.H. Nielsen, pres.; Luis R. Lasa, v.p. and gen. sls. mgr.

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Warren E. Gregg, pres.; John Lawyer, v.p. mktg.; Richard M. Fielding, mktg. dir.

**BAILEY AND IZETT, INC.**—2538 Haverford Rd., Ardmore, Pa. 19003 (215) 642-1887  
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**BAKER FURNITURE**—1616 Monroe N.W., Grand Rapids, Mich. 49502 (616) 456-9666  
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T.P. Yardley, pres.; Roderick G. Kreitzner, v.p.

**BAKERS PRIDE**—1641 E. 233d St., Bronx, N.Y. 10466 (212) 325-6500  
Pizza ovens; bake, roast ovens; convection ovens; Charco-Broilers; rotary Bar-B-Que spits; hot water dispensers  
L. Charmatz, gen. mgr.

**P. BALLANTINE & SONS**—57 Freeman, Newark, N.J. 07101 (201) 643-3000  
Ale, beer; Munich; India Paceaoco  
Stephen D. Haymes, pres.; Donald Orenstein, exec. v.p.; David H. Slutzky, v.p. sls.; Wesley T. Wood, dir. mktg. ser.; Edward Parmelee, adv. dir.

**BALL-BOY COMPANY, INC.**—26 Milburn St., Bronxville, N.Y. 10708 (914) 337-0047  
Court backstops; nets; serving machines  
E. N. Bergmark, exec. off.

**BALLCO PRODUCTS, INC.**—129 N. Bayshore, San Mateo, Calif. 94401 (415) 343-2918  
Tennis bags; tennis balls; presses; racquet covers; metal racquets; strings; shorts  
Jan C. Lewenhaupt, exec. off./sls. mgr.

**BALLY CASE & COOLER, INC.**—Bally, Pa. 19503 (215) 845-2311  
Bally walk-in coolers; walk-in freezers; refrigerated buildings  
Leon Prince, v.p. sls.; Arthur Stortz, asst. sls. mgr.; Walter Stoudt, asst. sls. mgr.

**THE BALTIMORE SPICE COMPANY**—P.O. Box 5858, Baltimore, Md. 21208 (301)

## SUPPLIER INDEX

363-1700

Industrial spices, seasonings  
G.C. Brunn, pres.; E.L. Stattler, v.p. sls.

**BAMBOO & RATTAN WORKS INC.**—901  
Jefferson St., Hoboken, N.J. 07030 (201)  
659-2710

Whipping poles; Calcutta whipping poles;  
signal poles (flags)  
Edward V. Maison, pres.

**BANCROFT SPORTING GOODS COM-  
PANY**—Bancroft Ct., Woonsocket, R.I.  
02895 (401) 762-4000

Tennis bags; tennis balls; net top bindings;  
net cables; nets; presses; racquet covers;  
racquet frames; racquet grips; metal, wooden  
racquets; racquet stringing equipment; net  
center straps; strings; caps; dresses;  
gloves; shoes; shorts; sweaters  
T. B. Davis, exec. off.; E. G. Dailey, sls. mgr.

**BANDINI FERTILIZER COMPANY**—4139  
Bandini Blvd., Los Angeles, Calif. 90023  
(213) 263-7391

Bandini 10-4-6 GT green and tee fertilizer;  
Bandini Seven-Iron minor element fertilizer;  
Bandini organic and inorganic fairway fer-  
tilizers  
O.V. Morgan, dir. inst. sls.; Dave Mitts,  
operations mgr.

**BANTAM TRAVELWARE CORP.**—Empire  
State Bldg., Suite 1210, New York, N.Y.  
10001 (212) 594-8300  
Tennis bags

**BARB Q MATIC DIV., NORTH AMERICAN  
MOTORS, INC.**—20 Lexington Ave., Brook-  
lyn, N.Y. 11238 (212) 622-8448

BarbQmatic food producing machinery,  
keeps food warm; frankfurter machine;  
hamburger machine; pie baker  
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man, sls. mgr.

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8325 Jefferson Ave. E., Detroit, Mich. 48214  
(313) 965-6611

Corby's Reserve, Senator Corby blended  
whiskeys; Royal Canadian whiskey; Bar-  
clay's London dry gin, Bourbon whiskey,  
brandy, vodka; Grand Macnish Scotch; Park  
Lane whiskey; Old Caravan; Old Niagara;  
Gold Thimble Scotch whiskey  
Carl G. Rentschler, pres.; J.S. Campagna,  
exec. v.p.; Thomas Snelham, v.p. and treas.

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Monticello, N.Y. 12701 (914) 794-1200  
Superchrome color postcards; brochures;

golf score cards; audio visual presentations;  
color photography; slide presentations  
Bill Bard, pres.; Al Bard, sr. v.p.; George  
Hannau, v.p. sls.; Sandy Lindy, sls. mgr.;  
Elliot Arluck, sls. res. dir.

**BARDENHEIER'S WINE CELLARS**—1019  
Skinker Pkwy., St. Louis, Mo. 63112 (314)  
862-1400

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John E. Bardenheier, pres.; Joseph Barden-  
heier Jr., v.p. and treas.; John E. Simon,  
mktg. mgr.

**BAR-MASTERS, INC.**—5059 Melrose Ave.,  
Los Angeles, Calif. 90038 (213) 466-4521  
Soft drink dispensers; liquor dispensers  
James H. McMillen, pres.; Stan Abranowski,  
sls. mgr.

**BARTON BRANDS, LTD.**—200 S. Michigan,  
Chicago, Ill. 60604 (312) 431-9200

Kentucky Gentleman, Very Old Barton,  
Colonel Lee, Tom Moore, Barton Reserve  
whiskeys; House of Stuart, Highland Mist,  
Barton's QT Premium American light whis-  
key; Scotch whiskeys  
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gen. part.; William Getz, nat. dir. mktg.  
and sls.

**BARUCH MFG. COMPANY**—P.O. Box 385,  
Linden, N.J. 07036 (201) 486-8761

Tennis balls  
I. K. Eisenberg, exec. off.

**E.T. BARWICK MILLS**—5025 New Peach-  
tree Road, Chamblee, Ga. 30341 (404)  
451-4761

Ralph Root, sr. v.p. sls.; Nat Shore, v.p. and  
nat. sls. mgr.

**THE GEORGE BASCH COMPANY, INC.**—  
19 Hanse Ave., Freeport, N.Y. 11520 (516)  
378-8100

Nevr-Dull Magic Wadding Polish for clean-  
ing and polishing golf irons, removing grass  
stains

J. D. Basch, pres.; R. L. Basch, sec., treas.;  
M. Ax, gen. mgr.

**BASIC-WITZ CORP.**—215 Fifth, Waynes-  
boro, Va. 22980 (703) 942-8325

Furniture  
A.H. Wilhite, pres.; Walter Bean Jr., v.p.  
mfg.; Carlton A. Mallory, v.p. sls.

**BASS CHARRINGTON VINTERS (USA)  
LTD.**—655 Madison Ave., New York, N.Y.  
10021 (212) 752-4240

Wine importer, Alexis Lichine  
G.O. Jamison, pres.; Henry F. Morley, sec.  
and treas.

**BASSETT FURNITURE INDUSTRIES, INC.**  
—Bassett, Va. 24055 (703) 629-2531

Furniture  
Robert Lebnard, v.p. adv. and pub. rel. dir.;  
J.P. McClellan, mktg. dir.; Joe E. Meadors,

sls. mgr.; Elmer Dalton, sls. mgr.; Howard  
Whifford, sls. mgr.

**BATA SHOE COMPANY, INC./BATA  
SPORTS INTERNATIONAL**—Belcamp, Md.  
21017 (301) 272-2000

Tennis shoes  
A. Dolezal, exec. off.; F. A. Warmkessel,  
sls. mgr.

**BATEMAN ASSOC. TRADE CENTER**—  
Sampola A 2 04310 Tuusula, Finland (090)  
254-553

Fiberglass/plastic, wooden racquets; tennis  
dresses; shoes  
William R. Bateman, sls. mgr.

**BATROW LABORATORIES, INC.**—Short  
Beach Rd., Short Beach, Conn. 06405 (203)  
488-2578

H<sub>2</sub>O irrigation controller  
Philip D. Hercz, sls. mgr.

**JAMES B. BEAM DISTILLING CO.**, 500 N.  
Michigan Ave., Chicago, Ill. 60611 (312)  
527-9500

Jim Beam, Beam's Choice, Bonded Beam,  
Pin-Bottle Bourbon  
Everett Kovler, pres.; Martin Lewin exec.  
v.p.; Robert Soderman, adv. mgr.

**BEATTIE BROS. INC.**—2305 Canyon Blvd.,  
Boulder, Colo. 80302 (304) 445-2153

Tennis balls; racquet frames; racquet grips;  
fiberglass/plastic, metal racquets; racquet  
stringing equipment; strings  
Larry Simoneau, sls. mgr.

**BEATTY TRAILER DIV., HAYDEN BEATTY  
RAMBLER, INC.**—P.O. Box 1027, Burling-  
ton, N.C. 27215

Beatty hydraulic maintenance and utility  
dump trailers  
Hayden Beatty, pres.

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BV Wines  
L.F. Knowles Jr., v.p. and gen. mgr.; O. Gram-  
low, v.p. admin. and control; A. Tchelistcheff,  
v.p. and tech. dir.; Dr. R.G. Peterson, prod.  
mgr.

**BE-LEN MFG. COMPANY, INC.**—623  
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673-7690

Tennis shorts  
S. Ziegler, exec. off.; A. B. Charles, sls. mgr.

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Valencia, San Francisco, Calif. 94110 (415)  
861-8820

Mug root beer; club soda, Schweppes and  
other beverages

Angelo Campodonico, chm. bd.; James  
Campodonico, sec.; Byron Byrd, v.p. and  
adv. mgr.



1973

MACGREGOR ADVISORY STAFF VICTORIES

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| BING CROSBY NATIONAL . . . JACK NICKLAUS       | BRITISH OPEN . . . TOM WEISKOPF            |
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| RALEIGH CLASSIC . . . JUDY RANKIN              | PGA CHAMPIONSHIP . . . JACK NICKLAUS       |
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| LADY DARLING OPEN . . . JUDY RANKIN            | LANCOME INVITATIONAL . . . JOHNNY MILLER   |
| ATLANTA CLASSIC . . . JACK NICKLAUS            | OHIO KINGS ISLAND OPEN . . . JACK NICKLAUS |
| KEMPER OPEN . . . TOM WEISKOPF                 | GAC CLASSIC . . . JUDY RANKIN              |
| PHILADELPHIA CLASSIC . . . TOM WEISKOPF        | KAISER INTERNATIONAL . . . ED SNEED        |
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Winning golf has always required total confidence . . . in yourself, your game, and your equipment. That's why, since 1897, so many of the world's greatest golfers have relied on MacGregor clubs, and played them to victory. Last year alone, 23 major professional tournaments were won by golfers playing MacGregor.

## Winners play MacGregor

And this year, the demand for MacGregor clubs by top professional and amateur golfers alike is at an all time high. MacGregor . . . great golf clubs worth waiting for. Ask for them at your professional golf shop.

**MacGregor**

THE GREATEST NAME IN GOLF

BRUNSWICK CORPORATION • DEPARTMENT P181  
P.O. BOX 176 AT JIMSON ROAD • CINCINNATI, OHIO 45215



# Etonic® at the Andy Williams San Diego Open.

When Andy arrived to play in his own San Diego golf tournament he was dressed in Etonic from top to bottom. A luxurious cotton shirt; slacks of a lightweight stretch woven fabric; Staff Grade shoes of incomparable quality and comfort; and a beautifully fitting Cabretta leather golf glove. They're unmistakably Etonic and unquestionably superior. Etonic products are sold in golf shops the world over. Charles A. Eaton Co., Brockton, MA.02403

Etonic

Etonic

Etonic

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## SUPPLIER INDEX

**BELGIAN CONSULATE GENERAL**—333 N. Michigan Ave., Chicago, Ill. 60601 (312) 263-6624  
Racquet frames

**BELLANTE, CLAUSS, MILLER & NOLAN**—Bellante-Clauss Bldg., Scranton, Pa. 18503 (717) 346-8771  
Golf course architects  
Art Wall Jr., dir. of golf course design

**BENCOE COMPANY, INC.**—2709 Third Ave., Seattle, Wash. 98121 (206) 622-3354  
Tennis shorts  
Howard Reynolds, sls. mgr.

**BERGER HAT COMPANY, INC.**—394 Broadway, New York, N.Y. 10013 (212) 966-1065  
Tennis caps; shorts  
Dick Tepper, exec. off.; C. Schler, sls. mgr.

**JULES BERMAN & ASSOC., INC.**—116 N. Robertson Blvd., Los Angeles, Calif. 90048 (213) 655-6090  
Kahlua; Grand Award Canadian whiskey; Arandas tequila; Black Russian cocktail; Mistala rosé wine  
Tom Abker, pres.; Walter Girdwoyn, v.p.; Bob Augello, adv. dir.

**BERMUDA KING INC.**—Rt. 1, Okarche, Okla. 73762  
Bermuda King sprig harvesters and fairway sprig planters  
Willard Duffy, pres.; Ruth Duffy, v.p.; Jim Duffy, sls. mgr.

**BEVERAGES INTERNATIONAL, INC.**—2201 Main, Evanston, Ill. 60202 (312) 866-8800  
Orange, grape, strawberry crush; Old Colony beverages; Hires, Diet Hires root beer; Sun-Drop, Diet Sun-Drop root beer  
J. Thompson, chm. bd.; L. Collins, pres.; Frank O'Donnell, v.p. and gen. mgr.; S. Bokota, mktg. ser. mgr.

**BIGELOW-SANFORD, INC.**—140 Madison Ave., New York, N.Y. 10016 (212) 679-3000  
Carpets, rugs, linings  
J.T. Mills, pres.; John F. Bennett, v.p. mktg.; Jeffrey J. Joyce, sls. dir.

**BIGGS MFG. CO., INC.**—900 W. Marshall, Richmond, Va. 23220 (703) 648-8321  
Furniture  
Alfred Hemmings, pres.; S.D. Huxley, v.p.; M.D. Burgess, treas.

"BILLIE" ROSS OF THE PALM BEACHES

—6310 Georgia Ave., W. Palm Beach, Fla. 33405 (305) 582-2853  
Decoupage, repoussé hand-painted handbags; decorated hats; hand-painted key rings; hand-painted belts; rain hats; decorated wind bonnets; straw slippers  
Irene "Billie" Ross, pres.; Laura McCormick, sls. rep.; Eric Dehlin, sls. rep.; H. Wilkins, sls. rep.

**BIRELEY'S FOODSERVICE, INC.**—26 N. Garden, Bensenville, Ill. 60106 (312) 766-1600  
Fountain syrups; ice cream toppings; shake bases  
Lou Enkema, pres.; Harold Rost, v.p. institutional sls.

**MILTON BLACKSTONE/ASSOCIATES**—P.O. Box 1892, La Jolla, Calif. 92037 (714) 459-8255  
"Hallowed Be Thy Game" publication, record by Allan Sherman; Tee to Green, pro guide course aids; parchments, comedy golf publications; Golf Derby Assn. assn. mgt.  
Milton Blackstone, pres. (partner); "Bunny" Aldrich, assoc. Calif. rep.; Ken Grayson, assoc. N.Y. rep.

**BLITZ WEINHARD COMPANY**—1133 W. Burnside, Portland, Ore. 97209 (503) 222-4351  
Blitz beer  
F.G. Wessinger, pres.; William Floyd, v.p. mktg.; Richard L. Rausch, v.p. sls.; B. Vaughn, v.p. prod.; R.W. Schlieman, mgr. mktg. ser.

**BLUE WATER SEAFOODS COMPANY**—8888 Rogers St., Gloucester, Mass. 01930 (617) 281-2661  
Blue Water Seafoods  
J.D. Blaney, adv. mgr.

**BMB COMPANY, INC.**—N. Vermont at 9th, Holton, Kan. 66436 (913) 364-2186  
Dragst'r Golfst'r 3 wheel golf car; Suburban 48, 48-inch rotary mower pull type; Rotary Mowers 4 to 23-inch tractor mounted; Flail Mowers 6 to 15-inch tractor mounted  
W.D. Bottenberg, v.p. gen. mgr.; J.C. Bottenberg, v.p. sp.; R.W. Bottenberg, vehicle sls.; R.L. Fischer, sls.

**BOHN MANUFACTURING CORP.**—212 N. Sterling St., Streator, Ill. 61364 (815) 672-4503  
Par-King golf carts (pull type)  
William R. Bohn, pres.; Donald L. Reher, sls. mgr.; Mark Hawthorne, plant mgr.

**BONIDE CHEMICAL COMPANY, INC.**—2 Wurz Ave., Yorkville, N.Y. 13495 (315) 736-8231  
Bonide Mosquito Beater dry granular mosquito repellent; insecticides for bug control; fungicides for disease control in fairways, greens  
J. Wurz, adv. mgr.

**BOOTH FISHERIES**—2 N. Riverside Plaza, Chicago, Ill. 60606 (312) 346-3117  
Processors of fresh and frozen fish and seafoods  
Robert W. Holas, pres. and chief exec. off.; R. McKown, v.p. sls.; J.R. Dirks, v.p. mktg.; Glen Peak, dir. mktg.

**BORDEN, INC., FOODS DIV.**—50 W. Broad St., Columbus, Ohio 43215 (614) 225-4000  
Sweetened condensed, instant nonfat dry milk; instant coffee; instant and liquid Dutch chocolate drink; dehydrated potato products; domestic and imported cheese; ref. dough prod.; mayonnaise and salad dressings; gelatin salads; None Such mince meat; pickled beets; marshmallows; frozen meat and seafood  
F.F. Smiley, pres. canning and snack food groups; C.C. Daley, v.p. canning and snack food; R.M. Harris, v.p. milk based and specialty foods

**BOWIE INDUSTRIES, INC.**—1004 E. Wise St., Bowie, Tex. 76230 (817) 872-2286  
Bowie Hydro-Mulcher hydraulic planting equipment  
Owen Meyer, pres.; R.E. Jones, sls. mgr.; Otto E. Mercer, sls. rep.

**A. SMITH BOWMAN DISTILLERY, INC.**—Sunset Hills, Herndon, Va. 22070 (703) 471-4555  
Virginia Gentleman, Gentleman II, Fairfax County Straight Bourbon whiskeys  
A. Smith Bowman chm. bd. and sls. dir.; E. DeLong Bowman, pres. and gen. mgr.; Robert E. Lee IV.; John B. Adams Jr.; Henry H. Glassie, sec.

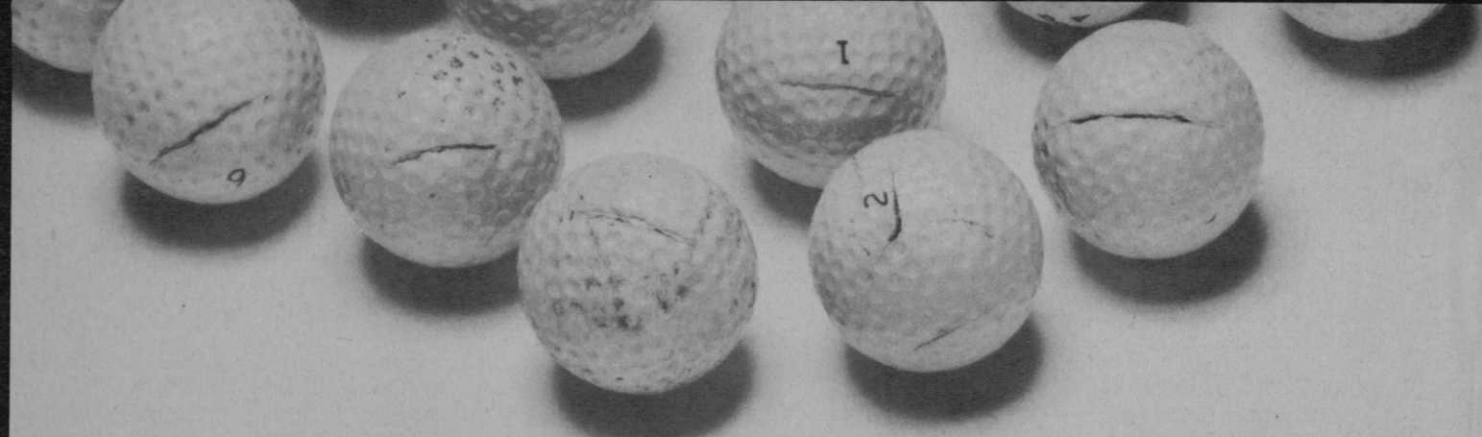
**BOYER CHEMICAL COMPANY**—1611 Church St., Evanston, Ill. 60204 (312) 273-2611  
Metal polish; sewer cleaner; septic chemicals; Glass Glow window cleaner  
G.A. Radford, pres.; S. Lesser, sls.

**BOYLAN LEASING INC.**—607 N. Main St., Plainwell, Mich. 49080 (616) 685-6828  
Harley Davidson, Melex golf cars  
Jim Boylan, pres.; Tom Goorhouse, secy. treas.; Larry Joseph

**BOYT DIV., WELSH SPORTING GOODS CORP.**—Box 1108, Iowa Falls, Iowa 50126 (515) 648-4627  
Tennis bags  
Leslie T. Welsh, exec. off.; H. Welsh, sls. mgr.

**BRANDELL PROD. CORP.**—9580 William St., Rosemont, Ill. 60018  
19th Hole Brand electric putting; Par, Birdie, Eagle cups; Swing-Trainer training club; Super Stick 17 clubs in one; putters (men's, women's); Mark Fore golf ball marker; golf club cleaning kits; golf shoe care kits  
Nick C. Kategian, v.p.

**A. BRANDT COMPANY, INC.**—P.O. Box

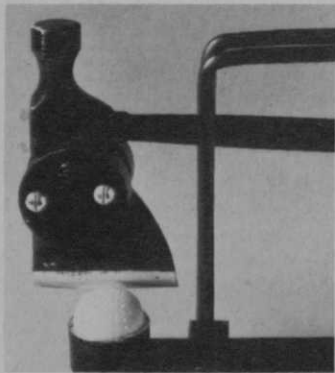


# What the original Golden Ram did for durability...



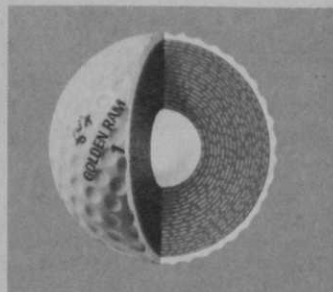
For years and years, nearly every golf ball made had a conventional balata cover. The pros all used high-compression balls with thin balata covers to give them the proper click and distance. But for the weekend golfer, that thin cover was too easy to cut. Making the balata cover thicker reduced the cutting somewhat, but it reduced the ball's responsiveness, too. Solid golf balls solved the cutting problems, but their flight characteristics were different. In short, there just wasn't a high performance golf ball with any kind of durability. But then, seven years ago, the RAM Golf Corporation revolutionized the way golf balls were made.

It was while RAM Golf Corporation engineers were working closely with the plastics experts at DuPont that a breakthrough came... Surlyn®: an ionomer resin that's among the toughest of all thermoplastics. But besides just being



tough, Surlyn had another desirable quality, too. It adhered to the high-tension windings of the golf ball core which is an important factor in the ability of the ball to stay in round.

RAM combined this new Surlyn cover with a core of a new elastomeric material, wound the core with a new kind of rubber thread that was stretched under tension, and produced the ball that started it all... a ball that provided added distance with improved durability... The First Golden RAM Golf Ball.



It started a whole new chapter in the manufacture of golf balls. Other manufacturers of golf balls are only now discovering the advantages of a Surlyn covered ball. Meanwhile, RAM Golf Corporation has been building up seven years of experience in working with Surlyn. Did this experience show that the first Golden RAM would be the only Golden RAM? Not by a long shot!



# RAM GOLDEN RAM SS4

RAM Golf Corporation, 1501 Pratt Boulevard, Elk Grove Village, Illinois 60007

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