

The new Golden Ram SS4 does for distance.



As good as the first Golden RAM was, we've improved it. So much so, in fact, that the new Golden RAM SS4 is now the long ball. Want proof? We did too, so we tested the Golden RAM SS4 against Top-Flite who



claimed to be the longest golf ball. During the World Open Golf Tournament at Pinehurst Country Club, we asked six of the top professionals on the tour to help us. The first hole of the #5 course was carefully measured and marked, then each pro hit 25 Golden RAM SS4's and 25 Top-Flites. The names on each ball were obliterated so that none of the pros knew which ball they were hitting. When it was all over and the average distance per drive was computed, the Golden RAM SS4 averaged 8 yards longer!

How did we do it? How did we improve the first Golden RAM Golf Ball enough to be the long ball? Working with DuPont chemists, we developed a new thinner, non-cut cover

to give the click and feel that pros and amateurs alike prefer. Secondly, we increased the percentage of natural rubber in our thread formula. Third, we developed thinner winding thread and increased the windings by 20%. Fourth, we deepened the dimples to give the SS4 more lift and carry with less wind resistance. And lastly, we wrapped this all around a polybutadiene center that out-rebounds all others, including liquid, by as much as 50%. To make a long story short, the new Golden RAM SS4 gives you the best of both possible worlds: distance and durability. Maybe that's why the Golden RAM SS4 is fast becoming the hottest ball on the pro tour. When you're the long ball, the pros find out fast.



The proven winner on the pro tour can be a winner in your pro shop too, providing you've got enough Golden RAM SS4's on hand when your golfers come in and ask for it.

Send for your free copy of our testing procedure and results, care of Larry Woosley, Dept. GB, RAM Golf Corporation.

Sold thru Pro Shops

Surllyn is a registered trademark of the E.I. DuPont Co. In

-it plays longer.

Also available: the Golden RAM 264—larger dimples for more lift.

And the new Golden Girl—the durable distance ball for ladies.

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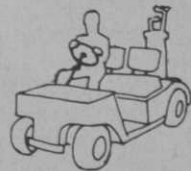


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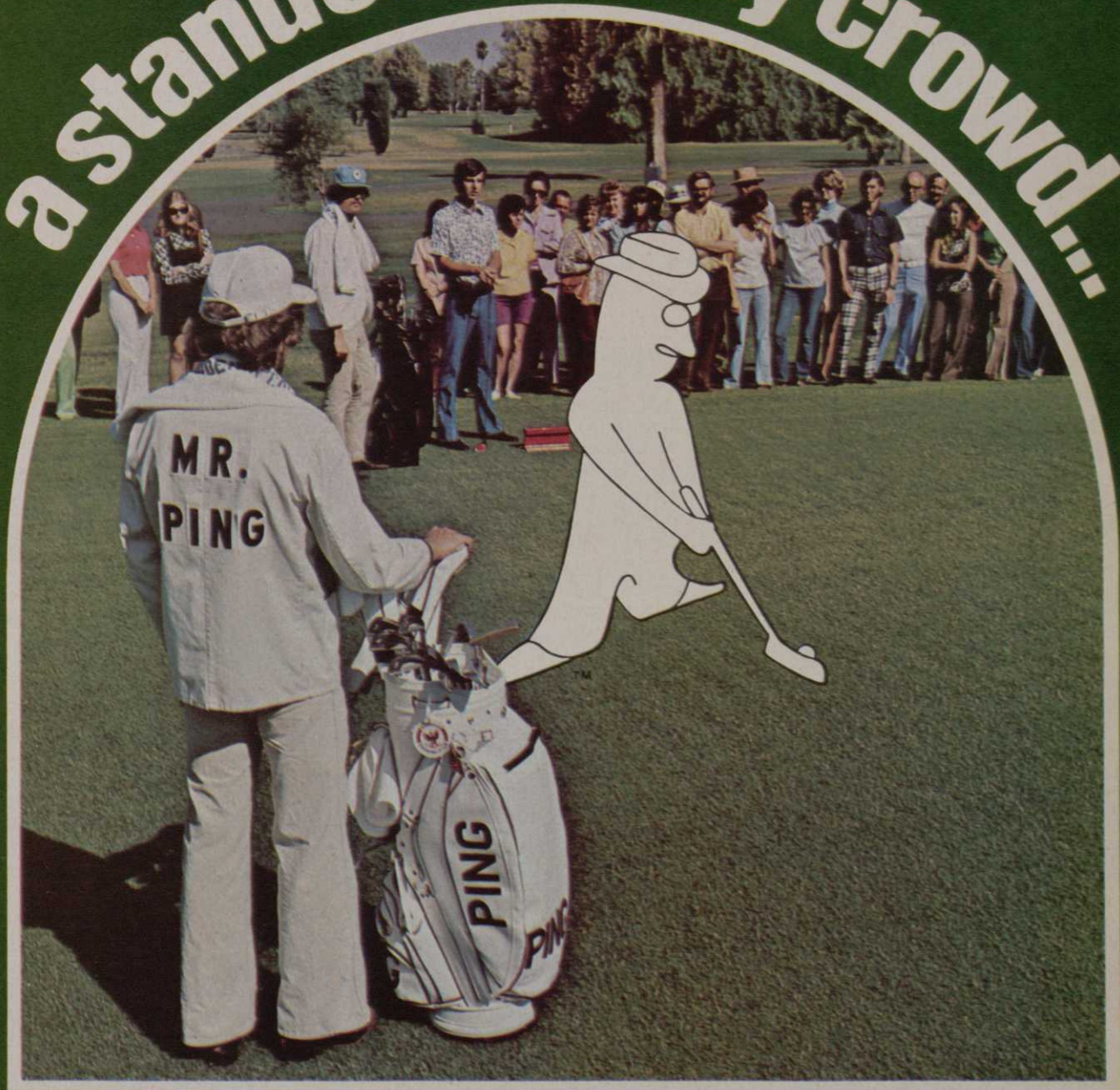
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Bobby Shave, sec./treas.

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V. J. Hewitt, pres.; M. J. Lakis, prod. mgr. institutional pack and plantains

CHOCK FULL O'NUTS CORP.—425 Lexington Ave., New York, N.Y. 10017 (212) 682-0500
Coffee, frozen cakes; decaffeinated and instant coffee
William Black, chm. bd. and chief exec. off.; Sy Mindel, pres.; T. W. Berendson, coffee mktg. and sls.

CHROMCRAFT CORP.—Box 126, 1 Quality La., Senatobia, Miss. 38668 (601) 562-8203
Dining and office furniture
H. M. Cunningham, pres.; A. A. Steinman, v.p. dining; Raoul Hurley, sls. prom. mgr.

CIBA-GEIGY CORP.—P.O. Box 11422, Greensboro, N.C. 27409 (919) 292-7100
Diazinon AG500 insecticide; Sarolex nematocide-insecticide
J. A. Mullins, asst. dir. of sls.

C. I. INDUSTRIES—3210 N. Pierce St., Milwaukee, Wis. 53212
Golf ball retriever; wrist scorekeeper; sport towel; tees; spikes; sport seats; putters; golf valets; headcovers; rainsuits; putting carpets; plastic tubes; driving nets; driving mats; golf gloves; golf, practice balls; coverall, Sunday bags; beverage can coolers; golf spike rubbers
Saul Faber, pres.; Sam Gingold, v.p.; Viola Faber, sec. treas.; Ary Gannett, sls. mgr.

CITATION MFG. COMPANY, INC.—Box 550, Siloam Springs, Ark. 72761 (501) 524-4127
Rover signal-seeking electronic golf caddy
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CLAN IMPORTERS, INC.—680 Eighth St., San Francisco, Calif. 94103 (415) 861-1400
Importers of J & B Scotch; White Heather Scotch; Ballerina vodka and gin; Canadian Springs, Hedges & Butler, White Wolf vodkas; Eden Valley Australian wines; Espania, Catalonia Spanish wines; San Matias tequila
Clair N. Fischell pres.; Joseph B. Cohen, exec. v.p.; H. L. Imeson, v.p.

CHARLES F. CLARK, DIV. FNT INDUS., INC.—927 1st St., Menominee, Mich. 49858 (906) 863-5541, 863-5518
Clark golf bags; carryalls; Hed-mits; Victory golf practice nets; court backstops; net top bindings; net cables; nets
Murray G. Grabowsky, exec. off.; John W. Leboeuf, sls. mgr.; Jack Christensen, sls. mgr.

STANLEY CLARKE EQUIPMENT COMPANY, INC.—665 Mokena Dr., Miami Springs, Fla. 33166 (305) 885-4657
Trapmaster sand trap rake; greens spraying elements
R. L. Summer, pres.

CLASSIC GOLF SHOE COMPANY—371 Putnam Pike, Smithfield, R.I. 02917 (401) 231-2800, (212) 591-6151
Classic Ltd. golf shoes; Classic Casuals street shoes
George M. Dermksian, pres.; Kim Cole, sls.; Mike Walsh, sls.; Robert De Lauer sls.; Barry Shutte, treas.

W.A. CLEARY CORP.—1049 Somerset St., Somerset, N.J. 08873 (201) 247-8000
3336 Systemic Turf Fungicide; Bromosan, Spotrete, PMAS 10% turf fungicides; MCPP, MCPP-2 4-D herbicides; Grass Greenzt turf colorant; Tru-Green chelating agent; Caddy systemic fungicide; Melthar 80, AMA herbicides
Hal Weitz, mktg. mgr.; Dr. Paul Sartoretto, tech. dir.; Evert Hanson, pres.; Dyson Johnson, order dept. rep.

CLICQUOT CLUB COMPANY, A DIV. OF COTT BEVERAGE CORP.—Millis, Mass. 02054 (617) 376-2931
Clicquot Club pale dry ginger ale; flavors and sparkling water
Samuel Weissman, exec. v.p.; J. Orvatz, v.p. adv.; John Brett, sls. prom. mgr.; Fred Dunn, gen. mgr.

CLORO-SPRAY CORP.—475 Beaver St., Bristol, Pa. 19007 (215) 426-7723
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Edward J. Sanson, pres.; Wallace R. Hartman Jr., gen. mgr.

CLUB CAR, INC.—203 Norton Rd., P.O. Box 897, Augusta, Ga. 30903 (404) 798-8687
Caroche four-wheel electric golf car; Caroche Islander four-wheel electric combination commuter and golf car; Caroche utility truck four-wheel electric with cargo box for 500 pound load; Caroche personnel carrier four-wheel

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COBERKNIT CORP.—42 E. 20th St., N.Y., N.Y. 10003 (212) 982-1000
Men's golf jackets; waterproof rain suit; quilted lined warm-up pants; doubleknit walking shorts; ladies' golf jackets; ¾ length rain jacket; men's, ladies' ¾ length fleece lined jackets; court backstops
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THE COCA-COLA COMPANY, FOODS DIV.—7105 Katy Road, Box 2079, Houston, Tex. 77001 (713) 861-4411
Fruit drinks; frozen concentrated fruit juices; coffee products
D. R. Keough, pres.; T. C. Cleveland, v.p. and mktg. dir.; R. V. Fey, v.p./asst. mktg. dir.

COCA-COLA U.S.A., DIV. OF THE COCA-COLA COMPANY—310 North Ave., N.W., Atlanta, Ga. 30318 (404) 897-2121
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COLBY PIONEER PEAT COMPANY, INC.—P.O. Box 8, Hanlontown, Iowa 50444 (515) 896-2155
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Colloidal spray adjuvants, including spreaders, stickers, wetting agents, surfactants for agricultural chemicals
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COLONIAL PROVISION COMPANY, INC.—1100 Massachusetts Ave., Boston, Mass. 02125 (617) 442-6886
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Jack Satter, pres.; Robert Bailen, v.p. sls.; George Pile, dir. oper.

COLORGUARD CORP.—One Johnson Dr., Raritan, N.J. 08869
Colorbond vinyl-clad chain link fence in colors; Colorbond park benches; Match-Play tennis nets in colors; Redwood Privacy redwood screen fence
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COLOURPICTURE PUBLISHERS, INC.—76 Atherton, Boston, Mass. 02130 (617) 522-6500
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Doug Garber, gen. sls. mgr.; Jay Cordill, sls. coord.

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